

Toxic Fox Limited - In Administration (April 2025) **toxicfox**

Opportunity to Acquire the Business / Brand & Assets of a Leading Personalised Gifts Retailer.

Opportunity

- Fantastic Opportunity to acquire the IP and assets of a Leading Personalised Gift Retailer.
- Award winning personalisation tech
- Strong UK brand awareness / search
- Ecom Sales - £3m

Key Highlights

- Custom Avatar Tech with over 165 Quadrillion Permutations.
- Auto-Scaling Proprietary Personalisation and Print on Demand Technology.
- ClaireaBella IP with strong UK brand awareness - Women 25 to 45
- Shopify Website - www.toxicfox.co.uk
- UK Customer Email Database 490,000 (200,000 engaged in past 30 days)
- US Customer Email Database 90,000 (33,000 engaged in past 30 days)
- Social Media following : Facebook @ 148,000 / Instagram @ 70,000
- Transmatic Rotary Heat Towel Press, Roland VersaCamm & UV Printers.
- Currently based in North West but fully Relocatable

Top 5 Product Lines 2024 (UK Sales)

• Personalised Beach Towels	41,000 Units
• Personalised Mugs	12,500 Units
• Personalised Travel Bags	11,000 Units
• Personalised Wireless Earphones	5,900 Units
• Personalised School Book Bag	5,200 Units

Financial Overview

Recent Profit & Loss			
£(m)	Audited Year end Apr 2024	Audited Year end Apr 2023	Audited Year end Apr 2022
Turnover	3.1m	4.03m	4.71m
Gross Profit/Loss	1.64m	1.85m	2.17m
Profit/Loss for the year	0.13m	0.14m	(0.04m)

For Further Information

Further information is available upon completion and return of a Non-Disclosure Agreement (NDA), which is available on request. Enquires should be directed in the first instance to:

Name

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Important Notice

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