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TOMY, Aykroyds & TDP Textiles sign deals for Molang

Licensing Link brokers toy and apparel deals for International EMMY nominated brand.

Brand extension and licensing agency, Licensing Link has brokered two key agreements for the fast growing Kawaii brand from Millimages, Molang.

TOMY UK has signed a Pan-European and Australian master toy licence. First products to market will be a range of plush and collectable characters in spring/summer 2017, followed by figures and play-sets in autumn/winter 2017. In addition, Aykroyds and TDP Textiles is on board for nightwear and underwear for children and adults with products launching from spring 2017.

Mark Foster, executive vice president at TOMY Europe, commented: "We at TOMY are delighted to be European and Australian master toy partner for Molang.

"When Millimages first shared Molang with us, we immediately fell in love with the property's loveable characters and core values of happiness and friendship. This inspiring collaboration has sparked a fantastic toy collection ranging from plush to play-sets designed to bring the magic of Molang to life for children across Europe."

Mark continued: "With TOMY's strength in the preschool category and commitment to similar values, Molang is a perfect addition to our licensed portfolio. We look forward to unveiling the range at both London and Nuremberg Toy Fair in the New Year, and bringing the toys to market in June 2017."

Dean Greasley, head of licensing at TDP Textiles, added: "We're delighted to have Molang and Piu Piu on board, as they give us something very different and add considerably to our range. A range of super cute products are due to launch in 2017."

Ian Wickham, director at Licensing Link, continued: "Molang really is gathering momentum at pace and we are delighted to have TOMY and Aykroyds TDP on board for key launch categories.

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“The initial TV series goes from strength to strength having now been sold into over 150 territories, with a second currently in production on the back of pressing broadcaster demand based on viewership. Additionally, content engagement on the social space has exploded with millions now watching on YouTube alone. The future really does look very exciting indeed.”

Born from a Korean emoji, Molang – which means ‘super soft’ in Korean – is a happy, curious rabbit who lives with his friend, Piu Piu, a sensitive and shy little chick. The TV show – which is produced by French animation house, Millimages – airs on Cartoonito three times a day and has six social media platforms.

Molang also has a range of iMessage emojis which are available from the App Store for iOS 10, with Android due to launch later this year.

At this year’s MIP, Molang was nominated for an International Emmy Award in the Preschool category.

About Licensing Link:

Licensing Link Ltd is a strategic brand extension and licensing agency, formed to link lifestyle and entertainment brands with both their core customers and to connect to new ones. Focus is very much on delivering quality, depth and reach for the long-term benefits of the brands represented.

Ian and Chris, founders of Licensing Link, have 50 years worth of licensing, retail, wholesale, loyalty and promotions experience between them.

If you want to know more, or are looking for an agency with drive and passion to deliver your brand values within the consumer products environment, then please do get in touch:

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About TOMY International:

TOMY International (www.tomy.com) is a leading global designer, producer and marketer of a broad range of innovative, high-quality toys and games for families, children and collectors under the TOMY® brand. TOMY International also markets its products under popular licenses such as Pokémon, Lamaze, Aquadoodle, John Deere, Winnie the Pooh, Star Wars, Princesses, and other well-known properties. TOMY International’s mission is to make the world smile. TOMY International reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North and South America, Europe and Australia. TOMY

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About Millimages SA:

Millimages is an established leader in the European children's entertainment industry. Celebrating 25 years in 2016, Millimages is best known for its creative designs and high quality properties. The company is recognized as a leading producer with an acclaimed catalogue of over 500 hours of animated TV series and feature films.

Millimages is also a fully integrated company with its own worldwide Distribution, Merchandising and New Media Divisions. For more information, visit: www.millimages.com

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