

JELC AT BLE: STYLE, INNOVATION, QUALITY AND GLOBAL MARKET POTENTIAL AT Q25

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At BLE 2017, style, innovation and quality will be the order of the day as respected independent licensing agency **JELC** (Q25) highlights a powerful portfolio which this year includes **The National Gallery, I Like Birds, Crimestoppers, Silentnight, Help for Heroes, Hinchcliffe & Barber and Loose Leashes.**

Not only is the **National Gallery** the third most visited museum in the world but its collection of paintings in the Western European tradition from the 13th to the 19th century has inspired a successful and growing global licensing programme. JELC has already signed up nearly 40 licensees, including Scoop Designs with a stunning food gifting range and Andrew Martin International with a range that includes fabrics and wall coverings. There's even a contactless RFID card blocker courtesy of Myne Cards. Copyrights Asia recently signed as the National Gallery's agent for Japan, and the Gallery's first Japanese partner is already on board. A major deal for China is expected shortly and discussions are underway in the USA and South Korea. There's no doubt that the National Gallery Company is firmly on track to build and sustain a long-term international licensing programme — one that is certain to attract strong interest at stand Q25.

JELC also represents **Help for Heroes** — the Charity founded to provide lifelong support to Service Personnel and Veterans with injuries and illness sustained while serving in the British Armed Forces — within the gardening category. New signings are imminent, including a leading partner within the landscaping arena.



