



GROWN UP LICENSES
Official licensee of the LEGO® Group

Bags & Luggage

Webinar 2021





New Colourways 2021

New LEGO® Colourways 2021



Ninjago Green



New LEGO® Colourways 2021



Ninjago Gold



New LEGO® Colourways 2021



Ninjago Prime Empire



New LEGO® Colourways 2021



Stars



New LEGO® Colourways 2021



Pink/Purple



New LEGO® Colourways 2021



Navy Red



New LEGO® Colourways 2021



Space





New Styles 2021

- 4 New Environmentally Friendly Products
- All School Bags given Danish Surnames
- LEGO® Luggage

Nielsen



Hansen



Madsen



Petersen





Nielsen School Bags

DMOC
PRICE

3 299 CZK



Ninjabo
Green



Ninjabo
Gold



Ninjabo
Prime Empire



Stars



Pink
Purple



Navy
Red

A premium soft school bag with height adjustable back panel system, removable hip belt, stable bottom frame with studs, hidden pocket in the lid and side panel, magnet buckle closure, inside heavy book organisation and tablet protective pocket.

Weight:	1.2 kg
Dimensions HWD:	40 x 29 x 28 cm
Volume:	15 l
Material:	300D rPET Polyester with water-repellent treatment

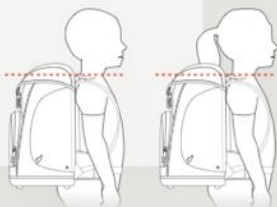
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Nielsen School Bag Iconic



14

pcs. of 550
ml recycled
PET bottles



Adjustable height system guide: Move shoulderstrap system to the position matching the height of the child before fitting it on him/her. Keep in mind that the optimal fit is when the top of the school bag follows the shoulder line while the hip belt rest on top of the child's hip bones.



**SCAN to see how
to fit the school
bag on a child**



**SCAN to see
product features
& functions of
the school bag**



Padded back panel with
adjustable height system

Magnet push
button that is
simple for a child
to use; even by
using one hand
Spacious front
pocket that goes
deep into the bag;
suitable for a for a
day's packed lunch
Side pocket for
small valuables
with zipper access
from back side



Stabilizing bottom
studs that lift up the
bag from dirt and
small puddles



Side pocket fitting
a water bottle



Adjustable
sternum straps to
disperse weight
of school bag

The hip belt
ensures transfer
of weight from
shoulder to hips.
It is possible to
remove the belt
completely, on
days with low
loading weight.

String opening into
one large main
compartment with
padded laptop-
and tablet pockets,
an elastic strap to
make sure loading
weight from heavy
books are kept
at the back and
a detachable
padded divider to
ease organization
on long days.



Hansen School Bags



DMOC
PRICE

2 499 CZK



Ninjago
Green



Ninjago
Prime Empire



Stars



Pink
Purple



Navy
Red

A classic school bag with height adjustable back panel system, an elastic book strap to keep heavy books as close to the back as possible, two side pockets, water- and stain repellent soft bottom panel.

Weight:	1.2 kg
Dimensions HWD:	38 x 28 x 27 cm
Volume:	24 l
Material:	300D rPET Polyester with water repellent treatment

Hansen School Bag Iconic



17 pcs. of 550 ml recycled PET bottles



SCAN to see product features & functions of the school bag

SCAN to see product features & functions of the school bag



Easy cleanable bottom panel



Adjustable sternum straps to disperse weight of school bag

The hip belt ensures transfer of weight from shoulder to hips. Remove it completely on days with low loading weight.



Padded back panel with adjustable height system



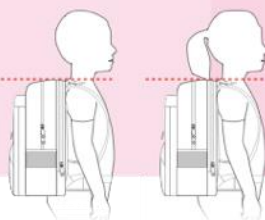
Two side pockets fitting a water bottle or a foldable umbrella

Deep front pocket suitable for a lunch box or pencil case



Large main compartment with an elastic strap that keeps heavy books closest to the back of the child

Padded laptop compartment with zipper access from the back



Adjustable height system guide: Move shoulderstrap system to the position matching the height of the child before fitting it on him/her. Keep in mind that the optimal fit is when the top of the school bag follows the shoulder line while the hip belt rest on top of the child's hip bones.



