

**R & B Licensing AB**

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## **Lindrizia AB appoints Rights & Brands as worldwide agent for Maxi & Helium**

*Lindrizia AB, owner of the esteemed Maxi and Helium brand, is now taking a decisive step in its international expansion by partnering with acclaimed licensing agency Rights & Brands AB.*

Maxi & Helium (original title in the Nordic “Musse & Helium”) has already had a huge impact on the lives of children across the Nordics with over 3 million books sold – the fastest growing children’s book series ever in Sweden and Norway. Supported by its strong core values, the brand is now ready to make an even bigger difference globally by appointing Rights & Brands as its master agent for merchandising rights. Rights & Brands is one of the top licensing agencies in the world, specializing in bringing Scandinavian brands to a global arena.

Maxi & Helium is more than just a successful fantasy-book series - it’s a 360-degree concept that extends from literature to music, games and performances. It’s about conveying positive and empowering messages to children all over the world. The concept is based on the universal values of friendship, collaboration, and innovation, which permeate everything around the brand.

By creating meaningful, magical and exciting stories and experiences, Maxi & Helium strives to positively influence children’s development, strengthen their self-esteem, and help them appreciate the world around them. By reaching a wider audience, they can inspire and influence more children and create a positive change in the world.

“The choice to collaborate with Rights & Brands AB was a natural development for us,” says **Camilla Brinck** and **Maxim Kalmér**, founders of Lindrizia AB. “They have solid backgrounds and proven success within licensing, and their professionalism and extensive network will be invaluable to our future growth and expansion. We look forward to working closely with Rights & Brands AB to continue developing Maxi & Helium and spreading its core values. Through this partnership, we hope to reach more children around the world and really make a difference.”

“We are incredibly proud and excited to represent Maxi & Helium as a master agent.” says **Kristin Tjulander**, Nordic Commercial Director at Rights & Brands. “Maxi & Helium is a rarely-seen success and the stories have created a universe that belongs in children’s everyday life. We look forward to working with Lindrizia on creating a quality licensing program, in the Nordics and internationally.”

The Maxi & Helium books have sold for more than 200 million SEK in the Nordics so far, and the characters have also become a musical sensation with their album released by Warner Music. In addition, a new music show will be launched during the summer and the books will soon be available in more European countries. Rights & Brands will represent Maxi & Helium for licensing rights worldwide.

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**Links**

**Rights & Brands logo**

**Kristin Tjulander image**

**Camilla Brinck and Maxim Kalmér Photo**

**Maxi & Helium logos**

**Maxi & Helium images**

**Notes to editors:**

**About Rights & Brands**

Rights & Brands (R&B) is a 360 licensing and publishing agency bringing Scandinavian rights and brands - within art, design and literature - to a global arena. R&B operates a worldwide network of over 30 sub-agents and 800 clients.

We represent iconic Scandinavian brands, artists and authors. R&B is the worldwide master agent on behalf of Moomin Characters, and we represent the likes of Stig Lindberg, Carl Larsson-gården Sundborn, Astrid Lindgren & Ilon Wikland, The Beatles, The Smurfs, Tove Jansson, Sofie Sarenbrant and many more. R&B is ranked #1 in Europe and #16 worldwide in licensing agencies, with an estimated retail value of 900M Euro. We develop and create collaborations and brand extensions with leading brands such as H&M, Uniqlo, Granit, Happy Socks, Fiskars, Rovio, Frever, Bvlgari and Finnair.

Rights & Brands headquarter is in Stockholm, with local branches in Helsinki, Oslo, Hong-Kong, London and Tokyo. R&B was founded in 2016 and has a yearly turnover of 270M SEK.

[www.rightsandbrands.com](http://www.rightsandbrands.com)

**About Lindrizia AB**

Lindrizia AB is a rights company that produces, sells and licenses rights for the use of the trademark Maxi & Helium worldwide. Our vision is to spread magic to as many children as possible around the world. And our ambition is to have world-class quality in everything we create and for the brand to appeal and entertain the whole family. With our strong values (that are inscribed in the stories) we want to make an impact in both children's and adults' lives.

We build our universe with a 360 strategy. Including books, music, shows, movies,

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games, toys, SOME etc. Therefore, Lindrizia works with multiple partners such as Bonnier, Norstedts, Cappelen Damm, Egmont, Warner Music, Ravensburger, Alga, Burger King etc.

Everything started with a magical evergreen story (universal and timeless) with lots of excitement and loveable characters that moves between different worlds (similar to Harry Potter and Narnia).

To date, we have sold over 3 million books and are present throughout the Nordic countries. Our vision is to be present in all children's homes throughout the world (in one way or another).

[www.maxiandhelium.com](http://www.maxiandhelium.com)

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