

THE FUN IS IN THE JOURNEY

LEGO® BAGS BY GROWN UP LICENSES



SEASON
2024



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ABOUT

GROWN UP LICENSES

Grown Up Licenses is one of the world's largest bag and luggage manufacturer with speciality in design and development of school bags. We have the licensee agreement with one of the most well-known and playful brands in the world – The LEGO Group.

Our Schoolbags provide children the highest level of comfort, ergonomics and functionality. Based on the creative LEGO® universe, we have created a range of schoolbags, backpacks, luggage and accessories to enable children in their everyday playfulness.



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SEASONAL STORY

THE FUN IS IN THE JOURNEY

The way to school is not just a matter of going from A to B. It's an adventurous journey where only your imagination puts a limit to what you will explore.

As the sun shines down, your senses come alive to a symphony of delightful sounds. The jingle-jangle of LEGO® bricks in the bag harmonizes with the chirping birds and the cheerful banter of fellow adventurers joining your journey to school.

So grab your LEGO® bag, wear your brightest smile, and embark on this brick-filled extravaganza, where imagination knows no limits. The world is your LEGO® playground, and the fun never stops!



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LEGO® NINJAGO®

THE NEW CHARACTERS

In 2023, LEGO® NINJAGO® introduces three new characters and builds on the story with Lloyd as the main character. The new characters are named Arin, Sora and Riyu.



ARIN

Arin is fun and outgoing, he's always looking for ways to take care of others, and he's always ready to make a new friend.



SORA

Sora is smart and inventive. A realist, with a natural intuition for anything tech, She can often be found tinkering with Mechs, which she builds and races.



RIYU

Riyu is a small dragon who is the loyal, lovable sidekick to Arin and Sora. He's brave, but small and doesn't yet understand his own limits.



SCHOOL BAGS

Introducing our vibrant and innovative school bag line, designed to inspire young minds as they embark on their educational journey. Our bags are specially crafted with the needs of school children in mind, combining functionality, durability, and delightful designs that capture their imagination.



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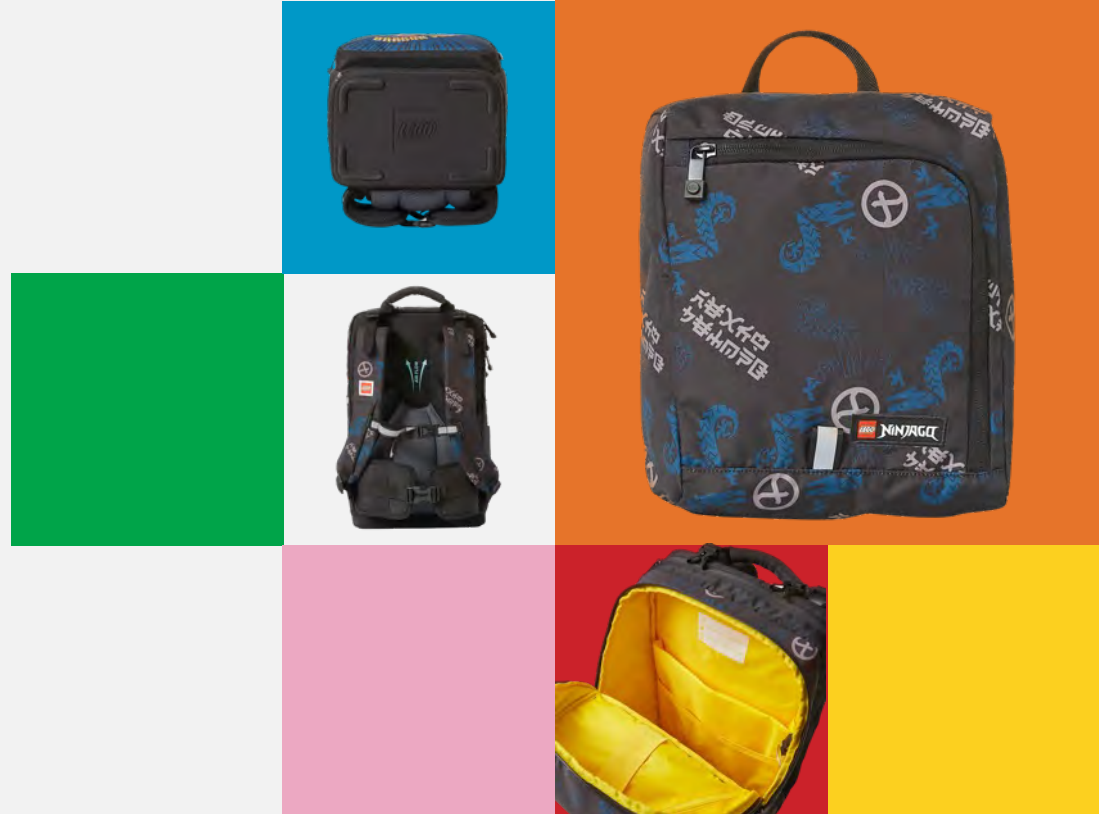
#20214 MAXI PLUS SCHOOL BAG

