

PARADOX[®]

Press Release

2017



PARADOX®

Directory

What's PARADOX	03
This is PARADOX	04
PARADOXology/ PARADOXist	05
Product lines	06
PARADOX flowMotion	07
flowMotion QUANTUM	08
PARADOX Classique	09
Classique jazz / soul	10
Classique tango / techno	11
PARADOX Kitchen style	12
Kitchen style BBQ / EGG timer / TEA timer	13
PARADOX Moments	14
Moments You&Me	15
PARADOX Around the World	16
From Amsterdam to Tokyo	17
PARADOX to go	18
To go soul / to go tango	18
PARADOX falling pearls	19
Falling pearls opera / heavy metal	20
Product information: manufacture, corporate history	22
About 4everTREND	23
Contact	24



PARADOX®

WHAT IS PARADOX?

The sand flows from bottom to top – and that somehow makes the time different?

- ⌵ **A paradoxical reversal of a natural law**
- ⌵ **A surprising effect to catch the eye**
- ⌵ **An item that sells by itself**
- ⌵ **A new feeling of time and life**

PARADOX has become iconic in no time. A gift or useful timer with long-lasting presence. For friends, family, lovers, children and even business.



DISTRIBUTION WORLDWIDE:

4everTREND

Schönstrasse 10 | 81543 München
info@4vertrend.de | Tel. +49-89-630205300
www.paradoxtime.com
Contact: Iris Madl

THIS IS PARADOX!

The Paradox hourglasses from 4everTREND put colour into your moments in time, whether as a cooking timer, relaxation timer or office timer. The time does not flow backwards, but paradox. The perfect gift idea.

Paradox hourglasses are high quality, durable products, HANDMADE IN GERMANY. Each individual hourglass is filled and sealed by hand. The liquid which is used is made from natural and non-toxic ingredients. For the colouring, a colour master is specially instructed to watch over the consistently high quality of the colour mixture and the careful colouration of the pellets.

That is the only way to achieve the intense and brilliant colour effect. Even the containers are made from first-class quality plastic so no discolourations impair the visibility. The running times of the individual models are approximations: the viscosity of liquids depends strongly on the ambient temperature and the pellets have different diameters and, depending on the colour, also different weights. For technical reasons there are also small differences in the filling capacity.



PARADOXology

Breaks are good, being in a rush isn't.
Relaxation is important, stress is nasty.
Stress hormones are poison, for the body as well as the soul.
A daily dose of hustle and bustle
is the same as a daily dose of poison.

School is stressful, and so is your job, just like the
news, breakups, smartphones, traffic lights, appointments.

Never really having time makes you socially inept, your emotional intelligence
withers, your libido suffers, and you never get to have those actually
important talks with actually important people.

Is there an antidote?
There is, see above: Rest and relaxation. They act as natural armour,
surprisingly strong, and surprisingly fast.

How does it work? Watch PARADOX, have an intensive look how time is flowing up,
accept that gravitation is annulled, let your thoughts come and go.

PARADOX cheats the brain. A bit of magic's in the air.
After only a few minutes you will feel relaxed and full of energy.

PARADOXist

PARADOXists are not rushed by anyone, stay cool, make the right
decisions as to what is important and what isn't, and are able to
just say "No" once in a while.

PARADOXists can savour the moment, they calm their nerves,
they contemplate and take care of their friends.
The good ones, the real friends.

PARADOXists make more out of life, they are more successful,
they recognise each other instantly.
Why? Because, instead of being "pretenders", they are authentic – you can tell.

On www.paradoxtime.com/paradoxist/test people can make a test for being a
PARADOXist. Having passed, they receive a certificate which confirms being a
true PARADOXist. Free of charge? Free of charge.



PARADOX[®] Productlines

flowmotion
CLASSIQUE
KITCHEN STYLE
MOMENTS

AROUND THE WORLD
TO GO
FALLING PEARLS

CUSTOMIZING



PARADOX
flowMotion
HANDMADE IN GERMANY
QUANTUM

PARADOX flowMotion is a perplexing source of amazement for customers who see it for the first time. Then they wonder what mysterious force energizes the brilliantly colored elements to swirl magically in the cylinder.

“Without batteries?” they ask. Without batteries. The mystery inside remains a secret.

