PRESS RELEASE

Cheerful helpers for everyday life
keeeper expands its Minions household collection

Hille, April 2026 – The Minions are taking over the home. **keeeper** is expanding its licensed product range and delivering strong impulse-buy items for retail. With the decorative bucket **ilvie** and the waste bin **stuart bin**, iconic design meets everyday functionality. Whether for the household, home office or children's room, **keeeper**'s Minions products are eye-catching, sales-promoting and versatile in placement. The release of the new Minions movie in July will generate additional purchasing impulses at the point of sale.

A TRASH BIN WITH MINIONS CHARACTER

The stuart bin **"minions" trash bin** brings humor into the home. The 15-litre bin features two different facial expressions of the Minions character Stuart. Depending on how the bin is turned, he appears either disarmingly cheerful or delightfully grumpy. The practical **swing lid** ensures convenient everyday use and can be easily removed for cleaning.

This turns even disposing of waste into a small Minions moment. An ideal impulse-buy item at the POS for kitchen and household sections.

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A DECORATIVE BUCKET THAT MAKES CLEANING MORE FUN

The ilvie “minions” decorative bucket combines functionality with popular Minions motifs, bringing a good mood into everyday life. Whether cheekily grinning or wide-eyed with amazement, the cheerful characters turn a practical household helper into a charming eye-catcher.
At the same time, the bucket impresses with functional details:An integrated scale allows for easy measuring of liquids, and the grip recess at the bottom of the bucket makes emptying easier.
The real highlight, however, is the Minions design, which is permanently bonded to the plastic during production using the so-called **in-mould labeling (IML)** process. The result is a durable, scratch-resistant, and **UV-resistant surface** that cannot peel off. Even with intensive use, the appearance remains intact over time. This technology combines appealing design with high durability for everyday use.

THE MINIONS PORTFOLIO FOR ATTRACTIVE ASSORTMENTS

il**vie “minions”** and **stuart bin “minions”** are part of keeeper’s comprehensive Minions collection. Additional products such as the Minions **storage boxes bob, stuart** and **kevin**, the **click boxes carla**, as well as the **karolina turn around stacking boxes** with fun Minions motifs complement the range for home and on the go.

The products stand out due to robust materials, easy-care surfaces and eye-catching designs for both **younger and older Minions fans**. With the Minions collection, keeeper combines fresh, playful design, practical solutions and sustainable materials – bringing more fun and color into everyday household life.

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For retailers, the keeeper **Minions collection** offers a wide range of **placement opportunities** – from household and organization systems to children's and family segments, as well as gift and promotional areas. A value-adding everyday assortment that creates additional purchase impulses thanks to the strong recognition of the **international Minions license**.

DIE KEEEPER MINIONS COLLEKTION

Stuart waste bin

- Color: yellow
- Size: ø 27 x 49 cm, 15 L
- Removable swing lid

Deko-Eimer ilvie

- Color: nordic blue
- 2 sizes:
  - ø 24 x 20 cm, 5 L
  - ø 30 x 28 cm, 10 L
- Design variants: banana, happiness
- Material: post-industrial recycled material (PIR)

Storage boxes bob, stuart, kevin

- 3 sizes:
  - ø 20 × 25 cm, 6 L (bob)
  - ø 20 × 31 cm, 8 L (stuart)
  - ø 20 × 38 cm, 10 L (kevin)

Decorative stackable boxes karolina

- 4 sizes: 15 L, 24 L, 30 L, 45 L
- 4 colors gelb, schwarz, weiß, soft blue
- 3 design variants: mosaic, bello, happiness

Click boxes carla

- Lunch boxes in 4 colours: yellow, black, white, nordic blue
- 3 design variants: mosaic, hungry, banana
- Food-safe, dishwasher-safe
- Temperature resistant from 0°C to +80°C

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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