

Duty Free Dynamics announces global partnership with Playmobil



Toy brand Playmobil is known for its diverse range of figures and themed playsets that provide a play-based approach to spark imagination and foster creativity

Duty Free Dynamics (DFD) has announced a new partnership with the toy brand, Playmobil, to enhance its presence in the global travel retail sector. This exclusive collaboration will enable DFD to extend the brand's reach at travel retail points of sale worldwide.

Playmobil, known for its diverse range of figures and themed playsets, has been a popular choice among families and children around the world for decades. Celebrated for sparking imagination and providing unlimited fun, Playmobil encourages role-play that helps children create their own stories, embark on adventures, and develop verbal, social, and cognitive skills in an engaging manner. This play-based approach fosters creativity and builds self-confidence, as children can mix and match Playmobil sets and themes to craft their own unique play worlds.

Under this new agreement, DFD will act as the exclusive partner responsible for elevating and expanding Playmobil's presence in this channel.

"Playmobil is a leading brand with a 50-year legacy and a 95% brand recognition rate, making it a perfect addition to our toy product line-up. This partnership comes at a time when we are refining our categories, concentrating on those with the greatest potential, and phasing out less in-demand items. We will also utilize our commercial and logistical networks across four continents to drive ambitious growth," says Martin Mairal, CEO at Duty Free Dynamics.

"The extensive expertise that DFD brings to travel retail, their worldwide presence, and their exceptional sales execution were essential in forging this partnership," adds Oliver Niess, SVP International Business Development at Playmobil.

Additionally, Playmobil will have a dedicated exhibition space in DFD's showroom at this year's TFWA Conference & Exhibition in Cannes. Retailers will have the opportunity to discover not only the brand's latest innovations, but also the comprehensive end-to-end solutions that DFD provides to its partners