

Emoji-africa announces exclusive distributorship

From smiley faces to hearts and hugs, emoji icons have become an intrinsic part of our everyday lives. Emoji-africa announced its exclusive distributorship of officially branded emoji products to the sub-Saharan African marketplace earlier this week.



Picture: emoji-africa.com

“Emojis influence how we communicate, providing us with the means to express ourselves in everything we do,” said Paul Hubers, co-founder of emoji-africa. “Emoji-branded products take the feelings and emotions we share when using digital icons into the world of physical and tangible products.”

Having enjoyed a very successful uptake in Europe, Hubers is confident that the same will hold true locally. “Officially branded emoji products are found on shopping streets and at retail stores across the continent,” said Hubers, who went on to add that the reason for its success lies in its evergreen potential. “Emojis are neither a passing fad nor are they connected to any movie or action hero. As a result, potential for long-term sustainable uptake is huge. “This makes it an obvious choice for local retailers interested in exploring not only new products, but a lucrative and viable additional revenue stream as well.”

Joint venture

Through its joint venture with Durabo Holland, and its extensive network amongst leading European retailers, emoji-africa is able to offer an extensive range of official emoji products, including, but not limited to: entertainment, homeware, BBB (bath, bed, textiles), toys and gadgets, school stationery, storage, wrapping, and luggage.

Available soon at leading retail outlets including the likes of Mr Price, Musica, Toys R Us, Checkers, and Pick 'n Pay, together with various online outlets, what has up until now been simply a fun way to communicate is about to become a much bigger part of everyday life.

For more info, go to www.emoji-africa.com.

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