**PRESS RELEASE**

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**SAMBRO ENTERS 2024 WITH RAFT OF NEW LICENSES ACROSS ARTS & CRAFTS, NOVELTY, COLLECTABLES AND OUTDOOR TOYS**

* **NEW CONTRACTS INCLUDE ACAMAR FILMS, TOIKIDO, UNIVERSAL AND MORE, WITH NEW RANGES TO BE SHOWCASED AT TOY FAIR 2024**

Global toy supplier Sambro has entered 2024 with a raft of new contracts in the licensed toy space as it drives its ambitious growth plans for the UK and EMEA regions over the coming months.

Already working with many top licensors, including Disney, Hasbro and Paramount, the company has secured new agreements with Acamar Films, Toikido, Bulldog Licensing, with Moose Toys and confirmed a further contract with Universal to run until 2026.

New for 2024, Sambro will launch a range of products from popular children’s TV show and franchise Bing as part of its three-year contract with Acamar Films.

The range includes toys that encourage self-expression, exploration, and sensory development through creative and imaginative play. Messy play sand sets, My First Art sets, make, mould, and paint figures will form part of the arts & crafts range, whilst outdoor play items include waterfall sets, bubbles and inflatables.

Sambro will also work with gaming studio Toikido under a three-year contract to roll out its latest Piñata Smashlings range, which comprises collectables, compounds, arts & crafts and novelty playsets, with product RRP ranging from £1.99 to £8.99 – perfect for the pocket money toy market.

Other wins include a new contract with Bulldog Licensing, liaising with Moose Toy’s product development team, to launch the new Magic Mixies arts & crafts range to the UK and EU markets and extended ranges with longstanding partner Universal to include Gabby’s Dollhouse, Trolls and Minions franchises.

These ranges will be front and centre at Sambro’s stand (B80) at Toy Fair London later this month as part of an extensive showcase of its new products and licenses, ranging from plush, novelties, creative arts & crafts, outdoor and games.

The stand will also showcase Sambro’s new own brand plush, with ranges of uniquely designed collectable and novelty soft toys.

Paul Blackaby, CEO at Sambro, said, “Our appearance at Toy Fair marks the start of another exciting year for Sambro, with a great selection of new contracts and product ranges to announce.

“Last year was one of our most successful to date, and 2024 looks set to go from strength to strength as we look to launch creative and innovative ranges with some of the world’s biggest brands and licensors.

“We’re looking forward to welcoming visitors to our stand this year, showcasing some of our new ranges, and connecting with our commercial teams.”

Toy Fair is the UK’s largest dedicated toy, game and hobby trade show welcoming more than 260 companies exhibiting thousands of products to visitors, including retailers, buyers, media and the wider industry.

Visitors can get a first look at the latest toy innovations and meet the sales and commercial team by visiting Sambro at the new larger stand B80.

Toy Fair will take place from Tuesday, 23rd January, until Thursday, 25th January 2024 at Olympia London in Kensington. Register your visitor's pass via the Toy Fair website here - https://toyfair2024.eventreference.com/register.

Sambro will also be exhibiting at the Nuremberg Toy Fair in February at Hall 12.0 Stand G17.

**-ENDS-**

For more information and interview opportunities, please contact the Sambro PR team on sambro@wearebrazenpr.com

**About Sambro**

Sambro was established in 1996, initially as a Clearance House across multiple categories selling to UK retailers, with licensed products becoming a significant part of this business.

In 2006 the business pivoted to become a licensed toy supplier and became an influential partner for brand owners who were seeking access to the wider UK retail sector. The business quickly developed niche specialities in novelty toys, creative, stationery, backpacks, accessories and arts and crafts product.

Recently, Sambro’s creative strength has evolved into creating its own IP which translates into many licenses. Sambro also has market-leading capabilities for in-house design of its own-brand and licensed toys in: Arts & Crafts, Creative, Stationery, Feature Plush and Novelty & Outdoor toys.

The long-standing, multi-layered and embedded licensor relationships that the business has with iconic global brands such as Disney, Marvel, Nickelodeon, Hasbro and Mattel continues to strengthen over the years.

The trusted and strategic nature of the partnerships that the business enjoys with retailers in the UK and EU, particularly with expanding value retailer outlets in many markets generates continued growth.

Sambro has the core competence of developing products for the value channel, alongside e-commerce, the fastest growing area of retail across Europe.

The company fosters long-standing relationships with quality product manufacturers.

Sambro, with the employment of a dedicated ESG manager, puts its ecological and social commitments at the forefront of its activities.

The motivated, committed, talented and experienced employee group and leadership team ensure continual development and progressive thinking within the company.