

## Super Heroes from Swabia

**Figurine manufacturer Schleich expands its licensing business with the acquisition of DC Comics Super Heroes.**

Schwäbisch Gmünd, 27.01.2015. The united struggle against evil has a new headquarters: from now on toy figurines of the best-known heroes and villains from DC Comics will be marketed by Schleich, the long-established toy company based in Schwäbisch Gmünd. The Justice League United, made up of BATMAN™, SUPERMAN™, GREEN LANTERN and THE FLASH, will pit its superpowers against those of their archenemies THE JOKER of Gotham City and DARKSEID, Ruler of Apokolips.

Yet again, Schleich's loving attention to detail is what makes these action figurines so exceptional, with SUPERMAN™ and BATMAN™, for example, ready to tackle the villains in three different poses. Schleich's Scenery Packs – thematically coordinated sets comprising two figures – include Super Heroes BATMAN™ and SUPERMAN™, along with their opponents THE JOKER and DARKSEID. However, Schleich's DC figures are not just aimed at children. The unique collector's value of these DC Comics heroes and villains makes them of equal interest to young and adult fans alike.

### **Schleich keen to further expand licensing rights**

Toy figurines of licensed characters and their respective fantasy worlds have long been a tradition with the Swabian manufacturer. "Our years of experience and expertise make us a top international partner for licensed products," says CEO Dr Thomas van Kaldenkerken. "With DC Comics, the Smurfs and Peanuts, we have now assembled three absolute evergreens under the Schleich brand." The toy manufacturer has plans to further expand its classic product range with other licensed items in the years ahead.

### **Further newcomers to Schwäbisch-Gmünd: THE SMURFS™ and PEANUTS™**

In addition to the new PEANUTS™ Scenery Packs offering new theme worlds, this line also focuses on a range of new characters. In particular, Snoopy's sister Belle, who comes in a variety of poses, is winning over fans around the world. And from 2015 on, the popular Smurf figurines will be available in all-new surroundings. This year, for example, shelves will be first stocked with Office Smurfs. And although Papa Smurf is the boss, in fact it's manageress Smurfette who wears the trousers.

For our complete range, please go to: [www.schleich-s.com](http://www.schleich-s.com)

## **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.

## **Contact for media enquiries**

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