- Poly 300D w/WR (100% polyester)
- Stable bottom panel with flat moulded studs
- Airmesh-padded backpanel with airflow
- Adjustable & slideable sternum straps
- Attachable gym bag included

H42 x W25 x D22 CM

23 L

1,320 G



RRP: 119,99 €



2404
LEGO® NINJAGO®
Arin



2406
LEGO® Iconic Sparkle



#20238 OPTIMO STARTER SCHOOL BAG

- Poly 300D w/WR (100% Polyester)
- Airmesh-padded back panel with airflow
- Reflective elements on all four sides
- Insulated front pocket for lunch box
- Attachable gym bag

H39.5 x W24 x D17 CM

20 L

1,020 G



RRP: 99,99 €



2401
LEGO® NINJAGO®
Dragon power



2403
LEGO® NINJAGO®
Family



2404
LEGO® NINJAGO®
Arin



2406
LEGO® Iconic Sparkle



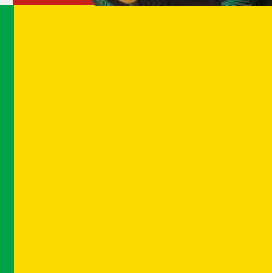
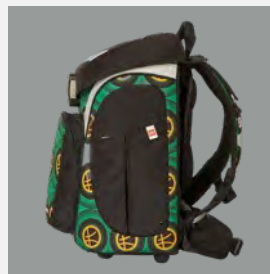
#20168 EXPLORER PREMIUM SCHOOL BAG

- 100% polyester
- Adjustable shoulder straps with sternum strap
- Made of water repellent material
- Pencil case compartment
- Reflective elements on all sides

H41 x W28 x D25 CM

18 L

1,270 G



RRP: 119,99 €



2401
LEGO® NINJAGO®
Dragon power



2402
LEGO® NINJAGO®
Reach Beyond



2403
LEGO® NINJAGO®
Family



2404
LEGO® NINJAGO®
Arin



#20301 EASY SCHOOL BAG LIGHT

- Poly 300D w/WR (100% Polyester)
- Adjustable shoulder straps with sternum strap
- Name tag for easy identification
- Reflective elements on all sides
- Side mesh pockets

H39 x W29 x D22 CM

18 L

800 G



RRP: 69,99 €



2401
LEGO® NINJAGO®
Dragon power



2402
LEGO® NINJAGO®
Reach Beyond



2403
LEGO® NINJAGO®
Family



2404
LEGO® NINJAGO®
Arin



#20302 EASY LIGHT 3 PCS SET

- Poly 300D w/WR (100% Polyester)
- Adjustable shoulder straps with sternum strap
- Name tag for easy identification
- Reflective elements on all sides
- Side mesh pockets

H39 x W29 x D22 CM

29.5 L

1,210 G



2401
LEGO® NINJAGO®
Dragon power



2402
LEGO® NINJAGO®
Reach Beyond



2403
LEGO® NINJAGO®
Family



2404
LEGO® NINJAGO®
Arin

RRP: 99,99 €



#20236 BASE SCHOOL BAG

- Poly 300D PUx2 print & solid
- Adjustable airmesh shoulder straps
- Padded backpanel
- Reflective elements on all sides
- Double compartment

H42.5 x W28.5 x D32 CM

28 L

630 G



RRP: 69,99 €



2401
LEGO® NINJAGO®
Dragon power



2403
LEGO® NINJAGO®
Family



2405
LEGO® City Go Big



2406
LEGO® Iconic Sparkle



BACKPACKS

Introducing our extraordinary line of LEGO® inspired backpacks, designed to ignite the imagination of young adventurers and LEGO® enthusiasts alike. Crafted with meticulous attention to detail, our backpacks combine the functionality of a reliable carry-all with the enchantment of everyone's favorite building blocks.



