

TFWA Asia Pacific Preview

**WIZZ INTRODUCES NEW KIDS TRAVEL RANGE
IN SINGAPORE**

Toy and gadget specialist WIZZ – the retail brand of Dubai based Retail Concepts LLC- is introducing a new Travel Range at TFWA Asia Pacific (stand E1).

Exclusive to travel retail, the range is designed for children up to eight years and focuses on items aimed at keeping them amused whilst travelling (or which are great gifts to take home).

Bright and colourful, with the emphasis on fun, the Wizz Travel Range includes:

- Playing cards
- Secret diary
- Aeroplane buzzer game
- Stationary set
- Puzzle cube
- Mini canvas and paint set
- Travel passport
- Stamper set

Says Wizz managing director Nigel Caddick: ' We will be marketing the Travel Range as a complete concept, encouraging retailers to stock all the items for maximum impact. We will also provide a special display fixture, again for great consumer appeal.' Prices range from US\$15-US\$40.

The new Travel Range joins an expanding offer of toys, gifts and gadgets that Wizz will be showing on its new retail-outlet designed stand at TFWA Asia Pacific.

Further information: Nigel Caddick. WIZZ. Retail Concepts LLC. Tel: 971 (0) 4 338 4646. Fax: 971 (0) 4 338 4060. Email: Nigel@wizz.ae.

Press enquiries: Rowena Holland, Essential Communications. Tel: 44 (0) 7710 219784. Email: row@essentialcommunications.org

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