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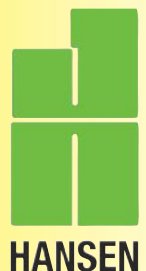
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november/december 2013
Volume 20, No. 6



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edplay is published by Fahy-Williams Publishing, Inc. President: J. Kevin Fahy; Vice President: Tim Braden.

2014 Closing Dates

Toy Fair 2014 IssueNov.22
New Products IssueJan. 24
ASTRA MArketplace Issue.....Mar. 28
The Annual Toy Awards Issue.....June 13
The Holiday IssueAug. 1
The Annual Buyers' Guide IssueOct. 3

Back issues may be obtained by sending \$8.00 (per copy) to Fahy-Williams Publishing P.O. Box 1080 Geneva, NY 14456 Phone: 800-344-0559 Fax: 315-789-4263 www.edplay.com

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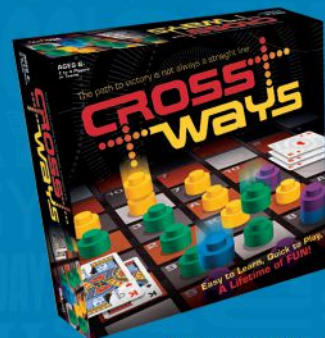
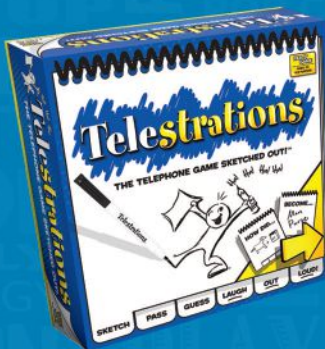
- Kay Jay's Doll Shoppe, Ocean City, NJ

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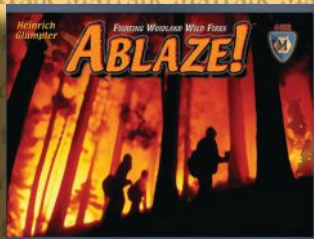
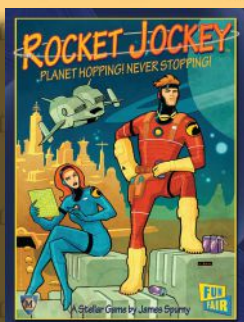
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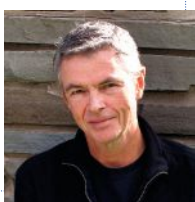
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by Kevin Fahy

Wishing You Were Here

I remember an episode of “The Twilight Zone” in which this mean old tycoon was granted one wish, so he asked to go back in time and have the opportunity to do it all again. What he most enjoyed had been the ruthless climb from the bottom of the business world to the top, especially the opportunity to step on anyone who got in his way.

Unfortunately for him, when he makes his wish he neglects to mention his age, so he goes back in time as an old man. Without the energy and strength of youth, he winds up as a janitor for the corporation he would otherwise control.

The lesson, I guess, is not simply to be careful what you wish for, but to be careful what you don’t wish for as well. Apparently I didn’t learn that lesson too well myself.

I have long been a cheerleader for American manufacturing. It’s not that I have anything against products made overseas, just that I think it’s important that we still make things here. It’s part of who we are, we’re good at it, it’s critical to our economy, and we should be able to compete with anybody at anything.

We have been losing factories in this country for as long as I can remember, but the pace of their departure really picked up about 20 years ago with the passage of the North American Free Trade Agreement. Between 1990 and 2012 we lost 32 percent of our manufacturing jobs while factories closed at the rate of more than 15 a day.

Among the hardest hit industries was textiles, which had been primarily located in the Carolinas. During those two decades the percentage of clothing bought in the United States that was made domestically dropped from 56.2

to 2.5. More than three-quarters of all textile workers, or 1.2 million people, lost their jobs.

It wasn’t the first time that the apparel industry had migrated toward cheaper labor, having originally moved from England to New England before heading south. In this case it didn’t pack up and move to a single location, but was dispersed among the usual suspects such as China, India and Mexico.

There’s no question that labor costs less in those places, somewhere around one-third of what it would be in the U.S., but a number of other issues have plagued the textile manufacturers who moved operations elsewhere. One of them is transportation costs, and not simply the cost of shipping products back here where the bulk of them are consumed. It also runs up quite a travel tab when executives are constantly running back and forth to Mumbai.

Communication is often difficult, even with people living in countries where English is commonly spoken. (Those of you who have been connected to customer service reps in India can attest to it.) Some manufacturers estimate that it takes three times as long to turn around a project from design to finished goods.

Then there are working conditions and worker safety. Hundreds of people have died in factory fires and other accidents in Bangladesh alone in the past few years. As things get better for workers in those countries, the costs go up, which reduces the whole advantage of moving manufacturing there in the first place.

All these factors combine to give me hope for a resurgence of American manufacturing. With that in mind, the first half of a headline in *The New York*

(continued on page 8)



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wordplay.....

(continued from page 6)

Times caught my attention on September 19th of this year. It read “U.S. Textile Plants Return.”

According to the article, clothing production in this country began a turn-around several years ago, and during that time U.S. apparel exports have grown by 37 percent, to \$22.7 billion. Plants have been reopening along the entire supply chain from the mills that process raw cotton to the sewing factories that assemble garments.

It’s not just the textile industry that’s coming back. Last year a survey conducted by MIT showed that one-third of American companies manufacturing abroad were considering repatriating at least a portion of it, and 15 percent had already made the decision to do so.

The *Times* itself conducted another survey, showing that 68 percent of the public prefers to buy products made in the U.S., and 63 percent believe that American-made products are generally of higher quality. A number of prominent national retailers have begun to merchandise domestic items accordingly.

Now for the bad news. The second half of that headline about textile plants returning to the U.S. was, “...with Floors Largely Empty of People.” The reason that some factories survived the exodus is that they were heavily automated, which makes labor costs a smaller part of the equation.

When textile work started to flow back to America, those automated plants filled up first, and then the shuttered factories began to reopen. The inside of those factories looked entirely different than the old days, however, with row upon row of new machines, blinking lights, and moving overhead racks like an Amazon distribution center, all managed by computerized control panels.

There are still a few things that people can do better, or cheaper, than machines, like moving heavy things with a forklift, but in general John Henry has pretty much lost his race against the steam engine. It takes about 140 workers for a mill to produce the

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So by now you probably think that you have figured out my "Twilight Zone" reference, and that I should have wished that manufacturing jobs would return along with those factories to the United States, but there is one further Rod Serling twist to this story. On September 29, *The New York Times* ran a follow-up story by the same reporter, Stephanie Clifford, entitled, "A Wave of Sewing Jobs as Orders Pile Up at U.S. Factories."

It seems that the "buy American" trend is especially powerful when it comes to the actual cutting and sewing of clothes, because the location of that final assembly process is how we designate where a product is made. Unlike the earlier stages of the process, however, the finishing work requires a good deal of skilled labor.

The garment industry has been gone long enough that there is no longer a pool of available workers who know how to operate industrial sewing machines, and employment ads draw very little response. Companies have been forced to sponsor training programs in order to create a qualified workforce.

In the past, sewing jobs were usually taken by immigrants, first Irish and Germans, then Jews and Italians, Puerto Ricans and African-Americans, and finally Chinese and Dominicans. Apparently history will repeat itself, because most native-born Americans don't seem interested in these jobs, which require hard work for moderate wages. It is mostly immigrants who are filling the training classes.

Maybe my wish will work out after all, at least for somebody.

Kevin Fahy

You can e-mail Kevin at kfahy@fwpi.com.

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THE CIRCUS IS IN TOWN



by Alyssa LaFaro

The zaniness that characterizes World of Mirth in Richmond, Virginia, hits customers even before they reach the front door. Thanks are due, in part, to the giant funhouse mirror outside on the sidewalk. “A local welder recently made us a new one,” says owner Thea Brown. “The day he installed it, I could hear the people laughing out front from my office, which is all the way in the back.”

There’s laugh-provoking fun inside, too. Store staff members meander through the aisles wearing dress-up items, like a mask of a giant, angry baby and gloves that are huge fists. There’s color everywhere, from the argyle-patterned walls to the red- and yellow-checked floors.

“We have toys for kids of all ages,” says Thea, who recently joined the board of directors of ASTRA. “If someone is shopping for a newborn, an 8-year-old girl, a teen boy, or even an adult, they can find something here.”

The selection ranges from arts and crafts, musical instruments, wooden

toys, plush and dress-up for kids, to more quirky items for adults like the Strong But Sensitive Men Crying Deluxe Magnet Set from Blue Q, Bacon Dental Floss from Accoutrements, a plush Bob Marley Little Thinker from The Unemployed Philosopher’s Guild and much more.

Wackiness begins in the infant section. Onesies from Wry Baby feature quotes, like “My dad can eat more bacon than your dad.” There are teethingers from Appeteethers in the shape of BBQ ribs and chicken wings. In terms of plush, the Three-Toed Sloth and Naked Mole Rat from Wild Republic are best sellers, as is the game Doody Head from Daron Worldwide Trading. Accoutrements’ vinyl masks of a horse, squirrel and pigeon can be found in the dress-up section, along with the World’s Longest Beard. Court jester, Medusa and chicken-shaped hats from Elope are there, too. Brew It Yourself Caveman Cola from Copernicus Toys, and other wacky at-home experiments, light up the science section. The book department features titles such as *Web Design for Babies* and *Dragons Love Tacos*.

World of change

“You can always do better,” says Thea referring to running a specialty store, and the importance of embracing change. “Yes, it can be scary, but you have to roll with the punches and think of new ways to do things.” It’s exactly how her store has remained successful since its inception in 1993.

The store’s founder, Kathryn Harvey, began the business as a “funky little antique and kitsch store,” explains Thea, who, after being a long-time customer, became store manager in 2004. “It expanded to include toys in 1999, after Kathryn’s first daughter was born. She looked around and realized there weren’t any fun shops in the area where



Employees Stone Ferrell and Nerieann Lynch man the store’s sidewalk sale table at Richmond’s annual Watermelon festival.

WORLD OF MIRTH

The name: In the '60s, a traveling circus from Canada would travel via train to Richmond to perform. It was called "World of Mirth." When she stumbled across an old poster about it, Kathryn Harvey thought it would make a perfect name for her store. The original poster resides today in the store's backroom.

The space: 3,500 square feet. "We have storage in half of our basement, along with my office and the backroom. They're both pretty small," notes Thea.

The staff: One full-time and four part-time employees increase to two and six, respectively, during the holidays.

The town: Richmond is a creative and open-minded city, notes Thea. World of Mirth is located in Carytown, "a mile-long strip of local businesses that make this really cool neighborhood," says Thea. Just down the street is an old movie palace from the 1920s, a vintage clothing boutique, record store, yarn shop and a handful of other businesses that add to Carytown's charm.



The customers: Everyone from infants to adults. "There are a lot of colleges around here, so we serve quite a few students, too," says Thea. "Also, since we carry funny products like bacon lip balm and bacon Band-Aids, office employees from local businesses shop here during the holidays looking for White Elephant presents."

The second-busiest time of year: Summer. "We are about 90 miles from Virginia Beach and 100 from Washington, D.C., so a lot of people come through here on their summer vacations."

The awards: In 2012, World of Mirth won *Virginia Living's* "Best of Virginia" award; in 2011, it was awarded with "Best Toy Store in Richmond" from *Style Weekly* and one of the "Best Toy Stores in the South" from *Southern Living Magazine*.

The hours: Monday through Saturday, 10 a.m. to 7 p.m.; Sunday, noon to 6 p.m.



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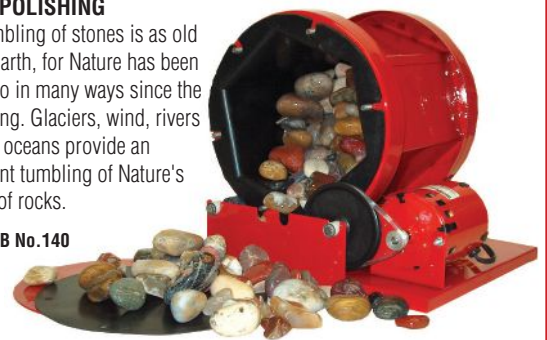


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Employees regularly showcase products by wearing them around the store.

kids could touch and play with toys.”
 Seven years later, change would come again, this time in the form of a horrible tragedy: Kathryn, her husband and two daughters were killed in a home invasion.

“As a staff, we sat down together and discussed whether or not we should continue operating the store,” explains Thea. “We felt it was important to keep her and her family’s legacy alive. After all, the store was her first baby, and we wanted to be able to watch it grow.”

Thea, the manager of the store, became the boss, although at first she was petrified to order products. She constantly questioned her buying decisions, wondering if they were choices Kathryn would have made.

“Eventually I got more confident as a buyer, and today I bring in items that fit our aesthetic – those that are fueled by imagination, don’t require batteries, and make us smile and laugh.”

A mirthfully morphing atmosphere

The product mix at World of Mirth is laughter-filled, unique and constantly changing. “My mission is to always find new things,” says Thea. “To do that, I research websites like Etsy, and siphon through the conversations on a lot of blogs to find out what people are talking about. At trade shows, I make sure to hit the new vendors.”

Her effort to keep things fresh does not go unnoticed by shoppers. A

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This Tusken Raider, along with Luke Skywalker and a Stormtrooper, appeared at the store for an event.

recent review on Yelp said this: “I’ll never get tired of going to this toy store, as they constantly restock their shelves with the newest and latest trendy items.”

To help with her search, Thea asks customers for their input. In the store’s “Request Book,” customers can jot down the product they would like her to bring in, with their name and contact information. Not only does it give her ideas for new items, but it’s also a great way to collect e-mail addresses for the store’s mailing list.

Like other store owners, Thea’s biggest challenge is showrooming. “If we notice it happening – like someone coming in to find out more about a toy, but will not purchase it here – we ask them why. Is it price? Or do

they value their relationship with the online store more than the relationship with us? A lot of times it’s just price, so we explain the impact of spending dollars here in the community. They find out that, yes, they may pay a few extra dollars for our expertise, but they’re also supporting their local community. In most cases, they decide to shop with us and remain our customers.

“It always feels great to ‘catch’ someone, and turn them into a customer who comes back again and again,” notes Thea, “but some folks will only shop for bargains. They didn’t plan to spend money with us anyway.”



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Planning a nifty Neighborhood Toy Store Day

World of Mirth has become known in the community for its events that celebrate Neighborhood Toy Store Day. ASTRA's holiday shopping initiative, NTSD is being held this year on November 9. Here's what's in-store in Richmond.

People will come out for a performance

"We have a juggler lined up, and our local yo-yo club will be there," says Thea. In the past, she's had visits from magicians, and local illustrators have taught kids how to draw comics.

Hands-on fun

"We'll set up a craft table out front, so folks can get a hands-on experience with some of our kits," explains Thea.

Kids love to participate in creative activities, and if they get to take their finished product home with them, it will remind their parents where to shop. Utilize products like Wikki Stix, Klutz's safety pin bracelet kits and friendship bracelet kits, Rainbow Loom and The Orb Factory's Sticky Mosaics, to name a few.

Boys may be more intrigued by ongoing science experiments, Thea points out. "Copernicus Toys is right down the road from us in Charlottesville. The company makes all these crazy science kits including Edible Chemistry, a Cool Blue Light experiment, Brew It Yourself Root Beer and so much more. Kids don't realize they are learning about chemistry when they use them."

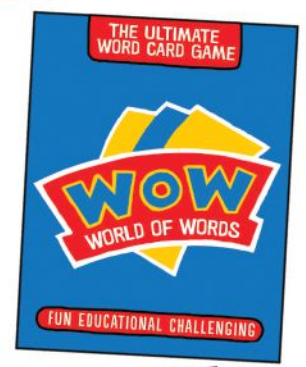
Give back to the community

Each year, World of Mirth donates a portion of its sales on Neighborhood Toy Store Day to a local nonprofit. Last year, the recipient was Art 180, a group that helps children express feelings through art; and the previous year was Stop Child Abuse Now. "This year we will donate to the Harvey Foundation in memory of the store's founder," she says.

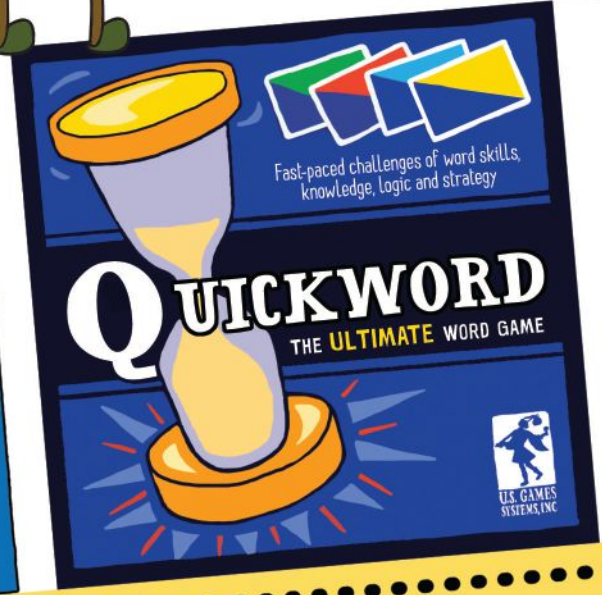
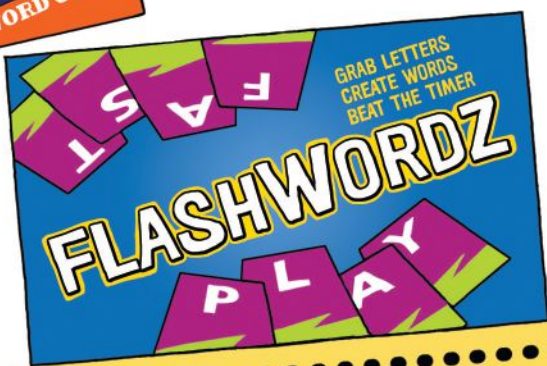
The Harvey Family Memorial Endowment was established in memory of Bryan, Kathryn, Stella and Ruby Harvey by a committee of family and friends. Its purpose is to provide music, visual art and performing arts enrichment in the Richmond area. More information about the fund may be found at worldofmirth.com.



