

## Front Lines

10/26/2012

### **Ganz Acquires Midwest-CBK**

*Jennifer Polanz*

Toronto-based gift company Ganz (makers of the ubiquitous Webkinz and other gift lines) has bought Midwest-CBK from MVP Group International. The acquisition includes the Midwest-CBK brand name and the holiday, gift and home and outdoor décor business.

Some lines will stay with MVP Group, including the Colonial Candle, Everybody's Ayurveda, Genuine Monkeez & Friends, Monkeez Makes a Difference and Goofballz brands. These lines will continue to be available, however, through the Midwest-CBK sales team. The Union City, Tennessee, distribution facility and staff also stays with MVP Group.

"Midwest-CBK is a perfect addition to the Ganz family of brands, a company with similar heritage, strong values, experience, vision and focus," says Scott Wehrs, president of Midwest-CBK. "By combining forces, both Midwest-CBK and Ganz will continue to grow and provide the industry with exceptional new product design and development, and exceptional service." **GP**