

CALEXOTICS®

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2024 PRESS KIT



Celebrating 30 years

# OVERVIEW

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CalExotics is the world's leading manufacturer of pleasure products. Since 1994, the company has been at the forefront of research and development of products that enhance the intimate experience and help people find more joy in their lives. With an extensive array of pleasure products in every category, CalExotics services the needs of intimate product retailers worldwide through our distributor partnerships throughout the globe.

# HISTORY

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Company founder and CEO Susan Colvin envisioned helping people find pleasure through creating more inclusive intimate products over 30 years ago, and led as a female business leader in an industry which was dominated exclusively by men.

CalExotics has revolutionized the pleasure products business, and introduced reliable products with powerful motors backed by an industry-leading warranty.

Today, the company produces a wide variety of the best quality products for all sexual partners, sexual orientations, and price ranges. Every product is designed, tested and manufactured to provide an exceptional experience time after time.

# HIGHLIGHTS

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As the first sex toy company founded and operated by a woman, and global leader in innovation, there is a long list of accomplishments attributed to CalExotics. Many of these have become industry standards, with their roots traced back to the pioneering spirit of Susan Colvin and her team.

## **CalExotics was the first to...**

- Introduce feminine colors to intimate massagers
- Release a waterproof line of toys
- Introduce remote control egg-style intimate massager
- Offer manufacturer warranties for intimate products
- Have an all-women product development team
- Create 100% premium silicone intimate products
- Introduce rechargeable rabbit-style vibrators
- Manufacture a talking vibrator
- Create pulsating intimate massager made in the USA
- Bring an eco-friendly, solar-powered intimate toy to market
- Design butterfly-style intimate massagers
- Manufacture a wireless charging massager with built-in sanitizing capabilities

# A MESSAGE FROM OUR FOUNDER SUSAN COLVIN

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CalExotics began with a vision to create more inspiring intimate products that better suited the needs of people looking to enhance the pleasure in their daily lives. I believe the products that we create are a part of a holistic plan to cultivate a happier you.

CalExotics is a "World of Enhanced Pleasure™" with an exciting array of intimate selections that embrace the spirit of self-fulfillment and help us to find more joy in ourselves and in our lives.

# COLLECTIONS

With over 125 collections, CalExotics services the needs of people looking to enhance their pleasure through its extensive array of intimate products. Some of our newest and best-selling collections include:



# AWARDS & RECOGNITION

## 2023

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**Progressive Pleasure Product Company of the year**, XBiz Award  
**New Product of the Year** for Obsession Lover, Storerotica Award

**Product Line of the Year - Bodywear** for Radiance, EAN Award  
**Best in Business**, Inc. Magazine

## 2022

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**Jackie White, Xbiz Executive Award**, Legacy Award  
**Best Pleasure Products Manufacturer - Large**, AVN Award  
**Jackie White Induction into AVN Hall of Fame**  
**AVN "O" Award, Outstanding Innovation** for MyPod  
**Jackie White, Lifetime Achievement Award**, AVN "O" Award  
**Best in Business**, Inc. Magazine

**Most Evolving Company**, Sign Award  
**Product Line of the Year Award** for California Dreaming, EAN Award  
**Susan Colvin, Storerotica Hall of Fame**, Storerotica Award  
**Pleasure Product Company of the year**, Storerotica Award

## 2021

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**Pleasure Products Company of the Year**, Xbiz Award  
**Susan Colvin, Businesswoman of the Year**, Xbiz Executive Award  
**Smartest Pleasure Product Line** for Empowered, Sign Magazine Award  
**Jackie White, Sign Magazine Hall of Fame**, Sign Magazine

Award  
**Jackie White, Storerotica Hall of Fame**, Storerotica Award  
**Jackie White, Lifetime Achievement Award**, EAN Award

## 2020

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**Best Pleasure Product Manufacturer - Large**, AVN Award  
**Outstanding Internal Stimulator** for In Touch™ Passion Trio, AVN "O" Award  
**Susan Colvin, Legacy Award**, Xbiz Legacy Award  
**Sexual Health and Wellness Product of the Year** for She-ology™: 5-Piece Wearable Vaginal Dilator Set, Xbiz Award

**Nichole Grossmann, Marketing Exec of the Year**, Xbiz Executive Award  
**Pleasure Product Company of the Year**, Storerotica Award  
**Best Novelty Company**, YNOT Award  
**Jacqueline White, Life's Work in the Industry Award**, Sign Magazine Award  
**Best Marketing Campaign**, Sign Magazine Award

