



# Solution International enters into cooperation with Studio 100

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**Solution International Nordics AB (“Solution International” or the “Company”) is pleased to announce that the Group has entered into a cooperation with Studio 100, one of Belgium’s leading licensing companies and the owner of several well-known children’s brands, including Bumba, K3, Kabouter Plop, Samson and Maya the Bee.**

The cooperation initially covers toddler feeding products under selected Studio 100 licences. These products are supplied by Studio 100 to major retailers across the Benelux region. Following a positive start to the cooperation, both parties see further opportunities to expand the product range with additional safe, durable and high-quality baby and toddler products.

As part of the cooperation, Solution International has also developed and delivered soothers and bibs under Studio 100 licences for Studio 100’s amusement parks, including Plopsaland and Majaland locations in Belgium, the Netherlands, Germany and Poland.

Going forward, Solution International intends to continue developing its direct business with Studio 100 and its amusement parks, while also expanding its own licensed product assortment. The cooperation is expected to further strengthen the Group’s position in the Dutch and Belgian markets.

*“Studio 100 has a very strong position in children’s entertainment and licensing in the Benelux region. We are pleased to have started this cooperation and see clear opportunities to broaden the product range over time. This is well aligned with our strategy to grow through strong retail relationships, licensed products and high-quality baby and toddler assortments,”* says Mark McLoughlin, CEO of Solution International Nordics AB.

## **For further information, please contact**

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## **About Solution International**

Solution International designs, manufactures and supplies baby and houseware products, known for high quality and reliable delivery of product innovation. Strategically headquartered in the UK for logistical efficiency, the company maintains in-house teams across product development, design, marketing and logistics (including its own warehouse) to ensure end-to-end supply-chain control.