



## The 2018 PEZ range

PEZ has a large range of dispensers in store for 2018, too. Brave superheroes, comical genies, friendly little pigs, dangerous dinosaurs and tamed dragons are just a few of the characters in this year's PEZ universe. A real highlight to look forward to in this year's PEZ collection is the flamingo dispenser, a limited edition which will be launched onto the market in the summer. But let's start at the beginning ...

### Shimmer & Shine

The PEZ year kicks off with a series full of magic in the form of twin sisters Shimmer & Shine, who are in training to become professional genies. Their friend Leah gets three new wishes every day, which Shimmer & Shine are only too happy to fulfil. But there's a reason why they're still in training: fulfilling Leah's wishes doesn't always go quite according to plan, which gets the trio into trouble. But with a bit of team spirit, a few good ideas and the right amount of fun, anything is possible. Besides Shimmer & Shine, Shine's pet Bengali tiger cub Nahal will also be available as a PEZ dispenser. The PEZ product range is also set to include Shimmer & Shine fizzy and dextrose hearts in a handy reclosable carton.



## Blaze and the Monster Machines

The *Blaze and the Monster Machines* series has proven to be a huge hit with little fans of big cars and powerful engines. The action-packed adventures of Blaze and his friend AJ encourage young viewers to join in, for example by counting along or repeating words. Eager beavers can then impress everyone around them with words like 'hydrofoil' or 'hydraulics'. So if you happen to know any small children who are using these words quite naturally, it could well be down to Blaze ... Besides Blaze and Blaze fizzy and dextrose candies, the skilful Stripes and villainous Crusher will soon also be available in stores as PEZ dispensers.

## Shopkins

Shopkins started out as toys, namely in Australia. The little supermarket items all have big eyes, a mouth, small hands and feet, and girls just can't seem to get enough of the tiny cookies, milk cartons, lipsticks, apples, strawberries, etc. The collectibles have become so popular that they now even have their own episodes and music videos on YouTube. So to keep the passion for collecting alive, 140 new characters are launched onto the market every spring and autumn. Apple Blossom, Strawberry Kiss and Kooky Cookie are part of the original line-up and will also be available in stores from April as PEZ dispensers.



## Jurassic World

The first Jurassic Park film was released 25 years ago, entrancing millions of viewers all over the world. The fifth part of the story is now set to hit the big screen in 2018 and revolves around a theme park populated with cloned dinosaurs. Action and suspense guaranteed! To coincide with the release, the characters Blue Raptor, T-Rex and Dilophosaurus will be available in stores as PEZ dispensers. The dispenser heads are true to the film originals, incorporating the wishes of many children to make them as dinosaur-like as possible.

## Peppa Pig

Peppa Pig is popular with both children and parents alike. Probably due to conversations like this: Peppa wants to learn how to whistle, but is finding it really hard. “Mummy, can you whistle?” “Yes, Peppa!” “Well, you are old, mummy.” “Thanks, Peppa.”

The episodes about Peppa, her little brother George, Mummy and Daddy Pig are often true to life. The Pig family retain their sense of humour throughout and are always caring and affectionate towards each other. In other words, a real feel-good series! Fans can look forward to seeing Peppa and George as PEZ dispensers from early summer.



## Flamingo

The absolute highlight of this year's PEZ collection is set to hit the market this summer: the Flamingo PEZ dispenser! Graceful, elegant, exotic and zestful – no wonder the flamingo has taken living rooms, kids' rooms, kitchens, clothing and accessories by storm. As a PEZ dispenser, the flamingo is able to fit in any handbag or swim bag and is sure to brighten and style up anyone's day. And since an exotic bird also calls for exotic candies, Coconut PEZ candies have been created. But beware, both Flamingo PEZ and Coconut PEZ will only be available as limited editions!

## Barbie

The quintessential doll. A classic that has stood the test of time despite being almost 60 years old. There is now even a Barbie app, a Barbie website and Barbie films that millions of girls in more than 150 countries worldwide regularly use or watch. She has also become so much more than just a doll interested in fashion, looking good and horses. Today's Barbie is a doctor, scientist or even a secret agent. And as of summer, she will again be available in the form of four different PEZ dispenser varieties!



## **PJ Masks**

Preschool children love these three superheroes: friends Connor, Amaya and Greg are just your average schoolchildren by day. But by night, when they put on their pyjamas and activate their animal amulets, they turn into Catboy, Owlette and Gekko. As the PJ Masks, the three have superhuman abilities and embark on exciting adventures while the city around them sleeps. The second season of the series, which has been running on Disney Junior since January 2017, is set to air this year, while the third is already in the pipeline. As of mid summer, the three characters will also be available in stores as PEZ dispensers – naturally in their superhero costumes.

## **Miraculous**

As you know, superheroes come in all ages. Ladybug and Cat Noir are two in their teens. In civilian life, they go by the names of Marinette and Adrien, attend the same school and have to deal with things every other teenager has to deal with, like strict teachers, mean classmates and first loves. Unaware that they both know each other from school, the two make a great superhero team when it comes to protecting Paris from supervillain Hawk Moth. Season three of the exciting series is set to air on the Disney Channel this year. And as of late summer, Ladybug and Cat Noir will be available as PEZ dispensers.



