



BOOTH 5063

Beanstalk

www.beanstalk.com

GLOBAL
PARTNER

Beanstalk, a global brand licensing agency and consultancy, extends brands through the strategic and creative development of licensed products. We collaborate with our clients to harness licensing as an effective marketing and communications tool to build brands for the long term. With offices in New York, Los Angeles, Atlanta, Miami, London and Hong Kong, and affiliate relationships throughout the world, we develop

programs for both international and local clients. In 2010, Beanstalk joined forces with Nancy Bailey & Associates to form one of the most experienced, successful and innovative licensing agencies in the world. We invite you to learn how our combined global services can help achieve your marketing objectives. We are proud of the company we keep.

Stanley Black & Decker

Beanstalk works with the Stanley, Black & Decker and DEWALT brands to effectively reach professionals and serious do-it-yourselfers creating some of the most visible and successful licensing programs in the home improvement industry.

StanleyBlack&Decker

The Procter & Gamble Company

Procter & Gamble brings beloved brands to consumers around the world. We have leveraged the company's strong portfolio of trusted brands, including Mr. Clean, Tide, Febreze, Cover Girl, Max Factor, Pampers, Dawn, Glad, Scope, and Old Spice, to build some of the most innovative licensing programs in the industry today.



HGTV

HGTV, America's leading home and lifestyle network, leverages its trust and authority to launch a collection of HGTV HOME™ branded products. We have extended the network's inspirational voice to a wide range of functional and stylish home and garden products, bringing the best of the network's design authority into consumers' homes.



Paris Hilton

Beanstalk is working with Paris Hilton Entertainment to develop the Paris Hilton licensing program globally. The program leverages the appeal of Paris as the world's most famous trendsetter into aspirational and glamorous products that reflect her fashion-forward lifestyle.



Chiquita

Nancy Bailey & Associates, a division of Beanstalk, will be extending the Chiquita brand, the #1 preferred banana brand globally, and Fresh Express, the #1 salad brand in the U.S., into both non-food and new food categories. Licensed products will leverage each brand's characteristics of high quality and freshness.

