

Press release DARDA

Simm takes over DARDA from Wm. K. Walthers, Inc. (Milwaukee)

Walthers is one of the leading suppliers of railway articles in the United States. With the take over of Lifelike in the year 2005, Walthers purchased also DARDA. Darda improved Walthers' access to the toy market.

Simm distributes DARDA in Europe since 2000

Since 2000 Simm distributes DARDA in Europe as licence holder. The main sales markets for DARDA are Germany, France and Switzerland. In the last 3 years Simm was able to push DARDA into a leading position; today DARDA articles can be found all over the country in the specialised trade and in the specialised departments of the chain stores.

Simm takes over the trademark rights, the production equipment and the machinery of Walthers

With the take-over of this brand all tools as well as extensive machinery were transferred. The DARDA articles are still produced by a well-known supplier of the railway industry in China.

The new sales partner in the USA is Schylling Associates, Inc. (Newburyport Tunpike)

We were able to win Schylling as the new sales partner for USA and CANADA. Schylling has already started with the sales of DARDA during this year's New York Toy Fair.

Aim of the take-over

The take-over of DARDA strengthens the long-term perspectives of the company Simm. The DARDA assortment shall be expanded quickly by interesting cars and new railway material. The brand DARDA shall be made more popular by focused marketing activities among the end user.

First results

During the Toy Fair Simm already presented new railway material; with the Superstunt a new jump with many adjustment possibilities for the daredevil stuntman was launched. The highlights were two new cars: a Mercedes Benz SLS AMG with folding doors and an Audi R8, also with doors that can be opened. Available from September 2010 on.

DARDA is supported in this year's Christmas trade additionally by a TV campaign.

Roth-Eckersmühlen, 18th February 2010