

Press Release – IELLO and Blue Orange United Colors of Boardgames

FOR IMMEDIATE RELEASE

IELLO SAS and Blue Orange USA Announce Strategic Partnership to Expand Board Game Distribution in the United States

Nancy, France — 27/07/2025 — IELLO and Blue Orange are excited to announce a new strategic partnership to continue the distribution of IELLO's catalog in the United States. This strong alliance brings together two highly complementary collections of games, creating valuable synergies that will benefit both retailers and fans alike and reflects both brands' shared commitment to quality, creativity, and community in the board game industry.

"We're thrilled to collaborate with our neighbors at IELLO, who, like us, are part of the larger family of French board game publishers," said **Jalal, Managing Director at Blue Orange Group**. "This is a remarkable opportunity to cover a wide range of board games that will appeal to both families and gamers."

"Their strong presence in the ASTRA retail network and their proven expertise in family games make them an ideal partner for expanding IELLO's footprint in the U.S. market," added **Laurence Grau, International Sales Director at IELLO**. "Together, we aim to establish a stronger presence in the hobby market and bring our games to even more players and retailers across the country. We believe this partnership will help both companies grow."

"At Blue Orange, we're committed to becoming a major and trusted distributor in the U.S. market," stated **Florian, Chief operating officer at Blue Orange USA**. "This partnership with IELLO is a significant step in that direction, reinforcing our long-term vision to offer retailers a strong, diverse, and complementary portfolio of high-quality games."

This distribution transition marks an important strategic shift for IELLO. By aligning closely with Blue Orange on all fronts—editorial, marketing, and commercial—the two companies are laying the foundation for a deeply collaborative and agile partnership. This direct connection fuels strong hopes for shared success and positions both publishers to better serve the evolving needs of the U.S. market, with renewed ambition and confidence.

The first wave of games such as Little Soldiers, King of Tokyo Luchador, King of Tokyo Mindbug and Popcorn will be available starting November 2025. Retailers interested in carrying the line can contact **Joseph**: sales@blueorangegames.com - 415-252-0372

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