EXG Pro to Showcase New Licences and PEEKOs at Brand Licensing Europe

New Cable Guys character launches, expanding licensing partnerships and the recently launched PEEKOs collectible range take centre stage at ExCeL London.



EXG Pro - Minecraft Peekos Collection



Brand Licensing Europe 2026 Invite

LONDON, LONDON, UNITED KINGDOM, October 2, 2026 /EINPresswire.com/ -- EXG Pro is set to showcase the latest developments across its licensed consumer products portfolio at Brand Licensing Europe 2026, highlighting new additions to its Cable Guys range alongside its recently launched PEEKOs brand. Taking place from 6th–8th October at ExCeL London, visitors can meet the team at Stand D179 to discover new character launches, explore licensing opportunities and get a first look at what's next for the business.

At the heart of EXG Pro's showcase will be Cable Guys, its established range of licensed character holders combining collectible designs with practical functionality. Designed to hold gaming controllers, smartphones and other devices, Cable Guys brings recognisable characters from gaming, film, television and wider pop culture into fans' everyday spaces.

At BLE, EXG Pro will showcase new additions featuring Universal and Toei, including characters Donkey, Toothless and Luffy. These highlights will be demonstrating how the range continues to

evolve through new licensing partnerships and character releases. With further developments planned for 2027, the showcase will also offer partners a glimpse of the brand's upcoming product schedule.

Alongside Cable Guys, EXG Pro will present PEEKOs, its collectible nano phone holder range that puts a fresh spin on the blind-box trend. Each detailed character figure doubles as a practical phone holder, bringing personality to desks, gaming setups and bedside tables while keeping smartphones upright and accessible.



EXG Pro - Disney's Star Wars Peekos Collection

A key point of difference is PEEKOs' distinctive packaging, which features a PEEKable hole that allows consumers to see the character inside before purchasing. Combining the excitement of collecting with the freedom to choose, PEEKOs offers an alternative to traditional blind boxes, enabling fans to hunt for their favourites or complete their collections without leaving it entirely to chance.

The brand launched across five major collections: K-Pop Demon Hunters, Star Wars, Fortnite, Minecraft and Universal Monsters. Each collection features six characters, bringing together recognisable names from across entertainment. At BLE, visitors will also be able to explore the range and discover upcoming sculpt ideas including characters from Five Nights at Freddy's, Hello Kitty, My Little Pony and more.

With established ranges continuing to grow and new concepts opening up further opportunities, Brand Licensing Europe provides a platform for EXG Pro to connect with existing partners, build new relationships and discuss future collaborations across its licensed consumer products portfolio.

Visitors are invited to meet the EXG Pro team at Stand D179 to discover the latest products and discuss upcoming launches.

Brand Licensing Europe 2026
Dates: 6th–8th October 2026
Location: ExCeL London
Stand: D179
Book a meeting: https://events.exgpro.partners/bookings

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