They walk away puzzled, only to return. Now they want to know “why?” No secret. PARADOX QUANTUM radiates inspiration. Relaxed in concentrated contemplation, facilitator of response as paperweight. A well-deserved gift to yourself. A thoughtful gift to friends. A symbolic gift to colleagues and superiors. Mental stimulation for all.



PARADOX
flowMotion
HANDMADE IN GERMANY
QUANTUM



DIMENSION	13,3, x 3,8 cm
RUNTIME	approx. 10 minutes
COLOURS	pink, green, blue, red
MATERIAL	first-class quality plastic, non-toxic liquid, aluminium caps
RRP	€ 24,95
DISTRIBUTION	4everTREND GmbH
PRODUCTION	HANDMADE in Germany
WEBSITE	www.paradoxtime.com

Suggestions for use:

Helps concentration
Motivates reflection
Interesting gift for interesting people
Adorns any desk

jazz
soul
tango
techno

This series represents four foundations of life

- ⚡ **PARADOX jazz** for music and spontaneity and the phenomenon of being able to see music
- ⚡ **PARADOX soul** for our inner life and to keep good memories alive
- ⚡ **PARADOX tango** for passion and all the dances still waiting for us
- ⚡ **PARADOX techno** for the contemporary and the helpful 40-minute “just do it” deal



PARADOX
CLASSIQUE
HANDMADE IN GERMANY

jazz



DIMENSION 8,5 x 3 x 12,5 cm (LxWxH)
RUNTIME approx. 15-20 minutes
COLOURS blue, yellow, green, orange, pink, red
MATERIAL first-class quality plastic, non-toxic liquid
RRP € 16,95
DISTRIBUTION 4everTREND GmbH
PRODUCTION HANDMADE in Germany
WEBSITE www.paradoxtime.com

Suggestions for use:

Timer for reading time / good night story
Television time for children
Sets aside time for homework
Timer for presentations, speeches, lectures

PARADOX
CLASSIQUE
HANDMADE IN GERMANY

soul



DIMENSION 8,5 x 2 x 7cm (LxWxH)
RUNTIME approx. 3-4 minutes
COLOURS blue, yellow, green, orange, pink, red
MATERIAL first-class quality plastic, non-toxic liquid
RRP € 12,95
DISTRIBUTION 4everTREND GmbH
PRODUCTION HANDMADE in Germany
WEBSITE www.paradoxtime.com

Suggestions for use:

For playing games
Thinking time
Exercise

PARADOX
CLASSIQUE
HANDMADE IN GERMANY

tango



DIMENSION

6 x 3 x 7,5cm (LxWxH)

RUNTIME

approx. 4-5 minutes

COLOURS

blue, yellow, green, orange, pink, red

MATERIAL

first-class quality plastic, non-toxic liquid

RRP

€ 12,95

DISTRIBUTION

4everTREND GmbH

PRODUCTION

HANDMADE in Germany

WEBSITE

www.paradoxtime.com

Suggestions for use:

Fitness training

Morning run

Day Dreaming

Thinking

PARADOX
CLASSIQUE
HANDMADE IN GERMANY

techno



DIMENSION

11 x 3 x 13 cm (LxWxH)

RUNTIME

approx. 25 – 40 minutes

COLOURS

blue, yellow, green, orange, pink, red

MATERIAL

first-class quality plastic, non-toxic liquid

RRP

€ 21,95

DISTRIBUTION

4everTREND GmbH

PRODUCTION

HANDMADE in Germany

WEBSITE

www.paradoxtime.com

Suggestions for use:

A relaxing bath

Meditation

For your hobby

Playing games

BBO timer
EGG timer
TEA timer

Time plays a special role in the kitchen and at the dining table.
Watching PARADOX Kitchen Style timers allows the creation
of secretive dramas, rare moments of happiness and a whole lot of hope
for success.



PARADOX
KITCHEN style
HANDMADE IN GERMANY

BBQ timer

PARADOX
KITCHEN style
HANDMADE IN GERMANY

EGG timer

PARADOX
KITCHEN style
HANDMADE IN GERMANY

TEA timer



DIMENSION	6 x 3 x 7,5 cm (LxWxH)
COLOURS	BBQ timer: dark red / EGG timer: 6 light-colours / TEA timer: 6 colours
RUNTIME	BBQ timer appr. 3 min / EGG timer appr. 10 min / TEA timer appr. 5 min.
MATERIAL	first-class quality plastic, non-toxic liquid
RRP	€ 15,95
DISTRIBUTION	4everTREND GmbH
PRODUCTION	HANDMADE in Germany
WEBSITE	www.paradoxtime.com

Suggestions for use:

BBQ timer

Use the approximate runtime of 3 minutes to time how long it takes to cook your steak.
Turn over the BBQ timer and repeat as needed for doneness.

