



CONTACT: Tess Troch  
Tel. 0032 3 257 18 59  
Email: [press@chillafish.com](mailto:press@chillafish.com)

FOR IMMEDIATE RELEASE

CHILLAFISH REACHES OVER 1 MILLION TOYS IN THE MARKET  
*It May Be Small For The Big Ones, But It Surely Is Big For The Small Ones*

**ANTWERP, May 24<sup>th</sup>** – In May 2019, The CHILLAFISH Company – a strong growing brand of innovative outdoor & wheeled toys – reached a big milestone in its short history : over 1 million products sold successfully in the market.

The CHILLAFISH Company was established in 2011 in Antwerp, Belgium, with first product introductions in stores in Belgium, US & Japan mid-2012. ... and they haven't stopped growing since !

"We're a proud vendor to the biggest retailers in the world, such as Target, Costco & Toys "R" Us, with successful sell-through in more than 60 countries. With a focus on clean & crisp designs, innovative features & great consumer value, Chillafish wheeled toys are setting the standard. Today's toy markets are flooding with cheap low-quality toys. Cheap, but broken after little use, where's the added value? We reset the standards by creating more sustainable toys & more consumer value, still at sharp prices," Seppe De Roeck [CEO] said.



Bunzi

It all started in 2012 with their first product 'Bunzi', a cute little balance bike that switches from 3 to 2 wheels without tools. 7 Years later they can proudly say 1 million kids own a Chillafish product, making them an increasingly important player worldwide. The past eight years have been a roller-coaster ride with growth pains & unexpected changes, but also with success, progression, innovation, ... In today's global market, it is critical to stand apart from the crowd, and we can see, feel & hear, that's exactly what Chillafish does, with passion, every day.



SkatieSkootie

... and nothing can stop them, from push riding toys, to balance bikes, go-karts & helmets, to skateboards & scooters ! In 2019 they launched their first skateboard & scooter – SkatieSkootie. SkatieSkootie is a four-wheeled customisable scooter and skateboard in one. The handlebar can be removed without tools, just pull and turn. It has never been so easy to switch between skateboard and scooter !

The 3 colored deck plates & 3 colored tail angles perfectionate it completely, as your kid can completely customize his/her board.

What does this bode for the future ? Follow them on Facebook, Instagram & Twitter because we are sure: you ain't seen nothing yet !



SkatieSkootie

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If you would like more information about this topic, please call Tess Troch at 0032 3 257 18 59, or email [press@chillafish.com](mailto:press@chillafish.com).