



# Halsall Toys International

## HALSALL REBRANDS TO HTI!

Halsall International Ltd announces a change of company name to HTI – Halsall Toys International. The new name and corporate logo will officially launch to the trade from the 3rd January 2010 to coincide with customer presentations taking place at the firm's extensive and refurbished office and showroom in Hong Kong. London Toy Fair on the 26<sup>th</sup> January 2010 will play host to the firm's UK launch, followed by a European unveiling and trade press campaign at Nuremberg.

The 8<sup>th</sup> biggest toy company in the UK (NPD October 2009) and Britain's biggest independently owned toy company, the rebranding reflects the firm's focus on its extensive toy product offering, its strength in Far Eastern manufacturing and expanding international growth.

The rebranding campaign will encompass product packaging, advertising, all company documentation, the web-site as well as the UK, Hong Kong and Nuremberg offices and showrooms. However, the company is keen to stress that on a day-to-day basis it's business as usual.

John Hutt, HTI Managing Director commented "Our business was founded on satisfying the customers need for the right product at the right price. Our commitment to product development, and unrivalled design and brand management capabilities have enabled us to develop core competences in many key market categories. As the UK's No.1 manufacturer of dolls prams and pushchairs, market leader of role-play toys and a leading supplier of everyday, wheeled and outdoor toys, we feel that the new name of HTI - Halsall Toys International - better reflects the firm's strong position within the UK and international toy market and its reputation within the industry for its breadth of range".

Hutt continues "Strategically the company continues to expand international business and is proud to have been awarded an array of pan-European, territory specific and world-wide license deals for some of the biggest brands in the global toy industry. As such, the new corporate name and identity affirms the company's commitment to its international growth strategy".

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