

Horrid deal for Re:creation

Helen Jacobs Today, 10:16am

Firm signs master toy deal with Copyright Promotions Licensing Group for Horrid Henry.



Re:creation will launch a range of cross-gender products at Toy Fair based on the animated TV series, which is produced by Novel Entertainment.

Joke and trick products, science and experimentation kits and sets will be the first products to roll out in autumn/winter 2008.

Games and outdoor toys including wheeled toys, water-pistols and shooters will follow while figurines, action figures, playsets and plush are also in development.

Seth Bishop, Re:creation's deputy managing director said: "Our first master toy licence represents a big step for re:creation, which we would not have made without supreme confidence in the long term potential of the property.

"Horrid Henry has a remarkable resonance amongst kids and a consistent track record of chart topping success in publishing and on TV.

We are delighted to be working with CPLG and Novel Entertainment to repeat that success in toys."

Peta Thomson, Category Manager at CPLG, said: "We are looking forward to working with Re:creation and developing an exciting program that embodies the spirit of Horrid Henry, and brings the brand to life through fun, innovative product."

Novel Entertainment's Caroline Mickler said: "It's great to be working with such an imaginative company. They have a clear grasp of the essence of Horrid Henry - they are absolutely the right partner to develop a carefully thought out range of Horrid Henry toys."

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