



## HASBRO AND HORIZON GROUP USA SIGN A STRATEGIC PLAY-DOH LICENSING DEAL

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**PAWTUCKET, R.I.—April 3, 2024** [Hasbro](#), a leading toy and game company, announced today a licensing agreement with [Horizon Group USA](#), a leader in the creative D.I.Y. marketplace, to expand upon the PLAY-DOH brand's vast product portfolio through complementary creative play experiences.

"The PLAY-DOH brand's purpose is to elevate the value of imagination by allowing kids to truly shape their world through tactile and limitless play where the journey is treasured as much as the outcome," said Tamara Grindrod, Global Play Leader & Senior Vice President, Creativity & PLAY-DOH Brand at Hasbro. "This strategic agreement with Horizon Group USA allows us to build upon PLAY-DOH's portfolio for more hands-on PLAY-DOH play time to create meaningful, imaginative and memorable experiences."

As a global leader in the craft industry, Horizon Group has been inspiring creativity among families for over 100 years. Through this new licensing agreement, Horizon Group will produce and globally distribute PLAY-DOH air-dry clay, hands-on craft kits and many alternative compound products beginning January 2025.

"With a creative industry heritage dating back to 1912, Horizon Group brings extensive industry knowledge and category leadership to the table," said Bradley Bowman, Senior Director, Global Toy, Licensed Consumer Products at Hasbro. "This agreement will help us to unlock brand-new categories and further unleash the potential of the PLAY-DOH brand. We cannot wait to roll out these new play experiences for consumers."

"Combining our deep category expertise and trend-forward products with the legacy of the PLAY-DOH brand will elevate the compound category even further," said Evan Buzzerio, Partner & Chief Strategic Officer at Horizon Group USA. "Our mission at Horizon Group remains Connecting People Through Creativity, and together with PLAY-DOH we look forward to inspiring and empowering children worldwide with innovative sensory play experiences."

### **About the PLAY-DOH brand**

Hasbro's PLAY-DOH brand has been loved and trusted by kids and families for over 65 years. Originally developed as a wallpaper cleaner, PLAY-DOH compound is now the #1 reusable modeling compound and is sold in more than 80 countries worldwide. In 1998, PLAY-DOH compound was inducted into the prestigious National Toy Hall of Fame. The family-favorite experiential brand provides kids the creative freedom to express themselves and brings families together for engaging and fun activities beloved across generations. With over 500M cans of PLAY-DOH shipped a year, the brand continues to surprise and delight consumers with all-new PLAY-DOH Core Line and Alt Compound innovations.

### **About Horizon Group**

Horizon's rich history in the trend industry dates back to 1912 — and while many things have evolved, one element remains the same: Creativity. It's universally human, and we believe creativity is for everyone. As a global leader providing trend-driven D.I.Y. and educational activity kits, our mission is clear: To fuel each generation with the power to explore the world around them and unlock their potential. By supporting each stage of development with thoughtful, hands-on entertainment — Horizon Group USA doesn't just deliver products with lasting benefits, we inspire the entire creative family to be the best version of themselves — proudly expressive, confident, and unique. Together, WE create what's next!

### **About Hasbro**

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com>.

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