SCAN to see how to fit the school bag on a child



Madsen School Bags

DMOC
PRICE
1 899 CZK



Ninjago
Green



Navy
Red



Pink
Purple



Ninjago
Prime Empire

Weight:	0,64 kg
Dimensions HWD:	35 x 23 x 24 cm
Volume:	15 L
Material:	300D rPET Polyester with water-repellent treatment

Madsen School Bag



Front pocket with deep lining into main compartment, making extra space for a large lunch box



Adjustable sternum straps to disperse weight of school bag

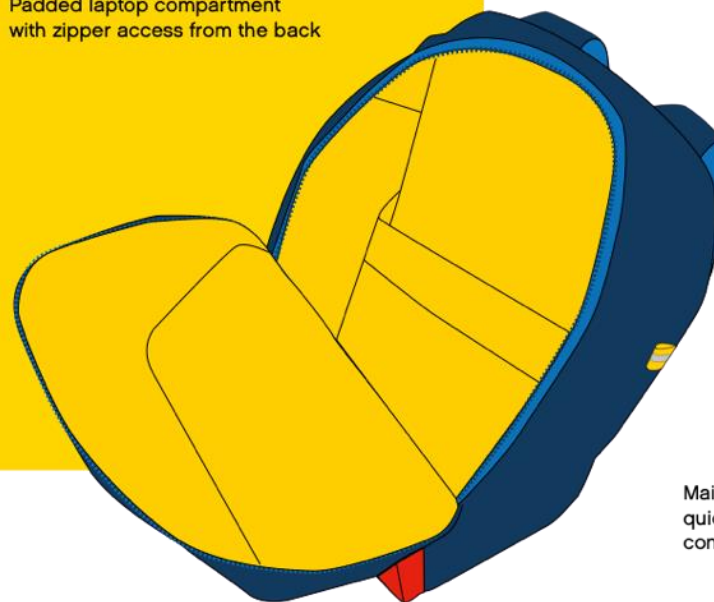


10 pcs. of 550 ml recycled PET bottles



Air-mesh padded back panel for comfortable wear

Padded laptop compartment with zipper access from the back



Main compartment that gives quick & easy access to its content, when the lid is open

Petersen School Bags



DMOC
PRICE

2 499 CZK



Ninjago
Green



Navy
Red



Pink
Purple



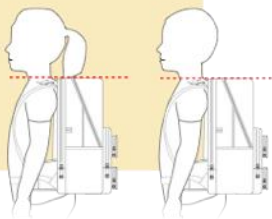
Ninjago
Prime Empire

Weight:	1,07 kg
Dimensions HWD:	38 x 25 x 27 cm
Volume:	23 L
Material:	300D rPET Polyester with water-repellent treatment

Petersen School Bag



17 pcs. of 550 ml recycled PET bottles



Adjustable height system guide: Move shoulderstrap system to the position matching the height of the child before fitting it on him/her. Keep in mind that the optimal fit is when the top of the school bag follows the shoulder line while the hip belt rest on top of the child's hip bones.

Adjustable sternum straps to disperse weight of school bag

The hip belt ensures transfer of weight from shoulder to hips. Remove it completely on days with low loading weight.



Padded back panel with adjustable height system



Flat side pocket with internal gusset fitting a waterbottle or umbrella

Front pocket with deep lining that can hold a large lunch box



Large main compartment with an elastic strap that keeps heavy books closest to the back of the child

Padded book or laptop compartment with zipper access from the back

School Bags Extended

DMOC
PRICE

799 CZK



Ninjago
Green



Stars



Ninjago
Gold



Pink Purple



Space



Navy Red

Andersen Backpack Trolleys



DMOC
PRICE

1 499 CZK



Ninjago Green



Ninjago Gold



Space



Ninjago Prime Empire

Christensen – Optimo (2 pcs set)



