

pressrelease

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LONDON

INK to extend Joy of BRIO globally

INK Global is set to represent BRIO – the iconic Swedish toy company - thanks to a new worldwide deal spanning merchandise, publishing and promotions

BRIO needs little introduction. Founded back in the 1880s, the company is now one of the most recognisable toy brands in the world. Distinctive, well-designed toys such as the famous BRIO Dachshund and wooden railway have been part of childhood for generations, and the company now has a presence in over thirty countries. Brand awareness is particularly strong in the four Nordic markets, the UK, US, Germany and France.

INK Global will implement a focused brand extension program designed to bring further joy to BRIO consumers and fans. Initial target sectors include baby care, homewares/interior design and textiles, with first product launches expected in Q2 2017. Visitors to the Las Vegas Licensing Expo can visit the INK Global stand F204 to find out more and discuss collaboration opportunities.

“BRIO is a global symbol of childhood, so we’re delighted to have signed this new deal – especially as we are both Scandinavian companies.” says INK Global Director Claus Tømming. “It’s one of the biggest toy brands in the world and the commercial potential is huge, as it will appeal both to kids who are discovering BRIO for the first time and parents who grew up with this classic brand.”

Diana Melander, Head of Legal and Licensing at BRIO adds: "We at BRIO create happy childhood memories and for the future we see opportunities to broaden our offer outside our beloved toys. We are happy to have a very well-known and genuine brand and see a great potential in licensing. In INK we believe we have found the best partner to help and guide us on this journey."

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About BRIO

For over a century, our driving force has been to spread joy among children around the world. We want to create happy childhood memories where the imagination is allowed to flow freely. BRIO is a Swedish brand that creates innovative, high quality and well-designed toys that give children a safe and fun play experience. The company was founded in 1884 and is represented in over 30 countries. For more information, please visit www.brio.net