

New SA distributor for Tatty Teddy

South African greetings and toys specialist, Prima Toys have acquired the distribution rights for Me to You, Tatty Teddy & My Blue Nose Friends and Tiny Tatty Teddy for South Africa from its license holder, Carte Blanche Group.



The formation of these key partnerships will build on previous successes and meet the growing consumer and retailer demand for the brands.

Marc Dubery, international sales director says, "We are delighted to work with partners who have embraced our vision and are excited about working together to create a strong brand presence. Expansion with market leaders is essential to support future growth. With solid heritage, expert local knowledge and well established routes to market, these partners will play a pivotal role in helping to bring the story to life."

South African Greetings is one of the largest suppliers in social expression merchandise and a market leader through innovation and superior service in the South African marketplace, as Mike Turk, the company's CEO explains. "With specialist divisions in greeting cards publishing, wrappings, finishes, party ware and being a licensee to American Greetings in Southern Africa, we are in a prime position to distribute the award-winning Carte Blanche brands. We are thrilled to have the opportunity to share this brand with South Africa."

Prima Toys, as a leading toy and game distributor in Southern Africa, represents the majority of the world's most famous brands and characters. With over 46 years' experience, it is the dominant player in a highly competitive market.

Its MD, Wanda Ambrosini, adds, "We remain at the forefront of the toy industry by sourcing cutting edge brands such as the unique multi-character concept of Tatty Teddy & My Blue Nose Friends. We recently launched this award-winning brand into Toys r Us South Africa and it has been an instant hit with consumers. We are anticipating an equally enthusiastic response from key retailers across the country."

Licensing agent, Revolution will work closely with both companies to roll out a series of consumer events across South Africa. "Alongside our mission to sign expert licensees across a range of product categories in a market where character brands are readily adopted, we cannot wait to work directly with both companies to help create high profile experiential events across the country to achieve further consumer awareness and brand engagement," says Cindy Radmall, Revolution director.

