



Press Information

Introducing...

The famous Jolly Mäh sheep community of the NICI GmbH welcomes two new woolly members: Jolly Bob and Jolly Lovely.

Altenkunstadt, 8th December 2009. Love, peace and happiness – under this motto new friendships are formed. With Reggae enthusiast Jolly Bob and the gentle and light-hearted flower girl Jolly Lovely, the NICI GmbH is giving fresh impetus to the Jolly Mäh family.

All fans may eagerly await them. As early as the beginning of January 2010, the two charismatic new members of the sheep community with cult status will delight their friends with an extensive product range and will be available in well-assorted gift and toy shops, the internet, department stores as well as the 35 NICI shops.

On the way home from their holiday at the sunny Côte d'Azur, the Jolly Mäh sheep make the acquaintance of Jolly Bob, a cool hitchhiker with funny dreads and a typically Jamaican cap. His tanned cuddly fur leaves no doubt that he is a real Jamaican. He is on his way to Jolly Lovely, the cute flower girl he met at a music festival. Jolly Lovely is truly pretty and wears a bright flower necklace over her cream-coloured fleece.

Both sheep are available in six different sizes – from 15 cm to 120 cm – as dangling plush. As BeanBags with a keyring or very "attached" as MagNICIs, Jolly Bob and his girlfriend Jolly Lovely will accompany their fans everywhere.

The name is the programme!

The product line around Jolly Bob and Jolly Lovely will delight old and new, large and small fans of these woolly companions with fun writing utensils, cuddly plush characters as well as lovingly detailed accessories. Apart from fluffy cushions, the assortment also includes stylish shoulder bags, convenient purses and mobile phone pouches as well as spacious pencil cases, mugs, pens, "My Friends" books, writing paper and notebooks. The new characterised Jolly Mäh collection offers everything trend-conscious fans may desire. All products are made in proven NICI quality and win over due to the unique design of the brand manufacturer from Altenkunstadt.

For more information please refer to www.nici.de.

The NICI GmbH is one of the leading manufacturers of plush and gift articles for the entire family worldwide. Apart from famous brands such as Jolly Mäh and Wild Friends, the extensive product portfolio also regularly includes seasonal product novelties. The company, which is based in Altenkunstadt in Upper Franconia in Germany, was founded in 1986 and currently employs more than 400 members of staff worldwide. The name NICI signifies highest quality, safety and appealing designs. The products of the NICI GmbH are available in more than 3.000 shops in Germany, including 35 special NICI shops, and are sold in more than 60 countries worldwide by our partners. More detailed information is available under: www.nici.de

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