

# LEE VALLEY UPDATES

## LORD OF THE RINGS IN KILNAMARTYRA



Lars Edman, Prince August, Cill na Martra with Michael Walby, Director of Viking, celebrating 18 years in business together.

Prince August Toy Soldier Factory, who export 95% of their product, have now widened their net to cover markets as far-flung as Russia and Australia, while closer to home their visitor centre in Kilnamartyra attracts 10,000 visitors each year, most of them families. They are the largest toy soldier producer in the world, and Managing Director, Lars Edman, says the outlook for 2013 is positive: "We have the book licence for the Lord of the Rings and the Hobbit, which will launch here later this month. That will get the year off to a busy start!". To celebrate their 18th birthday in Ireland, office suppliers Viking are on a countrywide tour of some of their longstanding customers dating back to 1994, among them Prince August of Kilnamartyra, Macroom, whose Managing Director, Lars Edman met with Michael Walby, Director of Viking.