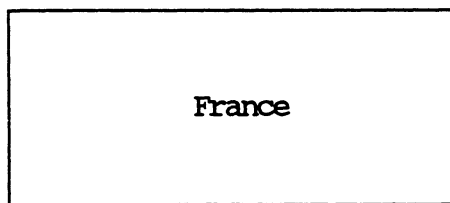


Pins



Pins - France

Product description	HS 7117	Imitation jewellery of base metal, whether or not plated with precious metal.
	HS 7117.19	Others
	HS 7117.90	Others
Production	France manufactures traditional pins. "Jewel quality" pins - manufactured primarily at the local level - account for only 5% of sales. As the market expands, quality differences among the various manufacturers are becoming apparent.	
Imports	Imports have expanded since 1989, although 1992 has seen a certain levelling off. Imports come mainly from Asia: Taiwan Province (China), which supplied some 90% of the market until September 1991, Thailand, and China. Certain countries in eastern and central Europe, including the Commonwealth of Independent States (CIS) and Romania, have recently become competitive suppliers.	
Exports	French exports face strong competition from goods from Germany, the United States of America and Scandinavia for upmarket pins.	
Market profile	<p>There are two types of pins: luxury and standard. They are marketed in different ways and are of different qualities. There are also hand-made pins.</p> <p>There is a wide variety, including: injected metal, epoxy, china, stove enamelled, hard enamelled, cold enamelled, silver or gold coated, wood and plastic. There is currently little structure to the market. Pins are bought mainly as fashion gadgets by collectors, usually young people. The customers initially targeted were companies, who in turn used pins for advertising. This strategy was hugely successful. Since then, individuals and retailers have been targeted.</p>	
Prices	Indicative prices are as follows. For orders of 1,000 - 10,000 units: US\$ 0.11 each FOB Taipei (CAF Paris, by air: US\$ 0.14). For orders over 50,000 units: US\$ 0.07 each FOB Taipei (CAF Paris, by air: US\$ 0.089). Retail prices vary between FF 4.50 and FF 50.00, depending on the material and rarity value. There would seem to be no upper limits or guide prices for pins sold at auctions and markets.	
Distribution channels	Companies obtain their pins through their marketing departments working with the advertising agencies. With smaller companies being targeted, straight distribution channels have become shorter, i.e., from the importer to the company concerned. French producers occasionally import to make up their product range in certain market segments.	

**Sales
promotion**

Trading relations are often established by visits to importers and trade fairs. Advertising in trade journals is a common practice. "Pin's Up", for example, charges the following (French Francs, excluding taxes):

1 page	4-colour	19,700	black & white	14,950
1/2 page	4-colour	12,350	black & white	9,750
1/4 page	4-colour	6,500	black & white	5,200

**Commercial
practices**

A part payment is usually made with the order, and the balance on delivery for goods delivered from France or neighbouring European countries. Letters of credit are the norm for the Far East and distant countries. Delivery periods are about four weeks from Taipei, but have been known to extend to eight weeks.

**Market
opportunities**

As a whole, the market has declined some 35% since 1991. Companies are ordering less. The future is uncertain as regards the habits of other buyers because pins are a fashion item. Certain innovations, variations and new applications should boost the market, e.g., magnetic pins, magnette, tampins for stamping out the pattern, and pins with changing colours. The best opportunities are currently among tourist souvenirs, gifts, large media (or private) events, boutiques and associations.

Although this study of pins is based on the French market, it is important to note that other French-speaking areas (Belgium, Luxembourg and Switzerland), as well as Germany (more recently) are following a similar pattern, even though their markets are smaller.

Useful addresses

PROMEX-PMA - Agence française
pour la promotion des
exportations des P.M.A.
(Trade Promotion Organization)
10, avenue d'Iéna
75016 Paris
Tel: (1) 40 73 30 67
Tlx: 611 934 cfce f
Fax: (1) 40 73 39 69

Chambre de commerce et d'industrie
de Paris
(Chamber of Commerce of Paris)
2, rue de Viarmes
75001 Paris
Tel: (1) 45 08 36 30
Fax: (1) 45 08 38 51

Salon de l'objet de collection
Contact: Josseline Pezerat
"Les Collectionneurs"
8, rue du Jura
75013 Paris
Tel: (1) 43 36 23 01

Specialized publications

PIN'S UP Pin's magazine - Société d'éditions nouvelles et originales (SENO) 48-50, bd Sénard 92210 Saint-Cloud Tel: (1) 47 11 20 00 Fax: (1) 49 11 02 77	L'Argus du Pin's (same address)
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List of manufacturers/importers (non exhaustive list)

SOFREC ZAC L'Argentière 5, rue Jacques Anquetil BP 86 95144 Garges les Gonesse Tel: (1) 39 86 81 81	KYK 21, rue du Gué 92500 Rueil-Malmaison Tel: (1) 47 51 06 06 Fax: (1) 47 51 33 34
Société MDB 3, rue Bleue 75009 Paris Tel: (1) 45 23 30 08 Fax: (1) 45 23 30 05	ITPC 8, rue de Chantilly 75009 Paris Tel: (1) 48 78 29 60 Fax: (1) 44 53 04 34
Evolution Pin's 24, avenue Joannès Masset Bât. B 69009 Lyon Vaise Tel: 78 47 13 63 Fax: 78 47 86 71	FG International 120, avenue de la Libération 38290 La Verpillière Tel: 74 94 04 50 Fax: 74 94 58 00

Sources of information

- Le Pin's: market study, Société de distribution directe. La Navarre. 52 Allée Granados, 13008 Marseille, France, May 1992.
- The Pin's Up magazine
- Contacts with traders
- More detailed information can be supplied by ITC on request.

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This market brief has not been formally edited by ITC.

