

Bruno Productions, a licensing agency based in The Netherlands, is responsible for building merchandising programmes for a collection of properties. With more than 20 years experience, they are well established in representing various types of characters and brands. They currently represent properties like Soft Spots, Angel Cat Sugar, Wooly, Calimero, 5x30+, Fido Dido and Twisted Whiskers. Bruno Productions works with licensors throughout the world. During this year's Licensing International Expo, Bruno Productions will

have a booth fully dedicated to Soft Spots, created by Big Ideas – a highly regarded concept creation company based in the UK. Their expertise is in the children's market and they have been responsible for many innovative product developments with the world's leading toy game and gift companies. "We wanted to create a cute modern range of characters encompassing a little girl's emotions and aspects of her personality. Most children adore puppies!" says Simon Skelton of Big Ideas.



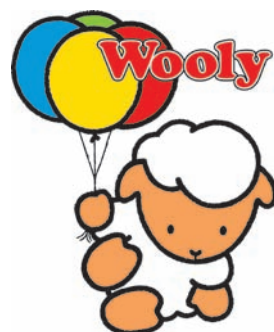
Soft Spots

Soft Spots, is a highly collectable range of six, cute puppies designed to appeal to the "Soft Spots" in everyone! Sunny Spot – the confident one - who wants to share her happiness, Beauty Spot – who knows you have to be beautiful on the inside, Trouble Spot – he likes to get into mischief, but has a big heart, Sad Spot – always there for you when you need a cuddle, Itchy Spot – she can't sit still and always wants to play, and Ticky Spot who loves tickles and collapses in fits of giggles. "Who do you have a Soft Spot for?"



Angel Cat Sugar

Angel Cat Sugar, from the original creator of Hello Kitty, Yuko Shimizu, is adored by children for its cuteness, teens for the Japanese trend setting appeal and adults for the quirky designs. Angel Cat Sugar has over 300 products available in Asia, Europe and the US. With around 40 licensees only in Europe, Angel Cat Sugar is gaining more and more popularity on this continent. Not only consumers like Angel Cat Sugar, she is also embraced by celebrities as Fearné Cotton, Claudia Schiffer, Halima and Paris Jackson and others.



Wooly

Wooly, the little lamb that will warm your hearts and more importantly, that of children. Characterised as a curious and cheerful character, Wooly has style and is unique in its ageless visual portrayal. Vibrant and pure colours are encapsulated in bold, delineative lines to capture the attention of the young. Wooly has its own TV-series and a publishing programme available.