

RUBIK'S





Erno Rubik Inventor of the Rubik's Cube

LET THIS MAGICAL OBJECT SPEAK FOR YOUR ENTERPRISE

YOUR 3D MEDIA

- ❏ Playful and engaging
- ❏ Captivating almost everyone
- ❏ Communicating intuitively
- ❏ Large printing area for your pictures and messages
- ❏ Landing on your Employee's desk or in your Client's hands



HISTORY OF RUBIK'S CUBE



1944

Ernö Rubik is born in Budapest Hungary

1974

Ernö Rubik develops the first prototype and later introduces it to his design students

1979

Tom Kremer negotiates and signs the distribution license

1975

Ernö Rubik patents the 'Magic Cube' as a puzzle

1980

The 'Magic Cube' is renamed 'Rubik's Cube' and launched at the toy fairs of London, Paris, Nuremberg and N.Y.

1999

The Rubik's Cube receives a three-dimensional trademark on its shape

2018

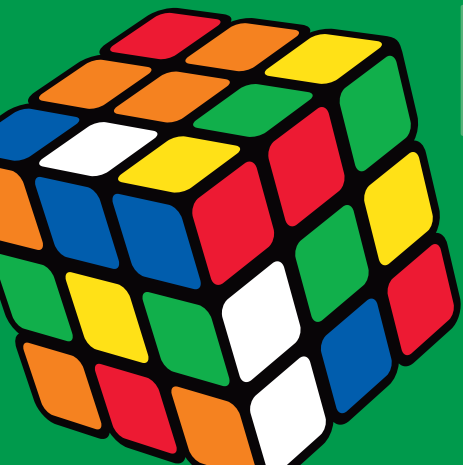
McDonald's launches a multi-territory Rubik's Cube Happy Meal promotion

2017

Rubik's enjoys a record year of sales since the Rubik's craze of the 80's!

2024

Rubik's celebrates its 50th anniversary since the invention of the Cube



98%
BRAND AWARENESS



BEST SELLER
BEST-SELLING TOY IN HISTORY



npd
BEST -SELLING TOY IN THE CATEGORY OF PUZZLE & BRAIN TEASER

450 MILLION
RUBIK'S CUBES SOLD WORLDWIDE

**BE
ICONIC!**

RED BULL
SPONSORS SPEEDCUBING WORLD CHAMPIONSHIP FROM 2018



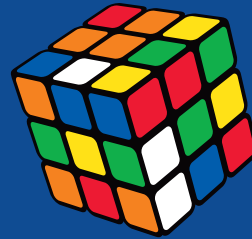
9.5 MILLION
WEBSITE VISITORS PER ANNUM

#7 MOST SEARCHED TERM ON
GOOGLE
'YEAR IN SEARCH FOR 2017'

HOW TO SOLVE THE RUBIK'S CUBE

2.5 MILLION
MINUTES OF RUBIK'S RELATED CONTENT WATCHED ON
YOUTUBE
IN 2017

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THE ICONIC CUBE LINE



RUBIK'S 3x3

The Masterpiece that made RUBIK'S a household name, but also the most effective 3D Media able to associate all its values (Iconic, Smarts and Creativity) to your Brand and Messages.

Features:

- Full 6-side color label customization
- Stand available in black or transparent color

Size : 57 x 57 x 57mm

 Recycled plastic



Design Examples



1 side
Logo



6 sides
Multiple Logos



6 sides
Images & Messages

SPECIAL FINISHINGS

- 5 Colors
- Matt finish
- UV spot
- Mylar Metallic finish



Swatch book



Mylar Metallic Finish

SPECIAL PACKAGINGS

- 4C printed box
- Acrylic box
- PET box with insert



Acrylic box



4C Printed box

INTERACTIVE MOCKUPS

Test your Rubik's Cube design using our online visualization tool, in seconds Visit Register a free account on viewmycube.com using a desktop or mobile



Scan to test and play with this Cube!



RUBIK'S MINI

Pocket version of the iconic Rubik's Cube 3x3. Perfect for large volume campaigns.

Features :
• Full color label customization

Size : 34 x 34 x 34mm

 Recycled plastic

RUBIK'S KEYCHAIN 3X3 AND 2X2

Keychain version, providing good exposure and fantastic Value-for-Money.

Features :
• Full color label customization

Size : 34 x 34 x 34mm / 23 x 23 x 23mm

 Recycled plastic



RUBIK'S 4x4

96 stickers available for your logo, branding or marketing message, with ample space for your images.

Features :
• Full color label customization

Size : 64 x 64 x 64mm

 Recycled plastic



RUBIK'S 2X2 AND 2X2 MINI

Each square section is larger than on the 3x3, giving you more flexibility to print your visuals. Available in 2 sizes.

Features :
• Full color label customization

2 Size : 57 x 57 x 57mm / 34 x 34 x 34mm

 Recycled plastic



RUBIK'S EDGE

A Twist of the Classic – This new Rubik's with the familiar look of the 3x3 Cube allows new movements and shapes. Easier to solve, the EDGE is an invitation to play and a very effective 3D Media, communicating intuitively every time you take it in your hands.