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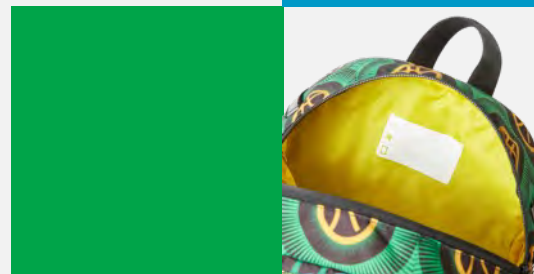
#20222 **EXTENDED BACKPACK**

- Poly 300D w/WR (100% Polyester)
- Adjustable shoulder straps with sternum strap
- Foam-padded backpanel
- Reflective elements on all four sides
- Side mesh pockets

H40 x W27 x D18 CM

18 L

360 G



RRP: 39,99 €



2403
LEGO® NINJAGO®
Family



2404
LEGO® NINJAGO®
Arin



2406
LEGO® Iconic Sparkle



#10030 KINDERGARTEN BACKPACK

- Poly 300D w/WR (100% Polyester)
- Padded backpanel
- Adjustable shoulder straps with sternum strap
- Reflective elements on all sides
- Lightweight bag

H32.5 x W24 x D13 CM

10 L

250 G



RRP: 29,99 €



2401
LEGO® NINJAGO®
Dragon power



2404
LEGO® NINJAGO®
Arin



2405
LEGO® City Go Big



2406
LEGO® Iconic Sparkle



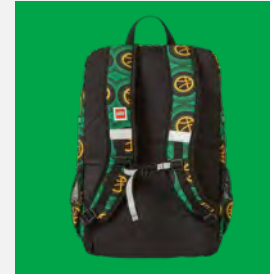
#20264 ESSENTIAL BACKPACK

- 300D Polyester PUx2
- 2 mesh side pockets
- Adjustable shoulder straps
- Large main compartment

H45.5 x W31 x D24 CM

28 L

480 G



RRP: 49,99 €



2401
LEGO® NINJAGO®
Dragon power



2405
LEGO® City Go Big



2406
LEGO® Iconic Sparkle



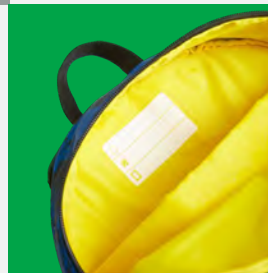
#20266 BASIC BACKPACK

- 300D Polyester PUx2 print & solid
- Adjustable shoulder straps
- Large main zipper compartment
- Name tag
- Front zipper pocket

H40 x W30 x D18 CM

18 L

300 G



2401
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2403
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2404
LEGO® NINJAGO®
Arin



2405
LEGO® City Go Big



2406
LEGO® Iconic Sparkle

RRP: 31,99 €



#20205 **BRICK 2x2 BACKPACK**

- Poly 900D shinny w/WR (100% Polyester)
- Airmesh shoulder straps
- Padded back panel with brick matching embroidery
- Reflective elements on all four sides
- Two top knob pockets suitable for a mobile phone

H37 x W25.5 x D15 CM

15 L

650 G



RRP: 74,99 €



0021
Bright Red



0037
Bright Green



0140
Earth Blue



0354
Multi



#20204 **BRICK 1x2 BACKPACK**

- Poly 900D shinny w/WR (100% Polyester)
- Airmesh shoulder straps
- Padded back panel with brick matching embroidery
- Reflective elements on all four sides
- Two top knob pockets suitable for a mobile phone

H40 x W24 x D13 CM

18 L

550 G



RRP: 59,99 €



0021
Bright Red



0037
Bright Green



0140
Earth Blue



0354
Multi



#20206 **BRICK 1x1 KIDS BACKPACK**

- Poly 900D shiny w/WR (100% Polyester)
- Padded back panel with brick embroidery
- Reflective elements on all four sides
- Adjustable sternum straps for a tight body fit
- Front knob pocket for quick access essentials

H29 x W20 x D10 CM

7 L

350 G



0021
Bright Red



0037
Bright Green



0140
Earth Blue



0354
Multi

RRP: 39,99 €



#20207 **BRICK 1x2 SLING BAG**

- Poly 900D shinny w/WR (100% Polyester)
- Adjustable shoulder strap
- Inside slip pocket
- Reflective element at front
- Suitable for both shoulders with moveable strap buckle

H25.5 x W12.5 x D8 CM

2.5 L

200 G



RRP: 29,99 €



0021
Bright Red



0037
Bright Green



0140
Earth Blue



0354
Multi



ACCESSORIES

Introducing our delightful collection of accessories, designed to complement our school bag line and add a touch of style and organization to every student's day. From pencil cases to lunch boxes, wallets to drawstring bags, we offer a range of meticulously crafted accessories that are as practical as they are charming.



