



71247 WERNER VON SIEMENS 175 YEARS
Werner von Siemens & Johann G. Halske with pointer telegraph in a mini lab – initially developed as an employee shop item.



70620 BAVARIAN WATER MANAGEMENT AUTHORITY – FLOOD CONTROL
Regional special edition figure for Bavaria's Water Management Authority.



70982 MERCEDES-BENZ MECHANIC
Promotional / giveaway figure, mainly distributed via partners and in brand campaigns



70525 GERMAN RED CROSS DRK promotional figure (incl. radio and emergency medical kit), listed since 2021.

71590 CARL ZEISS
Special edition figure commissioned by the City of Jena in cooperation with Carl Zeiss AG and the German Optical Museum.



Bring your brand to life with us!



Create your own customized PLAYMOBIL world

ICONIC, CREATIVE & EXCLUSIVE

HORST BRANDSTÄTTER GROUP
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PLAYMOBIL SPECIAL EDITIONS – Where Your Brand Becomes an Experience

Custom figures & sets – emotional, premium quality & truly unique.

GET IN TOUCH NOW!

Scan the QR code or contact us directly: smu@playmobil.com



MORE THAN A PROMOTIONAL TOOL – A LASTING BRAND EXPERIENCE!

PLAYMOBIL stands for quality, creativity, and trust. Turn your brand into an experience with custom special editions – for children, families, and everyone you want to inspire.

Instead of traditional advertising, you create emotional highlights with strong recall value and long-term brand engagement.

YOUR BENEFITS AT A GLANCE:

- Strong likeability and trust bonus
- Emotional storytelling instead of one-way advertising
- Fully customizable and tailored to your brand identity



70679
NAPOLEON
Official History Set inspired by Gérard's painting "Napoleon at Austerlitz."



72004
GÖTTINGER GÄNSELIESEL
Commissioned by Göttingen Marketing GmbH and one of the first sets produced with the new PLAYMOBIL CI.



71895
ORTHOMOL SANTA
Exclusive Christmas promotion for Orthomol South Korea (limited giveaway).



9143
CAPTAIN IGLO / CAPTAIN BIRDSEYE
Gift with purchase set, developed for an Iglo/Findus brand campaign.

HOW COMPANIES ARE ALREADY USING PLAYMOBIL SUCCESSFULLY:

- Regional or historical figures as souvenirs, collectibles & local ambassadors
- **Promotional sets with company logo** for trade fairs, anniversaries, or as premium gifts
- **Custom sets** for creative promotions or loyalty programs



71312
PROMO CHILSUNG CIDER

WHY USE PLAYMOBIL FOR YOUR BUSINESS?

1. Strong brand recognition & trust – authentic, relatable, emotional
2. Inspiring marketing with long-term memorability instead of standard giveaways
3. Tangible storytelling – ideal for CSR, employer branding & brand campaigns
4. Multi-generation appeal – reaches children, parents, employees & fans
5. High visibility with cost-efficient budgets – durable & versatile



6. Fully customizable figures, scenes & packaging
7. Certified quality & highest product safety standards

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