



Crayola Builds on Consumer Products Growth Strategy

The household family brand announces representation partnership with WildBrain CPLG in EMEA

Las Vegas, Tuesday May 24, 2022. The Crayola brand, which is synonymous with colour, creativity and self expression around the world, is continuing to drive International growth across new and existing categories in EMEA through a new representation partnership with world-leading licensing agency WildBrain CPLG.

The brand's successful global partnerships with the likes of Vans and Fat Face; have driven significant interest from IP owners and brands who see exciting opportunities to explore the colourful world of Crayola.

In partnership with WildBrain CPLG, Crayola will continue its expansion of its consumer products business through strategic licensing programmes targeting fans of all ages; in key categories including Apparel, Accessories and Footwear, Toys, Homewares and FMCG products across Mainland Europe, Middle East and Africa.

Rob Spindley, Licensing Director EMEA, commented: "Whilst we will retain the UK business within Crayola, we will be leaning into Wildbrain CPLG across its extensive European network of teams and offices, WildBrain CPLG demonstrated an innate understanding of the Crayola brand values, positioning and strategic growth pillars, making the agency best placed in translating this into licensed product programmes across the territory. The team's experience across all consumer product categories integrated into Crayola's strategic approach to growth, promises to deliver further expansion and opportunity for licensees and brands bringing new and innovative products into the market."

Meike de Vaere-Hoorn, VP Partnerships & Business Development at WildBrain CPLG, says: "Crayola is a beloved brand in homes around the world, celebrated for inspiring creative freedom, making it an exciting addition to our EMEA portfolio. We'll be focused on bringing the brand's playful and imaginative values to life through an engaging consumer products programme for the whole family and we can't wait to get started on this colourful journey with the team at Crayola."

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About Crayola

Crayola LLC, based in Easton, PA and a business of Hallmark Cards, Inc., is the worldwide leader in children's creative expression products. Known for the iconic Crayola Crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. For more information, visit www.crayola.com or join the community at www.facebook.com/crayola.



About WildBrain CPLG

WildBrain CPLG is a world-leading entertainment, sport and brand licensing agency, with offices in the UK, Europe, India, the Middle East, the US and Asia. With 50 years of experience in the licensing industry, WildBrain CPLG provides its clients with dedicated licensing and marketing professionals and fully integrated product development, legal and accounting services. WildBrain CPLG believes that collaboration is about clarity, openness and trust, and is widely known for its no-nonsense, straightforward approach. The agency's ASPIRE division is a leader in Corporate & Lifestyle brand representation and management. WildBrain CPLG is part of WildBrain Ltd., a global leader in kids' and family entertainment. Please contact us or visit the WildBrain CPLG website for more information: www.cplg.com.