

Dixix joins forces with Jakks Pacific Inc. just in time for Cannes

By **Melissa Silva** on October, 17 2012 | Gifts & Children's Products



Dixix is embarking on a new venture which will bring a new selection of top-notch toys into the global travel retail market.

Dixix International BV, in partnership with leading US toy company Jakks Pacific Inc., will introduce a diverse portfolio of premium toy brands to travel retail outlets in airports, airlines, military, cruise and ferry lines, diplomatic and cross-border stores as well as airline mail order.

Based in the US, Jakks Pacific ranks among the top five toy manufacturers and distributors in the world and is an award-winning licensee of several hundred nationally and internationally known trademarks including: Disney, Nickelodeon, Warner Bros., Ultimate Fighting Championship, Hello Kitty, Graco, Cabbage Patch Kids and Pokémon.

Dixix was founded in 2007 as a sister company of specialist distributor Travel Retail Innovations BV (TRI) to focus on new developments in duty free and travel retail.

“In our research we realized that the toy and kids’ segment is an upcoming area which needs more attention and a different approach,” explains Madeleine Lammers of Dixix. “Dedicated toy stores have a great future provided they have the right portfolio and they focus on creating a one-stop shopping experience for parents and children on their travels.”

Carmine Russo, President of Jakks Pacific’s International Division believes this new agreement with Dixix will introduce its wide portfolio of products to an international audience through a diverse mix of travel retail outlets.

“We are looking forward to working with Dixix to drive our brands and products to new audiences worldwide, further spurring our continued international growth and making Jakks a truly global toy company.”

Led by Madeleine Lammers and Wim Heemskerk, Dixix will distribute exclusively in travel retail a carefully selected portfolio of products that will appeal to children of all ages and also to those who purchase for children on their travels.

For little girls products will include Disney Princess Dolls; Disney Fairies play-sets; fashion dolls and role-play items based on Disney’s new movie *Oz, the Great and Powerful*; and Disney’s *Sofia the First dolls*, furry friends, play-sets and accessories.

With major success on the small and big screens, the *Smurfs 2* new movie release next summer will

inspire a Smurfs craze and Dixie is all set with a range of Smurf figures and mushroom house play-sets so that children can build their own Smurf village.



“The Winx Club” is a modern fantasy adventure series airing on Nickelodeon and networks worldwide and Dixie will offer Winx Club dress-up, musical instruments and make-up products aimed at young girls.

For young heroes there will be Superman figures and Superman plush toys based on the *Man of Steel* movie coming out next year, and Batman toys from this year’s hit sensation *Batman, The Dark Knight Rises*.

Power Trains, the new line of realistic motorized toy trains, bring a traditional children’s pursuit to an international audience at affordable prices.

Young children will love the Penguin and Puffle Plush toys based on Disney’s “Club Penguin,” the number one online virtual world for kids.



From the electronic toys catalogue, Dixix has chosen Spy Net, which turns spy role play to real play with interactive toy gadgets for surveillance and communication and puts them in the hands of burgeoning young secret agents.

The Action Shot point-of-view video camera system captures an up close and front row view of the action adventurers from biking and skating to surfing and snowboarding and allows for direct upload to computers and social media platforms.



There are Rubik's Cubes, Fly Wheels high-performance toy vehicles, solid foam Power Gliders with 36" or 48" wingspans and Scatter Brainz zombie-themed darts for kids.

There will also be novelty toys based on Disney characters, Hello Kitty, Spiderman, Batman, and characters from *The Avengers*.

"We aim to supply a wonderful range of high quality on-trend toy brands to travel retail outlets. This is a category which we believe offers great potential," says Lammers, Dixie, who has 15 years experience in the duty free and travel retail channel.

Lammers says the company's policy is to work hand-in-hand with its suppliers and retailers, focusing on creating visibility and awareness for the brands, bringing retailers the latest products to maximize sales, and offer an array of high-quality choices.

"As a company we do not pitch for short-term gain," says Lammers. "Our policy is to look at the retailer's average margin and closely monitor their stock rotation which we control with small and frequent orders to ensure the long-term profitability of our partnership."

Dixie will also offer some products aimed specifically at parents, such as the latest technology designed to keep infants safe. The Baby Watch 1.0 has a 1.77 inch color screen, a water-resistant portable monitor and high-tech features including night vision, a low battery alarm, and a 500-foot range. The Baby Watch 2.0 WiFi Edition is perfect for parents on the go, featuring a wireless internet connection from a home network router to smart phones, tablets, computers and WiFi-enabled TVs.



For more information, visit Dixie in the Yellow Village at booths B27 and C29 during TFWA World Exhibition in Cannes.