

Spielwarenmesse BrandNew: The innovation countdown has begun

- The digital industry overview launches on 25 January
- Product presentations on the Spielwarenmesse website and social media

The digital service Spielwarenmesse BrandNew has met with an excellent response from the toy industry. So far, more than 300 companies have registered to use the offering provided by the world's leading toy fair. From start-ups to well-established manufacturers, these international suppliers will be unveiling more than 4,000 new products to retailers and buyers on the Spielwarenmesse's media channels. The platform launches on 25 January. It will give manufacturers the chance, despite the pandemic, to present their innovations to the global toy market on the Spielwarenmesse's busy website, its social media channels and in its newsletter – all at the perfect time for placing orders. Buyers and retailers can use this service without having to register and completely free of charge. It is an excellent opportunity to find new ideas for their product ranges in 2021 and a valuable source of inspiration.

Reputed companies

Spielwarenmesse BrandNew allows industry specialists to keep their finger on the pulse whilst receiving current input directly from the marketplace. The innovations will be placed in the spotlight on the Spielwarenmesse website (www.spielwarenmesse.de/en/brandnew). Newsletter Specials and social media posts will shed light on the products and further details as well as on new companies and reputed brands. Among them are well-known names such as Asmodee, Bruder, Doudou et Compagnie, Eastcolight, Funko, Geomagworld, Haba, Mattel, Moulin Roty, Playmobil, Ravensburger, Razor, as well as Rubie's Masquerade, Schmidt Spiele, Steiff and Toynamics Europe (Hape). Retailers and buyers visiting the Spielwarenmesse website will also find a calendar of in-house events to be held by suppliers showcasing their latest products. The Spielwarenmesse BrandNew service is available to users in English and German.

Access to global innovations

The innovation show has another string to its bow with live promotions featured on the Spielwarenmesse's social media channels. From 25 to 29 January 2021, suppliers will be unveiling their new products in live video appearances lasting between 30 and 60 minutes. These shows will comprise everything from showroom tours to Q&A sessions. These events will give retailers and buyers the chance to gain a compact overview of the latest innovations from across the world, and to forge new or deepen existing contacts before the industry gathers again at the Spielwarenmesse Summer Edition from 20 to 24 July 2021.

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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. Please provide us with a voucher copy on publication.

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Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,800 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for around 65,000 buyers and toy traders from more than 130 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

Fair date: Spielwarenmesse®, Tuesday to Saturday, 20 – 24 Jul 2021