

AN INTRODUCTION TO

ELMER



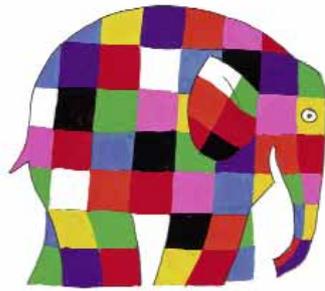
ANDERSEN PRESS LTD

20 Vauxhall Bridge Road London SW1V 2SA

T: 020 7840 8704 E: spakenham@randomhouse.co.uk

www.andersenpress.co.uk

Please apply to above for further information and style guide



ELMER stands for colour, originality and individuality.

Elmer's iconic look and playful character have made him a firm **international favourite** in **millions of households**. Over 20 book titles have been created since 1989, and sold near 5 million copies in 40 languages around the world.

Elmer has helped countless children to learn about colours, animals, numbers and behaviour. His **bright patchwork** pattern is familiar in most homes and schools, and is equally appealing to boys and girls, children and adults, selling well from museum and library shops to supermarkets.

Elmer is the main character but his family and friends can provide variety and there is a huge selection of wonderful foliage and jungle backgrounds to use.





ELMER is perfect to use in the nursery and on gift items for children, but also on any household items for families with children (for the living room, kitchen and bathroom).

The following items have been produced for some territories only and mostly outside UK so far. Please contact Anderen Press for more information.

Apparel (clothes for babies, children and adults, aprons)

Bathroom items (sponge bag, toothbrushes and holder, soap dispenser, toe divider, slippers, towels, etc)

Confectionery (sweets)

Educational (craft activities, wall chart in soft materials, story telling kit)

Giftware (money bank, snow globe, key chain, cell phone strap, water pistol, tape measure, paper weight etc)

Hard goods (Melamine and plastic tableware, cutlery, mats and coasters)

Home Decor and Furnishing (lamp, light garland, cushions, pictures, carpets, photo frame, oven gloves etc)

Luggage (suitcases, bags, back packs, vanity case)

Stationery and Paper items (greetings cards, diaries, calendars, posters, murals, albums, pens, pencils, rubbers etc)

Toys and Games (puzzles, wooden toys, pvc figurine, rubik cube, stuffed toy, beanie, etc)



Major Global Licences

UK: Andersen Press

Rainbow Designs: soft toy, www.rainbowdesigns.co.uk

Art Group: greetings cards, www.artgroup.com

Fabric Flavours: T shirts, www.fabricflavours.com

Paul Lamond: cardboard puzzles, www.paullamond.com

Giftforce: melamine and luggage, www.petitjour.com

France: agent Ines Pezet

Petit Jour: luggage, melamine, household items and much more. Cardboard games

Pixi: pvc figurines, key rings, money box, bath toys etc, jewelry, www.plastoy.com

Trousselier: magic lantern, musical box, snow globe, light garland, www.trousselierfr.com

Vilac: wooden items such as games, puzzles, chest musical instruments, www.vilac.com

Diset/Nathan: colouring/craft sets, www.nathanjeux.com

MLP SA: clothing

Plage: decoration for child's room, www.plage.fr

Lito: packets of sticker, www.editionslito.com

Germany: agent Claudia Engelhard (recently appointed)

Spain: agent Sofia Noguera (recently appointed)

USA: Andersen Press

Kids Preferred: soft toy etc, www.kidspreferred.com

Lakeshore: story telling kit, www.lakeshorelearning.com

Japan: agent Sony Plaza, www.plazastyle.com

Clothing, toiletries, household, games, tableware, mobile phone, stationery, towels, fabric, confectionery, etc

Korea: agent Seoul Merchandising Company

Taiwan: agent Formosa TV

Guankai: towel, socks, underwear

DungJin: 2 calendars for 2010, stationery, notepad, giftbag, etc

Toy Kingdom Co: Household (plastic and glass items such as lunchbox, bag), Gift items such as keychain, cell phone strap, www.toykingdom.com.tw

