



PlanetArt Acquires Patented Stuffies® Line of Children's Plush Products

CALABASAS, CALIF., April 15, 2021 — PlanetArt® announced today that it has acquired the Stuffies line of children's plush products from Marketing Architects®.

Stuffies are unique stuffed animals with seven patented top-secret pockets in which children can hide special keepsakes, books, toys and treasures. Supersized and super-soft, Stuffies can even be used as an overnight bag. They are also the perfect friend to bring along to sleepovers, as Stuffies can be used as a pillow, as well.

Available as a dragon, dog, dinosaur, unicorn, shark, leopard and cat, each huggably soft polyester plush animal has its own special, positive characteristic that proves that "It's what is inside that counts."

PlanetArt's popular Personal Creations and Gifts.com websites have been personalizing and selling Stuffies since the products' inception. However, in undertaking this acquisition, the company was interested in far more than Stuffies' intellectual property.

"This acquisition formalizes Personal Creations' plans to expand its successful line of children's gifts," explained Eric Vratimos, PlanetArt's Chief Operating Officer. "Among our most highly rated products, Stuffies will serve as the basis for an important new foray into this exciting space."

The company views children's toys and gifts as a strategic product category and an important growth driver for its gifting properties, and Stuffies' patent portfolio gives the company an important advantage in this rapidly growing \$32.6B industry.

"We are pleased that our years-long partnership with Personal Creations has led to this," said Chuck Hengel, Marketing Architects' Chief Executive Officer. "Personal Creations is well positioned to share the delight of Stuffies, and I have no doubt they will be an outstanding custodian of our vision for these wonderful creatures."

The financial aspects of the deal will remain private.

About PlanetArt

PlanetArt is a leading technology platform in the personalized products industry. Founded in 2010, the company develops and operates ecommerce brands across a number of websites and mobile apps for iOS and Android, including FreePrints®, Ink Cards®, Personal Creations®, SimplytoImpress®, CafePress® and Gifts.com®. All of the company's brands support the vision of allowing consumers to forge closer, more meaningful relationships with family and friends and the following manifesto:

At PlanetArt we believe a greeting card can form a meaningful connection, a photo can preserve a precious memory, a coffee mug can start a conversation, and a T-shirt can ignite a movement.

PlanetArt is unique in its space with a large emphasis on mobile transactions and a presence in 14 countries.

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