

Nuwave Channel Partners secures distribution agreement with LEGO license holders: IQ Hong Kong

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A LEGO-branded, travel retail exclusive range manufactured by IQ Hong Kong, the global license holders for LEGO stationary, will include LED keylights and accessories

Nuwave Channel Partners, suppliers of stylish and innovative technology, gadgets and accessories to the travel retail market through its in-house brands Bitmore and Studio 19 London, is celebrating the start of 2020 with the announcement of a new LEGO-themed distribution agreement with Chinese manufacturer: IQ Hong Kong.

A LEGO-branded, travel retail exclusive range manufactured by IQ Hong Kong, the global license holders for LEGO stationary, will include LED keylights and accessories featuring the iconic LEGO look and more recently popular superhero and Star Wars variants. The collection will be distributed by Nuwave across all the regions and channels in which the company operates including both airports and airlines. A selection has already been listed by TUI for the Spring/Summer season.

Nuwave Channel Partners already successfully supplies thousands of flyers with a mix of essential travel gadgets on a global scale via 40+ airlines including Emirates, Virgin Atlantic and Etihad Airways. Its comprehensive range features affordable, desirable and design-focused products such as power banks, phone accessories, headphones and action cameras from its existing travel retail brand Bitmore; & quality audio equipment and speakers through Studio 19 London.

Two further offerings from the company include Wavez (the beach accessories line) and Armor London, the British lifestyle brand that provides a collection of premium wallets, bags and phone cases.

Hoj Parmar, Marketing Director of Nuwave Channel Partners, says: ["We are excited to kick off 2020 with the announcement of a travel retail distribution agreement with IQ Hong Kong and looking forward to offering global travelers some unique products from a brand as iconic as LEGO, alongside our already comprehensive range.

We are extremely proud of the relationships we have built with travel retail over the last 12 months and several highlights we have created along the way – both with and for our long-standing partners.

Our agreement with IQ Hong Kong covering the LEGO brand is the next step in our commitment to bringing travel retail exclusive, high-quality and sought-after products."]