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#10050 ROUND PENCIL ROLL

- Poly 300D w/WR (100% Polyester)
- Fits the most essential school stationary

H8 x W23 x D8 CM

1.5 L

50 G



RRP: 8,99 €



2401
LEGO® NINJAGO®
Dragon power



2404
LEGO® NINJAGO®
Arin



2405
LEGO® City Go Big



2406
LEGO® Iconic Sparkle



#20085 PENCIL CASE W. CONTENT

- Poly 300D w/WR (100% Polyester)
- Name tag for easy identification
- Contains the most essential school stationary
- Timetable insert

H14 x W20 x D4 CM

0.5 L

330 G



RRP: 31,99 €



2401
LEGO® NINJAGO®
Dragon power



2402
LEGO® NINJAGO®
Reach Beyond



2403
LEGO® NINJAGO®
Family



2404
LEGO® NINJAGO®
Arin



2405
LEGO® City Go Big



2406
LEGO® Iconic Sparkle



#20237

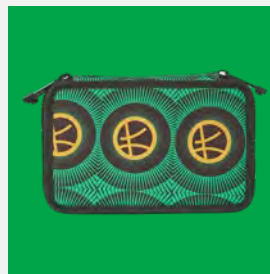
3 LAYER PENCIL CASE W/O CONTENT

- Poly 300D PUx2 print
- 3 spacious compartments for stationary
- 3 zipper closure
- 1x1 brick zipper pullers

H6.5 x W19.5 x D13 CM

1 L

270 G



RRP: 24,99 €



2401
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Dragon power



2403
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Family



2404
LEGO® NINJAGO®
Arin



2405
LEGO® City Go Big



2406
LEGO® Iconic Sparkle



#10052 PENCIL BOX

- Poly 600D Gucci
- Name tag for easy identification
- Fits the most essential school stationary



H6 x W21 x D10 CM

1 L

70 G



RRP: 12,99 €



2401
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Dragon power



2403
LEGO® NINJAGO®
Family



2404
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Arin



2405
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2406
LEGO® Iconic Sparkle



#10034 DRAWSTRING BAG

- Poly 210D solid & print (100% Polyester)
- String closure
- Safety and anti-tangle buckles
- Light weight bag

H41 x W32 x D0 CM

11 L

60 G



RRP: 9,99 €



2402
LEGO® NINJAGO®
Reach Beyond



2403
LEGO® NINJAGO®
Family



2404
LEGO® NINJAGO®
Arin



2405
LEGO® City Go Big



2406
LEGO® Iconic Sparkle



#20240 COOLER BAG

- Poly 300D w/WR (100% Polyester)
- Top handle
- Adjustable shoulder strap
- Insulated lunch box

H15 x W23 x D16 CM

5 L

190 G



RRP: 19,99 €



2403
LEGO® NINJAGO®
Family



2406
LEGO® Iconic Sparkle



#10103 WALLET

- Common 600D Pux2 solid
- Velcro closure
- Zipper pocket for coins

H25.5 x W13 x D0 CM

0 L

40 G



RRP: 7,99 €



2401
LEGO® NINJAGO®
Dragon power



2403
LEGO® NINJAGO®
Family



#20063 CARD WALLET

- Poly 300D w/WR (100% Polyester)
- Transparent outside pocket for travel card
- Inside and outside zipper pocket for coins
- Interchangeable buckle system that fits for attachment inside our LEGO® school bags

H8 x W11.5 x D2 CM

0.25 L

60 G



RRP: 13,99 €



2403
LEGO® NINJAGO®
Family



2406
LEGO® Iconic Sparkle



LUGGAGE

Introducing our remarkable line of LEGO® inspired luggage, where functionality meets the timeless appeal of LEGO® brick design. Designed for durability and ease of use, our trolleys are equipped with smooth-rolling wheels, telescopic handles, and ample storage space to accommodate everything a young traveler needs. Whether it's packing for a family vacation or a school trip, our trolleys offer a practical and stylish solution that sparks creativity and fosters a sense of adventure.