DMOC
PRICE

2 299 CZK



Ninjabo
Green



Ninjabo
Gold



Ninjabo Prime Empire



Stars



Space



Larsen - Easy

DMOC
PRICE

1 999 CZK



Ninago Green



Ninago Gold



Ninago Prime Empire

Rasmussen - Kindergarten



DMOC
PRICE

549 CZK



Ninjago Green



Stars



Ninjago Prime
Empire



Faces



Ninjago Gold



Heads

Wallet

DMOC
PRICE

399 CZK



Holds



Ninjabo Green



Ninjabo Gold



Space

Drawstring Bag

DMOC
PRICE

249 CZK



Hats



Ninjabo Gold



Ninjabo Prime Empire



Pink Purple



Space



Ninjabo Green



Stars



Navy Red



Pencil Case w/content

DMOC
PRICE

649 CZK



Pencil Box

DMOC
PRICE

329 CZK





Pencil Roll

DMOC
PRICE

199 CZK



Ninjago Gold



Ninjago Green



Heads



Ninjago Prime Empire



Space



Stars



Pink Purple



Navy Red

M-Line

LEGO® NINJAGO®

Backpack Large



10100-05
Kai



10100-06
Lloyd



10100-08
Jay



10100-07
Cole

3D
EFFECT

37 x 27.5 x 9 cm
11 L / 400 g
EVA/Polyester

Backpack Small



10101-05
Kai



10101-06
Lloyd



10101-08
Jay



10101-07
Cole

3D
EFFECT

32 x 26 x 8 cm
8 L / 350 g
EVA/Polyester

Lunch Box



10102-05
Kai



10102-06
Lloyd



10102-08
Jay



10102-07
Cole

3D
EFFECT

30 x 22.5 x 6.5 cm
5 L / 300 g
EVA/Polyester

Drawstring Bag



10105-05
Kai



10105-06
Lloyd



10105-08
Jay



10105-07
Cole

41 x 32 cm
10 L / 60g
Polyester

Pencil Pouch



10104-05
Kai



10104-06
Lloyd



10104-08
Jay



10104-07
Cole

10.5 x 21.5 cm
30 g
Polyester

Wallet



10103-05
Kai



10103-06
Lloyd



10103-08
Jay



10103-07
Cole

25.5 x 13 cm
40 g
Polyester



MARKETING

ON-PRODUCT

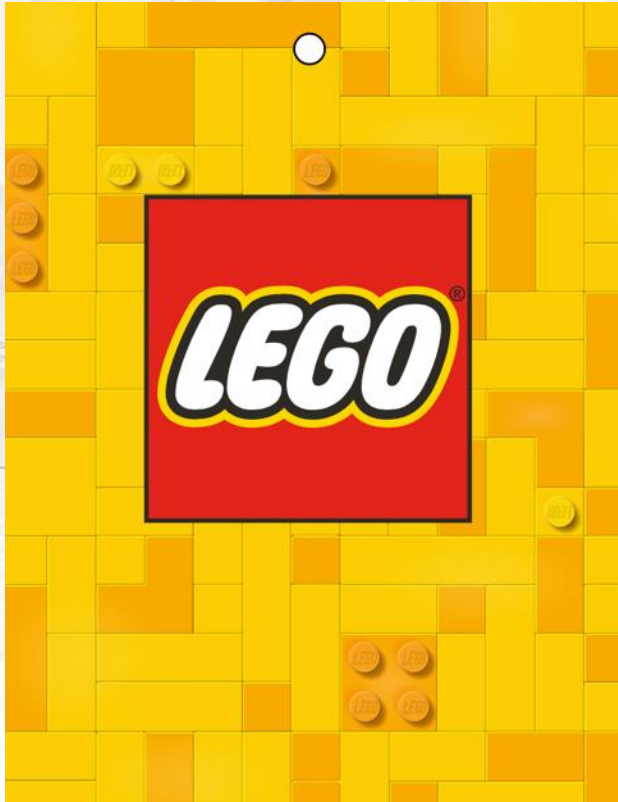
**B2B SALES
SUPPORT**

IN-STORE

**DIGITAL
CONTENT**



ON-PRODUCT



rPET fabric
Our signature styles are made in rPET fabrics, meaning the raw material is derived from 100% recycled PET bottles in accordance with the Global Recycled Standard.



PVC FREE
You can trust the quality of LEGO backpacks. Here you get a bag that is PVC free, without phthalates and other AZO dyes and at the same time these backpacks are produced in accordance with the European REACH regulation.



Reflective
This backpack has reflective elements on all four sides of the bag. We call it 360-degree reflective for increased traffic safety.



Classic knob pullers
Our knob zipper pullers call for everyday fun and gives you that added fan detail. Wear it loudly and proudly!

LEARN MORE
ON OUR WEBSITE





MARKETING

**B2B SALES
SUPPORT**

**DIGITAL
CONTENT**



Model Images



Product Images



Product Videos



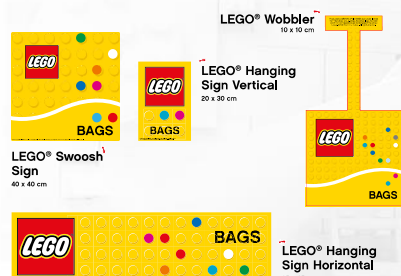
Product Catalogue



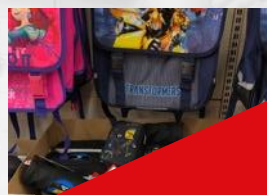
IN-STORE



UPON REQUEST



LEGO® Shelf strip
4 x 100 cm



LEGO on Social Media



5.8m followers



13.7m followers



9.5m followers



0.72m followers

~40m!



10m followers



**THANK
YOU!**

