

Swiss inventions

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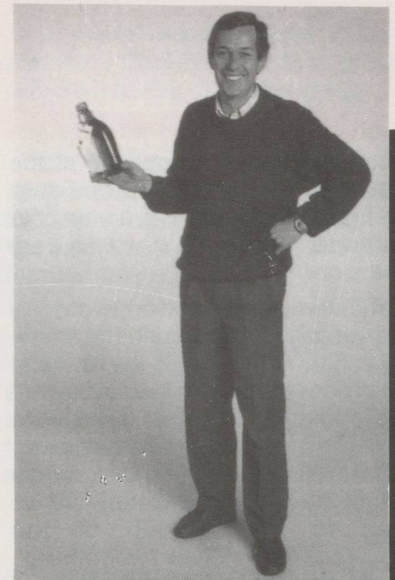
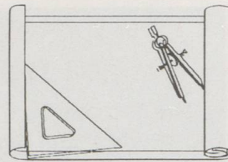
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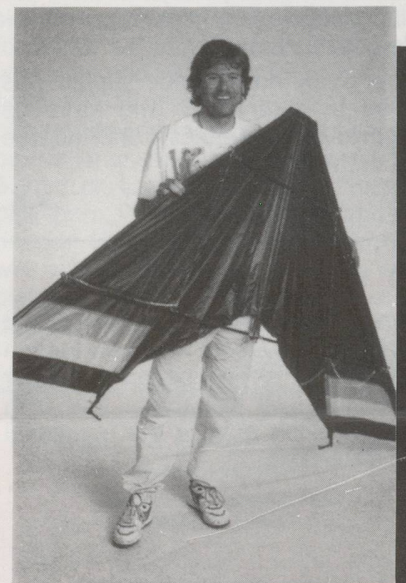
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SWISS INVENTIONS



"FENDÔLE" DOUBLE BOTTLE

The name comes from the Swiss Fendant (a local white wine) and Dôle (a local red wine), two wines from the French part of Switzerland. This elegant bottle solves the eternal question: "What wine do you prefer, red or white?" Just put a full bottle on the table and the problem is solved.



SUPER POWER KITE

Flying kites is a perfect combination of sport and pleasure. But beware. This kite, which only weighs half a kilo on the ground, can increase its pulling power up to 150 kg once in the air.

"EKSTREM" ARMCHAIR

This armchair is ideal for those of you who like to fidget around since you can curl your arms and legs through and around all its openings. Does not look too comfortable though.



LONG JOHN LORRY-BIKE

To counter the argument that you need a car to transport goods, some bright spark has invented this lorry-bike. It can carry up to 100 kg of goods. Would be a bit of a struggle in the hills of Wellington though.



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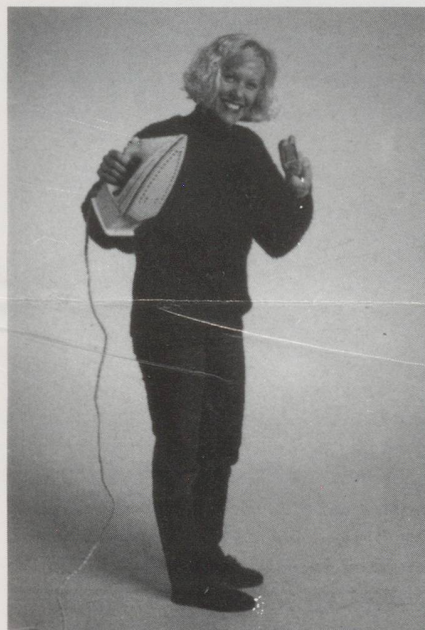
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UMBRELLA DECKCHAIR

This chair is made for all circumstances. It is easy to carry in its own carry-bag, can quickly be put together, is very comfortable and even protects you against the sun. No need to carry along a sun umbrella anymore. One recommendation though: close the umbrella when you leave the chair otherwise it might well fly away in a stiff breeze.



AQUAGLISS IRON

This new iron is a world novelty. It is particularly useful in areas such as Switzerland where the water is very heavy on calcium. It is the first steam iron that will not clog up with calcium deposits. Thanks to a special filter, the iron can be filled with ordinary tap water.

ADVERTISING WITHOUT NAMING THE PRODUCT

The famous Kamel which was created many years ago to advertise the Kamel cigarettes has practically supplanted the product it was supposed to promote. The mere look at the animal picture automatically reminds you of that certain brand of cigarettes.

A young advertising executive from Basel, Michael Preiswerk, decided to forget the cigarettes altogether and just advertise the Kamel on its own. He designed a number of posters and advertisements full of humour of which you can see a few examples here. His most famous creation is the Kamel slogan "Everything stays different".



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LOAFS

Veal-Pork Loaf, Beer-Loaf, Leberkaese.

COLD CUTS

Bierwurst, Balleron, Lyoner, Swiss Hamroll, Garlic with Peppercorn.

SMOKED PRODUCTS

Beef, Pastrami, Bacon, Kassler, Ham on the Bone, Shoulder Ham, Continental Speck, Rippli.

SALAMI

Alpine Salami, Salametti Lugano, Landjaeger, Pizza Salami.

MISCELLANEOUS

Mostbrockli, Leberwurst, Fresh Pork

THE HOUSE OF FINE MEATS



Michael Preiswerk in front of his most famous poster.

STOCK EXCHANGE

For once, Switzerland is way behind New Zealand. Whilst an electronic Stock Exchange has been in operation in New Zealand for quite some time, in Switzerland it is still only in the planning stages. The electronic Stock Exchange which will incorporate the stock exchanges of Zurich, Geneva and Basel will not be in operation until 1994. Evidently, due to a lack of foresight, Zurich has just dotted itself with a brand new Stock Exchange building which cost the city around 90 million SFR. The building will now have to be written off in record time as it will be totally obsolete within two years.

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