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MEEKINS CORP. EAGER TO MEET UP-AND-COMING BRANDS AT NY TOY FAIR BOOTH #777

New York, NY (January 13, 2026) – Toy talent may come from all over the globe, but most brands are eager to make a big splash in the lucrative US market. For international talent looking to have the best help in their corner, take note to swing by **Booth #777 at New York Toy Fair to talk shop with Meekins Corp.**, business specialists who are experts at bringing hot brands and products stateside. With a wide catalog of international relationships, Meekins serves as an all-in-one business agent, doing everything that’s needed to bring a foreign brand to the US and distribute them on a wholesale basis to retailers. In addition to full R&D services, Meekins Corp. also acts as a full-time sales agency across categories including - Fashion & Beauty, Child & Baby, Toy & Game, Gift, Tech, Food & Beverage, Office & Stationery and more!

Before any of that happens, scouting is job #1. Founder Susan Meekins and her crew scour the globe for trendy items that would do well in the U.S., sometimes even spotting products or brands overseas that aren’t trends yet but will be! It helps that Susan and her product pros know Asia intimately with Susan herself being fluent in Japanese. With their keen sense of products that will take off and attain fandom in the US, Meekins Corp. has an ever-growing stable of new and up-and-coming brands. This makes things easy for retailers who want to see the latest, best and cutting edge product! A visionary leader, Susan has just the right mix of confidence, competence, and a dash of relishing appropriate risk.



Heavy hitters on the contemporary marketplace trust Meekins Corp. with their top brands! Take, for example **Rail Cube from Sankyo Toys, which is a Toy of the Year (TOTY) finalist for Construction Toy of the Year**, an especially astonishing recognition for a STEAM toy that just hit the market in 2025 under Meekins’ tutelage. Kids can create monorail tracks in every direction imaginable using the magnetic track segments. Track pieces can be clicked together with ease and disassembled with a quick twist. Watch in wonder as your tiny train car follows the twisting, turning, dipping and diving path! **At Toy Fair, come see new Rail Cube products, such as an Elevator and expansion packs sold by color and function.** Meekins

is also overseeing distribution for Sankyo Toys’ **JabberBall**, a collection of cute, spherical critters which stick their tongue out and “jibber-jabber” when squeezed.

From children’s toys to super-trendy and ageless accessories, Meekins has the chops to rep any brand! Meekins has exclusive US distribution rights for the **adorable plush companion robot Mirumi, made by Yukai Engineering of Japan.** The Mirumi Kickstarter project was such a lightning-fast funding success that they were named a Project We Love by the funding platform. [Watch this video](#) to see Mirumi cling to your bag and join you anywhere you go, looking around and responding to stimulus like head pats and more.



You don't need to be an industry insider to know by now: surprise boxes, or “**blind boxes**” as they're also known, are more popular than ever. The ritual of unboxing and the palpable anticipation is something collectors and fans can't resist, which is why Meekins Corp. is pleased be distributing **Chinese toy company SureFun's Nommi and Maymei surprise box lines**. With their large, expressive eyes and fuzzy animal-themed outfits, these colorful characters are an artful and synthesized blend of the most popular surprise box figures on the market, while maintaining a fresh and original aesthetic! The billion-dollar blind box craze is evident through the rise of stores like Pop Mart in the US, celebrity brand endorsements, and the Labubu craze, made even more popular through social media. The Meekins Corp. booth will feature a lovely wonderland of Nommi and MayMei dolls—come check out the fantastical surprises for yourself!



And now Meekins is working on launching one of the most exciting ventures yet in their 10+ years in the industry... Did you know that **Pilot Pen has a toy division** in Asia? Well, thanks in part to Meekins Corp. hosting their first inaugural Buyer's Trip to the 2025 Tokyo Toy Fair where they brought a couple of top toy store buyers to assist in scouting the hottest trends from Japan, Pilot's Toy division will officially debut in the US this year under the Meekins Corp. umbrella with a big focus on **Mel-chan**, the cult classic vintage fashionable baby doll. Also launching from Pilot Toy will be some incredibly unique new bath toys featuring patented Pilot color-changing technology.



Meekins Corp. loves nurturing and curating smaller domestic US manufacturers and brands (oftentimes startups and entrepreneurs), so it just launched a new division called **The Collective by Meekins Corp., or MCC (Meekins Corp. Collective)** for short.

One such example is **LevLoves**, creators of sweet and adorable Forest Friend dolls and Tiny Box Friends. Tiny mice in scarves or dresses, foxes with impeccable fashion sense, and mushrooms galore, LevLoves brings dolls with a super cute and irresistible charm! Another is the **Pocketos** line from Jupiter Creations.

With MCC's help bridging the gap for small orders from retailers who want to give new brands a try but don't want to set up a new account and field separate orders just for one case pack or one PDQ, Meekins will use a non-traditional model to manage small quantities of the Collective brands' products and pack them with larger orders for efficiency and convenience. This gives new brands a chance to test the market with essentially no risk to anyone. Successful lines will graduate out of MCC to the company's full-service expertise, Meekins said.

Meekins is eager to meet emergent brands ready to bolster their US market presence! Manufacturers attending Toy Fair 2026 should feel welcome by Booth #777 to meet with the Meekins team and explore possibilities in-person.

About Meekins Corp.:

Meekins Corp. serves as the US agent to international and domestic manufacturers, brands, and companies. We play an active role in preparing products for a successful and cohesive transition into the American marketplace. We ensure that all products have been adapted for the US market to fit the current demographic trends, and that all are compliant with import testing and safety requirements. Our sales team handles accounts both large and small, taking them from initial order to complete fulfillment. We are proud to help transform ideas into global businesses and focus our efforts in areas that cater to our customers' needs. Together we can pave a smooth path to success and continue bridging the gap between international and domestic markets.