

TOPBRIGHT GmbH on expansion course

TOPBRIGHT GmbH expands its sales activities in the UK

Nuremberg, January 14th 2025



Jeremy Robinson

After successfully establishing the educational brands, TOPBRIGHT and SCIENCE CAN, in the German market over the past few years, TOPBRIGHT GmbH is excited to announce the next step: expanding their distribution into the United Kingdom.

Jeremy Robinson joined the team as Country Manager UK at the beginning of the new year. He is a highly experienced professional in the toy industry, who embodies the values and spirit of TOPBRIGHT's brands, making him the perfect ambassador for TOPBRIGHT and SCIENCE CAN in the UK.

“As we continue to grow across Europe, having a strong local presence is key. Jeremy's expertise and passion for educational toys align seamlessly with our mission to support children's development through engaging and high-quality products,” says Tobias Eberlein, General Manager of TOPBRIGHT GmbH, based in Germany, which oversees operations for the entire European market.

With over 20 years' experience in the UK industry, having held senior roles with the likes of Melissa & Doug, Schleich and TOMY, Jeremy has a wealth of experience and contacts to build presence and distribution in the UK.

- “I am delighted to be working with the Topbright team as we focus on developing the UK business across our core categories, and launch into new product categories during the coming year”, says Jeremy Robinson, TOPBRIGHT Country Manager UK.
- “Topbright is already a well-established business with a fantastic reputation for quality and innovation. As well as our core branded offer, we can also offer OEM production facilities from our Far East manufacturing locations, making us a reliable and highly relevant supplier in these times of supplier consolidation and the constant desire for new options at retail”, says Jeremy Robinson, TOPBRIGHT Country Manager UK.

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- “We already have a number of promising discussions in progress, and I am looking forward to developing these opportunities as well as running the upcoming meetings planned for Nuremberg”, says Jeremy Robinson, TOPBRIGHT Country Manager UK.

TOPBRIGHT will be presenting their new products and highlights from the TOPBRIGHT and SCIENCE CAN range at the Spielwarenmesse in Nuremberg from January 28th to February 1st, 2025 in **hall 6, stand A-32**.

With its TOPBRIGHT and SCIENCE CAN brands, TOPBRIGHT GmbH focuses on high-quality educational toys that combine learning with fun. The company was founded in 2020 as a subsidiary of TOPBRIGHT Animation Corporation and is the point of contact for the entire European market.

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