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Pez Picks Licensing Agent

Nov 11, 2015 | By License! Global

Lisa Marks Associates will extend the classic candy brand into new categories.

Lisa Marks Associates has been appointed as the North American licensing agency for the iconic Pez confectionery brand.

Introduced 88 years ago in Austria and more than 60 years ago in the U.S., the brand has become famous for its character-topped candy dispensers. Today, Americans consume more than 3 billion Pez annually, and Pez candy and collectible dispensers are available in more than 90 countries around the world.

"We are very excited to partner with LMA to launch a new Pez licensing program," says Christian Jegen, president and chief executive officer, Pez Candy. "Our brand has strong recognition and we look forward to bringing our fans fun new Pez products in many categories."

LMA will now develop a strategic licensing program for the brand across key categories including personal care, food, toys and games, electronics, apparel and accessories, home décor, gifts and collectibles, publishing and art.

"Pez is in a category by itself when it comes to unique brands in the collective American landscape," says Lisa Marks, president, LMA. "The licensing program will harness the power of Pez's design innovations and style while honoring the well-established emotional connection created by the Pez brand's history, heritage and highly distinctive brand personality."



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Tue, 2015/06/23 - 10:00am



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