

Puckator, a leading international distributor of wholesale gifts, is delighted to announce its participation in Ambiente 2026. With more than 30 years of experience since its founding in 1990, Puckator has become a trusted name in the design, distribution, and supply of creative and trend-led giftware across the UK, Europe, and beyond.

At Ambiente 2026, Puckator will showcase a wide selection of its newest and most exciting products, highlighting both its exclusive in-house collections and its ever-growing portfolio of licensed ranges. Visitors can look forward to discovering bestsellers like Adoramals, Foodiemals, Queasy Squeezies, Relaxeazzz, or Swapseazzz, along with fresh, innovative designs that capture what's new and next in the gift market.

The company will also present its successful collaborations with globally recognised brands such as Minecraft, Pusheen, Peanuts or The Original Stormtrooper, as well as beloved classics like Pippi Longstocking, Asterix, and Moomin. Always evolving, Puckator's licensed portfolio continues to expand with new arrivals in 2026, including Anne Stokes' fantasy-inspired artwork in the autumn and the timeless William Morris Society collection later in the year.

Known for its creativity and original design, Puckator's in-house team keeps pushing boundaries with products that combine practicality, playfulness, and great design. Among this year's highlights are new travel accessories — building on the success of the award-winning Relaxeazzz range — as well as charming new products that are coming this year, such as night lamps, DIY suncatcher kits, and colourful stationery and school accessories that turn everyday essentials into something special.

Looking ahead, 2026 brings a burst of fresh designs and collections, including the adorable Cappybara line, the cheerful Tulips range inspired by spring florals, and new additions to popular families like Foodiemals and Adoramals. Seasonal favourites also will be added to the catalogue, with Amore for Valentine's, Spring Time for Easter, and Spooky for Halloween — each offering fun, eye-catching designs that help retailers create vibrant, themed displays all year round.

The travel range is also expanding this year, going beyond its top sellers to include memory foam travel cushions, hooded pillows, luggage tags, thermal bottles, backpacks, and other clever accessories that make every trip more comfortable and enjoyable. Combining style, functionality, and a sense of fun, these products are designed to appeal to travellers of all ages and lifestyles.

With a perfect mix of bestselling classics, fresh trends, and inspiring new designs, Puckator continues to lead the way in wholesale giftware. Whether you're looking for your next retail success or something truly unique, Puckator's stand at Ambiente 2026 promises endless ideas, creativity, and inspiration for every kind of retailer.