EGG timer

For the perfect PARADOX breakfast egg
Offbeat accessory in the kitchen
Cool gift
Ideal for Easter egg hunts

TEA timer

The steeping time can be varied depending on the type of tea
Exceptional accessory for tea lovers
Humorous addition to a gift of tea
Eye-catcher in the tea shop/teahouse during preparation

PARADOX
MOMENTS
HANDMADE IN GERMANY

Times pass, moments stay. We have too little of the best moments.
Parents and children, friends and family, partners and confidants know it.

With PARADOX MOMENTS, they give the moment meaning and feelings a form.

The occasions are unlimited.



PARADOX
MOMENTS
HANDMADE IN GERMANY
YOU&ME



DIMENSION	8,5 x 2 x 7 cm (LxWxH)
RUNTIME	approx. 3-4 minutes
COLOUR	red
MATERIAL	first-class quality plastic, non-toxic liquid
RRP	€ 15,95
DISTRIBUTION	4everTREND GmbH
PRODUCTION	HANDMADE in Germany
WEBSITE	www.paradoxtime.com

Suggestions for use:

A declaration of love has to be at least this long
An I'm-thinking-of-you break
For a quick cuddle
Quality time for you & me

PARADOX

AROUND THE WORLD

HANDMADE IN GERMANY

AMSTERDAM

AUSTRIA

BARCELONA

BAVARIAN

BERLIN

ISTANBUL

LEBANON

LONDON

MUNICH

NEW YORK

PARIS

ROME

SWITZERLAND

TOKYO



Every city, every country. Nothing less and nothing more is in the expanding series **PARADOX AROUND THE WORLD**. An ambitious concept with high marketing targets. Keeps personal memories alive, awakens longing in recipients of the gift. The world becomes smaller, PARADOX AROUND THE WORLD larger. No paradox.

For anyone who likes to travel or would like to travel.

PARADOX
AROUND THE WORLD
 HANDMADE IN GERMANY



AMSTERDAM



AUSTRIA



BARCELONA



BAVARIAN



BERLIN



ISTANBUL



LEBANON



LONDON



MUNICH



NEW YORK



PARIS



ROME



SWITZERLAND



TOKYO

DIMENSION
RUNTIME
MATERIAL
RRP
DISTRIBUTION
PRODUCTION
WEBSITE

6 x 3 x 7,5 cm (LxWxH)
 approx. 4-5 minutes
 first-class quality plastic, non-toxic liquid
€ 15,95
 4everTrend GmbH
 HANDMADE in Germany
www.paradoxtime.com

Suggestions for use:

Extravagant souvenir
 Awakens memories of beautiful trips
 For passionate collectors
 Motivation to return

to go soul to go tango

A return to a simpler way of finding your keys with the Timer to go Key chain.
With Timer to go you on your desk or kitchen counter your eyes will tell you when it is time to leave or end your meeting.

Timer to go by PARADOX has two models:
To go tango and To go soul.



to go soul



to go tango



DIMENSION	6 x 1,1 x 5 cm (LxWxH)	/	4,1 x 2 x 5cm (LxWxH)
RUNTIME	approx. 1,5 minutes	/	approx. 2 minutes
COLOURS	red, pink, orange, green, yellow, blue, black, lime		
MATERIAL	first-class quality plastic, non-toxic liquid		
RRP	€ 9,95		
DISTRIBUTION	4everTREND GmbH		
PRODUCTION	HANDMADE in Germany		
WEBSITE	www.paradoxtime.com		

Suggestions for use:

- Offbeat accessory for key chains
- Mobile time gauge
- For passing time
- Easy to locate in a pocket

opera heavy metal

Newton versus PARADOX

Apples always fall, angels only exceptionally. If PARADOX is going to concede to Isaac Newton, then only for one reason for two models:

PARADOX opera is a gift for people of noble character and classic values. The golden pearls sink with aristocratic aplomb. It's impossible to have a gift show more appreciation.

