

## Schleich ventures into new playworlds

**The long-established company shows realistic new worlds for its play figurines at the Nuremberg Toy Fair.**

Schwäbisch Gmünd, 27.01.2015. Toy manufacturer Schleich will continue to develop its product range into complete playworlds in 2015. As of this year, each thematic area will form its own self-contained playworld. The Wild Life theme world will be augmented by a natural-looking Watering Hole in the savannah and a Magic Elf Castle is now the centrepiece of the elven kingdom of bayala. In addition, Schleich is to present over 200 other new products for fans of all ages, including the new Battle Arena for knights and dragons, the Big Horse Show for equestrian fans and the Super Hero figurines from DC Comics. In this, the long-established Swabian company continues to focus on its internationally renowned core competence: exquisitely crafted and moulded toy figurines in authentic detail combined with great accessories and larger items.

### **A castle for the elves**

The Magic Elf Castle provides a new home for all the mythical creatures of the popular elven kingdom of bayala. The enchanting two-storey castle comes with individually interlocking walls made of climbing flowers. Other highlights are the illuminated floral hiding place whose pink and white light can be turned on and off by blowing, a magnificent entrance and a relocatable tower with moving gate. The castle opens up boundless possibilities for fabulous play ideas. Even the core elf characters themselves are presented in new festive clothes glittering with rhinestones. Each elf also comes with an interchangeable accessory and is available either standing or on horseback.

### **Wild meeting place**

From 2015 on, Schleich's wild animals will be able to gather around the new Watering Hole. This particularly naturalistic play environment boasts a range of imaginative detail, including small hideouts and many accessory items. The product line is complemented by the Cave playset and by new animal figurines with added play value, such as the Crocodile with moving lower jaw, and a range of exciting accessories.

### **Battle Arena for knights and dragons**

In the adventure world of Eldrador, Schleich now offers six fearsome dragons to take on the valiant knights in the new Battle Arena. The interlocking palisade walls and cage with trap door and portcullis guarantee hours of exciting action. The dragons are now even more lifelike thanks to their partially movable jaws and wings.

## **Schwäbisch Gmünd – the home of Super Heroes**

Good versus evil: the heroes and villains from DC Comics make their grand entrance at Schleich in 2015. BATMAN™, SUPERMAN™, THE FLASH, GREEN LANTERN and their archenemies THE JOKER and DARKSEID not only guarantee playtime fun, they are also highly desirable collector's items in their own right. And there are new products for PEANUTS™ and THE SMURFS™ as well. From 2015 on, offices will be inhabited by Office Smurfs. To coincide with the cinema release of the upcoming PEANUTS™ movie, the world of Charlie Brown and Co. will be expanded by the introduction of a set of thematically linked figurines or Scenery Packs.

## **The Big Horse Show spreads victory fever**

Once the Big Horse Show gets under way, it will turn the dreams of every young girl into reality. The set consists of a complete show jumping course, including a boundary fence, obstacles, a winner's podium, a tournament rider with horse and a wide range of accessories. New courses can be designed easily thanks to the flexible construction possibilities. The Big Horse Show promises exciting competitive action for all fans of equestrian events.

## **Schleich's Advent calendars make the countdown to Christmas fun for children**

This year Schleich will once again shorten the countdown to Christmas with three Advent calendars containing 24 mini surprises linked to the theme worlds of Farm Life, Horses and – new this year – the magical elven kingdom of bayala.

## **About Schleich**

Founded 80 years ago in Schwäbisch Gmünd by Friedrich Schleich, the company is one of Germany's biggest toy manufacturers and a leading international provider of original play concepts. The famous toy figurines produced by Schleich are sold in more than 50 countries and have conquered children's playrooms around the world. As a global player with Swabian roots, the company is today majority-owned by the European investment group Ardian. Further shareholders are CEO Dr Thomas van Kaldenkerken and CFO Erich Schefold. The design of the Schleich play worlds as well as quality and safety tests are carried out in Germany, while manufacturing itself takes place both at the company headquarters in Schwäbisch Gmünd and at further production facilities abroad.

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