

## **ASPIRE CLEANS UP WITH KÄRCHER X SMOBY TOYS DEAL**

### **New master role-play toy range for kids to launch in Europe**

London, UK – 21 September 2022 – ASPIRE, the dedicated Corporate & Lifestyle division of world-leading brand licensing agency WildBrain CPLG, has secured a deal with the Simba Dickie Group’s Smoby Toys for a master role-play toy range based on the established cleaning-technology brand Kärcher. Brokered by WildBrain CPLG’s German office on behalf of Alfred Kärcher SE & Co. KG, the partnership will see Smoby Toys create a role-play toy range based on the design of original indoor and outdoor Kärcher products.

The extensive line will feature toys inspired by products from Kärcher, including a pressure washer, a window cleaner and a handled cleaner, targeted at key toy and DIY retailers across Europe, with the first range of products expected to launch from 2023.

Victoria Whellans, Commercial Director at ASPIRE, said: “As we extend the Kärcher brand into complementary product areas that reflect the company’s values, this new partnership with Smoby Toys will provide an exciting opportunity for younger fans to be introduced to the world of Kärcher through engaging role play products. Kärcher and Smoby Toys share an ethos of creating innovative and high-quality products, and we look forward to presenting this creative toy range to potential retail partners at BLE.”

Bernard Russac, Marketing & Communications Manager at Smoby Toys SAS, added: “Kärcher is undoubtedly a strong, trusted and valued brand, with wide international recognition. We’re therefore very excited to partner with Kärcher and create a range of realistic role-play toys that are inspired by some of the company’s most iconic products.”

Kärcher is an established and market-leading manufacturer of home and professional cleaning equipment, recognised for innovative products including pressure washers, window vacuum cleaners, hard floor cleaners and more. The German company is family-owned and operates worldwide, with its products sold by over 150 companies across 78 countries.

ASPIRE represents Kärcher across Europe and is developing a licensing programme targeting adults and kids across further categories including workwear, storage and promotions.

#### **For more information, please contact:**

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## **About ASPIRE**

ASPIRE is the dedicated Corporate & Lifestyle division of world-leading sport, entertainment and brand licensing agency WildBrain CPLG. ASPIRE's portfolio includes some of the world's most renowned Corporate & Lifestyle brands across fashion, luxury, FMCG, hardware, automotive, art and heritage institutions. A highly skilled global team of licensing, sales, and retail experts, ASPIRE delivers strategic and long-term consumer products partnerships extending brands into new product areas through Corporate & Lifestyle brand licensing. Visit [www.cplg.com/aspire](http://www.cplg.com/aspire).

## **About Kärcher**

Kärcher is the world's leading provider of cleaning technology. The family-owned company employs 14,400 people in more than 150 companies across 78 countries. Over fifty-thousand service outlets internationally ensure seamless customer service worldwide. In 2021, Kärcher achieved the highest turnover in its history with more than 3.092 billion euros.

## **About The Simba Dickie Group**

The product portfolio of the SIMBA DICKIE GROUP consists of more than 4,000 items: from traditional brands, collector's models and classics to current trend products. This makes the SIMBA DICKIE GROUP one of the market leaders worldwide. They have a great distribution across European territories, a broad retail presence and huge expertise with highest quality standards.

## **About SMOBY TOYS**

Smoby Toys is the first French toy manufacturer. Smoby was founded in 1924 in the middle of the French Jura. Originally specialised in manufacturing small wooden items, the company made the choice to turn towards plastic goods in the 1950s. Today, Smoby offers a wide range of high-quality toys with a modern design and trendy colors, each one thought out in details to be fit for children needs.