

JELC at BLE

Impressive line-up with strong market appeal includes Help for Heroes, The National Gallery, I Like Birds, Crimestoppers, Silentnight, Loose Leashes and Hinchcliffe & Barber

At BLE 2017, style, innovation and quality will be the order of the day as respected independent licensing agency JELC (Q25) highlights a powerful portfolio which this year includes The National Gallery, I Like Birds, Crimestoppers, Silentnight, Help for Heroes, Hinchcliffe & Barber and Loose Leashes.

JELC represents **Help for Heroes** — the Charity founded to provide lifelong support to Service Personnel and Veterans with injuries and illness sustained while serving in the British Armed Forces — within the gardening category. New signings are imminent, including a leading partner within the landscaping arena.

Not only is the **National Gallery** the third most visited museum in the world but its collection of paintings in the Western European tradition from the 13th to the 19th century has inspired a successful and growing global licensing programme.

JELC has already signed up nearly 40 licensees, including **Scoop Designs** with a stunning food gifting range and **Andrew Martin International** with a range that includes fabrics and wall coverings. There's even a contactless RFID card blocker courtesy of Myne Cards. Copyrights Asia recently signed as the National Gallery's agent for Japan, and the Gallery's first Japanese partner is already on board. A major deal for China is expected shortly and discussions are underway in the USA and South Korea. There's no doubt that the National Gallery Company is firmly on track to build and sustain a long-term international licensing programme — one that is certain to attract strong interest at stand Q25.

The innovative and stylish design brand **I Like Birds** is also seeing strong growth. Finalist in last year's License This!, the annual competition at BLE designed to introduce new properties to licensing, I Like Birds now has four new key licensing partners on board, including BrownTrout for calendars already in the market, Quadrille Publishing for stationery, and My Gifts Trade for gifting/kitchen textiles with ranges expected to launch in spring 2018. The Art File is the most recent signing — for cards, gift bags and wrap — launching late 2017.

Crimestoppers, with an 86% unprompted consumer awareness and 1.7 million unique visitors each year to the Crimestoppers website, Crimestoppers is the only credible brand to licence in the security and protection arena — which had, until recently, been untapped by licensing. Now in the third year of its licensing programme, Crimestoppers can already boast four strong partners with extensive ranges spanning more than 100 different products, including the UK's first consumer DNA forensic property marking kits from Selecta DNA and a video doorbell from Ring. JELC has strong plans for future expansion for the brand.

Celebrating 70 years as the UK's leading bed brand and family sleep expert, **Silentnight** is uniquely placed to unite and lead the multi-billion-pound sleep category. This is confirmed by its growing licensee portfolio, which includes products as wide-ranging as Beds for Pets from GHS and room diffusers, air purifiers and a sunrise and sunset alarm clock to help you wake up (and get off to sleep better) from Benross as well as their long term partner for all things 'top of bed', Comfy Quilts, who have distribution across all major channels and now includes babies and childrens products..

Hinchcliffe & Barber, a much-loved ceramic and textile design company for more than 30 years, has this autumn launched a refreshed version of its perennial favourite Dorset Delft and Spongeware tabletop range in John Lewis, where it first appeared some 20 years ago. This follows a successful period in the gifting category during which the company's Songbird Grey design won Gift of the Year at launch in 2015. JELC is promoting a number of opportunities for the brand, particularly in the homeware and paper products categories.

Loose Leashes, a range of fantastic dog photographs, is shortlisted in this year's Henries Awards for Best Photographic Range of greetings cards. The brand is already licensed onto calendars and some gift products, and JELC is looking to expand this offer to a number of other categories that will appeal to all dog lovers.

