Sarah Dayus, Sales Director.

1 How has 2022 been for you? 2022 has overall been really strong for us, especially considering being in post pandemic unchartered waters and the economic uncertainty. We’ve had some great product launches and really strong sales.

2 What are the successes out there for you at the minute? We’ve got some brilliant accounts and a very strong presence in the market which is always really positive.

3 Are you looking forward to Toy Fair/Spielwarenmesse?  Very much so, it is always a fantastic start to the year! We love showcasing our new products and ranges, and catching up will all of our customers!

4 Will you be going to the show(s)? Which ones and why? We are exhibiting at Toy Far (stand G20) and will be walking the Spielwarenmesse fair.

5 What are your hopes and fears for your company in 2023? I think the economic climate and cost of living crisis is going to be a big factor in 2023, however I feel really positive that with our positioning and price points, we will have another strong year.

6 What are your hopes and fears for the wider industry in 2023? I really hope the exchange rate improves! It’s great to see shipping come down to a much more reasonable level but a huge shame the dollar rate is so poor. Fingers crossed for some improvement!

7 Looking ahead to 2023, what will be the key issues for the business? We are moving towards a much greener product range in 2023, and beyond. All our cardboard packaging will be recyclable and we are replacing the single use plastic bags in each kit with a recyclable paper bag. This is a really important move for us and something we feel incredibly passionate about. Our planet is very important and we must do everything in our power to look after it.

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