

**PMI Kids World Secures Exclusive Global Collectibles Deal for Fuggler™!**

*It's about to get a Whole Lot Fugglier!*



**Tel Aviv, Israel** - (April 18, 2024) **PMI Kids World**, a toy company renowned for its mega-popular branded toys & collectible ranges, has signed an exclusive worldwide licensing agreement with the delightfully disturbing & awkwardly weird creatures: **Fugglers!** The funny-ugly monsters, that have become a huge hit with their playful antics and quirky looks, are now coming to shelves in a completely new way this winter, so watch out for the ultimate Fuggler fart tornado!

Fuggler, with over **8 million** units being sold worldwide to date, with most recently Fuggler plush quickly selling out across 3000 Wal-mart US stores, is ready to take the collectible category by storm. With innovative new product creations, the talented team from PMI has created a Fugg-tastic range of products that capture the quirky nature of the Fuggler brand, including capturing their realistic human-like teeth and integrating the signature 'BUTT-on' hole to drive collectibility, rarity, and fuel the collectors secondary trading market. The new line from PMI will give Fuggler fans a whole new way to interact with these mischievous monsters, including:

- Unique Collectible Figures, including rare & unique 'Catch Me' collector's items
- Keychains
- Stampers
- Pencil Toppers



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- Advent Calendars
- Interactive Collectible Toys

"Fugglers are impossible not to love, and their recent sell-out success in retailers around the world, including Walmart, Kmart & Tesco, is a testament to that," says Omer Dekel, CEO of PMI Kids World. "We're thrilled to be partnering with the hugely talented team at Libertas Brands on building out the Fugg-iverse!"

"PMI is known for their expertise in introducing innovative & accessible collectibles & toy products to consumers on a global scale, and their passion for quality, innovation, and pricing is second to none," said Mark Kingston, CEO & Co-Founder of Libertas Brand. "We're excited to be partnering with them and getting Fugglers in all shapes and forms into consumer hands."

PMI is set to unleash Fugglers into collector's hands hot off the tails of their recent successful launches in the license-to-collectible pipeline, including **Stumble Guys** and **Pudgy Penguins**, which sold out on Amazon within 24 hours of their debut!

Whether you're a seasoned collector or a newcomer to the world of oddities, there's a Fuggler waiting to steal your heart – and maybe your sanity.

For more information on PMI Kids' World, please visit [www.pmitoys.com](http://www.pmitoys.com) and follow PMI on:

- Instagram: [@pmi\\_toys](https://www.instagram.com/pmi_toys)
- Facebook: [@pmilttd](https://www.facebook.com/pmilttd)
- Twitter: [@pmitoys](https://twitter.com/pmitoys)
- TikTok: [@pmi\\_toys](https://www.tiktok.com/@pmi_toys)

### **About PMI Kids World**

Established in 1995, PMI Kids World is a leading gaming-sector toy manufacturer focused on licensing consumer products in over 130 countries. PMI Kids' World gives licensed intellectual properties (IPs) a vibrant existence by creating high-quality, innovative, affordable toys and collectibles. We're here to bring the mega children's brands and the coolest lines to kids worldwide. Our lineup includes esteemed names like Sonic Prime, Pudgy Penguins, Brawl Stars, and many others. Rooted in our purpose is the aspiration to ensure that every child can partake in the delight of play, irrespective of their circumstances.

### **About Libertas Brands**

Libertas Brands is a new dynamic IP management & consultancy company committed to creating high-quality and innovative content, products & experiences that enhance the lives of consumers & fans around the world. Libertas Brands is in the process of building a portfolio of brands that cater to a wide range of consumer demographics. Libertas Brands is dedicated to delivering exceptional value and experiences.



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**About Fuggler™**

Fuggler™ is a quirky and imaginative brand known for its one-of-a-kind stuffed creatures that capture the hearts and imaginations of people of all ages. With a commitment to bringing smiles and laughter to its customers, Fuggler™ continues to delight with its irreverent sense of humor and eccentric wacky creations. Fuggler™ is a trademark of Spin Master Ltd and is under exclusive license globally with Libertas Brands Ltd.

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