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#20290 **BRICK 2x3 TROLLEY EXPANDABLE**

- Virgin Polypropylene (100%)
- Built-in TSA combination lock
- Inside compartment divider with mesh pocket
- Inside elastic compression strap
- Strong & sturdy single tube telescopic trolley system

H56 x W35.5 x D23 CM

35 L

2,730 G



RRP: 119,99 €



0021
Bright Red



0023
Bright Blue



0024
Bright Yellow



0026
Black



0199
Stone Grey



0221
Bright Purple



#20152 **BRICK 2x2 TROLLEY 20"**

- PC (80%) / ABS (20%)
- Inside compartment divider with two small mesh pockets
- Silent-glide double wheels
- Fixed TSA combination lock with a 3 digit code
- Strong & lightweight dual tube telescopic trolley system

H54 x W38.5 x D22.5 CM

40 L

2,720 G



RRP: 99,99 €



0026
Black



1961
Black / Stone Grey



1962
Stone Grey / Bright Yellow



1963
Black / Bright Red



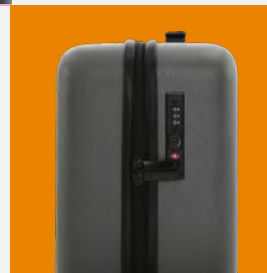
#20153 **BRICK 2x2 TROLLEY 24"**

- PC (80%) / ABS (20%)
- Inside compartment divider with two small mesh pockets
- Silent-glide double wheels
- Fixed TSA combination lock with a 3 digit code
- Strong & lightweight dual tube telescopic trolley system

H66.5 x W47 x D26 CM

70 L

3,690 G



RRP: 109,99 €



0026
Black



1961
Black / Stone Grey



1962
Stone Grey / Bright Yellow



1963
Black / Bright Red



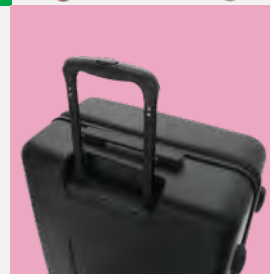
#20154 **BRICK 2x2 TROLLEY 28"**

- PC (80%) / ABS (20%)
- Inside compartment divider with two small mesh pockets
- Silent-glide double wheels
- Fixed TSA combination lock with a 3 digit code
- Strong & lightweight dual tube telescopic trolley system

H76.5 x W53.5 x D31 CM

110 L

4,360 G



RRP: 129,99 €



0026
Black



1961
Black / Stone Grey



1962
Stone Grey / Bright Yellow



1963
Black / Bright Red



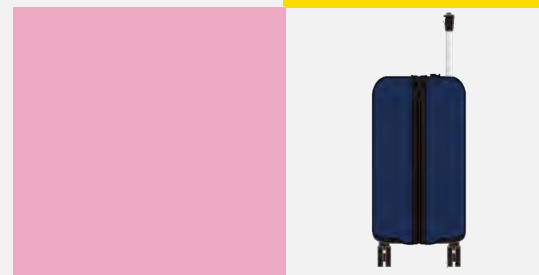
#20160 PLAY DATE 16"

- 100% ABS + PC FILM
- Silent-glide double wheels
- Strong & sturdy double tube telescopic trolley system
- Inside elastic compression strap
- Inside compartment divider with mesh pocket

H46 x W33 x D20 CM

30 L

2,030 G



RRP: 79,99 €



2403
LEGO® NINJAGO®
Family



2406
LEGO® Iconic Sparkle



CORE LINE

Discover the essence of simplicity and functionality with our newest line of bags, Core Line. Designed to embody the true DNA of the LEGO® brand, Core Line embraces a minimalistic approach while offering a delightful blend of style and practicality.



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#20280 KIDS BACKPACK L

- Poly 300D w/WR (100% Polyester)
- Airmesh padded shoulder straps
- Reflective on all four sides
- Main zipper compartment with inside divider
- Front zipper pocket

H43 x W30 x D15 CM

18.5 L

300 G

MOQ 1,000 pcs.



RRP: 21,99 €



2407
LEGO® Playful Bricks



2408
LEGO® NINJAGO®
Green



2409
LEGO® NINJAGO®
Red



#20281 KIDS BACKPACK M

- Poly 300D w/WR (100% Polyester)
- One main zipper compartment with inside divider
- Two side mesh pockets
- Reflective on all four sides
- Top handle

H35 x W24 x D15 CM

9 L

220 G

MOQ 1,000 pcs.



RRP: 19,99 €



2407
LEGO® Playful Bricks



2408
LEGO® NINJAGO®
Green



2409
LEGO® NINJAGO®
Red



#20282 KIDS BACKPACK S

- Poly 300D w/WR (100% Polyester)
- Airmesh padded shoulder straps
- Reflective on all four sides
- Main zipper compartment with inside divider
- Front zipper pocket

H29 x W19.5 x D11 CM

7 L

180 G

MOQ 1,000 pcs.



