

Joybees Announces Partnership with The Indeka Group

Joybees Announces Exclusive Canadian Distributor

DENVER, CO, UNITED STATES, August 5, 2025 /EINPresswire.com/ -- Joybees today announced a new exclusive partnership with The Indeka Group to manage all product fulfillment and distribution in Canada, effective immediately. The Joybees brand, based in Denver, Colorado, is a leading casual lifestyle footwear company offering family-friendly options at an affordable price. The company's EVA molded shoes are widely recognized for the signature Honeycomb pillowtop footbed design, which is crafted with Joybees HoneyFoam™.



Joybees footwear offers family-friendly options, designed for all-day comfort. The full Joybees assortment will now be available and easily accessible throughout Canada.

“We are excited to announce our partnership with The Indeka Group, which marks a significant milestone in our strategic growth plans,” said Ken Dayley, CEO of Joybees Footwear. “As we continue to expand our Joybees product offering into new markets, we know we have found the perfect fit with Indeka based on their proven success and profitable distribution model in the Canadian market.”

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We have found the perfect fit in partnering with The Indeka Group as the exclusive distributor of Joybees Footwear in the Canadian market.”

Ken Dayley, CEO, Joybees Footwear

The full [joybees assortment](#) of men's, women's, and kid's styles will be available and now easily accessible to the growing customer fan base throughout Canada. The new collaboration will also include in-house marketing and professional sales support to further expand awareness of the Joybees brand and product offering.

“We are thrilled to welcome Joybees to Indeka and look forward to building a successful

partnership that supports their Canadian growth initiatives,” said Melody Zammit, President of The Indeka Group. “With our long-standing expertise as leaders in strategic brand growth, we appreciate the opportunity to collaborate with innovative and customer-centric companies like Joybees.”



Joybees.com

For more information, please visit <https://www.indeka.com/brands/joybees>.

About Joybees

Joybees is a casual footwear brand known for its distinct honeycomb insole design, which is incorporated into a wide range of comfortable, stylish, and affordable shoes for the entire family. The lifestyle brand appeals to a broad spectrum of customers, ensuring that consumers can easily access their products through third-party retailers and directly on [joybees.com](https://www.joybees.com). The Company continues to lead innovations in the injection-molded EVA world. To learn more, visit [joybees.com](https://www.joybees.com). Follow @joybeesfootwear on Facebook, Instagram, and TikTok.

Michele Casper

Joybees Footwear

+1 608-574-0067

casper@joybees.com

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