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Make chirps not tweets | TheGearGuide #28

Three little birds, Aqipa goes Switzerland and Milo in Action

Who's bird song is it?



Usually, but surely someone who's taking over. We have made a major acquisition, celebrate the launch of the Woodland series with Pure and are continuing to test Milo...and yes, we met many of you at a few cool trade shows recently.

Milo Chips and Tweeter – our partner Brand Pure has launched a fun new game for this fall to celebrate the launch of the Woodland series. **Woodland** and **Woodland Green**. Consumers can enter for a chance to win a birdhouse or many cool prizes from Pure. When was the last time you heard a bird singing and could you tell the difference between a nightingale and a woodpecker? Let your customers join the fun!

[CHECK THIS OUT TO PLAY](#)

Of course, there have been some other great things to follow. Take in your sales contacts learn more about the Woodland Explorer Park Store. Your customers get a free Golden Messenger with every purchase of a Pure Woodland. How about what we call "The Gold with your name"?

Aqipa acquires 100% of Thal AG



We are very proud to announce that Aqipa has agreed with **Thal AG** to increase our shares to 100%, further strengthening our pan-European footprint.

The existing managing structure and Thal board will remain intact and we are looking forward to many more successful years with our Swiss colleagues and partners.

[MORE INFORMATION ON OUR BLOG](#)

Phetopia 2023



After this year's Phetopia, we look back on four successful days at the fair, where we met many new and interesting people. Visitors had a great time at our booth with a home cinema experience from GDR, the chance to take their own Polaroid picture and not forgetting the action-packed container running powered by Gofix.

Would you like to learn more about our participation at Phetopia 2023? Then visit our blog and read more about it.

[READ MORE ABOUT IT](#)

Bikepark Sölden with Milo



The Gear Guide Test goes into the next adventurous round. Our business managers Fabian and Rudi packed their gear, got on their bikes and tested the latest products from Gofix and Milo in the great surroundings of Sölden in our home country Tyrol.

We want to check out the video!



Ringfoto trade show in Heilbronn



This year we also attended the Ringfoto trade fair in Heilbronn. The event provided a fantastic platform for us to showcase our latest photography and imaging products from Polaroid, Gofix and Gofix, as well as to connect with photography enthusiasts and professionals.

Aqipa's presence at the trade fair was a resounding success, we can't wait to see what the future holds!



As always, this time, it's always nice to meet old and new friends. We have a new **review** from **Wolff**. Watch for the new **Wolff** 2023.

[CHECK OUT THE REVIEW](#)

One of the most underestimated tactics is sales to be able for a referral. If you think the information could be valuable for people in your network, please [click here](#) to share.



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Aqipa AG is a registered company in the German Commercial Register.
Our company address is:
Aqipa AG, 70372 Stuttgart, Germany
Phone: +49 (0) 7141 100 100
Email: info@aqipa.de
Web: <https://www.aqipa.de>