RRP: 15,99 €



2407
LEGO® Playful Bricks



2408
LEGO® NINJAGO®
Green



2409
LEGO® NINJAGO®
Red



#20286 DRAWSTRING BAG

- Poly 210D w/WR
- String closure
- Safety and anti-tangle buckles

H41 x W32 x D0 CM

10 L

60 G

MOQ 1,000 pcs.



RRP: 7,99 €



2407
LEGO® Playful Bricks



2408
LEGO® NINJAGO®
Green



2409
LEGO® NINJAGO®
Red



#20287 PENCIL ROLL

- Poly 300D w/WR (100% Polyester)
- Fits the most essential school stationary

H8 x W23 x D8 CM

1.2 L

40 G

MOQ 1,000 pcs.



RRP: 6,99 €



2407
LEGO® Playful Bricks



2408
LEGO® NINJAGO®
Green



2409
LEGO® NINJAGO®
Red



#20289 PENCIL POUCH

- Poly 300D w/WR (100% Polyester)
- Fits the most essential school stationary

H10.5 x W21.5 x D0 CM

0.5 L

30 G

MOQ 1,000 pcs.



RRP: 4,99 €



2407
LEGO® Playful Bricks



2408
LEGO® NINJAGO®
Green



2409
LEGO® NINJAGO®
Red



#20284 LUNCH BOX

- EVA/Poly 300D w/WR (100% Polyester)
- Top carry handle
- Insulated lunch box

H19 x W24 x D8 CM

3 L

190 G

MOQ 1,000 pcs.



2407
LEGO® Playful Bricks



2408
LEGO® NINJAGO®
Green



2409
LEGO® NINJAGO®
Red

RRP: 12,99 €



#20285 TOILETRY

- Poly 300D w/WR (100% Polyester)
- Side carry handle
- Main zipper compartment

H12 x W23 x D7 CM

28 L

60 G

MOQ 1,000 pcs.



RRP: 7,99 €



2407
LEGO® Playful Bricks



2408
LEGO® NINJAGO®
Green



2409
LEGO® NINJAGO®
Red



#20288 WALLET

- Poly 300D w/WR (100% Polyester)
- Velcro closure
- Zipper pocket for coins

H25.5 x W13 x D0 CM

0 L

40 G

MOQ 1,000 pcs.



RRP: 6,99 €



2407
LEGO® Playful Bricks



2408
LEGO® NINJAGO®
Green



2409
LEGO® NINJAGO®
Red



MARKETING

The new collections will be supported by a global marketing campaign including:

/ **Social media assets**

/ **Online banners**

/ **Instore materials**

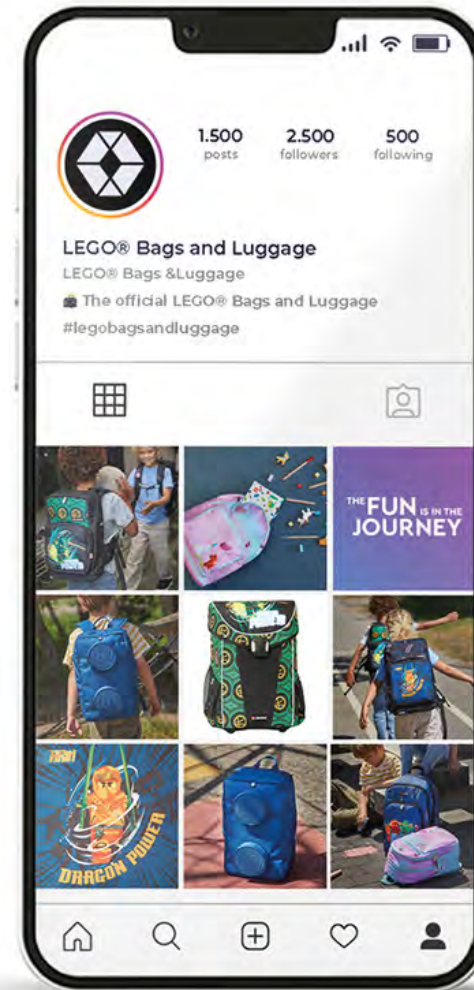
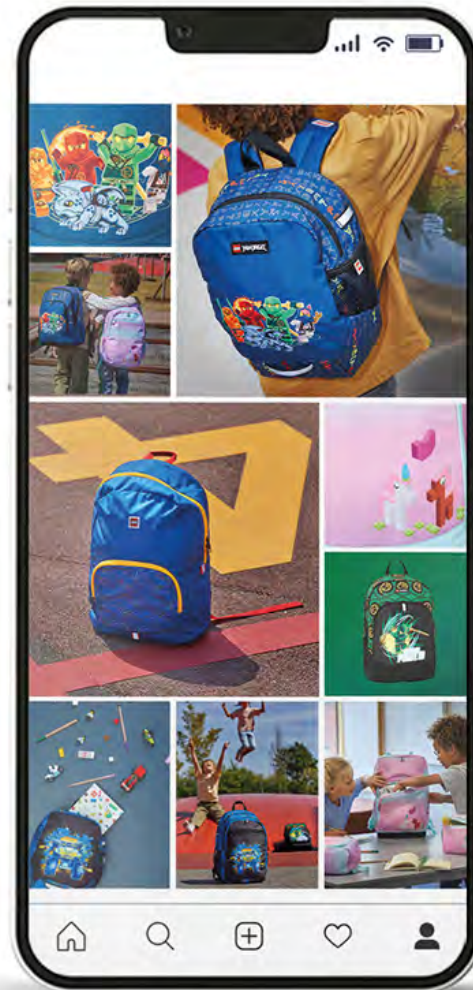
/ **Supporting images**



