Buzzing with creativity



Right: The company donates £1 from every sale of its RSPB Bug Hotel to the wildlife conservation charity.

With deep roots in education, a growing portfolio of high-profile heritage partnerships and a commitment to sustainability, quality and accessibility, family-run business The Puppet Company continues to prove itself a natural fit for cultural brands.

Founded by two former teachers, The Puppet Company has education in its DNA. That heritage remains central to its appeal for museums and cultural organisations, which often look for products that combine storytelling, learning and engagement. At the same time, the company brings speed, flexibility and creativity to every collaboration. With long-standing manufacturing relationships and a specialist in-house team experienced in translating animals and imaginative concepts into fully functioning puppets and plush, projects can be turned around quickly and efficiently, with quality and safety testing always front of mind.

Recent partnerships highlight the breadth of The Puppet Company's museum and heritage credentials. A standout collaboration with the Natural History Museum has resulted in a new range of Dinosaur plush, developed to be both scientifically accurate and irresistibly tactile. The palaeontologist-approved prehistoric characters offer children a playful gateway into learning, aligning perfectly with the Museum's educational mission while delivering strong retail appeal.

Equally impactful is the company's partnership with conservation charity the RSPB. The Bug Hotel, the latest addition to the popular Hide-Away Puppets collection that also includes the much-loved Treehouse and Rabbit in a Lettuce toys, is a highly interactive playset designed to encourage curiosity about the natural world. Children can hide and find a host of small creatures within the fabric play environment, making it as enchanting as it is educational. As a lifelong supporter of the RSPB, The Puppet Company donates £1 from every Bug Hotel sold to support the charity's vital conservation work, reinforcing its commitment to giving back.

Beyond licensed ranges, bespoke development is another key strength. Alongside its sister brand Wilberry Toys, The Puppet Company offers more than 800 puppets and soft toys, while also working closely with partners to bring specific visions to life. From museums and attractions to charities and educational organisations, the team is known for its collaborative approach and ability to balance creativity with commercial insight.

The Puppet Company will be celebrating its 25th anniversary in 2026, a year that promises to be one of its biggest to date. Extensions to existing heritage partnerships are in the pipeline, alongside two new collaborations set to be announced soon, as well as a packed schedule of new product launches.

As the licensing industry continues to value purpose-driven products with strong educational narratives, The Puppet Company's blend of experience, creativity and heart positions it as a trusted and inspiring partner for museum and heritage brands.



Below: The Puppet Company's Dinosaurs, produced in partnership with the Natural History Museum, are educational as well as fun.

BUG HOTEL

THE PUPPET COMPANY

With four bug finger puppets!

Made in collaboration with the RSPB

The Bug Hotel is a charming hideaway puppet set that brings the world of bugs to life, ideal for imaginative play.

Designed in collaboration with leading conservation charity RSPB, ensuring wildlife accuracy and the most sustainable approach - made from over 90% recycled materials.

£1.00 of every purchase is donated to the RSPB to help support its vital conservation work.



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