

Global  
Partner

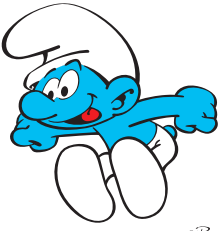
the  
**SMURFS**<sup>™</sup>

**BOOTH 3676**

I.M.P.S.SA

[www.smurf.com](http://www.smurf.com)

IMPS and LAFIG Belgium are the official licensors of the evergreen character 'The Smurfs' and generate Smurf universes worldwide with the help of their different business units and their close collaboration with their agents. Over the years, the team has developed successfully licensed merchandising, retail and co-branded promotions, publishing activities and broadcasting deals that have secured the everlasting success of the Smurfs.



### **The Smurfs**

The Smurfs, the little blue-skinned cheerful characters who are 3 apples high and wear white trousers and white hats have been loved by both parents and children for years.

The values that they represent are universal and timeless, so they appeal to people from all over the world and to all generations. Over the years, the Smurfs haven't just limited themselves to comic books and the small screen, they have also inspired many derived products. Leading brands and retailers worldwide including Mc Donalds, Ferrero, Kelloggs, Jakks Pacific, Schleich, H&M and Benetton have partnered with the Smurfs.

Summer 2011 will be another milestone for the Smurfs as they will make their first 3D-trip to the big screen . The live-action and animated family comedy movie produced by Sony Pictures will excite companies worldwide who will want to work with the Smurfs and make the world turn blue!