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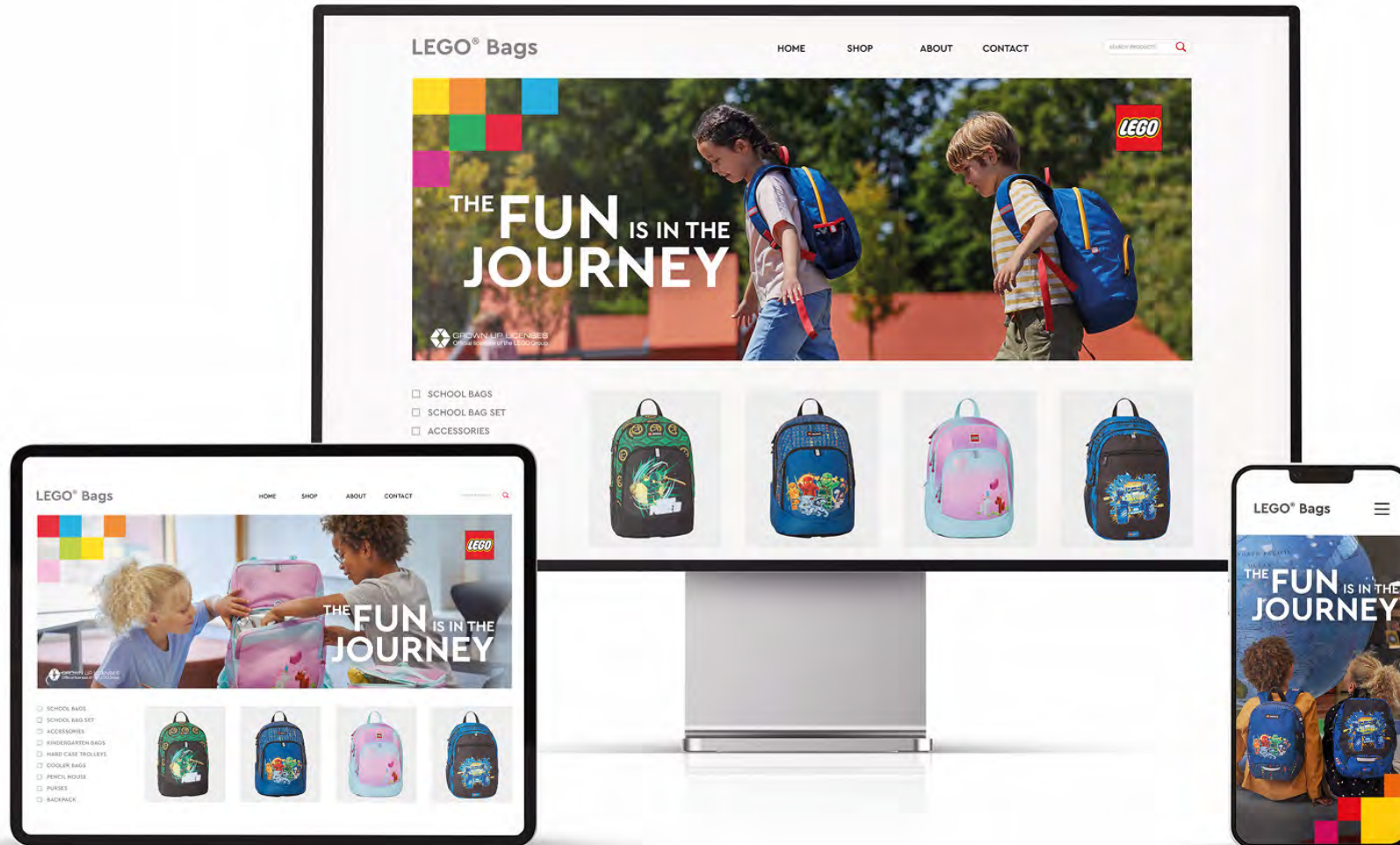