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For People Who Sell Toys

In October, Antonio Urcelay was appointed chief executive officer of **Toys“R”Us Inc.** In this role, he is responsible for providing worldwide leadership in driving key strategies and growth initiatives throughout the organization. He is a retail veteran with more than 30 years of experience; 17 of them with Toys“R”Us.

Before he was named interim CEO in May after the resignation of Larry Storch, Urcelay was president of Toys“R”Us, Europe.

The company also hired Hank Mullany as president of its U.S. operations. Mullany is the former CEO of ServiceMaster Co., and previously held various positions with Wal-Mart Stores Inc., including executive vice president of its U.S. division. Mullany will oversee all merchandising, marketing, e-commerce and store operations for the company’s U.S. stores.

“Where Play Means Business” is the theme of **ASTRA’s 2014 Marketplace & Academy** tradeshow, scheduled for June 8 through 11 in Phoenix.

“The theme reflects the event’s additional seminars designed specifically for manufacturers and sales reps, and underscores that the specialty toy industry is serious about doing business and working together to maximize everyone’s success,” noted ASTRA President Kathleen McHugh.

For more information, visit astratoy.org.

The Original Toy Company has been appointed by Synergy Lab Limited of Kowloon, Hong Kong, to be its exclusive U.S. distributor of its **Matryoshka Madness** nesting dolls. The line began selling in the United States a few years ago, and will soon be integrated with The Original Toy Company’s current brands that include Orchard Toy of England, dantoy products of Denmark, Bontempi Music of Italy,

Günter Toys of Germany, and the full range of exclusive wooden toys that are designed and manufactured under The Original Toy Company brand.

Original Toy Company President and Founder Kevin McGrath said the distribution of the products will begin in early January 2014, and Matryoshka Madness will be featured in the company’s new wholesale catalog.

For more information, visit theoriginaltoycompany.com.

Catalog Solutions (CSI), a company that creates educational supply catalogs for stores, has acquired **Creative Catalog Concepts (CCC)**. “The well-respected brands of CCC will be integrated into the growing CSI brand,” said Cathy Ennett Crabtree, CSI director of sales. “We look forward to expanding our family and working toward success together.”

She wanted to assure CCC customers that “we will be doing whatever is necessary in order to continue to deliver the service levels and dynamic products that will meet and exceed your expectations.”

CCC websites will continue to receive uninterrupted Web service while an integration plan is developed. For 2014 catalogs, CCC orders will be fulfilled with a comparable CIS product; retailers who are affected by the change will be contacted.

For more information, call 888-435-5155, or visit catalogsolutions.com.

The Reading Game, a San Diego-based father/daughter business, has partnered with First Book to launch a crowd-funding campaign on Indiegogo.com. The funds will offset the printing costs of its second edition, and also help needy children learn to read.

For every \$25 pledged to the “Give the Gift of Early Literacy” campaign, First Book will receive a copy of the award-winning Reading Game,

(continued on page 20)



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a program that helps kids learn to read without frustration. The \$25 can be met through \$1, \$5 or \$25 donations.

For retailers purchasing the games wholesale, there are deeply discounted reward levels.

The campaign runs through December 4.

A nonprofit social enterprise, First Book serves children from low-income families throughout the United States and Canada.

For more information about the campaign, visit indiegogo.com/projects/give-the-gift-of-early-literacy.

The Orb Factory is introducing updated packaging designs and a colorful new logo to accompany two new craft kit product lines, Imaginista and PlushCraft.

A creator of craft kit brands for children, including Sticky Mosaics and Curiosity Kits for children preschool-age to tweens, The Orb Factory is known for its strong, creative designs.

Imaginista kits introduce and teach simple crafting concepts that reflect trends in the tween market and the DIY world. With PlushCraft kits, kids use a stylus to punch fabric into pre-cut holes to create a pattern.

The ABC Kids Expo, which took place October 15 through 18 in Las Vegas, welcomed 14,000 attendees and 1,100 exhibitors in 1 million square feet of exhibit space, reports the Trade Show News Network (TSNN). On display at the annual show for maternity and juvenile products were items like a self-installing car seat, and a baby

body suit with a sensor that connects to a baby monitor.

“Our apparel section is exploding,” Larry Schur, ABC Kids Expo president, told TSNN. “We’re not known for apparel, but it has been the most searched-for category on our website. We increased the section because of the rising demand, but we couldn’t increase it enough.”

While all sections of the show have grown since the first ABC event 10 years ago, the challenge is to keep a healthy ratio of exhibitors to attendees.

“The majority of our attendees used to be mom-and-pop stores. Right now, there’s hardly anyone opening up stores, and many have gone out of business,” noted Schur. “I’m hoping we’re at the bottom of that spiral.”

“For us, it’s not all about growing space, it’s about growing our retailer

(continued on page 22)

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base,” he added. “Our focus is on creating value.”

While Internet commerce can be blamed for many small stores going out of business, it’s also creating “a whole new frontier,” wrote TSNN, reporting that Amazon.com sent a large buying team to ABC Kids Expo, and was a sponsor. The e-commerce giant also presented classes there for exhibitors on how to sell their discontinued products.

Also at the expo, The Juvenile Products Manufacturers Association (JPMA) announced the winners of the 2013 Innovation Awards Competition, which highlights the most exciting new products in the marketplace today. Products are evaluated and judged on their innovation, marketability, trend-setting potential, appeal and usefulness. More than 120 cutting-edge products were entered. Here are the winners.

Infant to Toddler TubTub Plus by BRICA Inc. in the Feeding/Bathing/Changing Category brica.com

Reflectoids reflective keychain characters by ZoLi in the Safety Category zolibaby.com

AtonQ Infant Car Seat by CYBEX (Regal Lager Inc.) in the Child Restraint Category cybex-online.com

HALO BassiNest Swivel Sleeper by HALO Innovations in the Nursery Category, and also the Judge’s Pick halosleep.com

HoneyBee Child SwingEase by HoneyBee Child in the Play/Entertainment Category honeybeechild.com

Duux Ultrasonic Air Humidifier Mushroom by Scandinavian Child in the Infant/Parent Care Category scichild.com

Nano folding travel stroller with car seat compatibility by Mountain Buggy in the On The Go Category philandteds.com

The Parent’s Pick Award Winner was the **Mini Micro 3 in 1 ride-on toy** by Kickboard USA kickboardusa.com

The Juvenile Products Manufacturers Association is a national trade organization of more than 250 companies in the United States, Canada and Mexico. For more information, visit jpma.org.



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Follow a simple numbered legend to add tiles and jewels to **Sticky Mosaics Magical Melody Music Box**. This craft becomes a beautiful piece of room décor that plays pretty music each time it's opened.
orbfactory.com



Created with input from special education teachers and occupational therapists, the **Wikki Stix Multi Sensory Resource** offers 144 Wikki Stix in a reusable case, plus specific components addressing multiple aspects of teaching children with special needs.
wikkistix.com

FLEX CREATIVE MUSCLES

The **Reading Game Enhanced 2nd Edition** features a new staged learning format that first teaches individual words, followed by short phrases and sentences to introduce capitalization and punctuation, and then graduates to a full-length storybook.
thereadinggame.com



The **Imaginista Cute Cord jewelry** kit helps kids learn to tie beautiful knots using five different cords. They can make headbands, bracelets, rings, necklaces and more.
orbfactory.com



Chalk and Chuckles from American Educational Products features 12 games for the early childhood and elementary levels. They teach children social and emotional interactions, focus, quick thinking, brain teasers, memorization and more.
amep.com



Tracer Racer sets light up a dark room like no other glow-in-the-dark product. Light Trail Technology illuminates Max Traxx in three different patterns – comet, rapid fire and long distance – as Tracer Racers flash and zoom down the track.
skuldugery.com



areaware.com



1

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Fabulous Products

by Alyssa LaFaro



2

wildrepublic.com



3



4

shop.auroragift.com



5

cyi.net

Sandy Smyth from Tidepool Toys and Games in Bethany Beach, Delaware

“We started with a small countertop display of **Cubebots from Areaware (1)** and recently brought in the next size up. I think kids like them because they remind them of the computer game Minecraft.

“We brought in a handful of toys from **Wild Republic** this spring, and the whole line has done well. Top sellers have been the **E-Team Box Sets (2)** and

plush. We sell a lot of the **plush giant squid (3)**, which is my personal favorite.

“We are a beachfront toy store, so **Aurora’s Sea Sparkle collection (4)** of plush mermaids, turtles, sea horses and more, sells very well.”

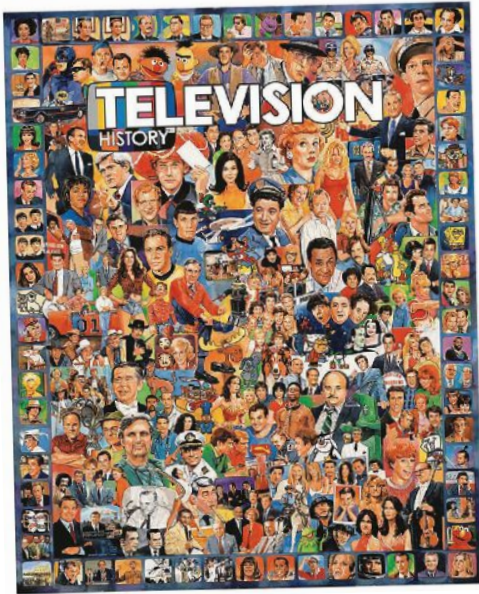
Luke Braswell from Giggle Monkey Toys in Dahlonega, Georgia

“The **Airzooka by Can You Imagine (5)** is a unique hand-held device that blows a harmless ball of air toward any

object or person. In the store, I ‘shoot’ unsuspecting customers when they walk by. There’s not a day that goes by that I don’t have someone ask to try it for themselves!

“I have regular customers who come in every few weeks to buy puzzles. They like the ones by **White Mountain Puzzles (6)** because they’re made in America with thick, durable pieces and have wonderful designs. They’re timeless, so you want to put them together again and again.”

6 whitemountainpuzzles.com



shopcharm-it.com



7

9



prismkites.com



8

toysmith.com



10

usaopoly.com

Amy Gilleran from *Lasso the Moon Toys* in Helena, Montana

“High IntenCity’s CHARM IT! charms, bracelets and necklaces (7) are so cute that girls keep coming back for more. The charms come in all sorts of styles from animals to sports to peace and the earth.”

Billy Finley from *Toy Castle* in Jonesboro, Arkansas

“Spring Ring by Toysmith (8) is

like ping pong with a trampoline in your hand. It comes with a rubber ball and a splash ball to play with in the pool. It’s super-fun to play with, even inside as long as you’re easy with it. We play with it in the store, often with customers.”

Lynn Negen from *MACKite Toy and Kite* in New Haven, Michigan

“Fall winds – and even early winter winds – make for great kite flying. Both experienced and beginning flyers will be

successful with Prism Kites’ Stowaway Deltas (9). They are very compact for storing.

“Tapple by USAopoly (10) is a great game for all ages. It demonstrates easily, and works well for large or small groups.

“Pocket Discs by PhD Productions (11) are soft, colorful, knitted Frisbees. They are easy to store in a backpack or locker, and they make great stocking stuffers.”



11

pocketdisc.com



12

bearingtoncollection.com



13

bigbellybanks.net

Teresa Derry from Annie's Toy Chest in Cocoa, Florida

“What’s great about **Cuddle Me Sleepers from the Bearington Collection (12)** is that customers who buy one come back for more for their nieces, nephews and grandchildren.

They’re machine-washable blankets with a stuffed animal attached, for newborns and up. Styles include bears, crickets, lady bugs, bumble bees and more. They always receive a positive reaction.

“**Big Belly Banks (13)** come in many different styles: a dinosaur, dol-

phin, dragon, flower and others. Made in the USA, the banks’ colors never fade, they are reusable and the money is visible. Children and adults are fascinated by the way the money drops into the bank.”





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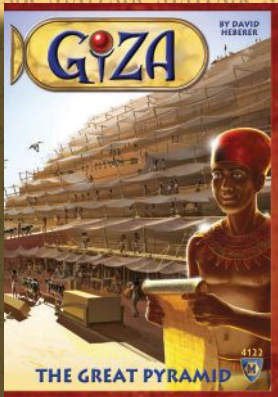
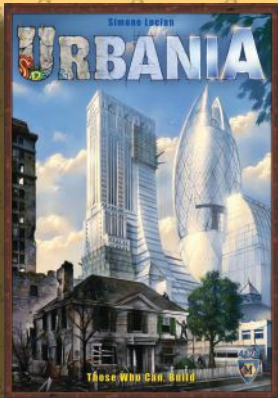
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More People Selling/Buying Small Businesses

Data from the “Third Quarter 2013 Insight Report” from BizBuySell.com, the Internet’s largest business-for-sale marketplace, shows that the sale of small retail business has jumped 60.9 percent since the same time last year.

“Many baby boomers have been looking to exit their business and retire for some time now, but either haven’t been able to close the sale or have delayed selling in hopes of a higher price once their business performance and economy has recovered,” reads the report. “The confidence of such owners that they can now receive an appropriate sales price in a reasonable time appears to have blossomed and supply is coming into the market.”

The average median revenue for retail businesses in the third quarter rose to \$520,000 from \$423,015 a year ago – that’s a 22.9 percent year-over-year increase. The average sales price increased 9 percent to \$180,000 from \$165,000, and the average asking price from \$200,000 from \$195,000 (2.6 percent).

Third quarter 2013 “marked the fifth straight quarter that both asking and sale prices are up nicely year-over-year showing that strengthening performance is translating into more money in sellers’ pockets,” said Curtis Kroeker, group general manager of BizBuySell.com and BizQuest.com. “On the other side, buyers are taking notice of the improving business financials and this is giving them the confidence needed to take the entrepreneurial path and seize the opportunity presented by what will hopefully be a long-term market recovery.”

Colleges Use Nielsen Data to Develop Shopping Theories

Global information and measurement company Nielsen is sharing its vast collection of consumer data – on purchases made by 40,000 to 60,000 households – with business schools and other colleges. The academic institutions are then using it to come up with some interesting theories about why shoppers buy what they buy, reports an article on Inc.com.

Early results of one study, from researchers at Columbia and Princeton universities, shows that if prices are the same for two like products, whichever brand has the highest market share is perceived as being better quality. It supports the theory that successful companies sell products that their customers think are high-quality.

Another theory indicates that there are regional preferences among consumers. Studied were sales of instant coffee, beer and other products in a variety of categories. “To test their hypothesis as to why these differences occurred according to region, researchers from Booth and Tilburg University in the Netherlands linked the Nielsen data to information that specified exactly when certain products were released in different areas,”



said the Inc.com article. “They found that the brands that had been available longer had a striking advantage.”

So simply looking at what brand of the same product launched in an area first – whether it’s Folgers or Maxwell House, Budweiser or Miller, or Pressman Chinese Checkers or the game from Ohio Art – explains more than 80 percent of the geographic variance in several categories. “The findings suggest that a preference for one brand can be ingrained in a region’s shoppers for decades,” concluded Inc.com.

NRF Breaks Down Consumers’ 2013 Holiday Spending Habits

The National Retail Federation’s (NRF) holiday consumer spending survey conducted by Prosper Insights & Analytics reported that holiday shoppers will remain cautious with their budgets this season. “Though the foundation for solid holiday season growth exists, Americans are questioning the stability of our economy, our government and their own finances,” explained NRF President and CEO Matthew Shay.

Consumers plan to cut back on self-gifting this year, says the report; self-gifters will spend an average of \$129 compared to last year’s \$140. Shoppers will also make holiday purchases earlier than previous years. Of those surveyed, 41.2 percent started shopping for holiday gifts before Halloween, 38.8 percent will begin in November and 16 percent during the first two weeks in December.

More than half (51.5 percent) of shoppers surveyed will make purchases online, with the average person completing about 39.5 percent of their total shopping on the Internet. Smartphones and tablets will aid in these purchases, according to the study.

For more information about the study and its results, visit nrf.com.



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Toys That Have Staying Power

At the 110th American International Toy Fair earlier this year, retail buyers and other play professionals got a sneak peek at the hot new toys and games for 2013. Recently, the experts at the Toy Industry Association (TIA) identified several trends from the February show that remained piping hot throughout the year, with enough staying power for the holidays and beyond. **TIA's Communications Specialist Kristin Morency Goldman shares their top picks here.** (Watch for *edplay's* Toy Fair Issue in January to find out TIA's toy trend predictions for 2014.)

Eco-Friendly

Toys that teach kids about protecting the environment and/or are made from sustainable materials have been an ongoing trend in the toy industry for several years. Toy manufacturers are continuously finding ways to be ecological, from solar-powered electronics and educational fashion dolls to classics made from recycled plastics.

First Keys (Green Toys)

Made from food-safe, 100-percent recycled plastic milk jugs that save energy and reduce greenhouse gas emissions, four colorful "First Keys" swing freely on a lightweight ring. They allow babies to teethe, grasp, shake and explore different shapes, colors and textures. This toy is dishwasher safe for easy cleaning, packaged with recycled and recyclable materials, and printed with soy inks. Also from Green Toys: *Rocket Ship, Tractor, Shape Sorter, and Ferry Boat and Car.*



Sushi Set (Hape)

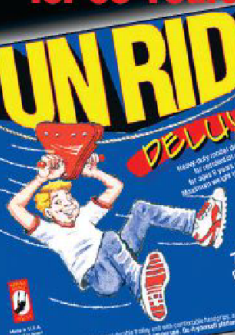


As the world's largest wooden toy manufacturer, Hape has created a sushi set perfect for young kids with an interest in food play. The set comes with two pairs of chopsticks and includes all the sushi staples, such as wasabi and soy sauce. Best of all,

the eco-friendly toy is constructed using FSC accredited wood products, recycled plastic and child-safe finishes.

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Zeenie Dolls

Fashion dolls with secret “eco-warrior” identities engage tween girls in environmental role play. Each Zeenie possesses a unique eco power that saves the environment and teaches children everything from water conservation to the protection of wildlife. In addition, the dolls are made of entirely recyclable materials and non-toxic plastics.