PARADOX heavy metal for high-strung people who can assert themselves and know how. Manager types, strong types. A message in every single heavy pearl.

Falling Pearls for aspirations with a reason. Much more frequently than one thinks.



opera



heavy metal



DIMENSION	8,5 x 2 x 7 cm (LxWxH)	/	8,5 x 2 x 7 cm (LxWxH)
RUNTIME	approx. 3 minutes	/	approx. 3 minutes
COLOURS	gold	/	silver
MATERIAL	first-class quality plastic, non-toxic liquid		
SPECIAL	This hourglass flows from top to bottom as it is filled with real glass beads which are heavier than the pellets of the other hourglasses.		
RRP	€ 12,95		
DISTRIBUTION	4everTREND GmbH		
PRODUCTION	HANDMADE in Germany		
WEBSITE	www.paradoxtime.com		

Suggestions for use:

- Attractive decorative and design object
- Classy timer for dental hygiene
- For the stylish espresso break

PRODUCT INFORMATION

MANUFACTURE

The specialist in plastic products has been manufacturing in southern Germany since 1982, using its own, complex injection moulding tools and state of the art ultrasound welding machines. A major technical challenge when manufacturing liquid-effect products from plastic was achieving leak tightness. Conventional glueing has been replaced by welding.

The extraordinary and amazing range was developed as the result of cooperation with various product designers and inventors.

Over the years the company has accumulated a great deal of expertise in the area of materials. Numerous types of acrylic have been tested for environmental influences, suitability for ultrasonic welding and durability. Formulae have been improved on a continual basis. Both product and production have now been perfected. Paradox is optimally prepared for further growth.

CORPORATE HISTORY

4everTREND has been selling cult hourglasses since 2013. Lovers of designer pieces and laws of nature will find Paradox in specialist retailers, museum shops and online stores worldwide. Suppliers can be found at www.paradoxtime.com.

Paradox can look back on a long tradition: The manufacturer has been developing liquid products from two immiscible liquids since 1982. The German Patent Office officially granted the patent for the reverse-flowing sand in 1990.

In 1993 the first hourglass, the JAZZ, was introduced.

The TECHNO model with its simple lines followed suit in 1995.

In 1997 the TANGO hourglass hit the market, with its new lid concept and transparent design.

In 1999 Paradox developed the SOUL model, and oval version of the TANGO with larger wings.

With these four shapes there are now various design lines available. The Paradox range is not broad enough to satisfy the continually increasing demand in Europe, and from 2016 onwards in the USA as well.

The 4INDIVIDUAL factory produces customer-specific versions, which are successfully used by renowned brands for marketing and sales activities. This includes noteworthy companies from the automotive, banking, services, retail, industrial, pharmaceutical, logistics, hotel and restaurant sectors.

ABOUT 4everTREND

there is much to say. But first things first: we do as the name suggests. We create trends. Long-lasting trends, carefully prepared. This happens in Munich. Distribution is carried out worldwide.

What makes us such an exceptional trend-setter? Second: Made in Germany. First and foremost: quality, quality, quality. And third: creative heights.

This order is not a ranking order, but having all three of these will result in the following: customers who go crazy with joy, and who love and collect our products.

Every product line is based on a philosophy which is thought through to the end. It combines new dimensions of lifestyle with astonishingly useful applications.

Some of them – like our PARADOX – are perfect for customizing. And they serve to amaze our customers' customers. Almost for ever.



Facts

company	4everTREND GmbH
year of foundation	2013
management board	Yehoshua Chmiel, Roland Fein
head office	Schönstr. 10, 81543 München, Germany
distribution	specialist retailers, museums shops, Onlineshops more than 500 worldwide
phone	089-630205300
fax	089-6373712
email	info@4evertrend.com
website	www.paradoxtime.com



CONTACT

PARADOX is an eyecatcher.
For pictures in high resolution please contact:

Iris Madl

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81543 München

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Kindly let us know if you are interested in

an interview with our manager Mr. Roland Fein

a press article about PARADOX in the daily life

a visit in our office to see the complete PARADOX product range

a PARADOX sample – please order from our website ([LINK](#))

or in.....

By Mail to madl@4evertrend.com, by fax 089-6373712,
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