

Spielwarenmesse eG welcomes Legler small foot company as new member

In the decades since it was founded in 1950, Spielwarenmesse eG has lost none of its allure. The Nuremberg-based business still represents the sector as a cooperative and operates globally as a modern service provider in trade fair organisation and marketing services. Very recently, it added to its ranks the Legler OHG small foot company. “As a new member of the cooperative we are pleased to be helping shape the future of the Spielwarenmesse and to be part of the network involved,” says Managing Director Pascal Adam of the company’s recent admission. For Legler, whose wooden toys are known by the brand name ‘small foot’, the Spielwarenmesse has been an integral element of its relationship with existing business partners and with a regular stream of new ones ever since it first participated in 1995.

The Delmenhorst-based company is now among the approximately 150 members of Spielwarenmesse eG, which as a cooperative occupies a unique position among trade fair companies and is one of the most successful in Bavaria. It was founded for the sector and by the sector, which is why there is a constant demand for active participants from the toy industry who can approach new challenges with plenty of style and creative ideas, so that the fair undergoes continuous collective development. “The Legler OHG small foot company contributes just this power and is true to our modern cooperative’s sense of togetherness. Welcome in!” comments Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG.

You can find image material at www.spielwarenmesse-eg.de/media.

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Spielwarenmesse eG

Spielwarenmesse eG is the fair organizer and marketing services provider for the toy sector and other consumer goods markets. The Nuremberg-based company organizes the world-leading **Spielwarenmesse®** in Nuremberg, complemented by the services available on **Spielwarenmesse® Digital**. Its range also includes the **Internationale Spieltage SPIEL** gaming event in Essen, **Kids India** in Mumbai and the **Insights-X** in Nuremberg. Expanded coverage of the topic of licensing and collaborations comes with **BRANDmate** in Offenbach. The range of services provided by the cooperative also includes industry campaigns and the international fair programme, **World of Toys by Spielwarenmesse eG**, which enables manufacturers to exhibit at pavilions featured at trade fairs in Asia and the USA. Spielwarenmesse eG operates a worldwide network of representatives in over 90 countries. In addition, its subsidiary Spielwarenmesse Shanghai Co., Ltd. is responsible for the People’s Republic of China. Its **Die roten Reiter GmbH** subsidiary with headquarters in Nuremberg works as communication agency for the consumer and capital goods industry. The complete company profile of Spielwarenmesse eG can be found on the Internet at www.spielwarenmesse-eg.com.