Announcements

\TeX\ Merchandising — An Announcement
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Motivation
Wouldn’t it be nice to drink your coffee from a mug with \TeX\ the lion on it or something like an overfull/underfull\vbox, wearing a T-Shirt which proudly announces to the world that \TeX\ is the system where you get what you want and not what you see, or having a friendly \TeX\ lion plush doll sitting at your desk and watching over your \TeX\ ts? The \TeX\ community lacks visibility like this to the public eye, because there is no merchandising. If you don’t go to a \TeX\ conference you might have never seen a \TeX\ T-Shirt. The Linux and BSD communities have their mascots (the penguin and the daemon) and have plush dolls of them; we do have \TeX\ and META, but no plush dolls or anything.

I want to develop merchandising to get some nice things, make some money for user groups and raise the public awareness of \TeX. 

Projects
We are working on or thinking of the following projects:

• Plush dolls like \TeX\ the lion, META the lioness and the small computer which makes \TeX\ and META run (and which still needs a name—suggestions?)
• Mugs
• T-Shirts
• Bags
• Umbrellas
• Phone cards
• Key tags
• Ear-drops
• Ties and tie clips
• Paper
• Pencils
• Mouse pads
• ...

The Legal Department
\TeX\ is a trademark of the American Mathematical Society (AMS). META\font is a trademark of Addison Wesley Longman (AWL). Computers \& Typography is a series by Donald E. Knuth, published by AMS and AWL with drawings by Duane Bibby.

I have permission from AWL to use the drawings from the books as long as the money goes to \TeX\ user groups, and informal permission from the AMS. And I’m working on an agreement with Duane Bibby.

Mailing list
If you want to help creating this wonderful \TeX\ merchandising, visit http://www.dream.hb.north.de/merchandising/index.html or join the mailing list by sending e-mail to majordomo@hb.north.de with the following body

subscribe tm

Organization
This project is an independent working group and will only be associated with the \TeX\ user groups by being associated with the chair for independent \TeX\ research projects from TUG.

The user groups are welcome to participate (and may be needed to finance and distribute the merchandise), but the idea of \TeX\ merchandising should not be associated with any particular user group.

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