



3<sup>rd</sup> September, 2014

### **TRADE MARK COLLECTIONS LTD BAGS THE SOOTY SHOW**

***Redan Alchemy LLP is delighted to announce a deal with Trade Mark Collections Ltd to design and produce accessories for the iconic Sooty Show.***

The longest running kids TV show in the world is hotter than ever, with the past 18 months seeing *Sooty's* exposure soar, amongst his latest generation of fans.

*Trade Mark Collections Ltd* are joining a growing band of *Sooty* licensees who are seeing superb results at retail for their new product lines. *Golden Bear's* toys have just enjoyed a highly successful exclusive launch period with *The Entertainer* and *TVM Fashion Lab's* ranges of apparel in *ASDA*, *Primark* and *BHS* have been selling out across the country.

Sooty brand owner Richard Cadell, said: "Sooty, Sweep, Soo and I are delighted that *Trade Mark Collections* have come on board to produce a range of accessories for us. Their expert knowledge of the market and reputation for high quality product makes them the perfect fit for the brand. Soo is hugely excited that she'll be able to help design a new bag collection and Sweep is very pleased that he'll be able to keep his ears dry with a lovely new umbrella."

Helen Hillson, Creative Director at *Trade Mark Collections*, says: "We are so pleased to be working with Sooty Sweep and Soo on a brand new collection of accessories. It's wonderful to see that Sooty's timeless appeal is working its' magic on a new generation of children and we are looking forward to developing a range of products to appeal to fans both old and new!"

The Sooty Show is shown daily on *CITV* and on weekends on *ITV*. The sell-out *Sooty Show Live* tour has just added 43 additional dates to extend to April 2015 and Sooty, Sweep and Soo continue to star in every issue of *Redan Publishing's* best-selling *Fun To Learn Friends* and *Fun To Learn Favourites* magazines. Sooty will be attending BLE in Olympia from October 7<sup>th</sup>-9<sup>th</sup> at the Redan Alchemy Stand G098.

**-Ends -**

For more information on Sooty and Redan Alchemy please contact Emily Bell on 01743 364 433  
[emily@redan.com](mailto:emily@redan.com)

About Redan Alchemy LLP: Redan Alchemy LLP has been created by Redan Publishing Ltd, the UK's leading independent publisher of children's magazines, to represent their IP rights, in-house characters and third party brands for licensing.

Redan Alchemy LLP, Suite 2 Prospect House, Belle Vue Rd, Shrewsbury, SY3 7NR [www.redanalchemy.co.uk](http://www.redanalchemy.co.uk)