



Schleich ‘Makes Tracks’ Across the U.S. with All-New Flagship Concept that Encourages Hands-On Play Experience

International Toy Company Opens First Four of 25 Brand Shops Planned for 2019; Latest Shop to Open May 1

Charlotte, NC, April 25, 2019 – [Schleich](#), one of the world’s oldest toy companies and No. 1 figurine manufacturer worldwide, is thrilled to announce the expansion of its footprint across the U.S. with a new regional brand experience launching in select flagship toy stores nationwide. The latest shop is set to open at [ABC & Toy Zone](#) in Rochester, MN on Wednesday, May 1.

Best known for its highly-detailed animal figurines and playsets, Schleich opened its first three flagship locations this season in Beverly Hills and San Mateo, CA, as well as the Boston suburb of Kingston, MA. The company plans to open as many as 25 shops in toy stores around the country by year’s end. The new Schleich flagship stores are an outgrowth of the toymaker’s successful pop-up shop concept that it debuted at a local mall in its home market, Charlotte, NC, during Q4 2018.

“We are delighted with the early success of our retail initiative and look forward to expanding the Schleich flagship program to many more stores from coast-to-coast,” said Oliver Krause-Huckleberry, Head of N.A. Marketing, Schleich USA. “Our specially-designed flagship stores provide consumers with the full Schleich toy and brand experience, from our beautiful figurines and feature-rich playsets to life-sized animal models and more.”

Each 150- to 250-sq.-ft. Schleich brand experience includes colorful branded signage and showcases the company’s individual figurines and playsets for all six of its signature play worlds – [Farm World](#), [Wild Life](#), [Horse Club](#), [bayala](#)[®], [Dinosaurs](#), and [Eldrador Creatures](#)[®]. Retailers may also opt for display-sized figurine models to further delight their customers, including a 15-foot T-Rex or life-sized Lion, Tiger or Horse, in addition to a play table for hands-on fun in-store.

Beyond branding, product, and life sized displays, flagship partners are supported with a comprehensive communication plan, including public relations, social media and marketing. Early sales results from the retail partners participating in the program have exceeded expectations, with all reporting magnificent sales increases resulting directly from the new format:

“Schleich skyrocketed to our No.1 performing brand this weekend,” said Scott Mazerall, Owner of [Maziplay](#) in Kingston, MA.

“What a great start for Schleich and us!! Schleich sales have increased 50% over last year and a reorder is imminent,” said Daniel Janoska and Keith Schumacker of [Talbots Toyland](#) in San Mateo, CA. *“Schleich has been our No. 1 brand for animal figures since the start and I don’t ever see that changing.”*

“In the two weeks since our display was installed, Schleich sales have doubled from the previous two weeks,” said Jill Wahlquist of [Tom’s Toys](#) in Beverly Hills, CA.

Adding to the excitement, Tom’s Toys is hosting a contest – both in-store and on social media – to name its display Tiger. The winner will receive Schleich’s best-selling [Croco Jungle Research Station](#) playset from its Wild Life collection. In addition to the life-sized Tiger, Tom’s Toys has a full-scale Horse model in its store window to attract shoppers’ attention.

Schleich expects similar contests being held by other flagship retailers to attract consumer interest and repeat visits. The toymaker will continue to add more stores to this nationwide initiative.

About Schleich USA, Inc.

Schleich USA, Inc. is a subsidiary of Schleich GmbH (DE), an 84-year-old German company, one of Germany’s biggest toy manufacturers and a leading international supplier of traditional figures and realistic “play worlds” that enable children to create their own unique toy landscapes. Today, Schleich is the No. 1 figurine manufacturer worldwide. With figurines sold in more than 50 countries, Schleich has conquered children’s playrooms around the world. The company’s Charlotte, NC-based division serves as the U.S. headquarters for growth in the world’s largest consumer market.

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