Making Someone Happy  Since 1963

TRUST
RECOGNITION
TIMELESS
RELIABLE
Celebrating 50+ years as a global leader in innovative plush products committed to value, quality, and excellence.

1963

Launches
Founded by toy sales rep Russell Berrie out of a rented garage in New Jersey.

$1M+ in Sales

• HQ established in Oakland, NJ with distribution throughout the U.S.
• International Expansion

Russ Berrie goes public with $100M+ in sales

2006

Forbes “America’s Top Small Companies”
$285M+ in Sales

Fortune
Russell Berrie Awarded “34th Most Generous Philanthropist in the Country”
• The Russ slogan is adopted & still resonates with its customers today, “Make Someone Happy.”

2018

Acquired by Jazwares
New Brand Launch

2019

Russ TRENDS

2020

The Russell Berrie Foundation
Making a Difference

Make someone happy™
OUR GLOBAL REACH

20+ Brands
BILLION Toys Sold Globally

WE DISTRIBUTE TOP BRANDS!

GLOBAL FOOTPRINT

100+ Countries

USA
• FORT LAUDERDALE
• NYC
• BOSTON
• ARKANSAS
• SEATTLE

EUROPE
• GERMANY
• AUSTRALIA
• SWITZERLAND
• FRANCE
• UK
• NORDICS
• IRELAND

ASIA
• HONG KONG
• DONGGUAN
• SHENZHEN
• KUALA LUMPUR
• JAPAN

LATAM
• DIRECT SALES
• MEXICO
• CHILE
• PERU
• BRAZIL

10+ Global Offices
HQ South Florida

250+ Employees

100K+ Doors!

500+ Retailers

DISTRIBUTION CHANNELS
• Mass Retail
• Mid-Tier
• Specialty International
• Direct To Consumer

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Recipe for a Stuffed Success

The most **trusted, reliable & well known** plush brand!

**BRAND RECOGNITION**

50+ years as a Global Leader

**COMMITMENT TO QUALITY**

- Innovative Materials
- Attention to Details

**VALUE**

**ALL DISTRIBUTION**

- Mass
- Mid-tier
- Specialty
- International

Prove it’s “Real Russ”
Russ Brand Umbrella

**Evergreen**
- Evergreen
- Realistic Looking
- Cat & Dog Core
- High Quality
- Created over 20 years ago!

**Collectible**
- Evergreen
- Imagination Driven
- 1st to feature large eyes!
- Fresh Assortments
- In Line with Trend
- Created over 20 years ago!

**Trend**
- New Home Grown Brands
- Wave Strategy
- Unique & Authentic
- Great Value
- Impulse Attraction

- Constant Newness!
- Trend Driven
- Single Assortments
Evergreen Segment

- Realistic Look
- Cat & Dog Core

Imagination Driven
1st to feature large eyes!
Collectible Segment

No 2 Animals Alike!

Series 1: Wilderness

27K+ Fans on Facebook

Series 1: Fantasy
Trend Segment

Candy Critters

NEW LOOK!

SNACKEEZ

Eddie the Yeti
and friends

unicorn cat

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Trend Segment
Trend Segment

NEW for Fall 2019!
Categories

Partnership opportunities include the following categories:

- Apparel
- Sleepwear
- Footwear
- Costumes
- Party Goods
- Accessories & Jewelry
- Back-to-School
- Stationary
- Crafts
- Paper Goods
- Home Furnishings & Bedding
- Publishing
- Wall Decor
- Games
- Video Games
From the RUSS evergreen world, we have Li’l Peepers, a brand with 20+ years full of color and cute characters with an iconic look that will be recognized everywhere!
From the RUSS collectible world, is a highly collectible and imaginative brand created by kids for kids. It is a celebration of uniqueness, differences, and friendship!
From the RUSS trend world, you will find the newest and coolest plush friends!
From the RUSS trend world, you will find the newest and coolest plush friends!
“Make Someone Happy” Marketing Campaign

- Social Media
- Artistic Photography
- Stop Motion
- PR
- Russ History Advantage
- Viral Digital Content
- Microsite
Have a Happy Day!