



The agreement will also offer the opportunity to leverage Hinkler's recent expansion into the arts, craft, stationery and toy industries via a newly created company based in Hong Kong. *"By combining each of our strengths, we will create and deliver new high-quality, innovative and value-driven products for our customers, which is critical in the current challenging retail environment,"* Ungar concluded.

**-Ends-**

**About Bookoli**

Launched in April 2018 and based in Bath, UK, Bookoli is a new publishing start-up producing innovative books and products for children aged five and under. Founded by husband and wife team, John Styring and Briony Britten, Bookoli is due to publish its first titles this autumn.

<https://bookoli.com/>

**About Hinkler Books**

Hinkler is a global, independent publisher based in Melbourne, Australia. Our mission is to surprise and delight every child, adult and retailer we meet by publishing books with a difference. For booklovers of all ages we have a quality book, kit, game or puzzle for you.

Hinkler was founded in 1994 in Melbourne. Since that time, we have focused on making quality products that are affordable for families. Motivated by our belief that price should be no barrier to the enjoyment of good books; our value-for-money promise is hard to beat.

Language and distance aren't barriers for us either. Every year we sell 20 million products in 38 languages throughout 77 different countries. So, wherever you live, you can be assured that a Hinkler book will be on hand to entertain your family every day of the year.

[www.hinkler.com.au](http://www.hinkler.com.au)

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