

THE OFFICIAL PUBLICATION OF BRAND LICENSING EUROPE

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October 11, 2017 | Day 2

LONDON
BRAND LICENSING
EUROPE 2017

Silentnight Celebrates 70 Years with JELC Extensions

Silentnight, a leading brand for sleep and sleep-related products for 70 years, is teaming up with JELC to expand its reach.

From its beginnings at a small retail shop in the north Yorkshire town of Skipton in 1946, Silentnight has become a superbrand with 90 percent brand awareness in the U.K. and a range of world-leading products incorporating unique sleep-aide technologies.

Silentnight's current licensees include Comfy Quilts for duvets, pillows and more, which has been producing Silentnight top-of-bed products for many years. Furniture and bed frames, sleep-aiding electrical appliances and beds for pets have also been licensed, and the U.K.'s largest home fragrance company, Wax Lyrical, is offering a range of candles and diffusers under

the brand name.

JELC is talking with partners for microwavable products and sleep-related toiletries aimed at helping consumers wind down and encouraging a restful night's sleep.

The U.K.'s "Family Sleep Expert" will also venture in the children's market with an expansion of the Silentnight range of baby and children's beds into new nursery bedding and associated product ranges such as baby sleeping bags and accessories. The strategy also includes developing the Silentnight mascots Hippo and Duck, iconic figures for 30 years and today the most recognized characters in the sleep-related market, into publishing, plush and nursery accessories, including mobiles, nursery night lights and toys.