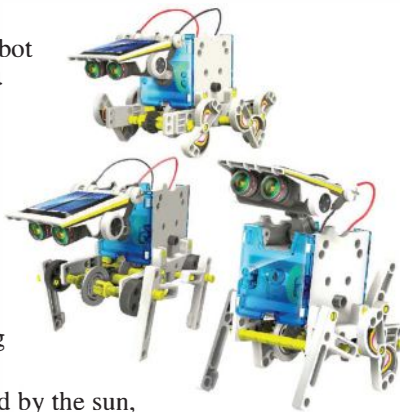


Engineering/Science Toys

Toys geared toward tweens and teens were hot all year. This trend speaks to a growing desire among older children to engage with something other than a computer or TV screen. The toy industry has responded to this phenomenon by creating an array of science, engineering and building toys that are challenging, richly rewarding and promote face-to-face social interaction among friends. Here are a few examples:

14 in 1 Educational Solar Robot (OWI Inc.)

This solar-powered robot can be transformed into 14 different modes, which include a multitude of comical and functional movements. The kit provides unique accessories and parts that make the robot move on land and water, and teaches budding scientists about alternative energy. This toy is powered by the sun, so no batteries are required.



LEGO Mindstorms EV3 (LEGO)



A classic construction toy that includes building instructions for 17 different robots – from Everstorm, a Mohawk-sporting humanoid that shoots mini-spheres as it walks; to Spiker, a scorpion-like robot. This toy helps excite kids about the endless possibilities of consumer robotics.

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Snap Circuits Light (Elenco Electronics)

Tweens and teens will learn all about engineering with this circuit design toy. Kids can adjust the design by simply snapping pieces in endless arrangements. The lights flash and change to the beat of music – simply connect a music device (iPod or MP3 player) to the circuit. It's made of high-quality components, such as an infrared detector, LED lights, fiber optic communication and more.



Infant and Toddler Toys

Toys designed for the youngest consumers represent a burgeoning category within the U.S. toy industry. According to market research company The NPD Group, infant and toddler toys generated \$3.8 billion in sales in 2012, signifying a 5 percent increase over 2011.

Hello Sunshine (ThinkFun)

Toddlers will love to play hide-and-seek with Sunshine – an adorable plush toy – and learn important words such as: In, On Top, Below, Next To and more!



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Pop Up Puppets (Aurora World)

These adorable puppets stimulate young imaginations and are perfect for car rides and bedtime. Families will love to play together by inventing stories and putting on puppet shows. Available in seven animal styles, including Tiger, Black Bear, Panda and Owl.



Bawi Enormous Zebra (Beanpatch & Co.)

Bawi is a beautiful line of plush and sensory toys designed to accompany toddlers in their first discoveries. Children can sit atop or cuddle with the enormous zebra, which features vibrant colors. Each of the items in this plush line is visually appealing to both tots and parents.



B Kids ABC Touch Pad (Blue Box Toys)

Parents will love to give little ones a head start on learning with this tech toy, which has three different play modes that teach children letters, numbers or shapes. When any of the buttons are touched twice, the toy switches to animal sounds. The ABC Touch Pad is perfect for babies 6 months and older.



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TIA's Toys That Have Staying Power

First Rides GoGo Minis Pull-Back Vehicles (Kid Galaxy)

Future car fanatics will be drawn to these soft, squeezable pull-back racers that are perfect for little ones as young as 18 months. Every box of GoGo Minis includes an assortment of four cars.



Bilibo (Kid O)

Value-conscious shoppers will be drawn to Bilibo, which can be used as a rocking chair, spinning top, stacking toy, or cradle, and even to build sandcastles and snowmen. It's a unique "shell" that encourages imaginative, unstructured play, and is safe (and fun!) for kids as young as 2.



Billy Beats Dancing Piano (MEGA Brands)

Little ones can dance with Billy, learn to play the piano and create their own tunes with this versatile toy that features eight colorful piano keys and three modes of play.



Toys for Kids with Special Needs

Shoppers may feel overwhelmed at the idea of purchasing a toy for a child with special needs – but the truth of the matter is that there is an abundance of appropriate playthings in the aisles of just about any toy store. The key is for parents and caregivers to be familiar with the child's interests, likes and dislikes, and for retail staff to be knowledgeable and available to assist them. The following examples are not only trending – they also help build important skills for children of varying abilities.

Rock 'n Table (Edushape)

Value-conscious parents love a two-in-one toy! Great for indoor and outdoor play, this play table transforms into a seesaw for two. It's brightly colored, extremely sturdy and helps in the development of gross motor skills.



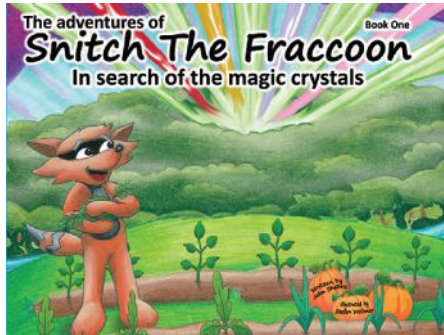
Kaleidoscope
(Schylling Toys)

Retro toys are in, such as this beautiful classic kaleidoscope. It helps develop fine motor skills.



The Adventures of Snitch the Fraccoon
by John Shelley
(Bag-O-Loot)

This beautifully illustrated hard-cover book is another classic item that will perfectly complement any home library. Helps develop language skills, and features a playful story that sparks young imaginations.



TIA is the owner and operator of the American International Toy Fair, which, in 2014, will be held February 16 through 19 in New York City. As the largest toy and youth product exhibition in the Western Hemisphere, Toy Fair is a critical stop on the annual toy buying circuit. It attracts more than 1,000 toy sellers who display 150,000-plus innovative playthings for 8,000 buyers in search of the next big hit.

Toy professionals from more than 100 countries are expected to attend the 2014 event. Visit ToyFairNY.com to learn more.



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feedback.....

In response to the column, "Life of a Salesman" (edplay September/October 2013)

Hi Kevin,

I read your article yesterday and I thought it was great. I also wanted to put in a positive plug for Tina, Alyssa and Rick. Your staff is a pleasure to work with, and since I first met Tina at the 1999 ASTRA show, I have been a fan of your magazine and your mission to support the specialty retailers.

*Al Waller, President
Out of the Box Publishing, creators of the Snake Oil game
otb-games.com*

Dear Kevin,

Unless we have a relative or a neighbor who is "in sales," most of our acquaintanceship with sales is either the stereotype used-car salesman or our own youthful experiences of door-to-door selling. This could be selling newspaper subscriptions (and the corresponding fulfillment delivering the papers every morning), or selling candy or Christmas cards to fund a trip to scout camp or the senior prom. Note: The youth sales experience is almost always door-to-door. This uses a lot of shoe leather, requires time and demands a high level of tolerance for hearing "no" often.

Most of the newspaper circulation managers, not being "in sales" themselves, were not really skilled at teaching the youngsters "how to sell." It was not the fault of the circulation managers. It is difficult to teach something you don't know. An example I learned the hard way is: Don't tell the prospective customer what his buying will do for me (trip to scout camp, go the prom, etc.). Explain the benefits the customer will receive. Simple for people "in sales," but the scout master (carpenter or machinist) and the 5 & 10¢ store clerk may not (probably don't) know the finer points of sales.

While the psychology of sales and the theory of sales communications is, maybe, important, all too often the theory is stressed and the practical application is ignored. As I learned in "Reporter 101" decades ago, "No generalization is worth a darn, including this one." In general, psychology spends more time on the theory of "why" instead of the practical application of "how" to sell effectively. While it is not a certification program, were I looking to hire a salesman, I would inquire if the person had successfully completed a Dale Carnegie course.

Given that most kid's sales experiences are usually the frustrating door-to-door type, the menial stock clerk in a grocery store, or working the counter at a fast food place, telling those kids sales is cool is a contradiction of their own limited experience. Getting them to believe that sales are cool will be difficult.

Despite all of the doom and gloom I've listed, once some of the sales basics are learned and mastered, yes sales are cool. In my case, it was a decades-long effort. It included years as a reporter, and broadcaster, time as a Navy journalist, broadcaster, in public affairs, and constant practice to achieve a certain degree of "coolness." Sales can be fun, as I experience almost daily as a museum bookstore clerk.

*J.E. Sackey
Depot Bookstore, Northwest Railway Museum
Snoqualmie, Washington
trainmuseum.org*

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Men Don't Ask for Directions

(or for Help in a Store)

Most of you probably have a lot of experience selling toys to fathers, but it doesn't hurt to hit some high points with your staff before the holiday season begins. Here are some tips from retail expert Doug Fleener.

1. Assume that every man who walks into your store is there to buy.
2. Don't ask him if he needs help. Instead of saying, "Can I help you find something?" say, "I bet you're looking for the perfect Christmas present."
3. Take charge of the sale. There's a whole lot of truth about men not asking for directions, and it's true for help in a store, too. "Get him a beer and start working together," says Fleener. "Okay – punch and cookies work, too."
4. Learn the name of the person for whom he's buying and use it. It's not only a wonderful touch, it also makes dad confident he's buying the right gift. Compare, "Your daughter will love this," to "Lily will love this."
5. Discover a few things about the gift recipient before you show him your ideas. The more you know, the more you can help him choose something perfect.
6. There's a huge difference between helping a dad buy something and helping him find the perfect gift. It has nothing to do with him and everything to do with your attitude and approach.
7. Mirror the pace at which he's shopping. If he's clearly looking to purchase something quickly, speed up your pace. If he's taking his time, don't rush him.
8. Avoid asking a dad how much he wants to spend. Most men want to buy the perfect gift for the least amount of money. If you help him find it, the amount he wants to spend will take care of itself.
9. Recommend products, but don't give him too many choices. This is especially the case if he's not very comfortable considering the tutu/jewelry craft kit/plush baby mouse/Zeenie doll you offer him.
10. **Wrap it pretty.**



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ACTIVA Products
ALEX
BSW Toy
Chenille Kraft
Creativity for Kids
Dixon Ticonderoga
Great White Bottling
- Wonder Dough
International Playthings
Jovi
Klutz
KSM
Neat-Oh!
P'kolino
PlaSmart
Play Clay Factory
Sandtastik Products
Scene-A-Rama
Silver Dolphin Books
Small World Toys
Stanislaus Imports
University Games

Crayons

ALEX
BC USA
Beka
Castle Toy
Crayola
Creativity for Kids
Dixon Ticonderoga
GeoCentral
Jovi
KSM
Liqui-Mark
LYRA
Neat-Oh!
The Pencil Grip
P'kolino
PlaSmart
Scribble Mats
Silver Dolphin Books

Finger Paints

ALEX
Creativity for Kids
Hotaling Imports, Inc.
LYRA
P'kolino
PlaSmart

Jewelry Craft

ACTIVA Products
ALEX
Ann Williams Group
Arterro
Bead Bazaar
The Bead Shop
Bead Weaver
The Beadery
BSW Toy
Chenille Kraft
Choon's Design LLC
Creativity for Kids
Crorey Creations dba Choose
Friendship
Fashion Angels
High IntenCity
Hotaling Imports, Inc.
Hygloss Products
Joobli
Klutz
Milestones
The Orb Factory
Sentosphere USA

Shains
Silver Dolphin Books
Small World Toys
Stanislaus Imports
Tandy Leather Factory

Origami Paper

ALEX
Hobby Merchandiser
Hotaling Imports, Inc.
Hygloss Products
Roylco
Small World Toys

Papier-Mache

ACTIVA Products
ALEX
Arterro
Chenille Kraft
Educational Insights
Jovi

Rubber Stamps

Amperсанд Press
Educational Insights
Hotaling Imports, Inc.
Magnetic Poetry
Small World Toys
Snazaroo
Stanislaus Imports

Sand Art

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ALEX
ArtiSands
Hobby Merchandiser
Hotaling Imports, Inc.
Jewish Educational Toys
Sandtastik Products
Sentosphere USA
Small World Toys

Scissors

ALEX
Chenille Kraft
Creativity for Kids
Hobby Merchandiser

Stickers

Aaron Barrada
ALEX
BC USA
Carson-Dellosa Publishing
Chenille Kraft
Creative Changes
Hamby Studios
Hotaling Imports, Inc.
Hygloss Products
Love Your Breed
The Orb Factory
Peaceable Kingdom
PineCar
Silver Dolphin Books
Small World Toys
Teacher Created Resources

AUDIO/VISUAL PRODUCTS

Children's Music CDs

Babies Go
Baby Einstein
Barefoot Books
Cool Kind Kid
Creative Teaching Press
Free Spirit Publishing
GBL & CLjr Publishing
Junction of Function

kidscds.org LLC
Kimbo Educational
Maestro Classics
Neat-Oh!
New Hope Records
NewSound Kids
Putumayo Kids
Rock Me Baby Records
Rock 'N Learn
Rounder Records
Silver Dolphin Books
Tanner's Manners
Teach Me Tapes
Tune A Fish Records

Story/Fiction DVDs

Barefoot Books
Kids Preferred
kidscds.org LLC
Master Communications
Namaste Kid
NewSound Kids
Quiet Time Tales
Tune A Fish Records

Storytelling CDs

Barefoot Books
Chenille Kraft
kidscds.org LLC
NewSound Kids
Teach Me Tapes
Tune A Fish Records

BOOKS

Big Books

Creative Teaching Press
Independent Publishers Group
Lavinia's World
Learning Resources
Leisure Learning Products
NanaBanana Classic
School Zone
Smart Monkey Toys
Storybook Toys
Yottoy Productions

Cloth Books

Dandelion
Folkmanis
HABA USA
Independent Publishers Group
Kids Preferred
Manhattan Toy
Pockets of Learning
SoftPlay
Taggies
Workman Publishing

Coin Collection Books

Educational Insights
Innovative Kids

Coloring Books

Castle Toy
Do-A-Dot Art
Insect Lore
Jewish Educational Toys
Kids Touch Learning
NanaBanana Classic
OOZ & OZ
Parkwest Publications
Patch Products
Scribble Mats
Teach Me Tapes
Tessellations

Motor Development Books

Do-A-Dot Art
Gryphon House
Handstand Kids
Leisure Learning Products
Silver Dolphin Books
Storybook Toys
Taggies
Wikki Stix

Picture Books

Action Publishing
Baby Einstein
Barefoot Books
Charlesbridge
Creative Playhouse
Creative Teaching Press
Fierce Fun Toys
Flashlight Press
Free Spirit Publishing
GBL & CLjr Publishing
Handstand Kids
Independent Publishers Group
Kids Preferred
Lavinia's World
Magic Dusts
Manhattan Toy
Money Savvy Generation
NanaBanana Classic
The Orb Factory
Pint Size Productions
Precious Pollabies
PugTale Publications
Scribble Mats
Silver Dolphin Books
SoftPlay
Think-a-lot Toys
Whole Wide World Toys, Inc.
Yottoy Productions
ZooBooks

Pop-Up Books

Creative Playhouse
Independent Publishers Group
Kids Preferred
Parkwest Publications
Silver Dolphin Books
Yottoy Productions

Storybooks

Action Publishing
ALEX
Angels From The Attic
Barefoot Books
Beacon Street Girls
Bead Bazaar
Charlesbridge
Creations by You
Creative Teaching Press
Dandy Innovations
Fierce Fun Toys
Flashlight Press
GBL & CLjr Publishing
GoldieBlox
Handstand Kids
Independent Publishers Group
Kids Preferred
Lavinia's World
Learning Resources
Magic Dusts
Meadow View Imports
Missing Piece Press
NanaBanana Classic
The Orb Factory
Precious Pollabies
Science, Naturally!

Scribble Mats
Storybook Toys
The Straight Edge
Whole Wide World Toys, Inc.
Yottoy Productions

CLASSIC TOYS

Action Figures

BC USA
BluTrack
Brinca Dada
Bruder Toys
Geospace
Hobby Merchandiser
Hotaling Imports, Inc.
The Idea Factory USA
International Playthings
Kaskey Kids
Kid Galaxy
Kids Touch Learning
Magnote Corporation
Neat-Oh!
Nova Natural
Parchmint, Inc.
PB & J Toys
Playmobil
Poof-Slinky
Safari Ltd.
Schylling Toys
TOMY International
Uglydoll

Airplanes

AG Industries
Bajo Toys
BC USA
BSW Toy
Channel Craft
Copernicus Toys
Diggin Active, Inc.
Edmund Scientifics
Estes Rockets
Geospace
Green Toys Inc.
Guillow's
Hobby Merchandiser
Maple Landmark
Maxim Enterprise
Neat-Oh!
Nova Natural
The Original Toy Company
Puzzle Crafterhouse
Rhino Toys
Silver Dolphin Books
WABA Fun
Westminster

Animal Figures

Aeromax
Baby Einstein
BC USA
Bead Bazaar
BSW Toy
CelebriDucks
Clay-Mates
CollectA
Fiesta
Gollnest & Kiesel KG
Green Toys Inc.
HANSA Toys USA
Hobby Merchandiser
Hotaling Imports, Inc.
Insect Lore
International Playthings
Jack Rabbit Creations
K'NEX
Learning Resources

Maxim Enterprise
Meadow View Imports
Miniland Educational Corp.
Neat-Oh!
Nova Natural
Only Hearts Club
Parchmint, Inc.
Pedestal Pets
Reeves Intl.
Russ Berrie
Safari Ltd.
Scene-A-Rama
Schleich
Skullduggery Inc.
Whole Wide World Toys, Inc.

