

## STAND F080

Dissero Brands Ltd.

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



Dissero Brands owns and manages international success story Rachael Hale® - the world's most lovable animals' and photographic character brand

'Wag Alley®'. A Top 125 Global Licensor, Dissero Brands is dedicated to the creation, marketing and development of design and image brand properties.



### Rachael Hale®

The Rachael Hale® brand is a global success story, with over 150 licensees around the world. Established in 1996, this evergreen property extends across virtually all product categories. Transcending age, language and culture, the brand's unique personalities tap into the heart of emotion, to inspire.

### Wag Alley®

Wag Alley® is an exciting photographic brand featuring a range of delightful animal characters – Pirates, Army Commandos, Soccer Stars, Racing Drivers, Skateboarders and Cool Dudes – guaranteed to spark imaginations and appeal to everyone's sense of fun and excitement.