## 2019

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**Pleasure Products Company of the Year**, Xbiz Award  
**Lupe Martinez, Business Development Exec of the Year**, Xbiz Executive Award  
**Company of the Year**, AdultEx Award  
**Best LGBTI Range** for COLT, AdultEx Award  
**Gold Award for Outstanding Creative Design** for In Touch, 49th Print and Packaging Award  
**Silver Award for Outstanding Creative Design** for Jack Rabbit

Signature, 49th Print and Packaging Award  
**Retailer Favorite of the Year**, StorErotica Award  
**Austin Ferdinand, Brand Ambassador of the Year**, StorErotica Award  
**Congratulations for 25 Years in Business**, EAN Award  
**Sexual Health Product of the Year** for She-ology 5-piece Dilator Set, EAN Award

## 2018

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**Best Product Packaging** for Mini Marvels, AdultEx Award  
**Sensual Accessory Line of the Year** for Nipple Play, XBIZ Award  
**Austin Ferdinand, Senior Leadership Award**, XBIZ Executive Award  
**Outstanding Powered Product** for Kroma, AVN "O" Award  
**Retail Education/Training Program of the Year** for the CalExotics Institute, XBIZ Award  
**Silver Award for Outstanding Creative Design** for California

Dreaming, Creativity 48th Print and Packaging Award  
**Best Adult Toy Brand** for California Dreaming, SIGN Magazine Award  
**Best New Product Line, Pleasure Products** for California Dreaming, EAN Award  
**Pleasure Product Company of the Year**, StorErotica Award  
**Best Pleasure Product Brand**, ETO Award

# AWARDS & RECOGNITION

## 2017

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**Best Sexual Health and Wellness Range Award** for Inspire, Adultex Award

**Bronze Package of the Year Award** for the Universal Toy Cleaner and Premium Lube, NACD Packaging Award

**Best Pleasure Products Brand**, ETO Award

**Best Adult Toy Brand**, SIGN Magazine Award

**Susan Colvin, Lifetime Achievement Award**, EAN Award

**Gold Award in Outstanding Creative Design** for Mini Marvels, Creativity 47th Print and Packaging Awards

**BDSM Product of the Year Award** for Scandal, StorErotica Award

**Paula A. Seidman Award** for volunteer service from Living Beyond Breast Cancer

**Susan Colvin, Chief Executive of the Year**, XBIZ Executive Award

**Soft Bondage Product/Line of the Year** for Scandal, XBIZ Magazine

**Outstanding Packaging** for Mini Marvels, AVN "O" Award

## 2016

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**Best Fetish Product Range for Scandal**, Adultex Award

**Design Award** for Silhouette S8, Red Dot

**Outstanding Marketing Campaign**, Rebranding Initiative, AVN "O" Award

**Pleasure Products Company of the Year**, XBIZ Award

**Jackie White, Senior Leadership Award**, XBIZ Executive Award

**Susan Colvin, Woman of the Year Award**, Free Speech Coalition

**Best New Sex Toy** for Luxe, Sign Magazine Award

**Best Sexual Wellness Product Line** for Inspire, EAN Award

**Susan Colvin, Business Woman of the Year**, EAN Award

**Retailer Favorite of the Year**, Storerotica Award

## 2015

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**Most Innovative Male Product Award** for Apollo Alpha Stroker, Adultex Award

**iF DESIGN AWARD** for Impress Collection, iF Award

**Susan Colvin, Lifetime Achievement Award**, AVN "O" Award

**Gold Award in Outstanding Creative Design** for Silhouette, Creativity 45th Print and Packaging Award

**Bronze Award in Outstanding Creative Design** for Kits, Creativity 45th Print and Packaging Award

**Susan Colvin, Business Woman of the Year**, EAN Award

**Susan Colvin, Life's Work in the Industry Award**, Sign Magazine Award

**Pleasure Product Company of the Year**, AAE Award

**Best New Product Range** for Entice Accessories, ETO Award

## 2014

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**Best Overall Marketing**, Sign Magazine Award

**Susan Colvin, Business Woman of the Year**, EAN Award

**Best New Product Line** for Embrace, EAN Award

**Twenty Years of Excellence**, EAN Award

**Company of the Year Award**, EAN Award

**Silver Award in Outstanding Creative Design** for Scandal, Creativity 44th Print and Packaging Award

**Marketing Campaign of the Year** for Coco Licious, Storerotica Award

**Best Social Media**, Adultex Award

**Best Packaging** for Scandal, Adultex Award

**Soft Bondage Line of the Year**, XBIZ Award

**Novelty Company of the Year Award**, Free Speech Coalition

## 2013

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**Reviewer's Choice Award** for Body & Soul, Sign Magazine Award

**Susan Colvin, Business Woman of the Year**, EAN Award

**Love Toy Company of the Year**, EAN Award

**Manufacturer of the Year**, Storerotica Award