

# Apple parody YouTube hit for Nimo-KG

A well-timed spoof on Apple's way of launching new products quickly became a marketing stunt to remember for Nimo-KG. Two short movie clips led the food industry tech supplier to YouTube fame literally over night.

– Showing a 200 kg industrial lift when people expect a matchbox sized phone clearly raises some eyebrows, says Johan Bergman, Managing Director at Nimo-KG.

Nimo-KG, an international supplier of lifting and tipping equipment for the food industry, was facing an intense trade fair period last summer. With Pack Expo in Chicago coming up, as well as several fairs in Europe, something extra eye-catching was needed to stand out from the crowd. At the same time the company was getting ready to launch a new version of their best-selling product – much like a certain Steve Jobs. Between April and June Apple launched both a new computer tablet and a cell phone in their well-known presentation manner. Thereby gradually building an extreme global hype.

– We decided to have some fun with that. Just by playing with their vocabulary - everything being revolutionary, magic, amazing and so on - we instantly got a similar feeling. You almost expect a computer the size of a leaflet to show up on stage. So when we reveal our machine instead, it kind of throws you. We've gotten a lot of laughs, says Johan Bergman.



And what this device does is extraordinary.



YouTube celebrity!

The recording was released in June and gained instant recognition as Swedish computer magazine MacWorld published an on-line article featuring the actual clip. Over night almost 2 000 visitors viewed the short film, an interest that led to further attention in both trade press and daily newspapers - in Sweden as well as in the other Nordic countries. The clip can be found in two different versions and have, up until now, been viewed more than 11 000 times.

**Visit Nimo-KG's YouTube channel at:**  
[www.youtube.com/user/NIMOKG](http://www.youtube.com/user/NIMOKG)

*Nimo-KG is represented on the American market by reseller CM Process Solutions, located in Corona, California. Mark Corser, Vice President Sales, handles any and every Nimo-KG inquiry and can be contacted directly.*



## For more information please contact:

Johan Bergman  
Managing director  
Mail: [johan@nimo-kg.se](mailto:johan@nimo-kg.se)  
Office: +46 (0)418 - 44 64 45  
Cell: +46 (0)706 - 880 373

Mark Corser  
Agent, US sales  
Mail: [m.corser@cmpsolutions.net](mailto:m.corser@cmpsolutions.net)  
Office: (951) 808.4376  
Cell: (951) 741.0389