## **The Grinch**

The story of how the Grinch wants to steal Christmas is an absolute children's classic and hugely popular with both children and adults alike. Written by Dr. Seuss in 1957, the story has been adapted into both an animated film and a feature film. A 3D animated version of the Grinch is set to hit the big screen at the end of the year – produced by Universal and Illumination, the makers of Minions. Its arrival is already being eagerly awaited – along with that of the accompanying PEZ dispensers! But that's all we're saying on the matter for now ...

## **How to Train Your Dragon**

PEZ 2018 will end with the characters Hiccup and Toothless. The story about the Viking boy Hiccup, who manages to tame rather than fight dragons, and his riding dragon Toothless has been made into two 3D animated feature films and a Netflix series. Fans are already eagerly awaiting the third feature film, which is set to hit cinemas in early 2019. The accompanying PEZ dispensers will be available slightly earlier.



In addition to these totally new themes, PEZ will also be expanding and revising its current range:

### **Super Mario**

The Super Mario range will see the addition of Kinopio, otherwise known as Toad. The little figure with the hat that looks like a toadstool has meanwhile achieved cult status in the world of Super Mario thanks to his standard phrase: “Thank you Mario! But our princess is in another castle!”. Kinopio is now also available as a PEZ dispenser.

### **Trolls**

The troll adventures happily continue. They already have a long history behind them: created in the late 1950s by Danish fisherman and woodcutter Thomas Dam, they were originally carved out of wood, had glass eyes and hair made of sheep’s wool. However, after gaining worldwide popularity, a more effective method of production was called for and the body was then made in plastic. What makes them so appealing is the fact that despite all their imperfections and irregularities, they are highly successful. Following the hugely entertaining, animated feature film by DreamWorks, fans can now look forward to the series starting on Netflix in early February. And, of course, to the PEZ Trolls range: with Poppy, Guy Diamond, Branch and the all-new DJ Suki, some of the funniest trolls will be available as PEZ dispensers starting in spring.





## Hello Kitty

Hello Kitty dispensers have been part of the annual PEZ range for more than 10 years. And 2018 is no exception. As of spring, however, a very special guest is set to join the collection: the Hello Kitty Unicorn. It's hard to say who is cuter: the unicorn or the kitty. Best get the dispensers and decide for yourself!

## Minions – Despicable Me

2017 was the year of the ever-popular Minions. This year, PEZ has come up with something special for all Minion fans – the Minions Summer Edition: the PEZ dispensers Jerry, Stuart and Dave will come with cool stickers for decorating the three figures – naturally featuring the obligatory bananas. The Minions Gift Tin will also continue to be part of the collection.





## **PAW Patrol**

The TV series about the seven brave dogs and their 10-year-old master Ryder has been hugely popular since 2013, especially with preschoolers. The team lives in Adventure Bay, where they rush to help anyone that needs it. Together, they embark on problem-solving missions – with courage, passion, cool vehicles and, not least, humour. Last year already saw the introduction of police dog Chase, brave pilot Skye and fire dog Marshall as PEZ dispensers. As of autumn 2018, construction dog Rubble and smart recycling dog Rocky will join the PEZ range. A special little gift for young fans will also be available this summer in the form of a small tin containing Skye, Chase and Marshall.

## **PEZ dispenser classics**

Some of the current PEZ ranges will remain the same in 2018. For example, Wonder Woman, Batgirl, Supergirl and Harley Quinn from DC Super Hero Girls, Batman and Superman as part of the Justice League, SpongeBob and Raphael from Nickelodeon, Yo-Kai Watch, My Little Pony and PEZ Emojis will continue to be part of the PEZ collection.



## **PEZ – a brand with cult status**

The PEZ Group is a globally operating enterprise. In addition to Europe and the USA, the brand's key markets are Japan and Australia. PEZ products are available in over 80 countries. The company manufactures around 70 million dispensers and 5 billion candies every year and has 750 employees worldwide.

Besides classic PEZ candies and dispensers, the attractive product portfolio also includes various gift packs containing dispensers and candies, seasonal products (Easter, Christmas, Halloween, etc.), and licensed and unlicensed dextrose and fizzy candies.

The free PEZ Play app is a special innovation, marking the cult brand's entry into the digital age: PEZ Play turns PEZ products into an exciting and interactive experience on mobile phones and tablets, thus making them even more tangible for the target group. 2018 will mark the release of a whole new range of games!

PEZ is exhibiting at the ISM in Hall I0.2, Stand F40/G49.



## **A touch of zest and style for your handbag: the Flamingo PEZ dispenser**

Graceful, elegant, exotic and zestful – no wonder the flamingo is taking living rooms, kids' rooms, kitchens, clothing and accessories by storm. Fans of the pink bird can already look forward to summer, when the flamingo will also be available as a PEZ dispenser! Able to fit in any handbag or swim bag, it is sure to brighten up anyone's day.