Bath Toys

ALEX
BeginAgain
Castle Toy
CelebriDucks
Challenge & Fun
Chenille Kraft
Discovery Toys
Geared For Imagination
GeoMag USA
The Idea Factory USA
International Playthings
Kid Galaxy
Kids Preferred
KSM
Learning Resources
Lilliputiens
Manhattan Toy
The Original Toy Company
Play Visions
Reeves Intl.
Rich Frog
Russ Berrie
Schylling Toys
Scribble Mats
Small World Toys
Wee Believers
Westminster

Bead Mazes

Anatex Enterprises
Castle Toy
CHH Quality Products
Maxim Enterprise
Smart Gear

Bean Bags

Anatex Enterprises
Discovery Toys
Get Ready Kids
Gund
International Playthings
Kids Preferred
MerryMakers
Pint Size Productions
Saturnian 1
Timeless Toys /Soothee Inc.
Wee Blossom

Blocks & Bricks

ALEX
Beka
BionicBlox
Brinca Dada
Challenge & Fun
Chenille Kraft
CHH Quality Products
Chicco
Daydream Toys
Discover with Dr. Cool
Discovery Toys
Gollnest & Kiesel KG
Green Toys Inc.
Guidecraft

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Products by Category

HABA USA
Hape
Hotaling Imports, Inc.
ImagAbility, Inc.
ImagiPLAY
International Playthings
Jack Rabbit Creations
K'NEX
Learning Carpets
Leisure Learning Products
Maple Landmark
Maxim Enterprise
Mega Bloks
Miniland Educational Corp.
Neat-Oh!
Nova Natural
The Original Toy Company
PlaSmart
Play Smart
Roy Toy
Schylling Toys
Small World Toys
Smart Gear
Smart Monkey Toys
Stack and Stick
Taurus Toy
TEDCO
Toylinks inc.
Tree Blocks
The Un-Block/
Aha! Concepts LLC
Wee Blossom

Boats

AG Industries
Anatex Enterprises
Bajo Toys
BC USA
BSW Toy
Castle Toy
CelebriDucks
Huntar Co.
Innovative Kids
International Playthings
KSM
Neat-Oh!
The Original Toy Company
Puzzle Craffthouse
Small World Toys
Whole Wide World Toys, Inc.

Cars

Anatex Enterprises
Automoblox
Bajo Toys
BC USA
BeginAgain
BERG Toys
BluTrack
Brinca Dada
Bruder Toys
BSW Toy
Carrera of America
Chicco
Classic Metal Works
D and Me Wood Toys
Daydream Toys
Diggin Active, Inc.
Discovery Toys
Geospace
GreenLight Collectibles
Hape
Huntar Co.
Innovative Kids
International Playthings
Kid Galaxy
KSM
Neat-Oh!
Nova Natural
PB & J Toys
PineCar
PlaSmart
Play Visions
Puzzle Craffthouse
Skulduggery Inc.

Small World Toys
Smart Bean
Smart Gear
Sprig Toys
TOMY International
WABA Fun

Construction Sets

Automoblox
Bajo Toys
BC USA
Beka
BERG Toys
BionicBlox
BluTrack
Brand New World
Brictek (B.R.M.B. INC.)
Bridge Street Toys
Brinca Dada
Bruder Toys
CHH Quality Products
Chicco
Daydream Toys
Discovery Toys
Educational Insights
GeoMag USA
Geometix
GoldieBlox
Guidecraft
The Happy Kid Co.
Huntar Co.
ImagAbility, Inc.
International Playthings
K'NEX
Konstruk-Tubes
KSM
Learning Advantage
Learning Carpets
Learning Resources
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Maxim Enterprise
Miniland Educational Corp.
Neat-Oh!
OgoSport
The Original Toy Company
OWI Robotics
Parchmint, Inc.
PlaSmart
Play Visions
PlayMaisCanada Inc.
Poof-Slinky
Q-Ba-Maze
Reeves Intl.
Rokenbok
Roy Toy
Schylling Toys
Scribble Mats
Small World Toys
Stack and Stick
Stuhr Products
Taurus Toy
TEDCO
Tier Toys
Toylinks inc.
Tree Blocks
The Un-Block/
Aha! Concepts LLC
Valtech LLC
WABA Fun
Zometool

Doctor Kits

Brand New World
Castle Toy
International Playthings
KSM
Learning Resources
Small World Toys

Farm Toys

Anatex Enterprises
Baby Einstein

Bajo Toys
Beka
BERG Toys
Bruder Toys
CHH Quality Products
CollectA
D and Me Wood Toys
HANSA Toys USA
Hotaling Imports, Inc.
Innovative Kids
International Playthings
Jack Rabbit Creations
KSM
Learning Carpets
Leisure Learning Products
Maple Landmark
Maxim Enterprise
Meadow View Imports
Miniland Educational Corp.
Neat-Oh!
Nova Natural
Only Hearts Club
Play Smart
Reeves Intl.
Safari Ltd.
Scribble Mats
Small World Toys
Smart Gear
Tier Toys
TOMY International
We R Fun Games

Glow in the Dark Toys

Active People
BionicBlox
BSW Toy
CelebriDucks
Chenille Kraft
Copernicus Toys
Discover with Dr. Cool
Duncan Toys
EarthBalls by Orbis
Gamewright
GeoMag USA
Hotaling Imports, Inc.
The Idea Factory USA
John N. Hansen Co.
Noodle Head
Orbis World Globes
Play Visions
Replogle Globes
Smethport
Stellar Toys
TEDCO
Toylinks inc.
Westminster
Wikki Stix
Yottoy Productions

Horses & Accessories

Aeromax
Beka
Bruder Toys
CollectA
HANSA Toys USA
Hobby Merchandiser
Hotaling Imports, Inc.
ImagiPLAY
International Playthings
Klutz
Maxim Enterprise
Meadow View Imports
Neat-Oh!
Nova Natural
Only Hearts Club
The Queen's Treasures
Reeves Intl.
Safari Ltd.
Schylling Toys
Skulduggery Inc.
Tier Toys
Tree Blocks

Jokes & Pranks

Copernicus Toys
FUN
SILLY STRING Products

Magic Tricks

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Copernicus Toys
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Fundex Games
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International Playthings
John N. Hansen Co.
Klutz
Schylling Toys
TEDCO
Westminster

Marbles

BSW Toy
Castle Toy
Channel Craft
Discovery Toys
FS-USA
GeoCentral
Geospace
Learning Carpets
Q-Ba-Maze
Schylling Toys
Taurus Toy

Model Kits

BC USA
Classic Metal Works
Discover with Dr. Cool
Estes Rockets
Guillow's
Hobby Merchandiser
K'NEX
Learning Resources
Maxim Enterprise
Midwest Products
OWI Robotics
PineCar
Roy Toy
Scene-A-Rama
Skulduggery Inc.
Small World Toys
TEDCO

Musical Toys

ALEX
Anatex Enterprises
Baby Einstein
BSW Toy
Chicco
Discovery Toys
Geared For Imagination
Hape
Hohner
ImagiPLAY
International Playthings
Jack Rabbit Creations
Kids Preferred
KSM
Latin Percussion
Loog Guitars
Nova Natural
The Original Toy Company
Piano Made Easy
Reeves Intl.
Rhythm Band Instruments
Russ Berrie
Schoenhut Piano
Schylling Toys
Small World Toys
Smart Gear
Sounds Like Fun
Taggies
Tree Blocks
Westco Educational Products
Woodstock Music Collection

Play Food

Anatex Enterprises
BC USA
Brand New World
BSW Toy
Castle Toy
Guidecraft
HABA USA
Hape
Hotaling Imports, Inc.
The Idea Factory USA
Learning Resources
Manhattan Toy
Miniland Educational Corp.
Small World Toys
Smart Gear
Whole Wide World Toys, Inc.

Play Guns

BC USA
The Idea Factory USA
Magnum Enterprises
SILLY STRING Products

Play Money

Discovery Toys
Educational Insights
Game Parts
Learning Advantage
Learning Resources
Miniland Educational Corp.
Schylling Toys

Play Tools

Anatex Enterprises
CHH Quality Products
D and Me Wood Toys
Discovery Toys
Elenco
Green Toys Inc.
Guidecraft
The Idea Factory USA
International Playthings
Learning Resources
Manhattan Toy
Maxim Enterprise
Parchmint, Inc.
Small World Toys
Smart Gear
Wee Believers
Zatswho

Pop-Up Toys

Bead Bazaar
Brik-a-Blok Toys
Hotaling Imports, Inc.
The Idea Factory USA
Insect Lore
International Playthings
Jack Rabbit Creations
Pharmtec Corporation
Reeves Intl.
Saturnian 1
Schylling Toys

Pull Toys

Applepie Toys
Applepie Toys Ltd/ My Pals
Toy Distribution
Bajo Toys
BSW Toy
Bunnies By The Bay
Castle Toy
CHH Quality Products
Chicco
D and Me Wood Toys
Gollnest & Kiesel KG
Guidecraft
Gund
Hape
Hotaling Imports, Inc.
The Idea Factory USA
International Playthings
Jack Rabbit Creations

Kids Preferred
K'NEX
Manhattan Toy
Maxim Enterprise
Nova Natural
The Original Toy Company
P'kolino
Poof-Slinky
Reeves Intl.
Rich Frog
Small World Toys
Tier Toys
Yottoy Productions

Sorting Toys

A Broader View
Anatex Enterprises
Bajo Toys
BC USA
Chenille Kraft
CHH Quality Products
Chicco
Discovery Toys
Gollnest & Kiesel KG
Green Toys Inc.
Guidecraft
Hape
ImagAbility, Inc.
International Playthings
Jack Rabbit Creations
Kids Preferred
K'NEX
Lauri
Learning Advantage
Learning Resources
Leisure Learning Products
Manhattan Toy
Matryoshka Madness!
Maxim Enterprise
Miniland Educational Corp.
Money Savvy Generation
The Original Toy Company
Pajaggle, Inc.
Play Smart
Reeves Intl.
Small World Toys
Smart Gear
Think-a-lot Toys
Tier Toys
Wee Blossom

Stacking Toys

A Broader View
AG Industries
Anatex Enterprises
Bajo Toys
Brinca Dada
Challenge & Fun
CHH Quality Products
Chicco
Daydream Toys
Discovery Toys
eeBoo
Geared For Imagination
Green Toys Inc.
Guidecraft
Gund
Hape
Hotaling Imports, Inc.
ImagAbility, Inc.
International Playthings
Jack Rabbit Creations
Kids Preferred
K'NEX
Lauri
Learning Advantage
Manhattan Toy
Maxim Enterprise
Miniland Educational Corp.
Nova Natural
P'kolino
PlaSmart
Reeves Intl.
Small World Toys

Products by Category

Smart Gear
Think-a-lot Toys
Tier Toys
Toylinks inc.
Wee Believers
Wee Blossom
Yottoy Productions

Swords

Castle Toy
The Idea Factory USA
Little Adventures
Magnum Enterprises
Neat-Oh!
Nova Natural
The Orb Factory
Small World Toys

Tea Sets

ALEX
BeginAgain
Green Toys Inc.
The Idea Factory USA
International Playthings
Jack Rabbit Creations
KSM
The Original Toy Company
Poof-Slinky
Schylling Toys
Silver Dolphin Books
Small World Toys
Smart Gear

Traps

Aero-Motion
BeginAgain
Channel Craft
Duncan Toys
Edmund Scientifics
KSM
Maple Landmark
The Original Toy Company
Schylling Toys

Trains

Bachmann Trains
Bajo Toys
Basic Fun
BC USA
BSW Toy
Carrera of America
CHH Quality Products
Classic Metal Works
D and Me Wood Toys
Eagle Games & Gryphon
Games aka FRED Distribution, Inc.
Gollnest & Kiesel KG
HABA USA
Hobby Merchandiser
The Idea Factory USA
Kids Touch Learning
K'NEX
Learning Resources
Maple Landmark
Maxim Enterprise
Neat-Oh!
Nova Natural
Play Smart
Schylling Toys
Skulduggery Inc.
TOMY International
WABA Fun

Trucks

Bajo Toys
BC USA
Bruder Toys
Classic Metal Works
D and Me Wood Toys
Guidecraft
Hobby Merchandiser
The Idea Factory USA
International Playthings

Jack Rabbit Creations
Kettler USA
KSM
Maple Landmark
Maxim Enterprise
Neat-Oh!
Nova Natural
The Original Toy Company
PineCar
Schylling Toys
Skulduggery Inc.
Small World Toys
Smart Gear
Sprig Toys
WABA Fun

Wind-Up Toys

BSW Toy
Daydream Toys
Gund
Jack Rabbit Creations
Play Visions
Rich Frog
Russ Berrie
Schylling Toys
Small World Toys

Yo-yos

Active People
Aero-Motion
BeginAgain
Channel Craft
Duncan Toys
Edmund Scientifics
Geospace
Maple Landmark
Old Fashion Toy Co.
The Original Toy Company
Play Visions
Prime Time Toys
Stellar Toys
Tom Kuhn
Yomega Corp.

DOLLS, PUPPETS & PLUSH**Carriages & Strollers**

Castle Toy
Corolle Dolls
Curtain Critters
International Playthings
Kids Only Toys
Manhattan Toy
Nova Natural
Small World Toys

Doll Clothing

A Girl for All Time
Arklu
BlaBla Kids
Corolle Dolls
Creature Comforts Toys
The Elf on the Shelf
Fashion Angels
Greenpoint Brands
International Playthings
Itty Bitty Toy Co.
Kathe Kruse
Karito Kids
Kids Preferred
Little Adventures
Manhattan Toy
Matryoshka Madness!
Miniland Educational Corp.
North American Bear
Nova Natural
Pockets of Learning
The Queen's Treasures
Rubens Barn Dolls
Stanislaus Imports
Tonner Doll Co.
Zeenie Dollz LLC

Doll Furniture

Arklu
BC USA
Guidecraft
Hotaling Imports, Inc.
Kids Only Toys
Little Colorado
Manhattan Toy
Maxim Enterprise
Nova Natural
The Queen's Treasures
Small World Toys
Tree Blocks
Zeenie Dollz LLC

Dollhouses

ALEX
Bajo Toys
Brinca Dada
Discovery Toys
Guidecraft
Hotaling Imports, Inc.
Imagination Box Co.
International Playthings
Manhattan Toy
Matryoshka Madness!
Maxim Enterprise
Neat-Oh!
Nova Natural
Pockets of Learning
Real Good Toys
Small World Toys
Smart Gear
Storybook Toys
Tree Blocks

Dolls - Cloth

Beeeposh
Castle Toy
Challenge & Fun
Corolle Dolls
Folkmanis
International Playthings
Kathe Kruse
Kids Preferred
Little Adventures
Manhattan Toy
Matryoshka Madness!
MerryMakers
North American Bear
Nova Natural
Pockets of Learning
The Queen's Treasures
Rubens Barn Dolls
Russ Berrie
Small World Toys
Well Made Toy Mfg Company
YNU Group

Dolls - Collectible

Adora by Charisma
Alexander Doll
Arklu
Beacon Street Girls
Fashion Angels
GBL & CLjr Publishing
Giantmicrobes
International Playthings
Kathe Kruse
Karito Kids
Kids Preferred
Love Your Breed
Matryoshka Madness!
Northern Gifts
Precious Pollabias
The Queen's Treasures
ScareMeNots
Tonner Doll Co.
Well Made Toy Mfg Company
YNU Group
Zeenie Dollz LLC

Dolls - Multicultural

Adora by Charisma
Arklu
BlaBla Kids
Challenge & Fun
Corolle Dolls
Get Ready Kids
International Playthings
Karito Kids
Manhattan Toy
Matryoshka Madness!
MerryMakers
Miniland Educational Corp.
North American Bear
Northern Gifts
Nova Natural
Precious Pollabias
The Queen's Treasures
Rubens Barn Dolls
Squire Boone Village
Wee Believers
Whole Wide World Toys, Inc.
YNU Group
Zeenie Dollz LLC

Dolls - Paper & Board

Lauri
Smethport

Dolls- Talking

Kids Preferred
Small World Toys

Felt/Fannelboards

Beka
Betty Lukens
Roylco
Small World Toys

Finger Puppets

ALEX
Bead Bazaar
BlaBla Kids
Challenge & Fun
Creature Comforts Toys
Folkmanis
Get Ready Kids
Greenpoint Brands
Gund
Kellytoy
Kids Preferred
Lilliputiens
Manhattan Toy
Maxim Enterprise
MerryMakers
Nova Natural
The Original Toy Company
Pint Size Productions
Pockets of Learning
Puppet Partners
Russ Berrie
Squire Boone Village
Sunny & Co Toys, Inc
Yottoy Productions

Hand Puppets

ALEX
Animal Adventure
ArkMiPa Costumes
Aurora World
Bestever
Carson-Dellosa Publishing
Challenge & Fun
Creature Comforts Toys
Fiesta
Folkmanis
Geared For Imagination
Get Ready Kids
Gund
Hape
Kellytoy
Kids Preferred
Lauri
Learning Resources

Lilliputiens
Manhattan Toy
MerryMakers
Miniland Educational Corp.
The Original Toy Company
Pint Size Productions
Pockets of Learning
Poof-Slinky
Puppet Partners
Roylco
Russ Berrie
Sunny & Co Toys, Inc
Timeless Toys /Sootheze Inc.
Yottoy Productions

Marionettes

Educational Insights
The Original Toy Company
Sunny & Co Toys, Inc

Plush Animals

Always Been Creative, Inc. / the blankZ
Angels From The Attic
Animal Adventure
ArkMiPa Costumes
Aurora World
Banana Design Lab
BC USA
Beeeposh
Bestever
BSW Toy
Bunnies By The Bay
Challenge & Fun
Chenille Kraft
Creature Comforts Toys
Curtain Critters
Dandelion
Dandy Innovations
Douglas Company
The Elf on the Shelf
Fierce Fun Toys
Fiesta
Folkmanis
FouFou Baby
Fuzzytails by Lisa McCue
Geared For Imagination
Get Ready Kids
Giantmicrobes
GoofBallz - See "Monkeez Makes a Difference"
Greenpoint Brands
Gund
HANSA Toys USA
Hugg-A-Planet
Innovative Kids
International Playthings
Jack Rabbit Creations
Kaloo
Kellytoy
Kids Preferred
Kimochis
Lilliputiens
Love Your Breed
Manhattan Toy
Mary Meyer
MerryMakers
Monkeez Makes a Difference
My Pillow Pets
Noodle Head
North American Bear
Northern Gifts
O.B. Designs LLC
Petting Zoo Plush
Pint Size Productions
P'kolino
Play Visions
PlayAbility Toys
Poof-Slinky
Precious Pollabias
R & R Games
Reeves Intl.
Reindeer Magic/Kavik
Publishing LLC

Rich Frog
Russ Berrie
ScareMeNots
Small World Toys
Soft Clothing for All Children - Borris, Prince of Whales
Squire Boone Village
Stuffed Animal House
Sunny & Co Toys, Inc
Taggies
TagsMania
TEEBOO USA
Timeless Toys /Sootheze Inc.
Ty
Uglydoll
Wee Believers
Well Made Toy Mfg Company
Westminster
World of Miniature Bears
Yottoy Productions
ZombieZoo A.K.A. Boo2Yoo
Zoobies

