

UNDER
COVER

PAW PATROL

Paw Patrol ist weltweit Vorschulthema Nummer 1 und begeistert Vorschulkinder mit einer einzigartigen Mischung aus heldenhaften Hundewelpen, coolen Fahrzeugen und jeder Menge Action. Die sechs niedlichen Hunde lösen zusammen jedes kleine und große Problem in der Stadt „Abenteuer Bay“. Neue Core-Folgen im Free-TV von Rescue Wheels, Air Rescue und Fire Rescue. Mit den Undercover Produkten begleiten die niedlichen Helden ihre Fans auch auf eigenen Alltagsabenteuern.



FACTS:

- Vorschulthema Nr. 1 in DE
- Lizenzthema Top 4 in DE
- erfolgreiche Pre-School Magazine



CONTENT:

- auf Toggolino Primetime
- Dauerhafter Content bei Netflix und Prime Video & co.
- Nr. 2 PreSchool-Format auf YouTube
- Kinofilm 2026: „Paw Patrol 3“ (Aug)

ZIELGRUPPE:

Pre-School 2- 6 Jahre, sekundär Jungen 7-9 Jahre



UNDER
COVER

PAW PATROL

Paw Patrol is the world's number 1 preschool theme and thrills preschoolers with a unique mix of puppies, cool vehicles and lots of action. Together, the six cute dogs solve every small and big problem in the city of „Adventure Bay“. New exciting adventures will be broadcast - with new trend thematics and the spin-off Rubble & Crew in the setting of a construction site. With the Undercover products, the cute heroes join fans on their own everyday adventures.



FACTS:

- #1 brand for pre-school kids
- #1 Property on Nick Jr. across 15+ markets
- 88% Awareness among Top 5 Intl. markets



AUSSTRAHLUNG:

- Broadcast on Nick jr.
- # 2 Pre-School Format on YouTube

TARGET GROUP:

Pre-school 2-6 years, secondary boys 7-9 years



PRE-SCHOOL

PAW PATROL



Rucksack mit Vortasche
Backpack with front pocket
PPCT7604
inner 6 | outer 36



Schlamperetui
Pencil case
PPCT0699
inner 6 | outer 72



scooli CUTIE Vorschulranzen mit Brustgurt
CUTIE mini school bag with chest strap
PPCT8243
inner 3 | outer 6



3D Rucksack
3D backpack
PPCT7629
inner 6 | outer 36



Geldbeutel
Wallet
PPCT7001
inner 6 | outer 72



Geschenkset Brotdose und Trinkflasche
Gift set lunch box and drinking bottle
PPCT9864
inner 6 | outer 24



scooli AERO Trinkflasche 500 ml
AERO drinking bottle 500 ml
PPCT9913
inner 6 | outer 48



scooli Brotzeitdose mit herausnehmbarem Einsatz
Sandwich box with compartment
PPCT9903
inner 6 | outer 48

PRE-SCHOOL

PAW PATROL



Regenschirm Ø 69 cm

Umbrella

PPCT7202

inner 12 | outer 60



Schuhbeutel

Shoebag

PPCT7238

inner 6 | outer 48



Faltbarer Regenschirm Ø 94 cm

Foldable umbrella

PPCT7210

inner 12 | outer 60



PRE-SCHOOL - CREATIVE

PAW PATROL



Mega Kreativbox
Mega creative box
PPDT5486
inner 0 | outer 6



Malkiste, 44-teilig
Painting box, 44 pcs.
PPDT4140
inner 6 | outer 12



Kreativset to go, 14-teilig
Creative set to go, 14 pcs.
PPDT0402
inner 6 | outer 24



Kreativbox
Creative box
PPDT3974
inner 6 | outer 24



PRE-SCHOOL - CREATIVE

PAW PATROL

Malkoffer, 51-teilig
Colouring case, 51 pcs.
PPDT4221
inner 6 | outer 12



Kratzbild Set
Scratch art set
PPDT3094
inner 12 | outer 24



2-in-1 Rollstempel Set
2-in-1 roller stamp set
PPAT0743
inner 12 | outer 144

PRE-SCHOOL - CREATIVE

PAW PATROL



Super Sticker Set
Super sticker set
PPDT0037
inner 0 | outer 12



Schaumstoff Sticker
Foam sticker
PPDT0083
inner 12 | outer 48



Malspaß
Colouring Fun
PPDT0225
inner 12 | outer 24



Sticker Turm
Sticker tower
PPDT0050
inner 12 | outer 48

PRE-SCHOOL - CREATIVE

PAW PATROL



Schablonen- und Malset, 49 tlg.

Stencil & colouring set, 49 pcs.

PPDT1220

inner 6 | outer 24



Malkoffer, 36-teilig

Colouring case, 36 pcs.

PPDT4151

inner 6 | outer 24



Malkoffer, 40-teilig

Colouring case, 40 pcs.

PPDT4228

inner 6 | outer 12



Malen nach Zahlen

Painting by numbers

PPDT3700

inner 12 | outer 48

TRAVEL

PAW PATROL



Kinder Trolley
Kids trolley
PPCT8124
inner 0 | outer 3