

Allie the Ellie signs up Master Publisher Uitgeverij Kluitman

Allie the Ellie an adorable preschool Series, launched in 2020 in the Netherlands, is about the wonderful and magical world of Allie the Ellie.

Art Wise (copyright owner) and License Connection (worldwide licensing agent) have cooperated and appointed Uitgeverij Kluitman, #1 Kids Publisher in the Netherlands, as their Master Publisher for Allie the Ellie Publishing.

As part of the agreement, Uitgeverij Kluitman will start with the development of a 'Look- Book' based on the Seasons. This will be followed by a Series of story books. The first books will be released in Spring 2022 and actively promoted via social media.

Allie the Ellie is broadcasted at NPO Zappelin since February 2020, who started broadcasting the second series as of 7th of June 2021. The 3rd Series are being produced and will be ready before the end of 2021. Allie the Ellie is building already its awareness by showing interest from various international markets.

The 180 animated GIFs of Allie the Ellie are very popular, and the number of viewers is growing tremendously. Since the start in the beginning of this year, we count a tremendous number of +29Mill views after nine months !

Quote from Uitgeverij Kluitman – Mariska Budding

We think the brand Allie the Ellie with the Elephant character is a perfect fit for publishing towards young kids and families. We are very much looking forward to work together with the creator Ellen Langendam of Artwise and License Connection to build the brand.

Quote from Art Wise – Ellen Langendam

I am proud to be working with Kluitman as Master Publisher for Allie the Ellie as they have so much experience with Kids books. Next to a great publishing program they will reach out to young parents via social media and influencers.

Quote from License Connection – Daphne Kellerman

We are looking forward to be working with Kluitman as Master Publisher. They are well-known in the business and have a strong experience in kids publishing. Together we are able to build brand awareness.

XXX

About Ellen Langendam

Art Wise (Ellen Langendam's 1976 design and production company) is, with her expertise in character design, dedicated to getting a smile on everyone's face. Due to the unique characteristic design of Ellen, the characters are loved by young and old. Her design is characterized by the recognizability and simplicity of less is more.

Her latest character Allie the Ellie is specifically designed for the youngest audience. Art Wise was the producer of the animation series which was very well received by the Dutch public broadcaster NPO. The rights of the second series are also recently acquired by them.

About License Connection

License Connection is an International Licensing Agency & Consultancy Company that connects top brands with a range of quality products in Europe. Since the start of the company in 2002 License Connection works closely together with their partners to translate creative ideas into concrete sales promotions, successful campaigns and licensed products. With years of experience, License Connection offers its licensing partners a unique service.

For information about Allie the Ellie contact License Connection / Daphne Kellerman: daphne@licenseconnection.com