

keep on growing

keeper is now the sole licensed Disney partner in the category Bathing & Care

Just under a year after the brand launch, the keeper Group has announced its sole licensed partnership with the Walt Disney Company GmbH for plastic products in the Care and Bathing range for kids. This range comprises items, such as potties, toilet seats, step stools, bath tubs, etc.

keeper and Disney have already cooperated in a close licensing partnership for many years. The plastics specialist has now been able to prevail competitors in the branch, and as of now is the sole licensed Disney partner in the regions Germany, Austria and Switzerland. "We are delighted about the intensification of the licensed partnership and this important unique selling proposition on the market", says Helge Sudendorf from keeper, Head of Marketing & Product Management in the category kids.

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With its products for kids, keeper stands for style coupled with function. Here, modern design meets absolute safety on which both, parents and their children, can rely. In compliance with the slogan "keep on growing", the plastics specialist accompanies children as they grow older - from the bathtub for very small children, via the toilet seat and step stool for toddlers' first independent steps, right up to a large selection of storage boxes for toys etc. And incorporated into these designs, are characters loved by all, such as Winnie the Pooh, Mickey & Minnie, Finding Dory, Cars or Frozen.



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keep on keeping the group of companies

keeper is one of the largest European providers of innovative and high-quality plastic household products. As partners of trade, **keeper** not only fulfils product requirements, but also supply and service requirements in reliable quality. Over 500 employees work at two production locations in Stemwede, Germany and in Bydgoszcz, Poland, as well as at a sales office in Fleurus, Belgium. Furthermore, **keeper** utilises sales and distribution organisations in other countries.

As a medium-sized company, the group of companies is able to take regional particularities into account with a very high level of flexibility – and yet still fulfils all global standards. Here, the benefits for the consumers represent the most important benchmark.

for further information, please visit
keeper.com

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