



HALSALL SEES EARLY SUCCESS WITH HELLO KITTY

Halsall International Ltd is delighted to announce that it has secured further UK and Eire distribution rights for Hello Kitty. The iconic girls brand continues to go from strength to strength in the toy market, bolstered by its enviable fashion kudos afforded by constant celebrity endorsement and knock on success from apparel and gift categories.

John Hutt, Halsall Managing Director, commented “Early indications are that our own developed Hello Kitty items are working well at retail. We have listened to our customers and it’s great to be able to now offer an extensive collection of Hello Kitty key toy lines including an electronic diary, craft and figure play sets”.



The new items sit alongside Halsall’s existing range of Hello Kitty wheeled toys comprising bikes, scooters, skateboards, inline skates, helmet and protection. Hutt continues “This latest distribution deal for Halsall enables us to further enhance our offering of Hello Kitty toy lines and provide the trade with an extensive product range from this strong and popular girls’ brand”.

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PRESS CONTACT

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