Shi Yun: Stationery and puzzles on paper. Selling via convenience stores

Rest of the world: Andersen Press



SOFT TOYS



LUGGAGE, BAGS



UMBRELLA

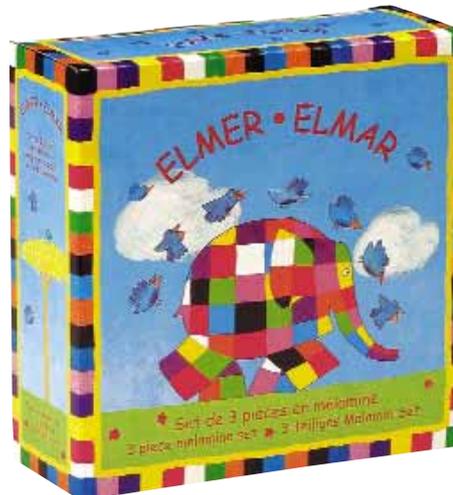




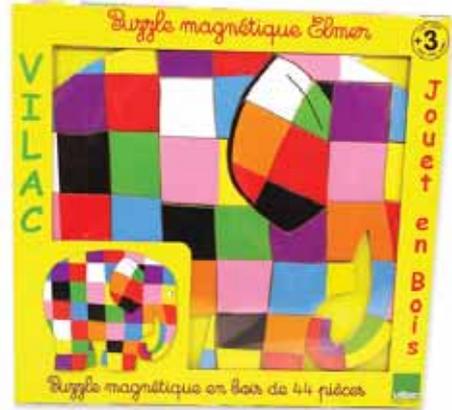
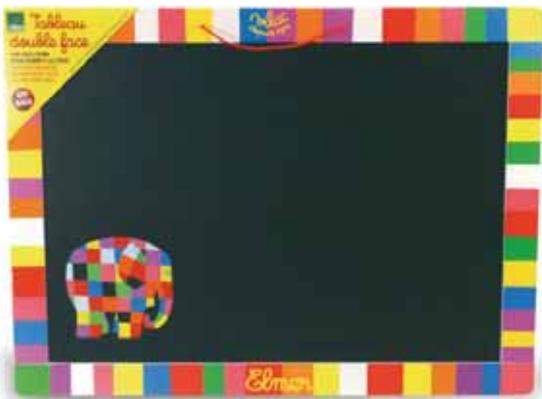
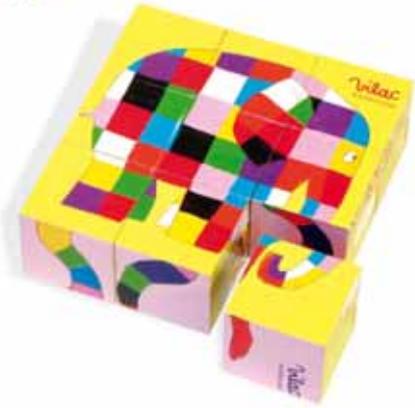
EDUCATIONAL GAMES



MELAMINE

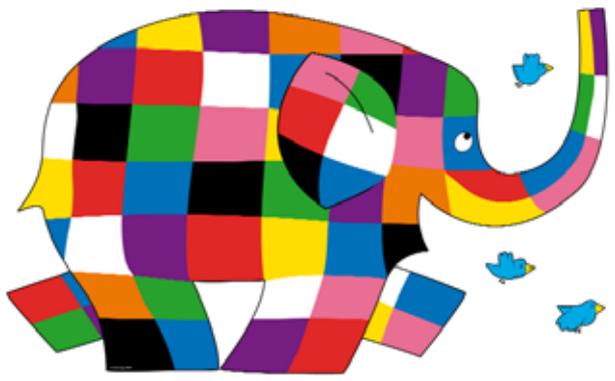
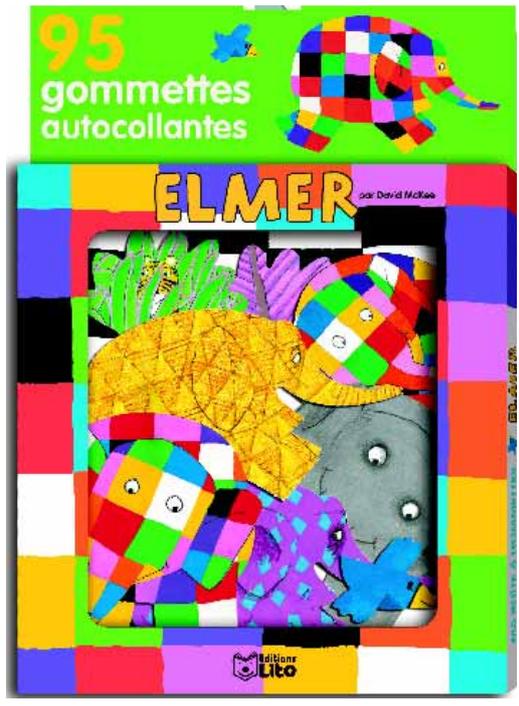


TOYS





STICKERS





STATIONERY





LUNCH BOXES



BATHROOM EQUIPMENT

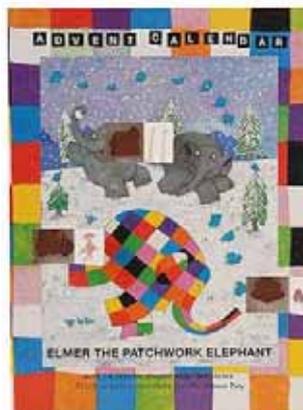
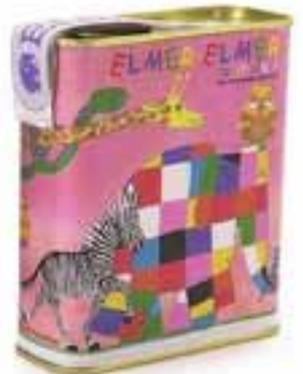
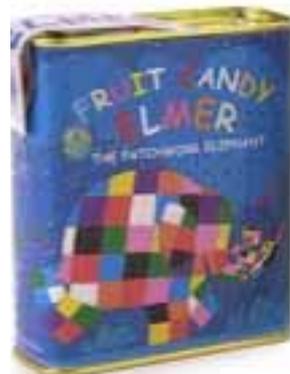




KITCHEN



CONFECTIONERY





SAVING BOXES



JEWELLERY



MUSICAL BOXES, SNOW GLOBES, LIGHTS



