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Swedish creative toy start up Strawbees signs major US customer

Strawbees is a Gothenburg creative toy and edtech start up that follow up a triple digit growth in 2015 by signing **Barnes & Noble**, the largest book store chain in the United States. Strawbees expects to triple sales in 2016.

”United States is one of our key markets, and signing Barnes & Noble is a major accolade, since they only accept the highest quality and innovation in their stores. Our strategy of creating an innovative product, paired with world class content has allowed us to achieve substantive growth as we expect to triple sales this year.” says Strawbees CEO Erik Bergelin.

Strawbees launched their retail creative toy in December 2015, and was named ”Toys to watch in 2016” by **Forbes** after the New York Toy Fair in February.

Strawbees is currently focusing on two major customer segments; education and creative toys.

”Sales in Barnes & Noble’s 650 stores, along with other major customers we are in discussions with, will of course boost our retail sales globally, but

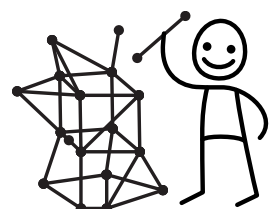
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also have a positive impact on our educational sales.” continues Erik Bergelin

”We are proud to have a unique product in a market that has been consolidating for decades. The design makes it possible to teach physics, maths and it shows true mechanical and engineering properties. The intersection of creative toys and education is a very exciting place to be, and the segment is growing fast.” says Erik Bergelin.

Strawbees is a toy and edtech company with headquarters in Gothenburg, Sweden that launched 2014 with a successful Kickstarter campaign.

Barnes & Noble is a Fortune 500 company and the largest book store chain in the United States, with 650 stores and online sales.

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