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Successful launch of the new optimized Secura condoms at eroFame 2023



Jan Vinzenz Krause (CEO of Vinergy GmbH) and Hans-Jürgen Bähr (Chief Product Officer (CPO) & Chief Sales Officer B2B (CSO) of ORION)

Secura has been a success story for ORION Wholesale since 2005, and the condom brand remains one of the company's top-sellers. To make sure things stay this way, ORION and condom specialist Vinergy GmbH have now given the brand a facelift. To learn more about the collaboration between the two companies and about the rejuvenation of Secura, EAN interviewed Jürgen Bähr, Chief Product Officer (CPO) & Chief Sales Officer B2B (CSO) at ORION, and Jan Vinzenz Krause, CEO of Vinergy GmbH.

Let's begin with the history of Secura condoms. Since when has the brand been around?

Hans-Jürgen Bähr, Chief Product Officer (CPO) & Chief Sales Officer B2B (CSO) of ORION: The Secura label has been in existence since the early 1970s, and in 2005, it became an ORION brand.

What has the brand been about throughout the years? What made Secura special when it launched and what makes Secura special today?

Hans-Jürgen Bähr: Secura condoms has always been about first-grade quality 'Made in Germany', and it has remained one of the top-sellers in the range of ORION Wholesale. What made and makes these condoms special is the variety of condom types. We have condoms in various colours, ribbed condoms, flavoured condoms, condoms with a tingly effect, condoms with integrated cock ring, extra large condoms, extra small condoms - in short, there is condom for every preference.

Why did you decide to give Secura the relaunch treatment?

Hans-Jürgen Bähr: We continuously modernized the Secura packaging throughout the years to reflect the sensibilities of the market and the times. In the olden days, you could see a couple or a comic drawing on the packaging - today, we go for a clear design with icons. And to make the brand more popular beyond our German home market, we turned 'Secura Kondome' into 'Secura Condoms', giving it a more international ring.

How did the collaboration between ORION and Vinergy GmbH come about?

Hans-Jürgen Bähr: We were looking for a new condom producer that was reliable and met our quality standards. We quickly turned to Vinergy GmbH, a company with whom we had already been working for several years as we distribute a number of their own brands. Taking our partnership in this new direction has been a great experience as Vinergy care just as much about Secura as we do. They understand this is a long-standing brand with a flawless reputation.

Mister Krause, what role did your company, Vinergy GmbH, play in the relaunch of Secura Condoms?

Jan Vinzenz Krause, CEO of Vinergy GmbH: As ORION were working on the relaunch of Secura, we provided suggestions on product design, colour selection, box sizes, and packaging and distribution aspects. Furthermore, we handled production and logistics management. That is one of our specialties: We support companies as they develop condom brands, providing input throughout the entire development process, from the initial idea to the moment the clients receive their shipment.

Many people don't have a clear idea of how private labels, white labelling, etc. work. You obviously have lots of experience in this area. Is developing a private label product harder than people think?

Jan Vinzenz Krause: Finding an idea for a private label is easy. The development on the other hand - finding the right producer, getting the product design just right, zeroing in on the qualities you want, adhering to all the legal requirements of the target market, the logistics, etc. - is extremely complex and requires a lot of know-how and expertise. I guess you could compare 



The presentation of the revamped Secura condoms was duly celebrated – Maïke and Dirk Rotermund cutting the cake

it to building a house where you have to coordinate the work of several parties and make important decisions throughout the entire process, usually while the clock is ticking. For this kind of job, you need someone who can manage complex projects and has extensive knowledge in the field. In the case of private label products, there is the added element of cultural differences – language barriers and basic differences in the way people work. That is a lot of details to consider, but if you have the right partner by your side, private label solutions are still a great and lucrative option.

What are the most important elements of developing a successful private brand? What are the biggest challenges? And most importantly: When does it make sense to create a private brand?

Jan Vinzenz Krause: It is very useful to have a standard process for the creation of private labels, something you can follow and fall back on. Checklists are always very helpful if you want to make sure you don't lose track of all the details. For instance, a tiny mistake in the packaging design can result in you having to print all the packaging materials a second time. Having a standard modus operandi can definitely help you avoid such mistakes.

As for risks: Private label orders are usually bigger than the orders you'd place for regular store products. This means that clients have to order very large quantities before they know for sure how the market will respond to the product. On the whole, it has become much easier to create private labels over the course of the past few years, but development still takes time, and for production to be feasible, you need to



create these large quantities. For instance, we have a minimum order quantity of 250,000 condoms.

Developing private brands makes sense for everybody who wants to a) realize a great idea for a product, b) bolster the range of an existing brand or c) be able to control the sales channels. And let's not forget that private label products offer very attractive profit margins which are usually much bigger than the margins for brand products.

Back to Secura Condoms: Which changes have ORION and Vinergy GmbH implemented for the relaunch? Has Secura Condoms arrived in the 21st century?

Hans-Jürgen Bähr: We are very happy with the results of our collaboration. Vinergy GmbH is a partner with lots of connections and lots of know-how. They have really made a name for themselves as world-class condom specialists. It's also great that we don't just get along on a business level but also on a human level, which has always been very important for us at ORION. Have Secura Condoms arrived in the 21st century? Yes, absolutely. We have updated and improved the design to meet and exceed the expectations of the market.

Jan Vinzenz Krause: We are proud of this opportunity to handle production of a long-standing brand for ORION, guiding Secura Condoms towards the future. We are very happy with the relaunch, and the initial sales numbers seem to prove us right. Collaborations like this one work because all involved parties pull together, combining know-how in various fields with dedication and commitment. And that's definitely how it has been in our collaboration with the ORION team!

Who is the target audience for the 'new' Secura condoms? Which groups did have in mind when planning the relaunch of the brand?



Hans-Jürgen Bähr: The target audience for our Secura condoms is everybody. After all, condoms are an important aid within our society. But the name change to Secura Condoms and the purist new design were implemented to make the products more appealing to an international, younger-leaning audience.

Please, tell us more about the new product range? Which Secura products are currently available? And what makes them stand out in the marketplace?

Hans-Jürgen Bähr: We made the decision to streamline and optimize our product range. At present, you can get the following Secura Condoms products, available in boxes of 12, 48 or 100: 'Original' (which are also available in bags with 1,000er condoms), 'Extra Feel', 'Extra Fun', 'Extra Large', 'Extra Wet', and 'Extra Safe', the 'Extra' part emphasizing the USP's of the individual products.

What is next for the Secura brand? Can we expect to see new products soon?

Hans-Jürgen Bähr: ORION Wholesale will continue to update our products to meet the expectations of the market and embrace the current sensibilities. Secura now combines a well-established brand name and modernised design, and of course, we wish, hope, and believe that these products will continue to generate profitable, safe sales for the retailers.

