



Press Information

## Open Country and True Friendship

**The Wild Friends of the NICI GmbH have set foot on the prairie near the Yellowstone National Park in North America and have discovered a new family member. Not very hard, because with a live weight of 800 kg this one is not easily overlooked.**

**Altenkunstadt, 18<sup>th</sup> of Mai 2010. Big Bow, the slow-paced bison, and his small friend Mr. Hobs, the grasshopper, stick together through thick and thin. Big Bow, the unofficial boss of the bison herd, always likes it a little quieter than the rest. And therefore it is no surprise that he likes to clear out with his little friend from time to time. Both of them prefer sitting by the camp fire over taking on the daily chores with the herd. They contemplate, write letters to their friends in Africa and dream of lush green gras. The NICI GmbH complements its new Wild Friends assortment with the charismatic and weighty bison Big Bow.**

These unequal friends from the Great Plains of North America combine Native American influences in an ethnic look with rough Wild West romanticism. Whether boy or girl, man or woman – bison Big Bow expertly casts his spell over all. Who wouldn't like to call a bison weighing almost a ton and measuring nearly 4 meters his or her friend? Easier to handle, though, is the "light" version – dangling plush in 5 different sizes - from 15 cm to 80 cm. Whether as a clip-on animal, a beanbag with a key ring or as a lying plush bison in two sizes, Big Bow and Mr. Hobs are always around. The particularly thick, dark brown plush fur makes cuddling with this hunky guardian a very special experience.

The grasshopper makes a bold colourful statement and looks irresistible with its grass-green NICI plush. The high-quality workmanship and the elaborate design of all NICI products also convey the satisfactory feeling of having given oneself and others something of value. Bison Big Bow and Mr. Hobs are available in well-assorted gift and stationary shops, the internet, department stores as well as the 34 NICI shops.

### **A Product Range Leaving Nothing to Be Desired**

The product line incorporating the bison and his little green friend not only enchants children. Female teenagers and young women are also absolutely enthusiastic about the new trendy shoulder bags in a cool ethnic design. Not forgetting the purse and the matching cell phone pouch. If the sunglasses are stored in one of the two extraordinary plush spectacle cases, the new look is brought to perfection. As soon as the funny pencil case and the ballpoint pen with the sleeping bison are unpacked in school, all of the other pupils will want to follow the new bison trend. The assortment also includes accessories for cosy moments at home: Apart from three different fluffy cushions, there is also a large plush hot-water bottle in the shape of a bison. The new Wild Friends collection offers everything the bison fan could desire. All products are made in tried and tested NICI quality and win over with their unique design and highest safety standards of the branded goods company from Altenkunstadt in Germany.

For more information please refer to **[www.nici.de](http://www.nici.de)**.

The NICI GmbH is one of the leading manufacturers of plush and gift articles for the entire family worldwide. Apart from famous brands such as Jolly Mäh and Wild Friends, the extensive product portfolio also regularly includes seasonal product novelties. The company, which is based in Altenkunstadt in Upper Franconia in Germany, was founded in 1986 and currently employs more than 400 members of staff worldwide. The name NICI signifies highest quality, safety and appealing designs. The products of the NICI GmbH are available in more than 3.000 shops in Germany, including 34 special NICI shops, and are sold in more than 60 countries worldwide by our partners. More detailed information is available under: **[www.nici.de](http://www.nici.de)**

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