

## Studio Anne Carlton creates a buzz with The Hive Supercast range

Submitted by: Friday's Media Group

Wednesday, 17 October 2012

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Young fans of Disney Junior and UK ITV's The Hive can now make their own Buzzbee, Rubee and Barnabee thanks to Studio Anne Carlton.

The world's leading brand of traditional games is buzzing about its latest licensing deal to launch Disney Junior and ITV's pre-school favourite, The Hive, as the newest addition to the iconic 'make your own models' brand SUPERCASST.

Studio Anne Carlton has been working closely with merchandising and licensing specialists, Space Enterprises, to create the hugely popular and much loved characters of Honeybee Hive as make your own mould and paint fridge magnets. Children will be able to enjoy creative play and make their own Buzzbee, Rubee, Barnabee and many of the other main characters from The Hive TV show to create their own custom Honeybee Hive fridge!

Studio Anne Carlton acquired Supercast earlier this year with the aim of reigniting the fondness for the brand in the 1990s and engaging 21st century children and adults, toy and hobby enthusiasts of all ages, by introducing the most popular characters of today as make your own model kits.

The Hive Supercast range is being unveiled in London this week by Space Enterprises, whose director of licensing Mark Hurry, commented; "The Hive has proved a huge ratings success on both Disney Junior and the UK ITV terrestrial channels and there is a demand for merchandise that we are delighted to be able to fulfil through licenses with leading brands like Studio Anne Carlton. The Hive Supercast fridge magnets are totally inspired because they encourage creative play at great value, giving children the chance to make, own and enjoy all the characters in Honeybee Hive."

Studio Anne Carlton managing director, Michael Lee, says; "The re-launch of Supercast presents the most exciting opportunity to recreate one of the toy and hobby sector's most iconic brands and we believe we really are identifying with 21st century children by collaborating with professionals like Space Enterprises to bring to life the most appealing and enduring characters and brands."

For stockist details and RRP for The Hive and other Supercast ranges contact Studio Anne Carlton for more details; web site: [www.sac-games.com](http://www.sac-games.com)  
Email: [info@sac-games.com](mailto:info@sac-games.com) Tel: 01482 327019

About Studio Anne Carlton

Studio Anne Carlton has spearheaded the design, production and marketing of chess sets and classic games since 1969. The SAC collection showcases the world's leading brand of decorative chess sets, spanning subjects from Isle of Lewis to Battle of Hastings and from Lord of the Rings to Peter Rabbit. SAC offers one of the most comprehensive ranges of classic games on the market today including chess, backgammon, compendiums, dominoes and roulette. The Supercast collection of chess sets, historical and generic characters and more recently modern popular children's characters, sits alongside the SAC collection as perfect, great value gifts for children and hobby enthusiasts of all ages.

## About Space Enterprises

Space are merchandising and licensing agents for a range of exceptional intellectual properties including global comedy film and television property Monty Python; now celebrating 40 years of comic genius proving its iconic status. Space Enterprises has signed 15 licenses for Monty Python in the last 12 months with over 40 product lines to be implemented this year. Other intellectual properties represented include Matt Lucas and David Walliams TV classic Little Britain, new global children's television property The Hive and both the new CGI and vintage b&w versions of The Pinky and Perky Show.

Visit [www.spaceenterprises.co.uk](http://www.spaceenterprises.co.uk)

## The Hive

The Hive is a colourful animated series for pre-schoolers featuring Buzzbee and his family, who live together in Honeybee Hive. Mamma Bee, Pappa Bee, Buzzbee and Rubee are really just like any other family, except they are tiny, stripy and buzz around in the sky! Thanks to the Bee family's many friends and neighbours including Miss Ladybird, Katypillar, Willy the Wasp and Queen Bee, The Hive is always bustling with fun, adventure and lots of exciting things to see and do.

The show launched on Playhouse Disney in the UK in February 2011 (rebranded as Disney Junior in May), and has proved a huge ratings success. In the last three months it has been the best performing acquisition on Disney Junior - reaching 3m viewers aged 4 and over. Most recent BARB figures (w/e: 11th Sept) had the show in four of the top five chart positions. The show started its UK terrestrial airing on ITV in September 2010, and is currently #2 across all kid's channels in its slot.

For further press information and additional images please contact:

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