

Dear Harrel friends.

We are always pleased to see how many creative and patient slot drivers there are. Not only the sometimes complex track layouts, but also the often associated dioramas inspire us.

And to be a part of that makes us very proud.

We have the impression that the people interested in wooden railways are now coming from completely new groups. Certainly, there are also old slothasis among them. But because they often already have their own tracks with sophisticated layouts, a new purchase is rather rare. We have noticed that our customers are often those who played with a car racetrack in their earliest childhood and then had no further contact with it for years. Newcomers who do their rounds unnoticed next to the scene... and are always looking for perfection.



In the past, wooden rinks were reserved for clubs and were usually just an unrealisable dream for private individuals, but we have been able to contribute to the fact that today they have found their way into more and more homes.

We have only been on the market with our innovative, modular wooden track system since the end of 2019; the high quality, the perfect power supply and, last but not least, the driving characteristics have always justified the high price (in relation to the plastic competition) and let it slip into the background. It is and remains a manufactured product "Made in Germany".

No question: a **HARREL** means saving up front. But in fact, for some people, that is what makes it so appealing.

This is sustainability in action. Buying something of high quality and then using it for a very long time and, if necessary, repairing it... and using it further. Until you finally pass on your collection to the next generation.



A toy for all generations.

... and women's power: We are especially pleased that not only our female employees but also the female buyers or purchase intention supporters are on board and share our enthusiasm for **HARREL.....Thank you.**

From the beginning it was our plan to offer complete track sets.

So far we have not been able to do that due to time constraints. But this is high on the list for 2023.

The shop, the homepage itself and the social media are also things we want to tackle.

There are already some components, such as the hairpin bend, the intersection, various shoulder strips..., which are sold diligently, but have not yet made it to the market.

Of course we are very happy and grateful about the great interest and the sale.

Of course, Corona also threw a spanner in the works and put a few bumps in the works that we still have to clear away.

Nevertheless, our sales have become more and more international. Despite some cost hurdles in terms of air transport, customs and taxes, our reputation has preceded us and from a first customer in a new country, other interested parties quickly become aware of us and eventually also become customers.

Word of mouth... personal recommendation still works in the 21st century.

Especially now, when we all have to watch every penny, the decision for a high-quality car racetrack is surprisingly much easier. You basically save by investing more - if only because of the lifespan.



reddot award 2019  
winner

Sure, for the cost of a **HARREL** module you can buy a complete racetrack at the discount store. You can also get a "great" wristwatch there for 25.00 euros. Nevertheless, a well-known watch manufacturer in Switzerland sells more watches every year than before. And they quickly cost 200 times the price of that. In return, it lasts a lifetime and always remains exceptional.

Purchasing high-quality products also demonstrates style, class and a sense of value... think about it.

Of course, you have to prioritise - as always in life - which dream you want to fulfil; make the decision on what you want to invest in and what will give you the greatest personal pleasure.

We are of course very happy if you choose Harrel. Because every purchase confirms to us that we have been exactly right with our realised dream.



If we can support you in your decision, if questions arise, please contact us or take part in the open days that we will offer again from 2023.

Until then, we wish you a Merry Christmas and for the New Year, that we all stay healthy and many dreams come true.

With best regards,

Yours

Harald Dannert

A handwritten signature in black ink, appearing to read 'Harald Dannert', written over a light blue horizontal line.