

McDonald's is loving Keeko Kids' products

Wirral firm goes McGlobal

A WIRRAL firm which makes children's play areas and colouring products has achieved global supplier status with McDonald's.

Heswall-based Keeko Kids has been supplying the UK and Ireland division of the fast food giant for six years, but has now gone global.

Keeko supplies about 1,100 McDonald's restaurants, having first made a colouring board based around a cartoon version of the company's mascot, Ronald McDonald, in 2003.

The firm also created a more contemporary board when the chain rebranded two years ago.

Managing director Sarah Parsons said: "Having global supplier status means that we can extend our market with McDonald's right across the world.

"Our first shipment to the Middle East has just reached Dubai for onward shipment to several neighbouring countries."

The company was founded in 1998 and originally established

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itself by supplying colouring units to food service areas in airports, ferry companies and motorway service stations.

Keeko now supplies a range of products for the hospitality industry, including colouring stations, play areas and activity packs.

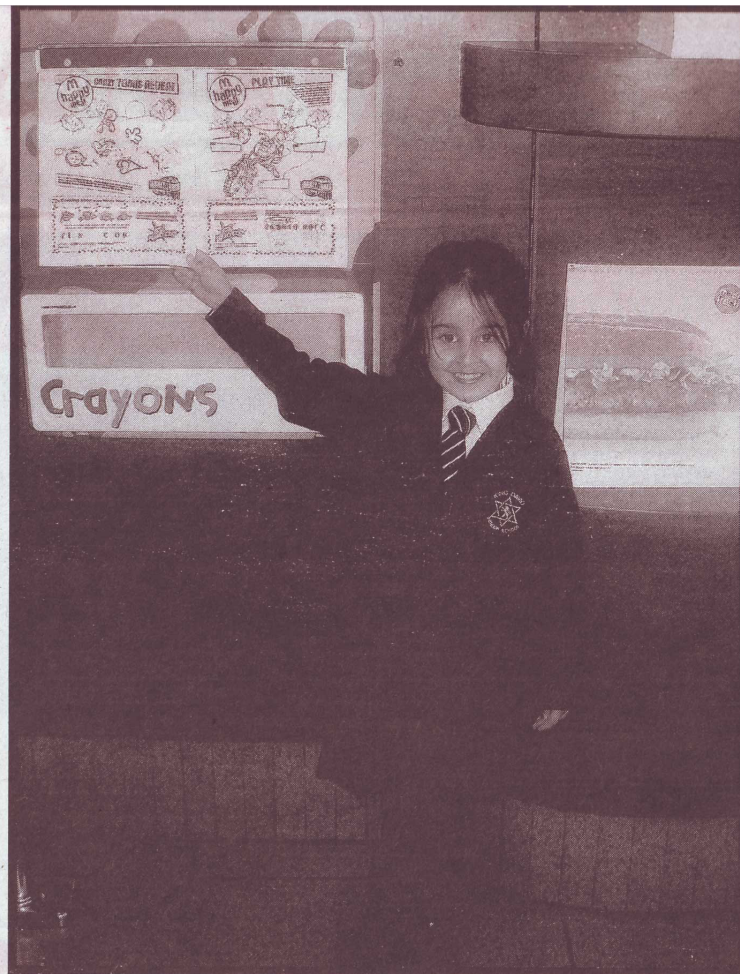
It supplies products which can either be generic or bespoke, incorporating company branding or designed especially for clients.

Its major clients include Asda, Roadchef and Burger King, although it also supplies breweries, banks, garden centres and hospitals.

Keeko has seen strong demand from the sector in recent months.

"With new contracts from Subway, Scottish & Newcastle Brewery and Barceló Hotels, it's an interesting and exciting time for us," added Ms Parsons.

"Our innovative product and



A Keeko Kids' wall board, at a McDonald's restaurant in Wirral

strong team has been the key in winning new business at a difficult time for the UK economy."

Ms Parsons has recently acquired a 50% stake in one of its main suppliers, Stadium Crayons.

The UK's last wax crayon manufacturer, based in Southampton, employs 20 people but has recently been under threat.

Ms Parsons said: "I am very

**Keeko's
owner
bought
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Stadium
Crayons**

proud to be part of Stadium Crayons' ongoing success. The acquisition of half of the company will not only strengthen Stadium, but will also give Keeko a greater competitive edge in our market."

The Wirral entrepreneur also owns Sarah Jane, an online baby boutique which is the exclusive European supplier for Mally bibs.

It has also partnered with leather baby shoe manufacturer Daisy Roots.