

P R E S S R E L E A S E

Licensing & Merchandising

Shaun the Sheep: WDR mediagroup and Trixie offer new licensed products for pet accessories

Cologne, 20th April 2017. Trixie, the European market leader for pet supplies, and WDR mediagroup (WDRmg) are continuing to expand their cooperation arrangement. Last year alone, 17 products for dogs and cats were presented featuring motifs taken from the world of Shaun the Sheep. This year, pet-owners can look forward to new plush squeak toys in the form of Timmy and Timmy's mother, as well as the cat Pidsley. A cosy dog comforter with a Shaun motif will soon be available in stores, too.

Products that premiered already in 2016 at 'Interzoo', Europe's largest fair for the pet trade, are now in high demand. These include plush squeak toys in the shape of Shaun, Bitzer, one of the Naughty Pigs and Pidsley the Cat, not to mention rubber squeaks in the shape of Shaun and Bitzer. In addition to animal toys, a variety of pet beds, cushions and sofas, as well as cosy dens in assorted designs and sizes have been established in the market. Rounding out the product range are a bag as well as bowls and bowl underlays.

Trixie is the first licensee in the pet-supplies market to use the popular brand featuring the clever TV sheep. This was made possible by the licensing agency in charge, WDRmg, which holds the merchandising rights for the successful British format in the GAS region. In consultation with the Shaun licensor Aardman Animations, Trixie's pet-care products are now distributed in many European countries, including Germany, Austria, Switzerland, the UK, France, Italy, Denmark, Sweden, Norway and Finland.

"Shaun the Sheep' is a strong license brand that appeals to children and adults alike. The rural setting on a farm with lots of other animals offers ideal identification potential for pet-owners," explains Julia Wurzer, Head of Brands at WDRmg. "With the Trixie products, Shaun is appearing in the pet market throughout Europe. The expansion of our cooperation shows that the licensed brand and the product are a perfect match, and demand for Shaun products for pets remains very high."

"Shaun the Sheep" is a production by Aardman Animations in cooperation with BBC, WDR and WDR mediagroup. In Germany, the format airs as part of the "Sendung mit der Maus" on Das Erste and on KiKA, and in reruns on other channels of the ARD network. A total of 150 episodes of seven minutes each are available. Following the success of Shaun's cinema premiere in 2015, a sequel of "Shaun the Sheep Movie" will start production in September 2017 and is scheduled to hit cinemas in 2019.

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