



Cool Brands Strengthens Nuby's Global Brand Reach Through Strategic Licensing Partnerships

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Cool Brands continues to expand Nuby's global reach as the brand's exclusive licensing agency, driving growth across multiple new product categories and reinforcing Nuby's leadership in the newborn through juvenile segments. As part of this initiative, Cool Brands has executed licensing agreements for apparel i.e. layette, gifting supplies, infant and toddler care products, plush, soft accessories, pool & beach toys and pet products. Across these categories, the program encompasses **nearly 80 distinct product types**, extending the Nuby brand into essential everyday solutions in a manner consistent with its quality, safety, and performance standards. Additional strategically aligned categories will be added over time as the global licensing program scales including Furniture & Home Organization, Mobility and Consumables (**see below for complete list**).

In its role as exclusive licensing agency, Cool Brands is responsible for prospecting and identifying best-in-class manufacturers and brand partners, assessing category and channel fit, and structuring agreements that support brand-building and commercial objectives. The firm also oversees the development of licensed product programs and brand execution to ensure that each partnership remains closely aligned with Nuby's global brand strategy and positioning.

Nuby is recognized worldwide for its innovation in baby products and has built more than 50 years of heritage as a company trusted by parents and caregivers. The brand's portfolio spans feeding, soothing, play, and care solutions, and its products are

distributed in over 150 countries, reflecting a broad international footprint and strong awareness among retailers and consumers.

"Cool Brands appreciates the confidence that Nuby has placed in our team. Our collaborative relationship continues to thrive as we identify and cultivate new opportunities that complement Nuby's core business," said Simon Douek, a Principal of Cool Brands.

Cool Brands' ongoing efforts form part of a disciplined brand extension strategy designed to deepen consumer engagement, enhance retail visibility, and generate incremental value for the Nuby franchise. By aligning with best-in-class partners and focusing on categories that are strategically adjacent to Nuby's core, the program aims to support sustained brand growth in priority global markets.



Available Products for License

- Reusable Diapers / Training Pants
- Swimwear / Costumes
- Plush Electronics
- Baby Drinks / Juices / Food /Formula
- Nursery Furniture - Beds / Changing Tables / Cribs / Hampers / Rockers / Storage
- Nursery Lighting
- Car Seats / Play Yards / Strollers

Pet Products: Bag Carriers, Grooming Products, Food & Treats, Furniture, Shampoos & Soaps, Sheets, Strollers

✉ Reach out to **Simon Douek** to schedule a call and explore Nuby licensing opportunities.

About Nuby



Nuby is a global leader in baby products for newborns to juveniles, offering safe, innovative, and functional solutions designed to support parents and caregivers in the early years of a child's life. With a broad international footprint and a diversified product portfolio, Nuby is recognized for its ongoing commitment to quality, safety, and product innovation.

About Cool Brands



Cool Brands is a global licensing and brand extension agency representing leading consumer brands across a wide range of product categories. The firm specializes in the development and management of strategic licensing programs that drive incremental revenue, brand equity, and long-term enterprise value.

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