
PRESS RELEASE

Genk, April 29th, 2025

ToyChamp and DreamLand continue under 1 brand

Since ToyChamp of the Belgian entrepreneurial family Nolmans acquired DreamLand in 2023, the former competitors in the toy market have been working hard behind the scenes to work more closely together. The company now announces that from September it will continue the operations of both organisations under the name DreamLand, which as a brand will have a new logo and a new identity.

After ToyChamp acquired three quarters of DreamLand shares from Colruyt Group in October 2023, the retailer grew to 92 shops in Belgium and the Netherlands, partly by integrating 12 shops of bankrupt FUN. Incidentally, the Nolmans family's expansion drive also led to the recent acquisition of Intertoys in the Netherlands.

This strategy now also leads to a landmark decision on brand architecture. The activities of the ToyChamp and DreamLand chains, which have already been streamlined behind the scenes with a view to both organisations working more closely together, will be housed under the DreamLand brand name from September 2025 in both Belgium and the Netherlands.

Koen Nolmans, CEO: *'We did not take this decision lightly; we have extensively studied and validated various scenarios with customers and employees. But DreamLand, especially in Belgium, is a name like clockwork to which many consumers associate positive values. It would not be wise for purely emotional reasons to decide to let that name disappear from the market when so much has already been invested in its commercial potential.'*

While retaining the DreamLand name, the company does stress that it is committed to engage in a complete makeover of the brand. The relaunch will be accompanied by a new logo, a new story tailored to the motives of different target groups and a new store concept based on a universe that represents the future of toy retailing. From early 2026, all shops will be reworked to better suit consumer needs and provide an optimal customer experience.

Nolmans: 'We continue to firmly believe in the future of physical toy retail, provided the customer is central and an experience is offered that makes people dream, excites them and inspires them. We have deliberately focused on that in recent years, and the DreamLand brand lends itself perfectly to further shaping that concept in the future.'

From September this year, customers can expect to visit the new DreamLand, where customer experience and inspiration will take centre stage. Nothing will change for Intertoys shops; that will continue to develop further in the Dutch market under its own brand.

About ToyChamp:

ToyChamp, founded in 2001 by CEO Koen Nolmans together with his brothers, is a Belgian family-owned company with 43 toy stores: 16 in Belgium and 27 in the Netherlands. The stores are between 1,500 m² and 2,500 m² in size and carry a wide range of indoor and outdoor toys, gadgets, multimedia and school supplies. ToyChamp is strongly committed to in-store experiences with its own mascot Champy, shop-in-shop concepts of well-known toy brands, meet-and-greets with children's heroes and interactive demos.

ToyChamp has grown explosively in recent years, partly through organic growth and partly through acquisitions. For example, the group acquired 75% of the shares of DreamLand, with 47 shops, from Colruyt Group at the end of 2023, a total of 12 shops of bankrupt FUN have been relaunched as 'ToyChamp' or 'DreamLand' since the beginning of 2024, and the group acquired Dutch Intertoys with over 200 shops at the end of last year.

More information:

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