keeeper

PRESS RELEASE

ilvie

keeeper adds a smile to its growth story – with the new emoji® licensing partnership

Emotion, fun, and color for everyday life

Hille, November 2025 – **keeeper** is bringing sparkle into the home: Through its new licensing partnership with **emoji company GmbH**, the brand is taking one of the world's most popular communication tools of the digital age out of the smartphone and into everyday life. The cheerful symbols used by billions of people every day will soon turn kitchens, bathrooms, and children's rooms into small feel-good spaces – full of charm, color, and positive energy. The new product range blends thoughtfully designed household items with an instantly uplifting lifestyle: One look – and a smile appears.

With playful **emoji® designs**, keeeper transforms emotions into tangible products. The iconic motifs, now an essential part of modern communication, are conquering the home. **Trend-driven theme** worlds like Love & Friendship, Food & Fun, or Animal & Sports capture the spirit of the times and create **strong momentum at the POS**. Together with emoji company GmbH – active in more than 150 countries and with brand assets used over six billion times a day – an **international partnership** is emerging that unites radiance, creativity, and lifestyle.

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LICENSING AS A HEART OF MODERN BRAND STRATEGY

In a market where products often seem inter-change-able, licenses create what truly matters: emotion. They are powerful **brand boosters** that turn everyday items into personalities. Popular characters and symbols give products character – and create added value that goes far beyond functionality.

This emotional bond is especially crucial in the **kids' segment**. Children love characters they can relate to – and parents choose brands that convey joy, trust, and quality. Yet the magic of **emoji®** goes even further: Its **universal visual language** inspires kids, teens, and adults alike, making the range a cross-generational highlight.

"Licenses are far more than design trends for us. They are a strategic instrument for strengthening our brand," states Martin Bieri, CEO of the keeeper Group. "With well-known licenses like emoji®, we combine our functional, durable products with positive emotions – creating real value for retailers and consumers alike."

Licensed products drive **higher demand** at retail, increase the perceived value of entire categories, and sustainably enhance **brand awareness**. They are a key driver for premium positioning and international growth.

GROWING WITH STRONG BRANDS

keeeper remains true to its clear **strategy**: growth through emotion, creativity, and strong partnerships. With globally recognized brands like **emoji®**, the company is purposefully strengthening the **Kids & Family** segment – creating a product world that not only keeps life organized but also makes every day a little happier, more colorful, and more personal.

About keeeper
The keeeper Group, headquartered in Hille, Germany, with its own production and logistics in Europe, is one of the leading European suppliers of innovative, high-quality and sustainable household products. With four product categories for home, kitchen, storage and kids, the Group serves well-known customers from the D.I.Y., food retail, wholesale and furniture retail sectors in over 55 countries under the German Brand Award-winning keeeper brand. Each product stands for at least one of the four brand promises: **ecological, efficient, essential - enjoy living!**

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