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PEZ Gets the Funko Pop! Treatment

PEZ Candy announced a licensing partnership with Funko to create a new line of PEZ candy dispensers featuring Funko's Pop! Vinyl style. The line will be sold exclusively in the U.S. and Canada by Funko, which will license the PEZ name for the new launch. The deal was brokered by PEZ's licensing agency, Lisa Marks Associates.

Funko will design and manufacture its Pop! heads and integrate them with the classic PEZ candy dispenser. The new Pop! PEZ dispensers will be sold in a collector window box suitable for display. The line is expected to hit mass in early 2018.

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