

Spin Master Ltd in Toys and Games (Canada)

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Abstracts

Spin Master is expected to continue to benefit from expanding its product range in the forecast period and from an innovative approach to marketing. 2016 notably saw the company acquired the Etch A Sketch and Doodle Sketch brands from The Ohio Art Company, with these traditional brands thus likely to see a revival. The company notably set a new Guinness World Record for the highest number of people drawing on an Etch A Sketch in July 2016. The company will also increase its focus on video games,...

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