

LICENSING.BIZ

10 January 2012

Tuesday, 10th January 2012 at 10:42 am

[DHX Media adds more partners for Rastamouse](#)

by [Samantha Loveday](#) | [Email a friend](#) | [Print](#)

[Add a comment](#)



Trademark Collections, Roy Lowe & Sons, Ty and Gbeye all sign up.

A raft of new licensees have been signed up by DHX Media for Rastamouse.

Trademark Collections has taken on the rights for a range of bags including backpacks, rucksacks, gym bags, swim bags, holdalls, wheeled luggage, tote bags, handbags, courier bags, purses, wallets and umbrellas launching from spring.

Meanwhile, Roy Lowe & Sons will be developing a line of socks, tights, hats, gloves and scarves, and Ty UK will have a Beanie Baby line, hitting the UK in the spring.

GBeye is also on board for posters, digital prints, canvas prints, badges, stickers and tattoos.

"As one of the fastest growing pre-school licences, we expect to see great success across all categories for Rastamouse, from apparel, DVDs and toys, to electronics and publishing," said Michael Polis, president of Wildbrain and EVP, branded entertainment and consumer products, DHX Media.

Angeles Blanco, director of licensing at DHX Media, added: "The music, the characters and other unique qualities that make Rastamouse stand out as a brand in a competitive marketplace gives licensees a winning formula to create innovative consumer products that will resonate with fans young and young at heart."