DRRESS-UP**Angel Wings**

ArkMiPa Costumes
Creative Education
Fairy Finery
Little Adventures
My Princess Academy

Boy Dress-Up

Aeromax
ArkMiPa Costumes
Brand New World
Chenille Kraft
Creative Education
Dexter Educational
Fairy Finery
Guidecraft
Kids Touch Learning
Klutz
KSM
Little Adventures
Nova Natural
Sarah's Silks
Schylling Toys
Small World Toys
Squire Boone Village
Wee Believers

Disguise Kits

Copernicus Toys
Little Adventures

Face Paints

ALEX
Creativity for Kids
Fashion Angels
Snazaroo

Girl Dress-Up

Aeromax
ArkMiPa Costumes
Bestever
Brand New World
Chenille Kraft
Creative Education
Dexter Educational
Douglas Company
Fairy Finery
Guidecraft
Kids Touch Learning
Klutz
KSM
Little Adventures
Manhattan Toy
My Princess Academy
Nova Natural
Russ Berrie
Sarah's Silks

Products by Category

Schylling Toys
Squire Boone Village
Style Paige LLC

Hair Accessories

Bead Bazaar
Creative Education
Creativity for Kids
Fairy Finery
Little Adventures
My Princess Academy
The Orb Factory
Shains

Hats

Aeromax
ArkMiPa Costumes
B-Zany
Fairy Finery
KSM
Little Adventures
Rich Frog

Jewelry

Creative Education
High IntenCity
Noodle Head
The Orb Factory
Russ Berrie
Shains
Silver Dolphin Books
Squire Boone Village

Shoes

Creative Education
My Princess Academy
Rich Frog

Sunglasses

KSM
The Orb Factory
Schylling Toys

Tattoos

Creativity for Kids
Schylling Toys

FURNITURE & DECOR

Banks

Bajo Toys
Jack Rabbit Creations
KSM
Money Savvy Generation
Poof-Slinky
Prime Time Toys
Russ Berrie

Bookcases

Levels of Discovery
Little Colorado
Maple Landmark
Maxim Enterprise
P'kolino

Chairs

Bajo Toys
Beka
Brand New World
Fun Furnishings
Guidecraft
Kettler USA
Levels of Discovery
Little Colorado
Loger Toys
Maxim Enterprise
Pacific Play Tents
P'kolino

Esels

ALEX
Beka
Chenille Kraft
Childbrite
Educational Insights
Guidecraft
Levels of Discovery
Loger Toys
Maxim Enterprise
P'kolino
PlaSmart

Jewelry Boxes

Bead Bazaar
High IntenCity
Maxim Enterprise
Nova Natural
The Orb Factory
Reeves Intl.
Russ Berrie

Pillows

Animal Adventure
Beeposh
Bestever
Brand New World
Fun Furnishings
Hugg-A-Planet
My NapPak
O.B. Designs LLC
Stuffed Animal House
Taggies
Zoobies

Placemats

Scribble Mats
The Straight Edge
Wee Believers

Play Kitchens

ALEX
Anatex Enterprises
Educational Insights
Guidecraft
Hape
KSM
Little Colorado
Nova Natural
Smart Gear
Tree Blocks

Play Stores

Anatex Enterprises
Daydream Toys
Educational Insights
Guidecraft
Hape
Little Colorado
Nova Natural
Pharmtec Corporation
Smart Gear

Puppet Theaters

ALEX
Bead Bazaar
Beka
Educational Insights
Guidecraft
Little Colorado
Manhattan Toy
Maxim Enterprise
Nova Natural
Pacific Play Tents
P'kolino

Sand & Water Tables

Anatex Enterprises
Childbrite
KSM
Sprig Toys

Storage Units

Beka
Childbrite
Educational Insights
Guidecraft
Lay-n-Go, LLC
Levels of Discovery
Little Colorado
Maxim Enterprise
Neat-Oh!
P'kolino
Romanoff Products Inc

Tables

Anatex Enterprises
Bajo Toys
Beka
Brand New World
Eagle Games & Gryphon
Games aka FRED
Distribution, Inc.
Guidecraft
Kettler USA
Levels of Discovery
Little Colorado
Maxim Enterprise
Nova Natural
P'kolino

Toy Chests

Bajo Toys
Beka
Guidecraft
Kettler USA
KidKraft
Levels of Discovery
Little Colorado
Maxim Enterprise
Neat-Oh!
Nova Natural
P'kolino

GAMES

Backgammon

ACD Distribution
Alliance Game Distributors
Channel Craft
CHH Quality Products
Educational Insights
Fame Products
Fundex Games
Game Parts
International Playthings
Magnetic Poetry
Patch Products
Pressman
Reeves Intl.
Smethport
Wood Expressions

Cards (standard deck)

A Broader View
Birdcage Press
BSW Toy
Channel Craft
CHH Quality Products
DeLano Service
Endless Games
Free Spirit Publishing
Fundex Games
Game Parts
Gamewright
iKre8
International Playthings
Klutz
Patch Products
Periodic Quest
Playroom Entertainment
Quinto Game Co.
Schylling Toys
Skroojility Games
Springbok Puzzles

Square Shooters
SunsOut
Think-a-lot Toys
Top Trumps
U.S. Games Systems
USAopoly

Checkers/Chess

ACD Distribution
Alliance Game Distributors
Castle Toy
Channel Craft
CHH Quality Products
Dream Green
Eagle Games & Gryphon
Games aka FRED
Distribution, Inc.
eeBoo
Endless Games
Fame Products
Fundex Games
Game Parts
Insect Lore
International Playthings
John N. Hansen Co.
Kettler USA
Maple Landmark
MegaChess
Patch Products
Pressman
Reeves Intl.
Schylling Toys
Smethport
TEDCO
USAopoly
WonderChess
Wood Expressions

Computer Games

Clay-Mates
Days of Wonder
Dig-It! Games
Eagle Games & Gryphon
Games aka FRED
Distribution, Inc.
Educational Insights
McNeill Design for Brighter
Minds
School Zone
Smileypop

Dice

ACD Distribution
All The King's Games
Alliance Game Distributors
Channel Craft
Chenille Kraft
CHH Quality Products
Eagle Games & Gryphon
Games aka FRED
Distribution, Inc.
Endless Games
Fundex Games
Game Parts
Gamewright
Griddly Games
Jax Ltd.
Koplow Games
Learning Advantage
Learning Resources
Leisure Learning Products
Mindtwister USA
Patch Products
Periodic Quest
Playroom Entertainment
Rolco Games
SET Enterprises
Square Shooters
USAopoly
Wood Expressions

Dominoes

Bajo Toys
Blue Orange Games
Castle Toy
Channel Craft
CHH Quality Products
Chicago Toy & Gift / Anton
Publications
Dowling Magnets
eeBoo
Endless Games
Fame Products
Fundex Games
Game Parts
Great American Puzzle
Factory
The Haywire Group
Insect Lore
Learning Advantage
Leisure Learning Products
Maple Landmark
Patch Products
Pressman
Reeves Intl.
USAopoly
Wood Expressions

Family Games

A Broader View
ACD Distribution
All The King's Games
Alliance Game Distributors
American Educational
Products
Ampersand Press
Anjar Company
Answers in Motion
Around the Table
Around the World
Beka
Better Indeed
Big Sunday
Birdcage Press
Blue Orange Games
Briarpatch
Buffalo Games
Calliope Games
Channel Craft
CHH Quality Products
Chicago Toy & Gift / Anton
Publications
Clay-Mates
Cogno Products
Coin Hopping Games
Creative Playhouse
Curtlin Toys & Games
Dad's Ink, Ltd.
Destina, Inc.
Discovery Toys
Do-A-Dot Art
Dream Green
Eagle Games & Gryphon
Games aka FRED
Distribution, Inc.
Education Outdoors
Educational Insights
EduStic, Inc.
eeBoo
The Elf on the Shelf
Endless Games
Fame Products
Family Games
FoxMind Games
Fun Q Games
Fundex Games
Funnybone Toys LLC
Funstreet
Games For All Reasons
Gamewright
Gary Grimm & Assoc.
Geospace
Goldbrick Games
Great American Puzzle
Factory

Griddly Games
The Haywire Group
HL Games
The Horse Race Game
The Idea Corps
iKre8
INI, LLC
International Playthings
Jax Ltd.
Jesse James Games
John N. Hansen Co.
Kelmar Games
Knightweaver Games
Koplow Games
Kubit2me
Latz Chance Games
Learning Advantage
Learning Resources
LemonTree Games LLC
Lindergaff, LLC
Live Oak Games
Looney Labs
Mad Cave Bird Games
Maranda Enterprises
MasterPieces
Mayfair Games
McNeill Design for Brighter
Minds
Missing Piece Press
MoeFamilyFun LLC
Morning Star Games
Morphology Games
Mystic Game Co.
North Star Games
Out of the Box
Outset Media Games
Pajaggle, Inc.
Patch Products
Patix
Pazow!
PB & J Toys
Periodic Quest
PlaSmart
Platypus Games
PlayAbility Toys
Playroom Entertainment
Poof-Slinky
Pressman
Pywacket Games
Quinto Game Co.
R & R Games
RandomLine
Ravensburger
Rayzor Sharp Ent.
Reeves Intl.
RETROPlay LLC
Rio Grande Games
School Zone
SET Enterprises
Skroojility Games
Small World Toys
Smileypop
Spy Alley Partners
Square Shooters
Strategic Space
Talicor Aristoplay
Think-a-lot Toys
ThinkFun
Treasure Pools
TREND enterprises, Inc.
U.S. Games Systems
Uncle Skunkle Toys
University Games
Upside Down Games Corp.
We R Fun Games
Wee Believers
White Sand Games
Wiggity Bang Games
Wiggles 3D
Wikki Stix
Williamson Games
WOKER
Wood Expressions
Yamodo!

Products by Category

Yomega Corp.
The Young Scientists Club

Hopscotch Mats

ALEX
Chenille Kraft
Fundex Games
Learning Carpets
Small World Toys

Magnetic Games

Anatex Enterprises
CHH Quality Products
Creative Whack
Dowling Magnets
Educational Insights
eeBoo
Family Games
Fractiles
Fundex Games
GeoMag USA
Geospace
International Playthings
Jishaku
Leisure Learning Products
Magnetic Poetry
MasterPieces
Miniland Educational Corp.
Mystic Game Co.
Patch Products
Play Smart
Pressman
Safari Ltd.
Smethport
U.S. Games Systems
Wiggles 3D
Wood Expressions

Marble Games

Alliance Game Distributors
Channel Craft
CHH Quality Products
Duncan Toys
Fractiles
FS-USA
Geospace
Mad Cave Bird Games
Maple Landmark
Mindtwister USA
Outset Media Games
Pressman
Smethport
Wood Expressions

Party Games

ACD Distribution
All The King's Games
Alliance Game Distributors
Anomia Press
Answers in Motion
Around the World
Brik-a-Blok Toys
Buffalo Games
Calliope Games
Channel Craft
CHH Quality Products
Chicago Toy & Gift / Anton Publications
Creative Playhouse
Eagle Games & Gryphon
Games aka FRED
Distribution, Inc.
EduStic, Inc.
eeBoo
Endless Games
FoxMind Games
Fun Q Games
Fundex Games
Funnybone Toys LLC
Games For All Reasons
Gamewright
Gary Grimm & Assoc.
Geospace
Goldbrick Games

Great American Puzzle
Factory
Griddly Games
The Haywire Group
HL Games
The Horse Race Game
INI, LLC
Jesse James Games
Jishaku
Koplow Games
Kubit2me
Lauri
Live Oak Games
Mayfair Games
McNeill Design for Brighter Minds
MoeFamilyFun LLC
Morning Star Games
Morphology Games
Mystic Game Co.
North Star Games
OOZ & OZ
Out of the Box
Outset Media Games
Patch Products
Pazow!
Periodic Quest
Playroom Entertainment
Pressman
Quinto Game Co.
R & R Games
RandomLine
Ravensburger
RETROPlay LLC
Smileypop
Square Shooters
Talicor Aristoplay
Think-a-lot Toys
ThinkFun
U.S. Games Systems
University Games
USAopoly
We R Fun Games
Wiggly Bang Games
Wiggles 3D
Williamson Games
WOKER
Yamodo!

Religious Games

Endless Games
Gary Grimm & Assoc.
Jewish Educational Toys
Looney Labs
Pressman
Talicor Aristoplay
TREND enterprises, Inc.
Wee Believers

Role-Playing Games

ACD Distribution
Alliance Game Distributors
ArkMiPa Costumes
Free Spirit Publishing
Fundex Games
Hobby Merchandiser
iKre8
Morning Star Games
The Original Toy Company
Outset Media Games
Pressman
Smart Gear
Style Paige LCC
Top Trumps
Wee Believers

Strategy Games

A Broader View
ACD Distribution
Alliance Game Distributors
Anjar Company
Around the World
Big Sunday
Blue Orange Games

Briarpatch
Calliope Games
Channel Craft
CHH Quality Products
Cogno Products
Coin Hopping Games
Curtlin Toys & Games
Days of Wonder
Destina, Inc.
Discovery Toys
Dream Green
Eagle Games & Gryphon
Games aka FRED
Distribution, Inc.
Educational Insights
Endless Games
Eni Puzzles
Family Games
FoxMind Games
Fun Q Games
Fundex Games
Funnybone Toys LLC
Game Parts
Gamewright
Geospace
Great American Puzzle
Factory
Griddly Games
Hobby Merchandiser
The Idea Corps
INI, LLC
International Playthings
Jax Ltd.
Jishaku
Kelmar Games
Knightweaver Games
Learning Advantage
LemonTree Games LLC
Live Oak Games
LMD Enterprises
Looney Labs
Mad Cave Bird Games
Maple Landmark
Maranda Enterprises
MathTwister, LLC
Mayfair Games
McNeill Design for Brighter Minds
Mindtwister USA
Missing Piece Press
Out of the Box
Outset Media Games
Pajaggle, Inc.
Parkwest Publications
Patch Products
Playroom Entertainment
Pressman
Pywacket Games
Quinto Game Co.
R & R Games
Ravensburger
Rayzor Sharp Ent.
Reeves Intl.
Rex Games
Rio Grande Games
SET Enterprises
Skroojility Games
Spy Alley Partners
Strategic Space
Teacher Created Resources
Think-a-lot Toys
ThinkFun
Top Trumps
TREND enterprises, Inc.
U.S. Games Systems
Uncle Skunkle Toys
University Games
USAopoly
Westshore Logic
Wiggles 3D
WOKER
WonderChess
Wood Expressions
Yomega Corp.

Travel Games

A Broader View
Aaron Barrada
ALEX
All The King's Games
Alliance Game Distributors
Around the Table
Around the World
Bananagrams
Basic Fun
Bead Bazaar
Briarpatch
Buffalo Games
Channel Craft
CHH Quality Products
Creative Changes
Discovery Toys
Do-A-Dot Art
Dream Green
Eagle Games & Gryphon
Games aka FRED
Distribution, Inc.
Education Outdoors
Educational Insights
eeBoo
The Elf on the Shelf
Endless Games
Family Games
Fractiles
Free Spirit Publishing
Fundex Games
Gamewright
Geospace
Griddly Games
HABA USA
The Haywire Group
iKre8
INI, LLC
International Playthings
Jax Ltd.
Kid Galaxy
Klutz
Koplow Games
Lauri
Learning Advantage
Leisure Learning Products
MasterPieces
Maxim Enterprise
Mayfair Games
McNeill Design for Brighter Minds
Missing Piece Press
Morning Star Games
OOZ & OZ
Out of the Box
Outset Media Games
Parkwest Publications
Patch Products
Pazow!
PB & J Toys
Peaceable Kingdom
Periodic Quest
Playroom Entertainment
Pressman
R & R Games
RandomLine
School Zone
Schylling Toys
Scribble Mats
SET Enterprises
Silver Dolphin Books
Small World Toys
Smethport
Square Shooters
Talicor Aristoplay
Think-a-lot Toys
ThinkFun
TREND enterprises, Inc.
U.S. Games Systems
University Games
USAopoly
Westminster
Wiggles 3D
Wikki Stix

WOKER
WonderChess
Wood Expressions
Zatswho

Trivia Games

A Broader View
ACD Distribution
Alliance Game Distributors
Around the World
Chicago Toy & Gift / Anton Publications
DeLano Service
Education Outdoors
Endless Games
FoxMind Games
Free Spirit Publishing
Fundex Games
Games For All Reasons
Gamewright
Gary Grimm & Assoc.
Great American Puzzle
Factory
Griddly Games
Jeezle Pete's
Missing Piece Press
North Star Games
Parkwest Publications
Patch Products
Patix
Periodic Quest
Playroom Entertainment
Pressman
R & R Games
Talicor Aristoplay
Teacher Created Resources
USAopoly
Wiggly Bang Games
Wiggles 3D
Williamson Games

INFANT PRODUCTS**Baby Books**

Baby Einstein
Bunnies By The Bay
Creations by You
Dandelion
Free Spirit Publishing
Gund
Independent Publishers
Group
International Playthings
Kids Preferred
Lilliputiens
Manhattan Toy
Miniland Educational Corp.
Pint Size Productions
Sassy Baby
Silver Dolphin Books
Taggies
ZooBooks

Baby Clothes & Accessories

Aaron Barrada
Beeposh
Bunnies By The Bay
Crafty Baby
Dandelion
Jack Rabbit Creations
Kaloo
Little Adventures

Blankets

Animal Adventure
Beeposh
Bunnies By The Bay
Crafty Baby
Dandelion
Douglas Company
Jack Rabbit Creations
Kids Preferred

Lilliputiens
My NapPak
My Pillow Pets
North American Bear
O.B. Designs LLC
Russ Berrie
Taggies
Zoobies

Infant Toys

Baby Einstein
Bajo Toys
Basic Fun
Beeposh
BeginAgain
Beka
Bestever
Bunnies By The Bay
Challenge & Fun
Chicco
Crafty Baby
Curtain Critters
Dandelion
Daydream Toys
Douglas Company
GeoMag USA
Gollnest & Kiesel KG
Greenpoint Brands
Gund
HABA USA
Hape
Hugg-A-Planet
ImagAbility, Inc.
International Playthings
Jack Rabbit Creations
Kaloo
Kids Preferred
KSM
Lapiluv, Inc.
Learning Carpets
Lilliputiens
Magical Innovations
Manhattan Toy
Maple Landmark
Miniland Educational Corp.
North American Bear
O.B. Designs LLC
Ohio Art
The Original Toy Company
Pint Size Productions
P'kolino
Pockets of Learning
Reeves Intl.
Rhino Toys
Russ Berrie
Sassy Baby
ScareMeNots
Smart Gear
SmartNoggin Toys
Taggies
TagsMania
Tiny Love
TOMY International
Uglydoll
Wee Blossom
Yottoy Productions
Zatswho

Mobiles

BlaBla Kids
Challenge & Fun
Chicco
Gollnest & Kiesel KG
Gund
Hotaling Imports, Inc.
Kaloo
Manhattan Toy
North American Bear
Nova Natural
Sassy Baby
Tree Blocks

For the interactive Buyers' Guide visit ShopToysandGifts.com

Products by Category

Pacifiers

Baby Einstein
Dandelion
Gollnest & Kiesel KG
Gund
HABA USA
Russ Berrie
Sassy Baby

Teethers

Animal Adventure
Baby Einstein
BeginAgain
Bunnies By The Bay
Challenge & Fun
Chicco
Dandelion
Discovery Toys
Greenpoint Brands
Gund
Kids Preferred
Magical Innovations
Manhattan Toy
Miniland Educational Corp.
Sassy Baby
Small World Toys
Taggies

NOVELTY & GIFT ITEMS

Candy

Squire Boone Village
Thames & Kosmos

Globes & Maps

A Broader View
BSW Toy
CHH Quality Products
CRAM
EarthBalls by Orbis
eeBoo
GeoCentral
Handstand Kids
Hugg-A-Planet
Lafayette Puzzle Factory
PlaSmart
Replogle Globes
Spaceshots, Inc.