MOCK-UP SOCIAL MEDIA





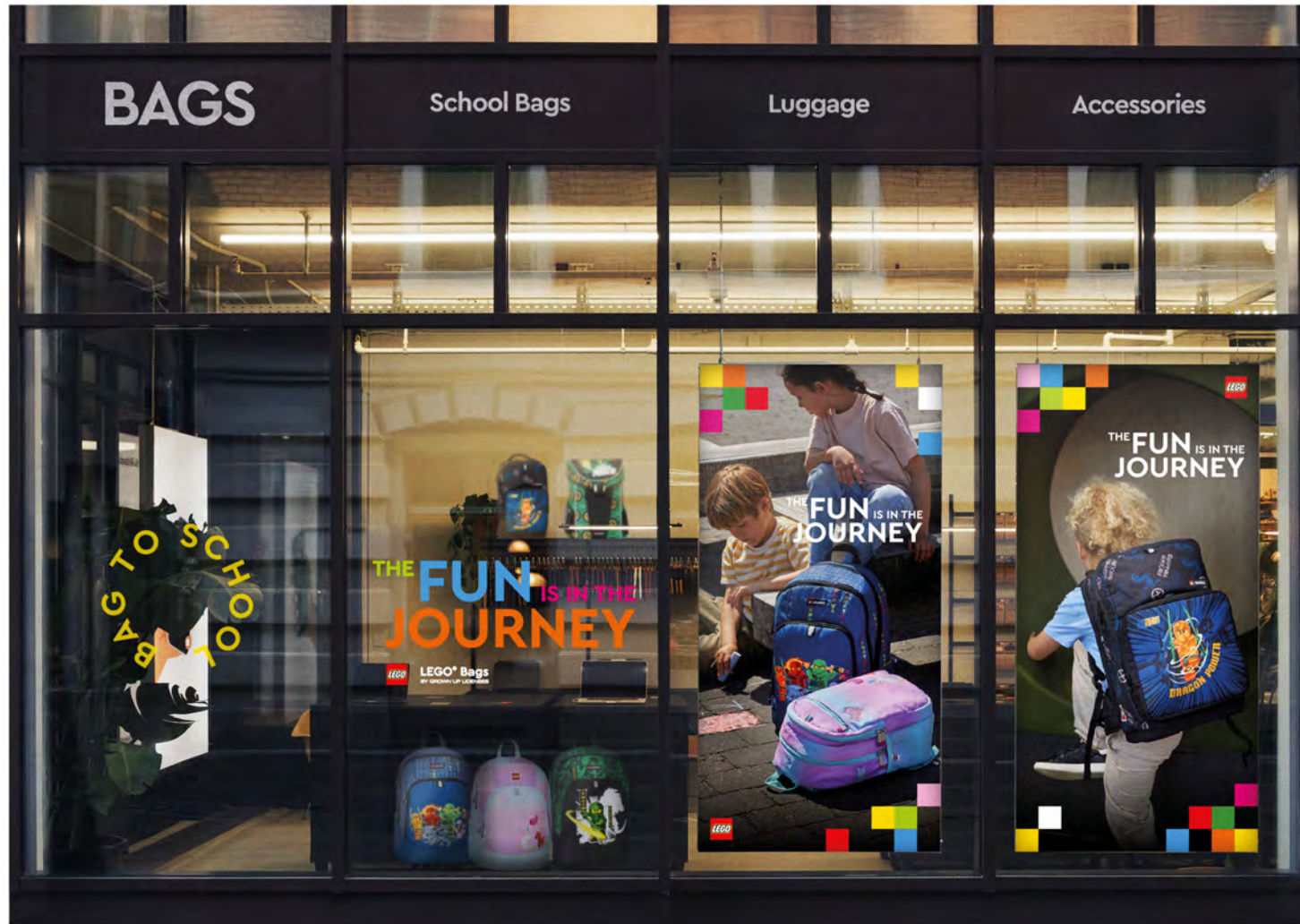
MOCK-UP WEB BANNERS





MOCK-UP

INSTORE





SUPPORTING IMAGES



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QUALITY GUARANTEE

GROWN UP Licenses ApS guarantees the quality of the bags, trolleys and accessories shown herein.

If the products do not meet your expectations please contact us at customerservice@gp-licenses.com

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