

## Press Release

### Spielefaible bets on "Vejen" with it's exciting north German setting

*Board game about trading in the land between the seas*



***Kaaks/Itzehoe | May 2019 - The young publisher Spielefaible from Schleswig-Holstein has published the board game "Vejen" which is all about medieval trade in northern Germany and up to Denmark. Publisher Henning Voss has fulfilled a dream with this board game. He combines his passion for this hobby with the region into a strategic pleasure that not only appeals to North Germans with understandable rules, surprising depth and great fun. "Vejen" is available in specialist shops and directly from the publisher.***

#### *A small publisher focusing on great games*

For Henning Voss, "Vejen" is a stroke of luck. The two authors Thomas Nielsen and Kai Starck offered him their idea when he was just starting his games publishing company. He was taken with the special mixture. Voss explains: "Just at the right time I was able to start my activities as desired with a first-class board game. However, 'Vejen' has not only been well received by game fans, but also offers an interesting regional reference". By this the publisher means the trade routes that crossed northern Germany and Denmark at the beginning of the 17th century. For the publisher from the Itzehoe region in northern Germany, this topic is an ideal basis for an exciting game about merchants.

Spielefaible stands for sophisticated board games with an easily accessible set of rules and special materials or themes. Henning Voss describes: "'Vejen' fits perfectly to this approach. The rules are not too complicated, but the mechanisms are closely intertwined. The result is an exciting challenge that offers a lot of variability, interaction and fun. This mixture of comprehensible rules and game depth will become the trademark of our products."



Henning Voss is keen on gaining a foothold in the industry with its game variety and plans to regularly offer new products for fans of board games. "The goal is to courageously implement great concepts. I plan to offer great games to the gaming world and inspire people to play board games". This is a matter close to the heart of the publisher. For him board games are a piece of cultural. They bring people together and promote cooperation. Voss lives that. He will therefore be exhibiting at events such as the Spielewahnsinn in Herne, the Berliner Brettspiel Con and the world's most important games fair in Essen. There the publishing house will present its publications to an interested audience and receive feedback directly from the game board players.

"Vejen" focuses on trading in the land between the North Sea and the Baltic Sea

The author duo Thomas Nielsen and Kai Starck have developed "Vejen", an exciting board game for 2-4 people aged 14 and over. Alexander Jung, winner of the Illustrator Prize Graf Ludo 2018, has graphically implemented this theme in a lively way. The players slip into the role of traders. They travel throughout Denmark and today's Schleswig-Holstein via many trade routes (in Danish: Vejen) in order to purchase goods in the cities, expand their trading bases and sell goods profitably when the opportunity

arises. From time to time a loan is necessary to strengthen one's position. At all times, the focus is on the skilful exploitation of the movement points, the exchange rate between the Danish Krone and the German Thaler as well as strategic action. "Vejen" is a tip for experienced fans of board games and families.



### The process: clear mechanisms, many possibilities

With "Vejen" the player with the most money wins at the end. To achieve this goal, all available actions must be used optimally. At the beginning of each round, a card sets a benchmark for the current exchange rate between Krone and Thaler and offers special events. These cards are known one round in advance so that each player can prepare for the upcoming event.

Once everyone has received their income, players in turn choose one of the six possible actions. Many options can only be used by players in the city where their merchant is currently located. Therefore, players may combine their available movement points with these actions at any time. In each city, players can purchase a good or a card. To be able to sell goods, they must first be loaded onto an ox cart from their own trading station. When selling, the player benefits from a trade route as long as possible. In addition, the current exchange rate and the competitive situation are taken into account. Certain goods can be refined with a mill into a higher quality good. In addition, every player can erect buildings or expand their own business. As soon as everyone no longer wants to or is able to conduct any more actions, a new round begins of the altogether twelve rounds.

The action options are freely selectable, but require skilful planning. Trading offices, spoked wheels and carts as well as ships

and mills improve the trade options and all offer their very own advantages. The problem: All buildings and extensions are costly and reduce short-term profits. In the long run, however, they are necessary for optimal management.



Then again not only farsightedness and timing are required for construction, as a poor exchange rate can turn a previously lucrative business into scarcely a profit. Shorter trading routes of course offer security in revenues, but the fat profits can only be achieved with a large exchange rate risk on the longer routes. Another obstacle on the way to victory are the other players. By simply being present in cities, they can reduce their opponents' profit margin and put money into their own pockets.

The skilful combination of simple procedures and optimisation constraints makes "Vejen" an easy to learn but challenging board game. It offers a thematically intensive insight into trading in the land between the seas, which the two authors have transferred to the board in an extremely varied manner with a variety of decision constraints.

(996 words/6,002 characters)

*Picture material (free of charge for press purposes):*

*<https://spielefaible.de/presse>*

*Note: A limited number of review copies are available for the media. Interested parties can contact the publisher directly.*

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### *About Spielefaible*

The publishing house Spielefaible offers sophisticated board games at the connoisseur level and exciting family games. Easy access and beautiful material as well as unusual topics should arouse interest and convince the game fans. Publishing house owner Henning Voss wants to courageously implement good concepts and inspire people to play board games. One of the first publications is "Vejen", which has a local connection to the publishing house's headquarters in Schleswig-Holstein. Four more games are planned for 2019, including Airship City, Wangdo and FreshwaterFly.