Kaleidoscopes

BSW Toy
The Original Toy Company
Poof-Slinky
Schylling Toys
Stellar Toys
TEDCO
Wee Believers

Music Boxes

Jack Rabbit Creations
KSM
Nova Natural
Russ Berrie
Schylling Toys

Ornaments

Basic Fun
BowWowMeow
Clay-Mates
Gund
Joolbi
Maple Landmark
Milestones
Nova Natural
Reeves Intl.
Russ Berrie

Party Supplies

ALEX
b. dazzle
BC USA
BSW Toy
Chenille Kraft
Guillow's
Hygloss Products
Joolbi
Magic Beans
Nashville Wraps
OOZ & OZ
Peaceable Kingdom
Pharmtec Corporation
Scribble Mats
SILLY STRING Products
Snazaroo
Uglydoll
Wikki Stix

Pet Toys

Animal Adventure
BowWowMeow
Giantmicrobes
Gund
Kids Preferred
Pacific Play Tents
Pine-Pro
Play Visions
Shains
Uglydoll

OUTDOOR & ACTIVE TOYS

Balance Boards

ALEX
American Educational
Products
Challenge & Fun
Diggin Active, Inc.
Gibbon Slacklines
Guidecraft
Loger Toys
Nova Natural
Street Surfing
Wee Blossom

Balls

Active People
American Educational
Products
Answers in Motion
BSW Toy
Castle Toy
Channel Craft
Crafty Baby
Design Your Own
Diggin Active, Inc.
EarthBalls by Orbis
Geospace
Jack Rabbit Creations
Lavinia's World
Nova Natural
Patch Products
Play Visions
PlayAbility Toys
Poof-Slinky
Prime Time Toys
Replogle Globes
Rhino Toys
Saturnian 1
Schylling Toys
Small World Toys
Taggies
Wee Blossom
Yomega Corp.

Bubble-Making Toys

Channel Craft
Fundex Games
International Playthings

Klutz
Little Kids
Poof-Slinky
Schylling Toys
Small World Toys
Thames & Kosmos

Flying Toys

Aeromax
Aero-Motion
AG Industries
Brodmann Blades
Corporation / Hit Mit
Channel Craft
Design Your Own
Diggin Active, Inc.
Fundex Games
Geospace
Giggletime Toy
Guillow's
Hog Wild
Kid Galaxy
KSM
Midwest Products
Noodle Head
OgoSport
The Original Toy Company
Patch Products
Play Visions
PlayAbility Toys
Poof-Slinky
Prime Time Toys
Rhino Toys
Saturnian 1
Schylling Toys
Silver Dolphin Books
Small World Toys
Stellar Toys
Thames & Kosmos
Uncle Milton
Westminster
Yomega Corp.

Gardening Toys

ALEX
American Educational
Products
DuneCraft
Green Toys Inc.
HSP Nature Toys
Insect Lore
International Playthings
KSM
Magic Beans
Maxim Enterprise
Nova Natural
The Original Toy Company
Schylling Toys
Small World Toys
TickleMe Plant Company

Juggling Sets

Active People
AG Industries
Channel Craft
Duncan Toys
John N. Hansen Co.
Klutz
KSM
Patch Products
The Pencil Grip
Play Visions
Saturnian 1
Schylling Toys

Jump Ropes

American Educational
Products
Anatex Enterprises
BSW Toy
Castle Toy
Channel Craft
Fundex Games
Green Toys Inc.

Just Jump It
Latz Chance Games
Nova Natural
The Original Toy Company
Poof-Slinky
Prime Time Toys
Saturnian 1
Schylling Toys
TWC of America

Kites

AG Industries
ALEX
BSW Toy
KSM
Noodle Head
Saturnian 1
Schylling Toys
Stellar Toys
Thames & Kosmos

Lawn Games

Air Pogo
ALEX
BeginAgain
Beka
Brik-a-Blok Toys
Brodmann Blades
Corporation / Hit Mit
Channel Craft
CHH Quality Products
Diggin Active, Inc.
Fundex Games
Gamewright
Geospace
HABA USA
International Playthings
John N. Hansen Co.
Kettler USA
KSM
Mashoonga! by Revel King
Maxim Enterprise
Miniland Educational Corp.
OgoSport
Patch Products
Play Smart
Pressman
Prime Time Toys
Rhino Toys
Saturnian 1
Schylling Toys
SILLY STRING Products

Nature Toys

A Broader View
Anatex Enterprises
Baby Einstein
BSW Toy
Channel Craft
CHH Quality Products
Discover with Dr. Cool
DuneCraft
Edmund Scientifics
GBL & Cljr Publishing
HSP Nature Toys
Itty Bitty Toy Co.
John N. Hansen Co.
Little Kids
Magic Beans
The Original Toy Company
Poof-Slinky
Safari Ltd.
Schylling Toys
Smart Gear
Thames & Kosmos
The Little Yoga Mat
TickleMe Plant Company
TOYOPS
TWC of America
Uncle Milton

Playhouses

ALEX
Beka
Brik-a-Blok Toys
Insect Lore
Little Colorado
Nova Natural
Pacific Play Tents
Pharmtec Corporation
Schylling Toys
Scribble Mats
Storybook Toys

Pogo Sticks

Diggin Active, Inc.

Remote Control Toys

Chicco
Estes Rockets
Kid Galaxy
Midwest Products
Rokenbok
Uncle Milton
Westminster

Ride-On Toys

Aeromax
American Plastic Toys
Bajo Toys
BERG Toys
Brand 44 Colorado
C&N Reproductions
Chicco
Diggin Active, Inc.
Fiesta
Geospace
International Playthings
Kettler USA
Kickboard USA by Micro
Kiddimoto
KSM
Little Colorado
Mason Corporation
Maxim Enterprise
Nogin Sox
The Original Toy Company
PlaSmart
Prince Lionheart
Schylling Toys
Smart Gear
Street Surfing

Stiils

Beka
International Playthings
Just Jump It
Nova Natural
The Original Toy Company

Tepees

Brik-a-Blok Toys
The Original Toy Company
Poof-Slinky

Tunnels

Brik-a-Blok Toys
The Happy Kid Co.
Insect Lore
Saturnian 1
Schylling Toys

Wagons

Beka
Kettler USA

Water Toys

Aeromax
Brodmann Blades
Corporation / Hit Mit
BSW Toy
CelebriDucks
Fundex Games
Green Toys Inc.
Hape

HydroSport
International Playthings
John N. Hansen Co.
Kid Galaxy
KSM
Learning Resources
Magic Beans
Nova Natural
OgoSport
The Original Toy Company
Play Visions
Prime Time Toys
Pumpnator
Reeves Intl.
Saturnian 1
Schylling Toys
Small World Toys
SwimWays
Yomega Corp.

PUZZLES

3-D Puzzles

Alliance Game Distributors
BC USA
Buffalo Games
Ceaco
Channel Craft
CHH Quality Products
Creative Craffthouse
Creative Whack
Dream Green
Edmund Scientifics
Eni Puzzles
Geometix
ImagiPLAY
Lafayette Puzzle Factory
Late for the Sky
Leisure Learning Products
PlayMaisCanada Inc.
Pressman
Puzzle Craffthouse
Recent Toys
Reeves Intl.
Silver Dolphin Books
Springbok Puzzles
ThinkFun

Brainteasers

ACD Distribution
Artifact Puzzles
b. dazzle
Briarpatch
Ceaco
Channel Craft
CHH Quality Products
Copernicus Toys
Creative Craffthouse
Creative Whack
Edmund Scientifics
Eni Puzzles
Family Games
FoxMind Games
Fractiles
Fundex Games
Funnybone Toys LLC
Gamewright
GeoCentral
Geospace

Hotaling Imports, Inc.
Hunter Co.
John N. Hansen Co.
Lafayette Puzzle Factory
Leisure Learning Products
Mad Cave Bird Games
MathTwister, LLC
Missing Piece Press
Monkeying Around
OOZ & OZ
Pajaggle, Inc.
Puzzle Craffthouse
Rayzor Sharp Ent.

Products by Category

Recent Toys
Reeves Intl.
Teacher Created Resources
Tessellations
ThinkFun
Top Trumps
Tucker-Jones House Inc.
University Games
Westshore Logic

Children's Puzzles

A Broader View
ALEX
Anatex Enterprises
b. dazzle
Bajo Toys
BC USA
Bead Bazaar
BeginAgain
Briarpatch
Ceaco
Challenge & Fun
Chenille Kraft
CHH Quality Products
Creative Craffhouse
Daydream Toys
Discovery Toys
eeBoo
Eni Puzzles
Fundex Games
Gamewright
GeoCentral
Geospace
Gollnest & Kiesel KG
Great American Puzzle
Factory
Guidecraft
HABA USA
Hape
Hotaling Imports, Inc.
ImagiPLAY
Innovative Kids
Jack Rabbit Creations
Jewish Educational Toys
Junction of Function
Kids Touch Learning
KSM
Lafayette Puzzle Factory
Lauri
Learning Advantage
Learning Resources
Leisure Learning Products
Loger Toys
Maple Landmark
MasterPieces
Maxim Enterprise
Miniland Educational Corp.
Monkeying Around
The Original Toy Company
Out of the Box
Outset Media Games
Patch Products
PlasSmart
Play Smart
Pressman
Puzzle Craffhouse
Ravensburger
Roylco
Safari Ltd.
Schylling Toys
Scribble Mats
Small World Toys
Springbok Puzzles
SunsOut
Talicor Aristoplay
Tessellations
ThinkFun
University Games
We R Fun Games
Wee Believers
Whole Wide World Toys, Inc.

Floor Puzzles

ALEX
Briarpatch
Ceaco
Chenille Kraft
Fundex Games
Gamewright
Great American Puzzle
Factory
Kids Touch Learning
Lafayette Puzzle Factory
Learning Advantage
Learning Carpets
Loger Toys
MasterPieces
Miniland Educational Corp.
The Original Toy Company
Patch Products
Peaceable Kingdom
PlasSmart
Pressman
Ravensburger
Safari Ltd.
Small World Toys
SunsOut
University Games
Wee Believers

Jigsaw Puzzles

A Broader View
Alliance Game Distributors
Anatex Enterprises
Artifact Puzzles
BC USA
Briarpatch
Buffalo Games
Ceaco
Channel Craft
Endless Games
Fundex Games
Gamewright
Great American Puzzle
Factory
Hape
Hobby Merchandiser
Hotaling Imports, Inc.
ImagiPLAY
John N. Hansen Co.
KSM
Lafayette Puzzle Factory
Loger Toys
MasterPieces
Maxim Enterprise
The Original Toy Company
Outset Media Games
PlasSmart
Pressman
Ravensburger
Safari Ltd.
Schylling Toys
Scribble Mats
Springbok Puzzles
SunsOut
Talicor Aristoplay
University Games
USAopoly

Magnetic Puzzles

Anatex Enterprises
Bead Bazaar
Ceaco
CHH Quality Products
Creative Whack
Dowling Magnets
Fractiles
Gamewright
Geometix
Geospace
Hotaling Imports, Inc.
Huntar Co.
Junction of Function
Leisure Learning Products
MasterPieces

Miniland Educational Corp.
Play Smart
Tessellations

Mechanical Puzzles

Channel Craft
Eni Puzzles
FoxMind Games
Tucker-Jones House Inc.
Westshore Logic
Zometool

Puzzle Boards

A Broader View
Buffalo Games
Daydream Toys
John N. Hansen Co.
Lafayette Puzzle Factory
Late for the Sky
Leisure Learning Products
Mad Cave Bird Games
Maxim Enterprise
Outset Media Games
Pajaggle, Inc.
Roylco
Small World Toys
Springbok Puzzles
SunsOut

Puzzle Frames

A Broader View
Buffalo Games
MasterPieces
Springbok Puzzles

Puzzle Glue

Buffalo Games
Fundex Games
Great American Puzzle
Factory
John N. Hansen Co.
Pine-Pro
Springbok Puzzles

RETAIL SERVICES

Business Software

Merchant Technologies
Radiant Systems
SnapRetail
TAM Retail

Gift/Reward Cards

Ideation
Swipe It

Gift Wrap

Earth Balance Bag Co.
Nashville Wraps
Quinto Game Co.

Magazines

edplay Magazine
Educational Dealer Magazine
Art Materials Retailer Magazine
Hobby Merchandiser

Point of Sale Products

ArkMiPa Costumes
Imagination Box Co.
Merchant Technologies
Merchants Solutions
Mystic Game Co.
Naythons Store Fixtures
Radiant Systems
RITE
Russ Berrie
Swipe It
TAM Retail

Store Fixtures

Bead Bazaar
Franklin Fixtures
Leisure Learning Products
Midwest Products
Naythons Store Fixtures
Specialty Store Services
TEGNO Display

Toy Testing Services

ANSECO Group
Centre Testing
ToyTestingLab
TUV Rheinland

Trade Shows & Associations

ABC Kids Expo
ASTRA
CHA - Craft & Hobby Assoc.
National Retail Hobby Stores
NSSEA
Toy Industry Assoc.
Western Toy & Hobby
Representatives Assn.
Zoo and Aquarium
Buyers Group

Website Development

Specialty Toys Network

SCIENCE TOYS

Binoculars

Edmund Scientifics
Educational Insights
The Original Toy Company
Poof-Slinky
Safari Ltd.

Chemistry Kits

American Educational
Products
Be Amazing Toys
Captivation
Discover with Dr. Cool
Edmund Scientifics
Elenco
Hobby Merchandiser
Learning Resources
Poof-Slinky
Scientific Explorer
Silver Dolphin Books
TEDCO
Thames & Kosmos
TOYOPS
Uncle Milton
The Young Scientists Club

Electronic Kits

Be Amazing Toys
Chester Creek Technologies
Copernicus Toys
Edmund Scientifics
Educational Insights
Elenco
Hobby Merchandiser
Huntar Co.
Klutz
KSM
Laser Classroom
OWI Robotics
Poof-Slinky
Scientific Explorer
Silver Dolphin Books
Small World Toys
TEDCO
Thames & Kosmos
Yeany Educational Products

Gyroscopes

Copernicus Toys
Duncan Toys
Edmund Scientifics
Safari Ltd.
Stellar Toys
TEDCO
Uncle Milton

Insect Collecting Supplies

BSW Toy
Discover with Dr. Cool
Edmund Scientifics
Educational Insights
Elenco
Insect Lore
Learning Resources
Little Kids
TWC of America
Uncle Milton
The Young Scientists Club

Insect Gardens

Edmund Scientifics
Insect Lore
Magic Beans

Magnetic Toys

Anatex Enterprises
Copernicus Toys
Creative Whack
Dowling Magnets
Edmund Scientifics
Elenco
Fractiles
GeoMag USA
Geospace
Guidecraft
Huntar Co.
Jack Rabbit Creations
Klutz
Learning Advantage
Magnetic Poetry
Maple Landmark
Master Magnetics
Maxim Enterprise
The Orb Factory
Play Smart
Play Visions
Poof-Slinky
Safari Ltd.
Schylling Toys
Smethport
Squire Boone Village
TEDCO
Valtech LLC
The Young Scientists Club

Magnifiers

American Educational
Products
BC USA
BSW Toy
Copernicus Toys
Edmund Scientifics
Educational Insights
GeoCentral
Hobby Merchandiser
Insect Lore
John N. Hansen Co.
Learning Resources
Mini Me Geology
The Original Toy Company
Poof-Slinky
Safari Ltd.
Scientific Explorer
Uncle Milton

Microscopes

American Educational
Products
Copernicus Toys
Edmund Scientifics
Educational Insights

Hobby Merchandiser
Learning Resources
Scientific Explorer
TEDCO
Thames & Kosmos
TOYOPS
Uncle Milton

Mineralogy Sets

Copernicus Toys
Discover with Dr. Cool
Edmund Scientifics
Educational Insights
Elenco
GeoCentral
Mini Me Geology
Squire Boone Village
Thames & Kosmos
The Young Scientists Club

Plant Growing Kits

Captivation
Creativity for Kids
DuneCraft
Edmund Scientifics
Educational Insights
HSP Nature Toys
Magic Beans
TEDCO
Thames & Kosmos
TickleMe Plant Company
Uncle Milton
The Young Scientists Club

Robotic Toys

BSW Toy
Edmund Scientifics
Educational Insights
Elenco
Geospace
Hexbug - Innovation First
International
Hobby Merchandiser
OWI Robotics
Silver Dolphin Books
TOMY International

Rockets

Copernicus Toys
Edmund Scientifics
Estes Rockets
Hobby Merchandiser
Poof-Slinky
Scientific Explorer

Rock Polishing Kits

American Educational
Products
Copernicus Toys
Edmund Scientifics
Hobby Merchandiser
Thumler's Tumbler

Telescopes

American Educational
Products
Bazoongi Kids!
Copernicus Toys
Edmund Scientifics
Educational Insights
Hobby Merchandiser
Safari Ltd.
Schylling Toys

Alphabetical Directory by Company

Visit **ShopToysandGifts.com**

for the interactive Buyers' Guide

A

A Broader View

1019 Summit N Dr
Atlanta, GA 30324
(800) 418-0108 / (404) 869-6464
abroaderview.com

A Girl for All Time

207 Regent St 3rd Fl
London, W1B 3HH
United Kingdom
888-305-0383
AGirlForAllTime.com

Aaron Barrada

PO Box 21
Hunker, PA 15639
(724)696-4332
Fax (612)545-3210
pottiestickers.com



ABC Kids Expo

12302 Hart Ranch
San Antonio, TX 78249
(210)691-4848
Fax (210)691-4849
theabcshow.com

The ABC Kids Expo is the primary trade show for the juvenile products industry. It was founded as a partnership between independent specialty store retailers and the manufacturers who support them, as a method in which to promote the long-term sustained growth of the industry as well as to provide valuable opportunities for networking and education. The main focus of the show is on products from newborn through teen, predominantly in the areas of furniture, bedding, room décor, baby gear, gift and layette, toys and related accessories.

