



ORB™ Unveils the Hottest new Product coming in 2018

Bubbleezz™ launches at the American International Toy Fair



HALIFAX, Feb 17, 2018 (www.OrbToys.com) - ORB™ is offering a sneak peak to the public at this year's American International Toy Fair in New York City, revealing what they anticipate to be the hottest new toy of 2018.

Bubbleezz™ is the newest brand within the tactile, collectable category. From behind the walls of their secret 2000 square foot booth, ORB™ is thrilled to finally share this exciting new brand for the very first time.

Bubbleezz™ are a series of adorable semi-translucent characters filled with wiggly, wobbly Bubbleezz Beadz™. These Bubbleezz Beadz™ create a silly satisfying feel when squeezed, transforming as they flow and grow in your hands. Each Bubbleezz™ has secret charms hidden inside - find secret messages and symbols that reveal your Bubbleezz™ unique personalities.

ORB™ is the fastest growing activity company in the world, partially thanks to the launch of Soft'n Slo Squishies™ in 2017. The company currently has the widest range of collectables on the market, with over 400 Soft'n Slo Squishies™ designs and placement in the vast majority of mass market, key mid-tier, department, and specialty stores.

Based on early orders and interest, ORB™ expects Bubbleezz™ sales to be comparable, or even surpass, those of Soft'n Slo Squishies™. Bubbleezz™ and Soft'n Slo Squishies™ provide exactly what their demographic is looking for - adorable collectables with an amazing in-hand feel.



Bubbleezz™ launches at Walmart in early April and will be available in two collectable sizes. The initial launch includes 20 different items, featuring characters like Nina Narwhal and Suzy Strawbunny, with plans to expand quickly.

The collectable trend isn't slowing down and ORB™ expects Bubbleezz™ and Soft'n Slo Squishies™ to compliment each other at retail. ORB™ plans to work closely with key influencers and develop a robust online community to support this impressive new brand.

ORB™ will be showing this line in addition to several other new brands and products in New York this year. Please contact PublicRelations@orbtoys.com for sales and media opportunities during the American International Toy Fair.



Explore the BubbleVerse:
www.Bubbleezz.com

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