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TOTAL LICENSING

THE PUPPET COMPANY AND THE NATURAL HISTORY MUSEUM ANNOUNCE NEW RANGE OF PREHISTORIC PLUSH



The Puppet Company has announced its second product launch with licensing partner the Natural History Museum: a miniature Dinosaur Plush collection featuring six legendary prehistoric species – *Stegosaurus*, *Tyrannosaurus rex*, *Triceratops*, *Velociraptor*, *Diplodocus* and *Quetzalcoatlus*. The new launch joins the incredible large-sized plush already at retail.

The new launch was highlighted in late January at The Puppet Company's Toy Fair stand, where it received an excellent response and was one of the main stand attractions.

The initial range of six palaeontologist-approved prehistoric plush launched in October 2025, vividly and accurately recreating five Dinosaurs and one Pterosaur as soft toys ranging in size from 25cm to 48cm.

New for 2026 is a smaller version, with sizes ranging from 14cm to 27cm. Great for little dinosaur fans and ideal for impulse purchases, the new range will again be available both online and at physical retail. The new, miniature formats will be available from March and are ideal for combining with the larger sizes for stand-out displays. Their free-standing designs make them easy to merchandise and are further enhanced by highly accessible price points.

Working with the Museum's licensing team and world-leading palaeontologists, part of the Museum's 400-strong network of scientists, The Puppet Company has ensured that each dinosaur in both collections is thoughtfully designed to be both scientifically accurate and instantly recognisable.

The attention to detail, high-end materials and soft plush manufacture make the plush highly collectable and totally engaging. Fun facts are also included on the plush tags, further bringing prehistoric natural history to life and encouraging communication and creative play.

And that's not all. These popular prehistoric species are produced with sustainability in mind. A high proportion of the plush is made with recycled elements. The manufacturing process for both collections has employed a variety of materials, including cotton, thread, foam and printed plush – most or all of it recycled. Minimal, recyclable packaging is also used.

This has resulted in two ranges that are detailed, soft, robust and sustainably manufactured without ever compromising safety – perfect for retailers and buyers prioritising responsible product.

Kilogrammedia

COVERAGE DETAILS

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The Puppet Company's collaboration with the Natural History Museum is part of a well-received move by the company into licensing partnerships and collaborations with conservations, charities, museums, entertainment brands and more. The number of collaborations is due to expand in the coming year as The Puppet Company celebrates its 25th Anniversary with more exciting launches than ever before.

Louisa Skevington, Licensing Manager at the Natural History Museum, says: "Following the brilliant response to our first Dinosaur Plush collection with The Puppet Company, we are excited to see the plush range launch in its new, smaller size for 2026, further bringing these popular prehistoric species to life for children through play."

Sue Lockey, Owner & Co-Founder, The Puppet Company, says: "Our iconic, instantly recognisable Dinosaurs are one of the most appealing collections we have ever designed, and we're delighted to introduce the new small sizes which are just fantastic – soft, safe and perfect for creative play. The attention to detail, incredible, vibrant printing and different sizes make both formats highly collectable, totally engaging and loved by young and old alike."

The range was exceptionally well received at Toy Fair, the UK's largest dedicated toy, game and hobby trade show, recently held in London, and is set to receive further positive reactions at the Nuremberg Toy Fair and many other toy and toy-related trade shows.

As Katy Rugman, Product & Marketing Director, says: "The Dinosaur plush met with an amazing response at the show from retailers and trade press alike. The printing, quality and attention to detail in particular were repeatedly singled out as exceptional, making this collaboration with the Natural History Museum a real highlight of our stand for our many visitors – and a personal favourite for me as a lifelong dinosaur and Natural History Museum fan."