

BACK TO SCHOOL 2025

LEGO NINJAGO ELEMENTAL MASTER OF ENERGY





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, URBAN

202682501

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



2. BACKPACK, BASIC

202662501

Features: 300D recycled polyester, easy access main compartment w/ zipper, front zipper pocket, adjustable shoulder straps, reflective elements, contrasting lining, inside name tag and divider



3. BACKPACK, KINDERGARTEN

100302501

Features: Light weight backpack in 300D recycled polyester, zippered main compartment, mesh side pocket for water bottle, adjustable shoulder- and sternum straps, reflective material on all sides, bike loop, contrasting lining, inside name tag



4. BACKPACK, TROLLEY LIGHT

202202507A

Features: 300D recycled polyester, easy access main compartment w/ zipper, front zipper pocket, mesh side pocket, adjustable shoulder straps, push-button trolley handle in hid-away pocket, side loops, reflective elements, contrasting lining, inside name tag and divider



5. SCHOOL BAG 38CM LIGHT

100682507

Features: 300D recycled polyester, main compartment w/ divider, front pocket w/ velcro closure, front flap w/ buckles, padded back panel w/ mesh cushion, padded handle, adjustable shoulder straps, repellent bottom panel, reflective elements, contrasting lining, inside name tag



6. SCHOOL BAG 38CM LIGHT, TROLLEY

100672507

Features: 300D recycled polyester, main compartment w/ divider, front pocket w/ velcro closure, front flap w/ buckles, padded back panel over trolley bars, padded handle, adjustable and detachable shoulder straps, pull-out trolley handle, repellent bottom panel, reflective elements, contrasting lining, inside name tag



7. GYM BAG, DRAWSTRINGS

100342501

Features: recycled polyester, light weight, string closure, safety and anti-tangle snaps



8. PEN CASE FILLED

200852501 | Size: 23CM

Features: recycled polyester, 1 zippered folding compartment filled with stationery, contrasting lining



9. LUNCH BAG

202842501

Features: recycled polyester, EVA debossed top panel, 1 zippered compartment, thermic isolation padding and silver lining, carry handle



10. PEN CASE 3 LAYERS, FILLED

202912501

Features: recycled polyester, 3 zippered compartments filled with stationery, contrasting lining, inside name tag



11. PEN CASE ROUND

100502507 | Size: 23CM

Features: recycled polyester, main compartment w/ zipper



12. PEN CASE BOX

100522501

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



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