Features:

- All blocks can be twisted
- Full color customization

Size : 57 x 57 x 18mm

 Recycled plastic

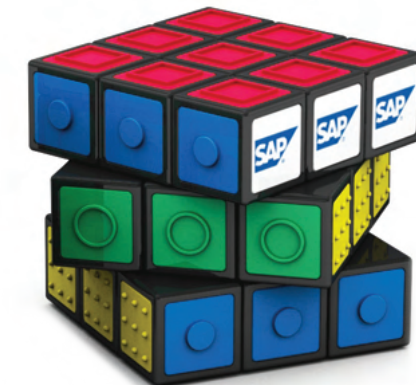


RUBIK'S SENSORY CUBE

It's the new touch challenge that stimulates the Senses, and Focuses the Mind !

- Inclusive : Design that Works for all, including the blind or Visually Impaired
- Fun: Engaging Touch/Multi-Sensory Toy
- Customization: 5 sides with 3D sensory tiles / 1 side with custom UV print logo

Size : 57 x 57 x 57mm



RUBIK'S SPINNER

Spin it, Twist it, Brand it! Have fun and be engaged with unique Twisting blocks feature.

Features:

- Full color label customization
- Blocks can twist

Size : 60 x 60 x 11mm

 Recycled plastic



RUBIK'S TWIST AND TWIST MINI

Invented by Ernő Rubik himself. This creative puzzle allows amazing figures to take form. Available in 24 sections and 12 sections (Twist Mini)

Features :

- Full color label customization

Size : Regular 24 x 17 x 405 mm

Mini 24 x 17 x 203mm

 Recycled plastic



Twist Mini



TECHNOLOGY LINE

RUBIK'S BLUETOOTH SPEAKER

The Rubik's Bluetooth Speaker plays your favourite tune on the go and serves as an effective 3D Media associating all the values of the 3x3's (iconic, smarts, and creativity) to your Brand and Messages !

Features:

- Bluetooth compatible
- Full 6-side label customization

Size : 70 x 70 x 70mm

 **Recycled plastic**



RUBIK'S MOBILE CHARGING CABLE SET

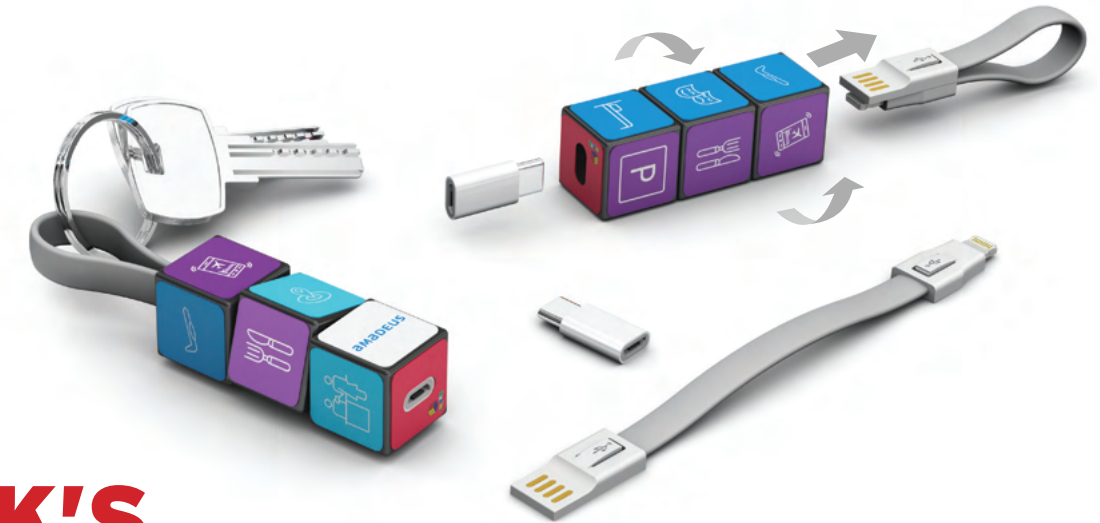
A Creative and communicative companion that allows you to charge your phone from any USB port. Designed to be fixed on your keychain or bags.

Features :

- Full color customization
- Works on all phones
- Charge and Data enabled

Size : 20 x 20 x 57mm

 **Recycled plastic**



RUBIK'S POWERBANK

Fun and Handy puzzle – This Powerbank charges your devices everywhere you go, but also communicates playfully around your Brands or Products portfolio, company values...

Features :

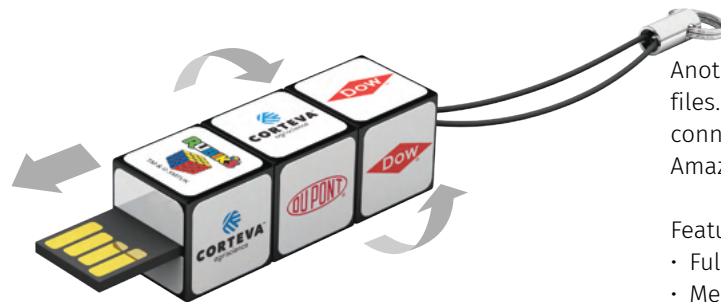
- Full color label customization
- 2500mAh

Size : 104 x 25 x 25mm

 Recycled plastic



RUBIK'S USB MINI



Another useful accessory to store or transfer your important files. Mini size, ingenious twist mechanism to slide the connector in and out, a string to fix it on your keychain. This Amazing USB drive got it all!

