

Mega Brands Inc in Toys and Games (Canada)

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Abstracts

The company continues to focus strongly on licensing through partnerships and product development that encourage an expanded customer base beyond boys. Late 2012 saw the company successfully launch a new Barbie line of construction toys specifically designed (and for the first time) for girls. In early 2013, the company announced further developments, such as a new MEGA Bloks Hot Wheels collection at the 2013 American International Toy Fair, as well as added more options and improvements to its...

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