



## **House of Turnowsky agrees international licensing partnership with BrownTrout™**

*London October 11 2018.....*As Brand Licensing Europe comes to a close in London, House of Turnowsky is excited to announce the agreement of an international licensing partnership with calendar and stationery specialist, BrownTrout.

Officially signed with the BrownTrout headquarters in El Segundo, California, headed up by Chief Executive, Mike Brown, this new agreement incorporates the two categories of Calendars and Stationery, with the latter including desk and pocket planners, journals and desk pads. Finished product is scheduled for release in Summer 2019.

Territories covered by the deal are North America, the UK, Ireland and rest of Europe, with a special programme being developed for the UK market. Distribution channels will include bookstores, specialist stationery, gift and calendar stores, grocers, ecommerce and other retailers. The deal was brokered by Turnowsky's exclusive North American licensing agent, Brand Squared in conjunction with JELC, Turnowsky's exclusive UK agent.

House of Turnowsky Chief Executive, Kobi Tadmor, said: "We are delighted this agreement has been reached with BrownTrout as we come to the end of an exceptional Brand Licensing at Olympia. We are exhibiting with our new UK agent, JELC, for the first time this year and I'd like to thank Jane Evans and Julie Michell for putting together such an amazing showcase for our brand.

"We were also honoured to be visited by the Managing Director of BrownTrout UK, Jack Straw, who we very much look forward to working with in future on our new collections. BrownTrout is one of the world's leading manufacturers of stationery and calendars, it is a company with a great heritage and we are proud to call them our partner."

The deal marks a highly successful BLE for House of Turnowsky, coming hot on the heels of the appointment of LIMA Chairman and Copyrights Asia President, David Buckley, as their exclusive agent in Japan. New of further strategic partnerships and licensing agreements are to be announced in the next few months.

For more information visit: [www.turnowskylicensing.com](http://www.turnowskylicensing.com)

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