Features :

- Full color label customization
- Memory from 2 to 32Gb
- String to attached it to you key chain

Size : 17 x 17 x 51mm

 Recycled plastic

STATIONERY LINE



RUBIK'S HIGHLIGHTER

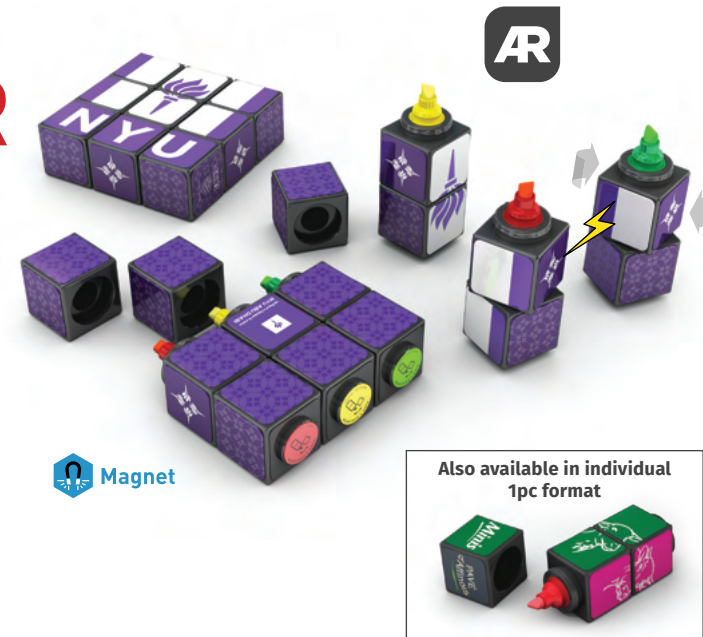
A unique set of 3 highlighters with sliding blocks and a magnetic system that hold them together. Once the user finishes highlighting, this set turns into a fun 3D Media inviting him to slide blocks and find the right magnetic position to recompose your logo and messages hence memorizing it.

Features:

- Full color label customization
- Each marker has 2 magnets that hold the set together

Size : 57 x 20 x 20mm

 Recycled plastic



RUBIK'S BALL PEN

The Rubik's Ball Pen is a challenge that is fun to solve and provides a refreshing break for the mind. The sections of the pen cap rotate like a Rubik's Cube: You have to twist and align the blocks by recomposing the Brand and messages printed on it, to remove the cap. An effective way to memorize it !

Features:

- Full color label customization
- Align the logos to unlock the cap

Size : 17 x 17 x 130mm

 Recycled plastic



RUBIK'S PEN POT

A creative office stationery designed with sliding blocks and magnetic panels to store paper clips. The Rubik's Pen Pot is a great 3D Media to associate all the 3x3 Cube values of iconic, smarts, and creativity to your Brand and Messages!

Features:

- Using Magnets to store paperclips
- Full color customization

Size : 70 x 70 x 70mm

 Recycled plastic



Magnet



MORE ENGAGEMENT WITH OUR WebAR OPTION



WHAT IS WebAR?


WebAR is an Option available for most of our 3D Media, using your mobile phone to generate Engaging Branded Experiences

HOW IT WORKS?



Scan QR Code
on the cube



Frame the face with
the  Logo and
enjoy the experience



Track campaign
results via our
platform



Video



3D Logo

WHY ADD WebAR TO YOUR 3D MEDIA?

Adding WebAR to your campaign increases user engagement and recall, especially with Millennials who are able to share their experience and thus your brand through social media channels.



Engagement :
From AR Magic to Logo gamification



Proof of Effectiveness :
Tracking turns blind communication into Proven Marketing Results



Media Value :
Video adds Media Value to the Product



Social Sharing :
Social Media Sharing gives Visibility to your Brand

With WebAR, users scan a QR code on your Cube, and immediately start the experience in their phone's browser. No need to download an App!



WebAR VIDEO OPTION

This option provides an additional layer of excitement to the message printed on the cube adding motion, sounds and music to the static pictures.
A amazing experience that can be shared on Social Media.

- Allows Brands to deliver a video message, presentation, or advertisement
- Gives you extra visibility on Social Media



WebAR 3D LOGO

An option adding magic to your campaign, with a virtual logo the user can interact with.
An amazing experience that can be shared on Social Media.

- Adds magic to your messages
- Gamifies your Brand
- Gives you extra visibility on Social Media



Celebrating 20 Years of Sustainability



For more than 20 years, Rubik's® Promotion has been committed to producing products responsibly and respectfully, following international social and environmental standards. With over 5 million items produced each year, Rubik's® understands the importance of taking care of its impact on the environment.

**This is why all our Rubik's® cubes are made from
100% recycled ABS plastic.**



