

# pressrelease

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## Ink Links With The Good Luck Trolls!

Ink Licensing has signed a representation deal for Good Luck Trolls – the iconic toy brand that sparked a decades' long craze.

Originally created in 1959 by Danish fisherman and woodcutter Thomas Dam, the Trolls swept the world when they first hit the market. Generations of children grew up playing with the cute little figures with the shock of fluorescent hair and they were one of the biggest culture trends of the 60's, 70's, 80's and 90's. They still have a huge cult following today and in 2003 the Toy Industry Association named Trolls as one of the 100 most memorable and creative toys of the 20th century.

Initial CP strategy for the brand will see Ink targeting high-end original fan based lines, thus tapping into the nostalgic feeling evoked by the brand's long heritage. In collaboration with the original owner, Dam Things Holdings ApS, Ink will work towards rekindling these memories and spreading a little good luck in our everyday lives. Partners are initially being sought in key categories such as homeware, designer items, jewellery and fashion.

Ink Licensing will also represent the brand new Trolls movie from DreamWorks Animation, due for release in 2016, thanks to an existing Nordic representation agreement with DreamWorks.

“Good Luck Trolls is a classic brand with huge retro appeal and a long standing heritage,” says Ink Global Director Claus Tømming. “We are pleased and proud to be appointed this representation and are excited to further expand this cult brand throughout the Nordic region.

For further information please contact :

Jane Garner & Suzy Wyld

[jgarner@kilog.co.uk](mailto:jgarner@kilog.co.uk) / [swyld@kilog.co.uk](mailto:swyld@kilog.co.uk)

kilogrammedia  
bury barn  
brent pelham  
hertfordshire  
united kingdom  
sg9 0au

t +44 (0) 1279 778 919

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**f** +44 (0) 1279 778 929

**e** [hello@kilog.co.uk](mailto:hello@kilog.co.uk)

**w** [kilogrammedia.com](http://kilogrammedia.com)