



## GOLIATH CHOOSES MACDUE FOR ITALY



**Villasanta (MB), Italy and Hattem, The Netherlands** - Nov.09, 2018 Goliath and MacDue are pleased to announce their cooperation for the Italian market. Goliath, global leader in the toy and game industry, has decided to invest strategically on the Italian market, relying on the distribution expertise of MacDue Spa, a company with a history of toy & game distribution for over 40 years.

*"We are delighted to welcome MacDue's team to the Goliath family. Having done business together already for many years, they are an excellent fit for us, similar family business principles and with already many products that we also sell in the rest of the world. With our recent acquisitions and European success, it made perfect sense to take this step" said **Adi Golad, founder of Goliath**.*

**MacDue, currently the exclusive distributor for Italy of the Maisto, Bburago, Polistil and Rubik's brands,** will support the launching of Goliath Italy in the distribution of the vast Goliath portfolio - including Otto il Maialotto, Mr Ficcanaso, Acchiappa il Coniglio, Triominos, Sequence, Rubik's Cube and "Essere o non Essere".

*"We are grateful to Goliath for believing in the professionalism and great experience of MacDue and also honored to welcome and support this great company that has decided to invest in our country - said **Andrea Anelli and Paola Gravati** - We immediately found shared objectives, the same principles and values, we are committed to operate with efficiency immediately".*

Supported by a full marketing campaigns, including major TV support, digital marketing and social media straight away, **Goliath Italy aims for a Top 10 place on the market in 2019**

The Goliath booth in Nuremberg Toy Fair and the new showroom in Villasanta (MB) will be opened for all the customers that want to discover the Goliath world.

**About Goliath** Goliath was founded in 1980 and is one of the few remaining family-owned global toy and game companies. Goliath is an international manufacturer and distributor of a broad range of products. Examples include Wahu®, Rummikub®, Sequence™, Phlat Ball®, Rubik's Cube®, Tri-Ominos®, Wordsearch™, Pop the Pig®, Doggie Doo™, Gooey Looey™ and Catch the Fox™.

The company has continued to see substantial growth with the acquisitions of Pressman Toy®, JAX®, Tucker Toys® in the US, Crown & Andrews® and Britz 'n Pieces/Wahu in Australia, Modelco® in France, and Elephanta® in New Zealand. Goliath is a market leader in TV-promoted games and is active in many other toy categories, such as puzzles, arts & crafts, outdoor, activity, and novelties. Goliath products now sell in more than 75 countries worldwide and the company has offices in the Netherlands, Belgium, France, Spain, Portugal, Germany, Poland, Hong Kong, Australia, New Zealand, USA and Canada. Further information is available at [www.goliathgames.com](http://www.goliathgames.com)

### **About Mac Due**

MacDue is one of the top ten companies in the Italian toy market. Founded in 1980 by the Anelli family, Mac Due has become an Italian Flag of Distribution specialized in Brand growth.

Among the most important brands there are Bburago, Maisto, Polistil, Rubik's brands.

**The Italian distribution** is based on a constant search for new potential channels and on the strength of a superb presence throughout the Italian territory, in all sales channels and in all major key accounts.

[www.macdue.eu](http://www.macdue.eu)