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Tier-1 Solutions Pty Ltd Announced as Exclusive Distribution Partner for Fanattik in Australia

Sydney, Australia – May 20th, 2024 - Tier-1 Solutions Pty Ltd, a boutique distributor of gaming, gifts, and collectibles, announces its partnership with Fanattik, an award-winning global gift and collectibles company. Tier-1 will become the exclusive distribution partner for Fanattik in Australia.

"We are extremely excited to partner with Fanattik and represent an award-winning range of collectibles with a premium portfolio of licensed products across movies, T.V, and gaming" said Belinda Campos, CEO of Tier-1. "This partnership aligns with our commitment to providing unique products to our customers and reinforces our position as an experienced leading distributor in the region."

As part of this partnership, Tier-1 will leverage its relationships to grow the brand's local presence and distribution channels, ensuring efficient delivery to retailers, and the availability of a wider range of the Fanattik products for consumers. This includes collectibles and pop culture gifts such as limited-edition ingots, replicas, medallions, desk pad sets, pin badges etc.

"Fans love what we do, they can see we pour a lot of passion into each piece we create and Tier-1's passion matches our own, we are really looking forward to working with them." said , Luiz Ferreira, Sales Director for Fanattik.

Kidults, collectors, consumers, and retailers can look forward to experiencing the benefits of this partnership starting 20th May 2024, as Tier-1 begins distribution of Fanattik products in Australia.

About Tier-1: Tier-1 is a leading boutique distributor, committed to expanding the sales, distribution and marketing opportunities in Australia. With a strong focus on a more personalized and strategic level of service, Tier-1 delivers high level gaming, gifts and collectibles.

About Fanattik: Fanattik are a UK-based manufacturer and distributor of pop culture gifts and collectibles working with some of the world's biggest brands, including Universal, Warner Bros, Disney, Microsoft, Hasbro, and Netflix. Founded in 2007 by Anthony Marks, the family-run business supplies their high-quality products to retailers all over the world.