See Ad Page 63

ACD Distribution

2841 Index Rd Ste 150
Madison, WI 53713
(800)767-4263
acdd.com

Action Publishing

PO Box 391
Glendale, CA 91209
(323)478-1667 / (800)704-7582
Fax (323)478-1767
actionpublishing.com

ACTIVA Products

512 S Garrett St
Dallas, TX 75670
(903) 938-2224 / (800) 883-3899
Fax (903) 938-3899
activaproducts.com

Active Minds Inc.

9811 W Charleston #2
Las Vegas, NV 89117
(702)759-6138
activemindsonline.com

Active People

7999 Howell Ct
Westerville, OH 43081
(614)778-2785
Fax (614)846-0803
activepeople.com

Adora by Charisma

23482 Peralta Dr Ste A
Laguna Hills, CA 92653
(949)587-9400 / (800)779-5335
Fax (949)587-9300
adoradolls.com

Aeromax

28W079 Industrial Ave
Lake Barrington, IL 60010
(847)756-4085 / (877)776-2291
Fax (847)756-4091
aeromaxtoys.com

Aero-Motion

PO Box 1740
Nipomo, CA 93444
(800)995-8697 / (805)343-6133
Fax (805)343-1179
aero-motion.com

AG Industries

PO Box 455
Preston, WA 98050
(800)233-7174 / (425)222-5200
Fax (425)222-5210
whitewings.com

Air Pogo

PO Box 1133
Hattiesburg, MS 39402
(601)268-6250 / (800)880-7646
Fax (601)268-2870
airpogo.com

AJO Toys

16919 SE 26th St
Bellvue, WA 98008
(425)747-5218
Fax (425)649-0422
ajotoys.com

ALEX

251 Union Street
Northvale, NJ 07647
(201)750-8010 / (800)666-ALEX
Fax (201)750-8030
alextoys.com

Alexander Doll

615 W 131st St
New York, NY 10027
(212)283-5900 / (800)229-5192
Fax (212)283-4901
madamealexander.com

All The King's Games

3562 Dexter Way
Marietta, GA 30062
404-917-7467

Alliance Game Distributors

1966 Greenspry Drive
Timonium, MD 21093
(410)560-7100
Fax (410)560-7589
alliance-games.com

Allsaid & Dunn - The Reading Game

2727 De Anza Rd Ste SD21
San Diego, CA 92109
(877)826-3782 / (858)412-3442
thereadinggame.com

Always Been Creative, Inc. / the blankZ

235 Cedar Rd
East Northport, NY 11731
(888)925-2659 / (516)467-4748
Fax (516)467-4748
theblankZ.com



American Educational Products

PO Box 2121
Fort Collins, CO 80522
800-289-9299 / 970-484-7445
Fax (970)484-1198
amep.com
American Educational Products has been a leading manufacturer of educational materials for 28 years. We wholesale to catalogers, distributors and most recently retail stores in the categories of math, science, early childhood and physical education. Look for over 100 NEW AND EXCITING products being released this year including 6 NEW Magnetic Wall Stickers. Take advantage of the dealer specials available.
See Ad Page 34

American Paper Optics

3080 Bartlett Corporate Dr
Bartlett, TN 38133
(901)381-1515 / (800)767-8427
Fax (901)381-1517
3dglasseasonline.com

American Plastic Toys

PO Box 100
Walled Lake, MI 48390
(248)624-4881
aptoys.net

Ampersand Press

750 Lake St
Port Townsend, WA 98368
(360)379-5187 / (800)624-4263
Fax (360)379-0324
ampersandpress.com

Anatex Enterprises

15929 Armita St
Van Nuys, CA 91406
(818)908-1888 / (800)999-9599
Fax (818)908-0656
anatex.com

Angels From The Attic

PO Box 600576
Newtonville, MA 02460
(617)244-2648
Fax (617)437-1061
angelsfromtheattic.com

Animal Adventure

1114 S 5th St
Hopkins, MN 55343
(952)351-0990 / (888)330-5327
Fax (952)351-0909
animaladventure.com

Anjar Company

42 Russet Rd
Stamford, CT 06903
(203)321-1023
anjar.com

Anomia Press

647 South St
Roslindale, MA 02131
(857)203-1450
Fax (260)960-2446
anomiapress.com

ANSECO Group

4455 Gensee St
Buffalo, NY 14225
(716)635-1180
Fax (716)635-1188
ansecogroup.com

Answers in Motion

204 S Lippincott Ave
Maple Shade, NJ 08052
(732)267-7792
Fax (856)667-4039
thumball.com

APBA Games

PO Box 4547
Lancaster, PA 17604
(717)872-6567 / (800)334-2722
Fax (717)871-9959
apbagames.com



Applepie Toys

134 Ravenhill Rd
Orinda, CA 94563
(510)910-5363
Fax (925)254-8694
applepietoy.com
Applepietoy is happy to announce that we are back in the specialty toy market with the award-winning Spotty and friends Pull-Along-Pals. Applepie Pull-Along-Pals are unique, articulated, and the only life-sized pull toys with the wiggle action. Spotty and the black and white Kitty are shipping now!
See Ad Page 39

Arklu

7 Beaufort Mansions
London, SW35AG
United Kingdom
lottie.com

ArkMiPa Costumes

950 Ruby Ct
Gilbertville, PA 19525
(484)680-5098
arkmipa.com

Around the Table

827 Emerald Oaks Ct
Eureka, MO 63025
(314)374-4878
Fax (636)549-3294
aroundthetablegames.com

Around the World

2156 8th Ave W Ste 8
Seattle, WA 98119
(206)605-3012
aroundtheworldgames.com

Art Materials Retailer Magazine

171 Reed St
PO Box 1080
Geneva, NY 14456
(315)789-0458 / (800)344-0559
Fax (315)789-4263
ArtMaterialsRetailer.com

Artburn

22 Lakeridge Dr
Beaver Bank, NS B4G 1C9
Canada
(902)865-1286 / (888)848-8440
artburn.net

Artifact Puzzles

2326 N Pacific St
Seattle, WA 98103
(206)245-0050
artifactpuzzles.com

ArtiSands

125 Anderson Ave
Shell Lake, WI 54871
(715)468-7772 / (866)950-7263
Fax (715)468-7773
artisansands.com

Artterro

100 S Baldwin St Ste 200
Madison, WI 53703
(608)213-0221
Fax (866)284-4510
artterro.com

ASTRA

432 N Clark St Ste 401
Chicago, IL 60654
(312)222-0984 / (800)591-0490
Fax (312)222-0986
astratoy.org

Aurora World

8820 Mercury Ln
Pico Rivera, CA 90660
(562)205-1222 / (888)287-6722
Fax (562)948-1661
auroragift.com



Automoblox

54 Harrison Ave
Roseland, NJ 07068
(973)364-8090
Fax (973)364-9705
automoblox.com
Automoblox allows children to experience beneficial play with activities that provide limitless joy, imagination and creativity. We do this by offering a high-quality building system that will delight and inspire children while fostering the development of important skills and learning foundations.
See Ad Page 38

AWC- Ann Watson Consulting

75 Millstone Rd
Deerfield, IL 60015
847-940-8420
Fax 847-940-8726
awatson.net

B

b. dazzle

500 Meyer Ln
Redondo Beach, CA 90278
(310)374-3000 / (800)809-4242
Fax (310)318-6692
b-dazzle.com

For the interactive Buyers' Guide visit ShopToysandGifts.com

Alphabetical Directory by Company

Babies Go

105 Brookview Dr
Toronto, ON M6A 2K5
Canada
(416)787-3577
Fax (416)787-4989
babiesgo.ca/index.html

Baby Einstein

1201 Grand Cntrl Ave
PO Box 25020
Glendale, CA 91201
(800)793-1454
Fax (818)549-2060
babyeinstein.com

Bachmann Trains

1400 E. Erie Avenue
Philadelphia, PA 19124
(215)533-1600 / (800)236-6820
Fax (215)744-4699
bachmanntrains.com

Bajo Toys

1060 Pauly Dr
Elk Grove Village, IL 60007
(847)357-9401 / (877)357-4600
Fax (847)357-9494
bajotoysusa.com

Banana Design Lab

18 West 27th St
New York, NY 10001
(646)330-5062
Fax (646)349-1983
mybeatingheart.com

Bananagrams

845 Allens Ave
Providence, RI 02905
(401)781-9649
Fax (401)461-4321
bananagrams-intl.com

Barefoot Books

2067 Massachusetts Ave
Cambridge, MA 02140
866-417-2369 / 617-576-0660
Fax 888-346-9138
barefootbooks.com

Basic Fun

1080 Industrial Hwy
Southampton, PA 18966
(215)364-1665 / (800)662-3380
Fax (215)364-9676
basicfun.com

Bazoongi Kids!

14209 NW Science Park Dr
Portland, OR 97229
(503)626-5044
bazoongi.com

BC USA

101 Quint St.
San Francisco, CA 94124
(415)282-1887 / (800)592-9000
Fax (800)615-1111
bcmi.com

Be Amazing Toys

PO Box 3118
Salt Lake City, UT 84110
(877)798-9795
Fax (800)496-6041
beamazingtoys.com

Beacon Street Girls

1666 Mass Ave., Ste. 17
Lexington, MA 02420
(888)372-7828
beaconstreetgirls.com

Bead Bazaar

687 Lofstrand Lane Ste H
Rockville, MD 20850
(301)610-6022 / (800)838-1769
Fax (301)610-6025
beadkit.com

The Bead Shop

4114 N Oakland Ave
Milwaukee, WI 53211
(414)961-9200 / (800)49-BEADS
Fax (414)961-7255
thebeadshoponline.com

Bead Weaver

441 W 44th St.
New York, NY 10036
(212)664-1919 / (800)442-7621
Fax (212)664-7621
carolynforsman.com

The Beadery

105 Canonchet Rd
Hope Valley, RI 02832
(401)539-2432 / (800)422-4472
Fax (401)539-2598
thebeadery.com

BeePosh

102 Highland Ave
Rowayton, CT 06853
(203)842-0844 / (877)321-2202
Fax (646)349-3553
beePosh.com

BeginAgain

201 Linden St Ste 204
Fort Collins, CO 80524
(970) 372-0522
beginagaintoys.com

Beka

542 Selby Ave
St Paul, MN 55102
(651)222-7005 / (888)999-2352
(BEKA)
Fax (651)222-3965
bekainc.com



BERG Toys

45 N Broad St Ste 100
Lititz, PA 17543
(877)499-6462 / (717)626-4705
Fax (717)626-0996

BERGToys-USA.com

The finest pedal go-karts in the world! Offering a wide variety of high-quality pedal go-karts for home or commercial use ranging in size to comfortably accommodate ages 2 through adult. Also available are three different MOOV construction kits.
See Ad Page 13

Bestever

19701 Magelian Dr
Torrance, CA 90502
(310)515-7030 / (800)767-3060
Fax (800)875-8763
besteverinc.com

Better Indeed

30 Main St 10-G
Brooklyn, NY 11201
(917)822-9449
Fax (212)475-5004
familymattersgame.com

Betty Lukens

711 Portal Street
Cohati, CA 94931
(707)795-2745 / (800)541-9279
Fax (707)795-3570
bettylukens.com

Big Sunday

2764 N Green Valley Pkwy
Henderson, NV 89014
(310)588-5745
Fax (310)204-7902
bigsunday.com

BionicBlox

PO Box 581015
Salt Lake City, UT 84158
(855)428-4532
bionicblox.com

Birdcage Press

853 Alma Street
Palo Alto, CA 94103
(650)462-6300 / (800)345-2980
Fax (650)462-6305
birdcagepress.com

BlaBla Kids

1189 Virginia Avenue NE
Atlanta, GA 30306
(404)875-6496
Fax (404)875-6715
blablakids.com

Blue Orange Games

1000 Illinois Street
San Francisco, CA 94107
(415)252-0372
Fax (415)252-0369
blueorangegames.com

BluTrack

1116 E 7th St
Pella, IA 50219
(641)780-1892
Fax (641)620-9060
blutrack.com

BowWowMeow

2235 Tudor Dr
Cleveland Height, OH 44106
(216)374-6855 / (888)908-6008
Fax (216)321-3215
BowWowMeowStuff.com

Brand 44 Colorado

169 Corona St
Denver, CO 80218
866-925-8025 / 303-339-0482
Fax 303-945-7990
brand44co.com

Brand New World

2064 Brentwood St Ste 110
High Point, NC 27260
(336)883-9399 / (336)664-5920
Fax (336)883-0226
brandnewworld.com

Briarpatch

150 Essex St Ste 310
Millburn, NJ 07041
(973)376-7002 / (800)232-7427
Fax (973)376-7003
briarpatch.com

Brictek (B.R.M.B. INC.)

740 Industrial Blvd Ste 34
St Eustache, QC J7R 5V3
Canada
877-229-9909 / 450-473-5626
Fax 450-473-5622
brictek.com

Bridge Street Toys

82 Ox Bow Rd
Weston, MA 02451
(781)237-5005
Fax (781)237-5445
bridgestreettoys.com

Brik-a-Blok Toys

2162 De La Province
Longueuil, QC J4G 1R7
Canada
(450) 646-2221 / (877) 646-2221
Fax (450) 646-2255
brikablok.com

Brinca Dada

2212 Queen Anne Ave N 323
Seattle, WA 98109
brincadada.com

Brodmann Blades Corporation / Hit Mit

131 Mark Place
North Bergen, NJ 07047
2014569744 / 2015860232
thehitmit.com

Bruder Toys

4950 W 145th St
Hawthorne, CA 90250
(310)352-4665 / (877)450-5152
Fax (310)352-4733
brudertoysamerica.com

BSW Toy

615 Superior Commerce Blvd Ste 103
Apopka, FL 32703
(321)972-3321 / (877)427-9869
Fax (321)972-4798
bswtoy.com

Buddha Board

3615 W 19th Ave Ste 12
Vancouver, BC V6S 1C5
Canada
(604)709-5667
Fax (604)709-5652
buddhaboard.com

Buffalo Games

220 James E Casey Dr
Buffalo, NY 14206
(716)827-8393 / (800)832-2331
Fax (716)827-8163
buffalogames.com

Bunnies By The Bay

PO Box 1630
Anacortes, WA 98221
877-467-7248
Fax 360-293-4729
bunniesbythebay.com

B-Zany

PO Box 474
Keego Harbor, MI 48320
(866)662-5344
bzanyhats.com



C&N Reproductions

1341 Ashover Ct
Bloomfield Hills, MI 48304
(248)853-0215
Fax (248)853-0241
pedalcar.com

Calliope Games

PO Box 7448
Bellevue, WA 98008
(425)644-4300
CalliopeGames.com

Captivation

153 Regan Ln
Portland, ME 04103
(207)797-0949
Fax (207)797-3506
teachingtank.com

Carrera of America

2 Corporate Dr
Cranbury, NJ 08512
(609)409-8510
Fax (609)409-8610
carrera-toys.com

Carson-Dellosa Publishing

PO Box 35665
Greensboro, NC 27425-5665
(336)632-0084 / (800)274-1150
Fax (800)535-2669
carsondellosadealer.com

Castle Toy

7250 Radford Ave
N. Hollywood, CA 91605
(818)765-5362
Fax (818)759-6989
castletoyinc.com

Ceaco

70 Bridge St Ste 200
Newton, MA 02458
877-285-0108
Fax 617-969-1758

CelebriDucks

28 Mountain View Ave
San Rafael, CA 94901
(415)456-3452
Fax (212)419-0992
celebriDucks.com

Centre Testing

3 Colby Ct
W Simsbury, CT 06092
(860)217-1470
us.cti-cert.com

CHA - Craft & Hobby Assoc.