The Flamingo PEZ dispenser will be available in two different designs – with a pink base or a turquoise base. And since an exotic bird also calls for exotic candies, Coconut PEZ have been created. But beware, both Flamingo PEZ and Coconut PEZ will only be available as limited editions!

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## PEZ Play – more games for even more fun

The PEZ Play app has been creating PEZ fun and games on mobiles and tablets ever since launching in August 2016. So how does it work? Simply download the free PEZ Play app from the App Store or Google Play, scan the candy codes in the PEZ Fruit Refills, and away you go!

Each mini game is designed especially for children between the ages of four and eight. Parents are only too happy to let their children play on the PEZ Play app, as the games test their ability to concentrate, their responsiveness and eye–hand coordination.

In 2018, PEZ will be adding six new mini games to the popular app. As of the end of January 2018, users will thus have access to a wider selection of games. The focus of the new games is on ‘activity’. The little PEZ men are active on water, land or in the air, spreading their good humour. Naturally, the seven games currently on offer will remain. Users gain access to another game by scanning the candy codes as described above, or, by achieving a certain score in the game. The app’s popular photo feature, which allows users to take funny photos and share them on social media, will also remain.

Thanks to the PEZ Play app, traditional Fruit Refills take on a whole new role, once again proving that PEZ still has its finger on the pulse after 90 years.

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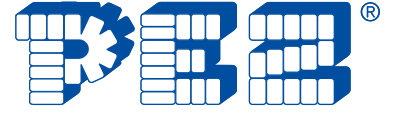
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## Visual material

You can find the following photos – together with all texts – on the enclosed press CD. We will be delighted if you use images from the CD. When doing so, please print the corresponding copyright notice as well. Thank you!

### Flamingo

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Flamingo\_CMYK.tif



PEZ\_Giftset\_  
Flamingo\_Blau\_CMYK.tif



PEZ\_Giftset\_  
Flamingo\_Pink\_CMYK.tif



PEZ\_Refill\_  
Kokos\_CMYK.tif

### Super Mario – Nintendo

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### Shimmer & Shine

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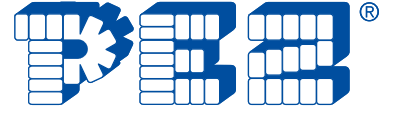
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PEZ\_ZKlick\_Fizzy\_  
Shimmer\_And\_Shine\_CMYK.tif



PEZ\_Bag\_  
Shimmer\_And\_Shine\_CMYK.tif



## Blaze and the Monster Machines

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PEZ\_ZKlick\_Fizzy\_ Blaze\_And\_The\_Monster\_ Machines\_CMYK.tif



PEZ\_Bag\_ Blaze\_And\_The\_Monster\_ Machines\_CMYK.tif

## Trolls

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PEZ\_ZKlick\_Fizzy\_ Trolls\_CMYK.tif



PEZ\_Twinpack\_ Trolls\_CMYK.tif



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## Shopkins

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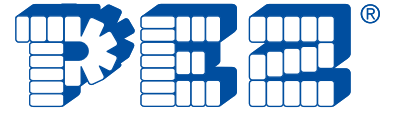


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## Hello Kitty

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Hello\_Kitty\_Magic\_  
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## Jurassic World

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## Peppa Pig

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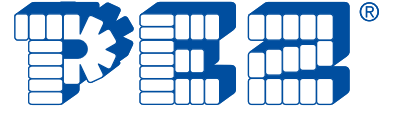
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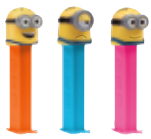


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PEZ\_Tin\_  
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PEZ\_XXL\_Dispenser\_  
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## Barbie

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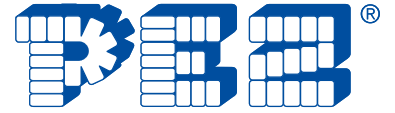
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## PJ Masks

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## Paw Patrol

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## Miraculous

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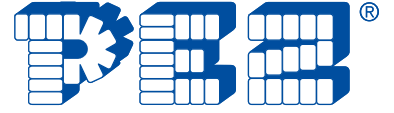
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## My Little Pony

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## DC Super Hero Girls

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PEZ\_Twinpack\_DC\_Super\_Hero\_Girls\_CMYK.tif

## Justice League

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## Best of Nickelodeon

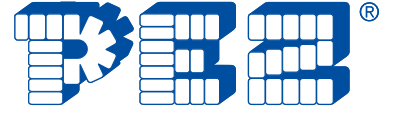
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## Yo-Kai Watch

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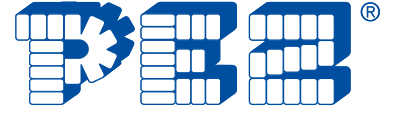
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## PEZmojis

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## PEZ Play

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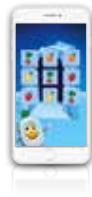
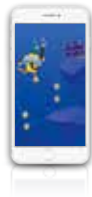
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PEZ\_Play\_EBK\_6pack\_CMYK.tif



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## People



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