

## M&M's to Brand Home Electronics Line

Publish date: Sep 4, 2009

[Email](#) | [Print](#) | [Share](#) | [Save](#) | [License](#)



Brands Unlimited is preparing a line of M&M's-branded home electronics to hit retail in 2010.

Under license from Mars, the product line will include a LED desk lamp, mug warmer, goose neck lamp, AM/FM digital alarm clock radio, AM/FM shower radio and FM scan radios, as well as a computer light, fan and hub. All items will retail for under \$25 and will be available at mass market, drug, grocery and specialty stores nationwide.

"Our goal is to market high-quality and highly affordable consumer products, featuring iconic global brands, and we're thrilled to welcome M&M's as our first license," says Rich Rahmlow, executive vice president for Brands Unlimited. "Brands Unlimited's innovative introductory line is packed with practical features and enhanced by the distinct personalities of the universally appealing M&M's characters."

<http://www.licensemag.com/licensemag/Home/MampMs-to-Brand-Home-Electronics-Line/ArticleStandard/Article/detail/623676>