

BACK TO SCHOOL 2025

LEGO BRICKS





Last week, the LEGO Group announced the results for the first half of 2024, and what a performance!

The CEO of the LEGO Group, Niels B. Christiansen, said:

“We are very pleased with our strong performance. We have delivered double-digit growth on the top- and bottom-line and significantly increased the amount of sustainable materials used in our products.”



Niels B. Christiansen
CEO, the LEGO Group

Financial Highlights

+14% Consumer Sales

+13% 31.0 Revenue (bDKK)

+26% 8.1 Operating Profit (bDKK)

Significantly outpaced the toy industry and gained market share



#1 brand

in Global RepTrak[®]
100 Survey

Around 300 new products with LEGO[®] Icons and LEGO[®] City being among the most popular themes.

**LEGO[®]
BAGS**
BY GROWN UP LICENSES



1. BACKPACK, EXTENDED

202222511

Features: 300D Recycled polyester, 2 large zipper compartments, front zipper pocket, 2 mesh side pockets, brick stitching back panel, adjustable shoulder straps, reflective elements, contrasting lining, inside name tag



2. GYM BAG, DRAWSTRINGS

100342511

Features: 210D recycled polyester, string closure, safety and anti-tangle buckles



3. PEN CASE FILLED

200852511 | Size: 23CM

Features: 300D Recycled polyester, easy access main compartment w/ zipper, CE certified content: 2 pencils, 10 color pencils, 4 thick color pencils, eraser, pencil sharpener, ruler and triangle, timetable, inside name tag.



4. PEN CASE BOX

100522511

Features: 300D recycled polyester, easy access main compartment w/ zipper, side handle, contrasting lining, inside name tag



5. WALLET

101032511

Features: recycled polyester, 3-fold wallet w/ velcro closure, card holder, zippered pocket for coins, bank note compartment



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