



## HALSALL HAVE 'STARZ' IN THEIR EYES WITH NEW BUBBLEGUM PLUSH!

Halsall present a range of **Bubblegum** 12" and 9" plush and 5" plush keyrings for 2007. The major UK greeting cards, gift and licensing brand owned by Carlton Cards has been established for 10 years and continues to enjoy unrivalled popularity and brand awareness. With sales in excess of 12 million cards annually and a web-site that receives over 700,000 unique visitors per month, there's no doubt the Bubblegum bubble just keeps on getting bigger!

Halsall's range of soft 12" plush Bubblegum figures feature new Bubblegum Starz, which bring together the six most popular Bubblegum girls' characters as the *'fabbiest, funkiest, glammiest girl gang on the go at the mo!'* Targeted at girls 5 – 8 years and developed with the closest attention to each character design, Halsall's Starz range brings Groovy Chick, Nutty Moo, Disco Diva, Babe, Speed Queen and Cool Cookie to 3D life. Each plush doll, embroidered with their character name, is dressed in her own unique style funky fashion outfit with accessories, beanie feet and characteristically crazy bendy hair.



A range of 9" 'Classic' characters bring together the most 'spesh' iconic Bubblegum characters and captions targeted at 8 – 12 year old boys and girls including Super Star, Flippin Mental, Party Chick, Footy Nut, Birthday Girl and Cheeky Monkey.

In addition, Halsall also present 5" Keychain plush available in Starz and Classic character assortments. Andrew Coplestone, Halsall Sales & Marketing Director, commented "Halsall is delighted and honoured to be involved with the hugely popular Bubblegum brand. Its massive brand awareness, wealth of popular character designs and loyal customer base provides Halsall with the perfect opportunity to develop a commercially strong and very exciting licensed gift range".

As a major manufacturer and supplier of own label generic plush, Halsall shall be launching a brand new plush range '**Bow Bears**' at Autumn Fair 2007 (Hall 1, H10/F11), so called as each adorable soft teddy features a ribbon bow on its paw. The initial offering will include a generic and celebration range, as well as Valentine and Mother's Day gift sets. All supplied in fully branded display units or gift packaging, Bow Bears have been developed specifically to meet market demands for high quality, fully merchandised, non-licensed plush at value prices enabling excellent margin potential.



In addition, Halsall's consistently top-selling and popular **Koochie** brand continues to provide an extensive product offering of plush and ceramic gift packs across all Spring Seasonal, Christmas and Occasions.

## PRESS CONTACT

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