



New Kids on the Block

(London 2023) January 2023 sees the exciting launch of Plus-Plus UK & Ireland, offering an extensive and exciting range of products focused on the construction and puzzle sector. Plus-Plus was established in the eighties in Denmark to create a toy which would spark the imagination and creativity in children of all ages. Today, Plus-Plus is internationally recognised as a high-quality brand and the winner of multiple product awards. To this day, Plus-Plus continues to be manufactured in Denmark.

Martin Pihl, CEO of Plus-Plus A/S said: “Since our launch outside Scandinavia in 2012 we have been growing tremendously in Europe, North America, and overseas. Through our subsidiary in the U.S.A. we have developed Plus-Plus to being a must-have for thousands of American retailers across multiple sales channels. With the UK & Ireland being the largest toy market in Europe we now aim to develop a further stronghold here”.

Phil Hooper, Managing Director of Plus-Plus UK & Ireland added: “We are excited at the opportunity to launch a dedicated subsidiary with the ambition to build long-term partnerships with a wide variety of retailers. With the high-quality values of the Plus-Plus brand, new product development and a commitment to marketing, Plus-Plus aims to establish an evergreen presence in the UK & Ireland”.

Plus-Plus is a socially and environmentally responsible company. The factory and headquarters in Denmark run on 100% green energy from wind power and all products and packaging are 100% recyclable.

The regular Plus-Plus range aimed at older kids, includes differing sized tubes and boxes ranging from 100pcs to 520pc offering open ended play, whilst the chunky BIG Plus-Plus for younger children includes larger, easy to handle pieces ready for creative minds to explore. There’s a multitude of colours across both ranges to choose from including basic, pastel, neon, glitter or multi and themed tubes containing kits with instructions to build animals, dragons, aliens, mythical creatures or seasonal characters and much more.

Puzzle by Number combines paint by number artistry with the satisfaction of puzzle solving and is available in three sizes. Combining creativity and STEM based learning and sturdy when built, these bright creations are strong enough to be displayed and even hung with no glue or heat required to keep it together.

Learn to Build focuses on open play for creative minds, an extensive pallet of colours for the budding artist and themed packs which come with instructions to guide a build ahead of exploring further free play. Two new sets are Flags of the World and People of the World both of which come with templates, instructions and stencils both offering a great educational opportunity to explore the countries of the world and the people who live there.

The Plus-Plus BIG range is perfect for youngsters ready to take their first steps into building. These chunky bright pieces available in basic, pastel or neon colours, are good for tiny hands to hold and with the help of an adult, little minds can create BIG ideas. New for 2023 is BIG Bunny, a cute white rabbit with carrot, a perfect addition to the range and a great seasonal purchase.

Not missing an opportunity to create with Plus-Plus wherever you are, the Travel and Storage range includes regular or BIG packed Plus-Plus packed into a small suitcase to take it with you on the go.

We look forward to welcoming visitors to Stand N12 National Hall Ground Level to discover Plus-Plus and hear about the exciting plans for 2023.



To discover the full Plus-Plus range for 2023, visit:-

https://issuu.com/plusplusofficial/docs/plus_plus_catalog_2023

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