

Macy



The most famous name in American pottery.

**PRODUCT
LOUNGE**

LICENSING REPRESENTATION
19 West 9th Street, Suite 3, NY, NY 10011
212.253.8680



Background

McCoy is an American icon. It was manufactured for eighty years, beginning in 1910 when The Nelson McCoy Sanitary Stoneware Company was formed. A successful enterprise from the start, the company prospered and for decades, was considered the premier manufacturer of art pottery in the United States. The name was later changed to Nelson McCoy Pottery and from the 1940's through the 1960's, it produced more pieces of pottery than all of their American competitors combined. After it had been a family owned company for 57 years, the company was sold in 1967. It was resold again in 1974 and continued operation until 1990.

Today, McCoy is still the most famous name in American pottery and a leader in the collectibles market. Its designs are cherished by a huge audience of collectors and regarded with nostalgia by an entire generation who was raised with McCoy products.

Licensing Opportunities

Products are available for licensing in categories consistent with McCoy's strong equities of nostalgic pottery, desirable design shapes and color glazes. Categories include dinnerware & serveware, bathroom accessories, decorative accessories, planters & garden, lighting, and tile.



McCoy pottery collecting has exploded and demand is at an all time high.

McCoy is consistently within the top five buyer searches for pottery on eBay.

11,301 McCoy items sold on eBay in January 2006 alone, with an average selling price of \$24.84.

Because McCoy is affordable and the designs are so diverse, it attracts a large audience of collectors.

Martha Stewart is a collector and has introduced McCoy to a whole new generation; by featuring it in her magazine and television shows.

Baby Boomers grew up when McCoy production was at its highest level and are attracted to it for nostalgic reasons.

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