

Berner Calendar 2011

Hot Spots – hot stuff!

Künzelsau, 8 November 2010 – The Berner Calendar 2011 has arrived! Gorgeous women, exceptional locations, choreographed by the lifestyle photographer Christian Holzkecht – these are the key ingredients of the new pin-up calendar from the direct seller from Künzelsau.

Berner customers can look forward to the 2011 calendar which is both stylish and erotic. For the 17th time in succession, international models have posed in front of the camera for the direct seller of tools and consumables. "Hot Spots" is the title of this year's calendar. The 12 images reveal a lot of flesh and exciting surroundings, shrouding the ladies in mist, smoke and fire. A disused, old factory building provides the perfect setting. A glimpse of what is to come can be gleaned from the "making-of" material on the www.bernercal.com website.

Photographer Christian Holzkecht travels the world with his camera and is one of the leading photographers in this field. He has taken photographs many times for top-class magazines such as Playboy and GQ.

The pin-up calendar is produced in a limited edition of 200,000 copies and is not available for purchase. The 2011 calendar is sent out across Europe exclusively to Berner customers.

The Berner Group

Berner AG
Bernerstraße 6
D-74653 Künzelsau
www.berner-group.com

Your contact:
International Communications
T +49 (0) 7940 121-633
F +49 (0) 7940 121-11633
presse@berner-group.com

By the way, this year too Berner's female customers have not been forgotten – a calendar with handsome looking men is also being printed. What's new this year: For the first time the male calendar has been produced by Berner themselves – with Christian Holzknecht again as the photographer.

About Berner:

8,000 employees. 25,000 items for sale. International logistics chain. In short: a leading European direct seller to the construction and automotive industries. So much for the facts. But behind the Berner brand there is something even more vital. Something which has become rare and, perhaps because of this, is appreciated all the more by our customers and partners: a company which is as passionate as it is understanding. Berner: "Experts with passion".

You can find out more from our website under www.berncal.com and on Facebook under www.facebook.com/berncal.

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Photos: Free to print.

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Specimen copy requested.