

Pudgy Toys are now for sale on Amazon.



London, United Kingdom May 19, 2023 ([Issuewire.com](https://www.issuewire.com)) - It seems like a lifetime ago that Luca Netz rescued the [Pudgy Penguins](https://www.pudgyworld.com) NFT project from the cold and brought them back into mainstream consciousness.

Since then, we have seen rogs (rods with a typo) given a utility, and a sense of optimism began to develop.

Jonathan Pullinger, the managing partner of the [W3S](#) group, said, "It's good to see a project transition from an avatar into an entire ecosystem and media company. They have successfully captured a web2 audience and launched a range of plush toys via [Amazon](#); these toys will enable users to create a digital avatar, and the circle completes. Avatar - Toy - Avatar, it will be interesting to see if these new avatars will be useable online within the Pudgy ecosystem; I expect they will."

At [W3S](#), we are always happy to see projects break out of their niche web3 communities and transcend into a global brand. To date, we would suggest only [Yuga Labs](#) have genuinely managed to do this, but it would seem that Luca Netz and his team may have become the second. Time will tell, but the signs are promising and considering the market, their success is most impressive.

Need help marketing a Web3 project? Speak to us today at <https://w3s.group>.



Media Contact

W3S group

media@w3s.group

Source : W3S Group

[See on IssueWire](#)