

## **Worldwide Marketing of New PURRFECT Brand of Puzzles and Games to be Led by Famed Gruber**

*All-new Purrfect Games & Puzzles brand will hit the market in May beginning with the availability of some of the world's finest quality puzzles featuring elegant international artwork, religious architecture photography and Irish Celtic images.*

**April 13, 2010** - [PRLog](#) -- West Cork, IRELAND – The all-new Purrfect Games & Puzzles brand will hit the market this month beginning with the availability of arguably the world's finest quality puzzles featuring some of the most elegant international artwork, religious architecture photography and Irish Celtic images.

Murray Heasman, president of the company, today announced that the worldwide marketing for the Purrfect brand will be led by Fritz Gruber, who has joined the company as International Marketing and Public Relations Director.

Gruber arrives at Purrfect Puzzles & Games from his most recent assignment under his consultancy business where he worked with the German game publisher, Kosmos, and TM-Spiele. The veteran marketer, Gruber is regarded as one of Europe's most successful toys and games experts. He is well known for having created the Goldsieber games brand when in 1994 he took the brand into a joint venture with Simba Toys and TM Spiele. In the three years that Gruber worked with the company, three different games landed on the prestigious German Game of the Year shortlist and another earned The 1997 Game of the Year Award. As a shareholder and operative member with TM Spiele, Gruber ran the product development and marketing that helped more than 12 Kosmos games reach the German Game of the Year shortlist and The 2008 Game of the Year Award, among many other international awards.

Gruber and Heasman are longtime friends. "I first met Murray at Essen Spiel in 1994 and have followed his new concepts and the establishment of his Tailten Puzzles & Games company over the years. I have always admired the innovation and creativity of the products and I am looking forward to working closely with Murray to introduce consumers to valuable, interesting entertainment from a truly exceptional assortment of Purrfect Puzzles and Purrfect Games."

"We are extremely proud to have Fritz on board. His experience and knowledge of the European toy, game and puzzle market will allow us to capture a share of the business and expand our distribution worldwide. He will be instrumental in the establishment of the Purrfect brand."

Gruber explained, "For Purrfect, we will be initially concentrating on the emergence of the Purrfect Puzzles for positioning as one of the world's leading puzzle product brands. Purrfect Puzzles will be made in Germany to the highest quality, glare-free, durable, smooth-edged and well-fitting pieces. We use an environmental compact box, which means that we will cut the amount of oil consumed in shipping by more than half, compared to other companies."

The Purrfect Puzzles (initial sets are 500-piece (MSRP \$12.95) and 1000-piece (MSRP \$15.95) premium puzzles) extolling dynamic designs through exclusive agreements. The first production units, which will be available in May, will include some of the influence of the company's corporate headquarters location in West Cork, Ireland, by utilizing images from Rachel Arbuckle, a Celtic artist and one of the Ireland's most recognized image artists, and Jim Fitzgerald, known for his mythological Irish art.

In addition, Purrfect Puzzles will also feature the work of world-famous architectural photographer, Achim

Bednorz, and, in cooperation with the world famous British Tate Gallery, a series of Pre-Raphaelite paintings. The first Purrfect Puzzles featuring Bednorz' work will be from his religious landmark shots of La Sainte-Chapelle in Paris, The Papal Basilica of St. Francis of Assisi in San Francisco, and the Lincoln Cathedral in England, while the selection of paintings from the Tate Gallery include The Lady of Shallott by John William Waterhouse and Ophelia by Sir John Everett Millais.

"The assortment of hand-picked elegant images will aid our infusion of several product selections available in every market worldwide, and particularly throughout Europe and North America," Gruber said.

Upon the establishment of Purrfect Puzzles, the company plans to encompass the abstract strategy board game, TARA, to begin its Purrfect Games selection.

As for the new Purrfect logo, Heasman said, "It makes a strong, memorable impact. The home-loving cat stands for domestic happiness, tenderness, warmth, self-determination, old culture and playfulness, and the yellow circle around the cat reminds of the comfort of a warm rising sun. It embodies all of the emotional experiences that can a great puzzle or game can bring to people."

About Purrfect Games & Puzzles:

PURRFECT is the brand of products from Tailten Games & Puzzles Ltd. Based outside the beautiful West Cork town of Bandon, the company was founded in 2004. Founder Murray Heasman first began the company as he hand carved the game TARA out of stone and approached Irish artist Rachel Arbuckle to paint the board. She did such an amazing job that the company turned a focus to her portfolio and embarked on the creation of an elegant jigsaw puzzle selection, the Purrfect Puzzles "Celtic Collection". With its products initially marketed just in Ireland, particularly within the gift industry, Heasman sought the help of the West Cork Enterprise Board, where Eamon Curtin further developed the business strategy, and enlisted the U.S.-based Enterprise Ireland for the distribution of products. Today, the company is able to offer its Purrfect products worldwide.

(In the U.S., the company's products are available at Barnes & Noble and specialty game, book, gift and Irish stores throughout the country.)

More information is available at [www.purrfectpuzzles.com](http://www.purrfectpuzzles.com); by following the company's Twitter Page and joining the company's Facebook Fan Page

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