

^{the} TOY BOOK

TOY REPORT

December 15, 2011

C.R. Gibson to Debut its Emily Green Products in January



C.R. Gibson has obtained the Emily Green license, a brand founded in 2004 and known for its bold, colorful products that aim to spark kids' creativity. An expanded Emily Green collection by C.R. Gibson will debut at the 2012 Winter Markets, beginning with the Atlanta Gift Show in January. The deal was brokered by Emily Green's licensing representation, Firefly Brand Management. The expanded line includes new imagination match-em-up memory card sets, flash card sets, and four Emily Green imagination wooden puzzles. Other products include imagination mats, melamine plates, bowls and tumblers, utensils, imagination books, and doodle sticks. Additionally, the new collection will be on display in C.R. Gibson's newly renovated permanent showroom in AmericasMart Building 2, in Atlanta. OneCoast/National Division One will represent the Emily Green line nationally.