



pressrelease

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Silentnight at BLE: licensing a leader in a £2 billion market

UK's sleep Superbrand celebrates 70 years with plans to expand licensing programme

It may seem like there's no rest for attendees at BLE 2017, but JELC on stand Q25 will be promoting just that – with Silentnight, a leader in the market for sleep and sleep-related products for 70 years and 'Family Sleep Experts'.

Silentnight started as a small retail shop in the north Yorkshire town of Skipton in 1946. 70 years later Silentnight is a Superbrand with 90% brand awareness and a range of world-leading products incorporating unique sleep-aiding technologies.

This leading position in a market that matters to every single member of the population has inspired an expansion of the Silentnight licensing programme, aided by leading independent licensing agency JELC.

Silentnight is already a proven success in licensing, with retail sales of over £60 million per year through all channels of distribution — from department stores through multiple retailers and grocers. Licensees include market leaders such as Comfy Quilts, a major name in duvets, pillows and much more, which has been producing Silentnight 'top of bed' products for many years. Furniture and bedframes, sleep-aiding electrical appliances and even beds for pets have also been licensed, while the UK's largest home fragrance company, Wax Lyrical, is offering a range of candles and diffusers.

Discussions are also taking place with partners for microwavable products and sleep-related toiletries for the massive market aimed at helping consumers wind down and encouraging a restful night's sleep.

JELC is aware that there is much more potential in this market and that the brand known as the UK's Family Sleep Expert is uniquely placed to unite and lead the £2 billion sleep category. Plans have also been put in place to expand the brand's reach — beginning with the children's market and expanding the current Silentnight range of baby and children's beds into new nursery bedding and associated product ranges such as baby sleeping bags and accessories. The strategy also includes developing the Silentnight mascots Hippo and Duck — iconic figures for 30 years and today the most recognised characters in the sleep-related market — into publishing, plush and nursery accessories, including mobiles, nursery night lights and toys.

Jane Evans, founder and MD of JELC, says: "The market for sleep-related products is one that will never go out of fashion but to make an impact in licensing for this market you need a trusted, credible and exceptionally well-known

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partner. With 70 years in the market and massive levels of awareness Silentnight is that partner. We are looking forward to meeting potential participants in this £2 billion opportunity on stand Q25 at BLE.”

About JELC

JELC is a boutique licensing agency with a wealth of experience spanning 30 years in the brand licensing industry. Representing The National Gallery, Silentnight, Crimestoppers, Help for Heroes, I Like Birds and more, JELC was founded by Jane Evans, former founder and former MD of The Beanstalk Group - Europe, one of the world's largest licensing agencies. Jane Evans has extensive experience in developing and managing licensing programmes for major brands such as The Coca-Cola Company, Harley-Davidson, The Andy Warhol Foundation, Hallmark and Jack Daniels, to name only a few.

JELC is also the owner of Berussia Ltd, formed in November 2011, operating in Russia and CIS and representing such diverse brands as Hallmark and Dakar Rally.

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