**Toy Fair Preview**

**Company:** Sambro

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Global toy supplier, Sambro International will be returning to Toy Fair London for 2024 to showcase its extensive range of licensed and own-brand toys, with some exciting new ranges and licenses to be unveiled!

The award-winning innovator, which holds strong partnerships with key global licensors including Disney, Marvel, Hasbro and Paramount, will also share news and updates on some of its most recent licensed contracts including Universal, Acamar Films and Toikido.

New for 2024, Sambro will launch a range of products from popular children’s TV show and franchise, Bing, as part of its three-year contract with Acamar Films.

The range being rolled-out across UK and EU retailers include toys that encourage self- expression and exploration as well as sensory, creative and imaginative play. Messy play sand sets, My First art sets along with make, mould and paint figures will form part of the arts and crafts range whilst outdoor play items include waterfall sets, bubbles and inflatables.

Sambro further strengthens its licensed offering with a range of collectable toys, featuring Gabby’s Dollhouse, Trolls and Minions in partnership with Universal. Further newness comes in the form of the extensive range of arts & crafts, stationery, bags, and novelty toys, themed around gaming studio Toikido’s Smashlings, which will be widely available across EMEA territories.

2024, will be a year of anniversaries and celebrations for some of the world’s biggest brands including Barbie who turns 65 this year, SpongeBob SquarePants with a 25th anniversary, Teenage Mutant Ninja Hero Turtles and Transformers who both celebrate a 40th anniversary milestone and last but by no means least Peppa Pig with her big 20th celebration bash!

Hero products from these anniversary ranges include all new Peppa Pig arts & crafts ranges and celebration glitter plush, SpongeBob Puzzle Palz™, Teenage Mutant Ninja Turtles novelty ‘Ooze’ playset and novelty lines, plus Transformers plush and Puzzle Palz™.

Toys inspired by the latest pamper and make-up TikTok trends will be big for 2024 and Sambro will be working closely with Mattel as it expands its already successful range of Monster High arts & craft and creative play ranges – including a new Monster High Secret Journal, packed full of spooky surprises.

Following on for a successful year of sales across plush in which Sambro has gained traction in the special feature plush category, Sambro will also unveil its own range of plush products, which will feature collectable scented fruit-scented soft toys, nostalgic rag dolls and adorably cute sleepy pets, which will launch with retailers AW24.

### Show attendees can hear more about all the new launches and ambitions for 2024 at the Sambro stand B80 and can make an appointment with Sambro’s sales team at sales@sambro.com. Tel: 0161 765 2600

**-ENDS-**

For more information please contact: sambro@wearebrazenpr.com

**About Sambro**

Sambro was established in 1996, initially as a Clearance House across multiple categories selling to UK retailers, with licensed products becoming a significant part of this business.

In 2006 the business pivoted to become a licensed toy supplier and became an influential partner for brand owners who were seeking access to the wider UK retail sector. The business quickly developed niche specialities in novelty toys, creative, stationery, backpacks, accessories and arts and crafts product.

Recently, Sambro’s creative strength has evolved into creating its own IP which translates into many licenses. Sambro also has market-leading capabilities for in-house design of its own-brand and licensed toys in: Arts & Crafts, Creative, Stationery, Feature Plush and Novelty & Outdoor toys.

The long-standing, multi-layered and embedded licensor relationships that the business has with iconic global brands such as Disney, Marvel, Nickelodeon, Hasbro and Mattel continues to strengthen over the years.

The trusted and strategic nature of the partnerships that the business enjoys with retailers in the UK and EU, particularly with expanding value retailer outlets in many markets generates continued growth.

Sambro has the core competence of developing products for the value channel, alongside e-commerce, the fastest growing area of retail across Europe.

The company fosters long-standing relationships with quality product manufacturers.

Sambro, with the employment of a dedicated ESG manager, puts its ecological and social commitments at the forefront of its activities.

The motivated, committed, talented and experienced employee group and leadership team ensure continual development and progressive thinking within the company.