319 E 54th St
Elmwood Park, NJ 07407
(201) 794-1133 / (800)822-0494
Fax (201)797-0657
craftandhobby.org

Chalais Associates

1127 15th St #E
Santa Monica, CA 90403
(310)889-4400
Fax (310)899-1253
chalaisassociates.com

Challenge & Fun

PO Box 222
Ashland, MA 01721
(508)881-7500 / (888)384-6200
Fax (508)881-5627
challengeandfun.com

Channel Craft

PO Box 101
Charleroi, PA 15022
(724)489-4900 / (800)232-4 FUN
Fax (724)489-0773
channelcraft.com

Charlesbridge

85 Main St
Watertown, MA 02472
(617)926-0329 / (800)225-3124
Fax (617)926-5720
charlesbridge.com

Chenille Kraft

PO Box 269
Gurnee, IL 60031
(847)249-2900 / (800)621-1261
Fax (847)249-2906
chenillekraft.com

For the interactive Buyers' Guide visit ShopToysandGifts.com

Alphabetical Directory by Company

Chester Creek Technologies

205 W 2nd St Ste 130
Duluth, MN 55802
(888)214-5450 / (218)722-1837
Fax (218)722-1838
chestercreek.com

CHH Quality Products

52 W Live Oak Ave
Arcadia, CA 91007
(800)553-6262 / (626)566-3997
Fax (626)301-9482
chh-inc.com

Chicago Toy & Gift / Anton Publications

2711-B Curtiss St
PO Box 606
Downers Grove, IL 60515
(630)971-1048
Fax (630)971-9670
AntonPublications.com

Chicco

1826 William Penn Way
Lancaster, PA 17601
(717)735-6200 / (877)424-4226
Fax (717)735-0888
chiccousa.com

Childbrite

PO Box 796
West Unity, OH 43570
(419)924-2328 / (800)252-0276
Fax (419)924-5543
childbrite.com

Choon's Design LLC

48813 West Rd
Wixom, MI 48393
(248)924-3151 / (248)773-7486
rainbowloom.com

Classic Metal Works

3401 Silica Rd
Sylvania, OH 43560
(419)842-8114 / (877)224-6158
Fax (419)842-9845
classicmetalworks.com

Clay-Mates

406 Harold L. Dow Hwy Ste 10
Eliot, ME 03903
(207)438-9212 / (800)879-0967
Fax (207)438-9119
clay-mates.com

Cogno Products

222 S Central Ave Ste 1006
St. Louis, MO 63105
(314)721-9199 / (866)442-6466
Fax (314)721-9299
cogno.com

Coin Hopping Games

11714 Farmland Dr
Rockville, MD 20852
Fax (301)881-1733
CoinHoppingGames.com

CollectA

PO Box 220444
Hollywood, FL 33022
786-431-1947
Fax 954-362-4317
collectaus.com

Color Me House

16004 SW Tualatin-Sherwood Rd
Ste 257
Sherwood, OR 97140
(541)633-0813
colormehouse.com

Cool Kind Kid

17 W 8th St
Ocean City, NJ 08226
(866)543-5463 / (609)398-1949
Fax (609)938-0424
CoolKindKid.com

Copernicus Toys

1 Morton Dr Ste 104 TL
Charlottesville, VA 22903
(434)296-6800 / (800)424-3950
Fax (888)316-3282
copernicustoys.com

Corolle Dolls

One Corporate Drive
Grantsville, MD 21536
(301)895-3792 / (800)628-3655
Fax (301)895-5029
corolle.com

Crafty Baby

65 St Charles Ave
Stamford, CT 06907
(203)921-1179 / (888)788-5168
Fax (203)921-1179
craftybaby.com

Crafty Dab

7900 N Radcliffe St Bldg 101A
Bristol, PA 19007
800-523-8987 / 215-547-7110
CraftyDab.com

CRAM

4719 W 62nd St
Indianapolis, IN 46268
(317)612-3722 / (800)227-4199
Fax (317)612-3722
maps-globes.com

Crayola

PO Box 431
1100 Church Ln
Easton, PA 18044-0431
(610)253-6271
Fax (610)250-5862
crayola.com

Creations by You

1500 W. Hampden Avenue,
Suite 4E
Englewood, CO 80110
(303)762-7888 / (800)706-8697
Fax (303)762-7886
creationsbyyou.com

Creative Changes

368 S 850 W
Orem, UT 84058
(800)725-9025 / (801)226-5533
creativechanges.com

Creative Craffhouse

1196 Waterfall Dr
Spring Hill, FL 34608
(352)683-6649
CreativeCraffhouse.com

Creative Education

326 Griswold St
Port Huron, MI 48060
(800)982-2642 / (519)337-5685
Fax (519)337-1542
creative-edu.com

Creative Playhouse

32180 St. Hwy 77
Centerville, PA 16404
(607)725-6461
creativeplayhouse.com

Creative Teaching Press

15362 Graham St
Huntington Beach, CA 92649
(714)895-5047 / (800)444-4287
Fax (714)895-5087
creativeteaching.com

Creative Whack

179 Ludlow St
Stamford, CT 06605
(877)423-7984 / (203)504-6254
Fax (203)504-6257
creativewhack.com

Creativity for Kids

9450 Allen Dr
Cleveland, OH 44125
(216)643-4660 / (800)642-2288
Fax (216)643-4664
creativityforkids.com

Creature Comforts Toys

#203 - 2428 King George Hwy
Surrey, BC V4A 1B5
Canada
(604)531-1841 / (888)228-5001
Fax (888)228-4888
ctoystocustom.com

Creorey Creations dba Choose Friendship

44265 Riverview Ridge
Clinton Township, MI 48038
800-693-2648
Fax (586)677-7798
myfbm.com

Curtain Critters

2621 Stonegate Dr
Jacksonville, FL 32223
(904)576-5068
curtaincritters.com

Curtlin Toys & Games

9610 Glen Rd
PO Box 60737
Potomac, MD 20854
(301)980-0711
curtlintoyandgames.com

D

D and Me Wood Toys

3147 Harvest Ln
Stevensville, MT 59870
(406)777-0974 / (866)326-3638
Fax (360)246-5885
dandmewoodtoys.com

Dad's Ink, Ltd.

6636 Foster St
Morton Grove, IL 60053
(847)470-3212
Fax (847)470-8639
toadsoffun.com

Dandelion

6869 Stapoint Ct
Winter Park, FL 32792
(407)671-6000 / (888)222-3053
Fax (813)283-2839
dandelionforbaby.com

Dandy Innovations

PO Box 7346
Freehold, NJ 07728
(609) 651-3477
TheMonsterEater.com

Daron Worldwide Trading

24 Stewart Place #4
Fairfield, NJ 07004
(973)882-0035 / (800)776-2324
Fax (973)882-8322
daronwwt.com

Daydream Toys

PO Box 5213
Hoboken, NJ 07030
(201)792-5451
Fax (201)792-8837
daydreamtoy.com

Days of Wonder

334 State St Ste 201
Los Altos, CA 94022
(650)941-5606
Fax (415)480-1314
daysof wonder.com



DeLano Service

5404 Wayne Rd
Battle Creek, MI 49037
800-233-5266 / 269-964-4600
Fax 269-966-1825

delanoservice.com

DeLano Service is one of the nation's premier turnkey card and board game printers. Whatever your needs, DeLano offers a solution to match. From design, to printing, manufacturing and assembly, to warehousing and fulfillment, we're your total partner for board and card game manufacturing.
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Design Your Own

8950 Olympic Blvd #121
Beverly Hills, CA 90211
(310)858-6485 / (800)584-6848
Fax (310)278-1546
dyotoys.com

Destina, Inc.

PO Box 10268
Albuquerque, NM 87184
(800)796-9880 / (505)503-6031
Fax (505)890-4192
destinagames.com

Dexter Educational

PO Box 630861
Aventura, FL 33163
(305) 931-7426 / (800) 291-4515
Fax (305) 931-0552

Diggin Active, Inc.

PO Box 99708
Emeryville, CA 94608
(888)388-8835 / (510)601-0567
Fax (510)601-0593
digginactive.com

Dig-It! Games

4402 Elm St
Chevy Chase, MD 20815
(240)476-1801
dig-itgames.com

Discover with Dr. Cool

621 Morton St
Ashland, OR 97520
855-437-2665
discoverwithdrcool.com

Discovery Post

PO Box 955
Avon, CT 06001
(860)516-4867
Fax (860)735-6041
discoverypost.com

Discovery Toys

9911 Kings Walk Round
Houston, TX 77070
(381)615-5024
discoverytoyslink.com

Dixon Ticonderoga

195 International Pkwy
Heathrow, FL 32746
(407)829-9000
Fax (877)498-3858
prang.com

Do-A-Dot Art

31192 LaBaya Dr Ste F
Westlake Village, CA 91362
(818)597-9430 / 800-436-8278
Fax (818)597-1256
dotart.com

Douglas Company

69 Krif Rd, Box D
Keene, NH 03431
(603)352-3414 / (800)992-9002
Fax (603)352-1248
douglastoys.com

Dowling Magnets

PO Box 1829
Sonoma, CA 95476
(800)624-6381 / (707)935-0352
Fax (707)935-1231
dowlingmagnets.com

Dream Green

PO Box 2347
Weirton, WV 26062
(304)723-4553 / (888)GETGAME
Fax (304)723-4559
dreamgreen.org

Dreams USA, Inc.

3 Acorn St
Providence, RI 02903
401-331-5729
Fax 401-831-0914
dreams6.com/e



Duncan Toys

15981 Valplast Rd
Middlefield, OH 44062
(440)632-1631 / (800)457-5252
Fax (440)632-1581

yo-yo.com

Duncan Toys offers a full range of skill toys including yo-yos, kendamas, juggling equipment, footbags, spin tops and more! See new licensed yo-yos featuring Despicable Me 2 and Hello Kitty.
See Ad Page 9

DuneCraft

PO Box 808
Chagrin Falls, OH 44022
(800)306-4168
Fax (800)306-4167
dunecraft.com

E

Eagle Games & Gryphon Games aka FRED Distribution, Inc.

801 Commerce Drive Bldg 5
Leitchfield, KY 42754
(270)259-8833
Fax (270)259-8835
eagle-gryphon.com

Alphabetical Directory by Company

Earth Balance Bag Co.

702-A Deer Hammock Rd
Sarasota, FL 34240
(941)371-4949
Fax (901)377-1065
earthbalancebag.com

EarthBalls by Orbis

PO Box 1148
Eastsound, WA 98245
360-376-4320
Fax 360-376-6050
earthball.com

Edmund Scientifics

777 E Park Dr
Tonawanda, NY 14150
(800)206-7034
Fax (800)828-3299
scientificsonline.com

edplay Magazine

PO Box 1080
171 Reed St
Geneva, NY 14456
(315)789-0458 / (800)344-0559
Fax (315)789-4263
edplay.com

Education Outdoors

PO Box 90
5185 N US 31
Eastport, MI 49627
(231)599-2763
Fax (231)599-2965
campboardgame.com

Educational Dealer Magazine

PO Box 1080
Geneva, NY 14456
(315)789-0458 / (800)344-0559
Fax (315)789-4263
educationaldealermagazine.com

Educational Insights

18730 S Wilmington Ave
Rancho Dominguez, CA 90220
(310)884-2000 / (800)995-4436
Fax (800)995-4436
educationalinsights.com

Educational Resources

1550 Executive Dr
Elgin, IL 60123
(800)624-2926 / (847)888-8300
Fax (800)610-5005
edresources.com

EduStic, Inc.

12163 Branicole Ln
San Diego, CA 92129
(858) 578-5668
Fax (858) 578-9620
edustic.com

eeBoo

PO Box 404
Cathedral Station
New York, NY 10025
(212)222-0823
Fax (212)678-1922
eeboo.com

Elenco

150 Carpenter Ave
Wheeling, IL 60090
(847)541-3800 / (800)533-2441
Fax (847)520-0085
elenco.com

The Elf on the Shelf

1174 Hayes Industrial Dr
Marietta, GA 30062
(877)919-4105 / (770)701-6157
Fax (678)990-1182
elfontheshelf.com

Emines

146 Brian Ln
Santa Clara, CA 95051
(408)247-3298
Fax (408)247-0962
emines.com

Endless Games

3587 Hwy 9 Ste 503
Freehold, NJ 07728
(732)414-2213
Fax (732)414-2219
endlessgames.com

Eni Puzzles

2338 Broadway 2F
Astoria, NY 11106
646-808-7192
Fax 646-201-4415
enipuzzles.com

Estes Rockets

1295 H St
Penrose, CO 81240
(719)372-6565 / (800)820-0202
Fax (800)820-0203
esteseducator.com

Eye Can Art

6900 Fox Ave. S
Seattle, WA 98108
(206)730-6155
eyecanart.com

EzyShaid Colour

Locked Bag 1
Keirranville, NSW 2500
Australia
610418 230 711
Fax 6102 4225 2445
ezyshaid.com

F

Fahy-Williams Publishing

171 Reed St
PO Box 1080
Geneva, NY 14456
(315)789-0458 / (800)344-0559
Fax (315)789-4263
fwpi.com

Fairy Finery

224 Burntside Dr
Golden Valley, MN 55422
(763)377-4511 / (888)377-4511
Fax (888)377-2106
fairyfinery.com

Fame Products

7556 Sand St
Fort Worth, TX 76118
(817)284-2032 / (800)536-3263
Fax (817)284-3112
fameproducts.com

Family Games

PO Box 97 - Snowdon
Montreal, QC H3X 3T3
Canada
(514)485-1834 / (800)291-1176
Fax (514)485-2944
familygamesamerica.com

Fashion Angels

4353 N Richards St
Milwaukee, WI 53212
(414)961-9200 / (800)49-BEADS
Fax (414)961-7255
fashionangels.com

Fierce Fun Toys

PO Box 905
New York, NY 10024
(646)823-8025
Fax (212)721-7903
FierceFunToys.com

Fiesta

2834 E. 46th St.
Vernon, CA 90058
(323)581-9988
Fax (323)277-1860
fiestatoy.com

Flashlight Press

527 Empire Blvd
Brooklyn, NY 11225
(718)288-8300
Fax (718)972-6307
FlashlightPress.com



Folkmanis

1219 Park Ave
Emeryville, CA 94608
(510)658-7677 / (800)654-8922
Fax (510)654-7756
folkmanis.com
The Most Innovative, Creative,
Puppet Maker in the World!
Folkmanis® believes imagination
is the key to a healthy childhood,
encouraging play and discovery to
develop the skills necessary in life.
The company has been making the
most innovative and engaging special-
ty puppets since 1976, delighting
imaginations and winning
nearly every industry, child devel-
opment, and kid-tested award,
many repeatedly.
See Ad Page 2

FouFou Baby

105 W Beaver Creek Unit 7
Richmond Hill, ON L4B4B5
Canada
(289)597-3681
foufoubaby.com

FoxMind Games

5530 St. Patrick
Montreal, QC H4E 1A8
Canada
(866)369-6463 / (514)369-7777
Fax (514)221-2271
foxmind.com



Fractiles

2525 Arapahoe Ave Ste E4-110
Boulder, CO 80302
(303)541-0930
Fax (303)442-7776
fractiles.com
Fractiles, Inc. is a Colorado corpo-
ration formed in 1998. Our mis-
sion is to help bring the beauty of
geometry into the mainstream by
developing and manufacturing
geometry-based magnetic tiling
toys with high skill building and
play value. Fractiles products are
manufactured in the USA adhering
to safe and ethical production
standards.
See Ad Page 8

Franklin Fixtures

20 Patterson Brook Rd
W Wareham, MA 02576
(508)291-1475
Fax (508)291-3647
franklinfixtures.com

Free Spirit Publishing

217 Fifth Ave N Ste 200
Minneapolis, MN 55401
(612)338-2068 / (800)735-7323
Fax (866)419-5199
freespirit.com

FS-USA

3843 N Cypress Dr
Wichita, KS 67226
(316)636-1192 / (800)846-4228
Fax (316)636-1194
fs-usa.com

FUN

2100 N Major Ave
Chicago, IL 60647
(773)645-3837 / (877)438-6462
Fax (773)745-3931
funinc.com

Fun Furnishings

3201 N. Sepulveda Blvd
Manhattan Beach, CA 90266
(310)939-1006 / (800)386-7632
Fax (310)939-1008
funfurnishings.net

Fundex Games

PO Box 421309
Indianapolis, IN 46242
(317)248-1080 / (800)486-9787
Fax (317)248-1086
fundexgames.com

Funnybone Toys LLC

1600 Fillmore St #444
Denver, CO 80206
855-386-2663 / 917-280-9110
Fax 855-332-9669
funnybonetoy.com

Funstreet

2641 Hillside Ln
Evanston, IL 60201
(847)864-4212 / (800)901-9820
Fax (847)501-4416
funstreetgames.com

Fuzzytails by Lisa McCue

PO Box 5232
Annapolis, MD 21403
(410)507-2387
jibbaroo.com

G



Galt Toys

One Corporate Dr
Grantsville, MD 21536
(855) 425-8869
Fax (301) 895-5029
galttoys.com
For more than 175 years, James
Galt & Co. Ltd. has produced qual-
ity toys to meet the needs of all
stages of child development, from
0 to 10 years. Its products are
designed to be fun and encourage
learning through play. Although the
company is often associated with
art, craft and activity products, it is

making a name for itself in the
First Years category with its inno-
vative Playnest. Galt's products
comply with or exceed current toy
safety regulations (primarily BS
EN71 and HD271/BS EN50088)
and all carry the CE mark and the
BS5665 Lion Mark. Rigorous qual-
ity control is applied at all stages
of development, production and
distribution.

See Ad Page 19

gameparts

Game Parts

PO Box 33
13650 Main Rd
Mattituck, NY 11952
(800)980-0403 / (631)298-0777
Fax (631)298-1517
gameparts.net
Founded in 1906, Gameparts
offers dice, game board arrows,
sand timers, checkers, pawns,
bingo chips, pre-bagged assorted
game pieces, and other fun prod-
ucts. Gameparts is also the
nation's largest custom imprinter
of dice, dice cups, dominoes,
poker chips, spinner plates, and
many other games and game
pieces.
See Ad Page 36

Games By James

358 East Bdw
Bloomington, MN 55425
(952)854-4747
gamesbyjames.com

Games For All Reasons

1004 Alba Trail
Apex, NC 27502
game-board.com

Gamewright

70 Bridge St, Ste 200
Newton, MA 02458
(217)924-6006 / (800)638-7568
Fax 617-969-1758
gamewright.com

Gary Grimm & Assoc.

82 S Madison St
Carthage, IL 62321
(217)357-3659 / (800)442-1614
Fax (217)357-6763
jingogames.com

GBL & CLjr Publishing

PO Box 3034
San Clemente, CA 92674
(949)280-1261
Fax (949)218-7981
gopopsi.com

Geared For Imagination

119 Ghent Rd
Fairlawn, OH 44333
(888)830-4212
Fax (419)830-4214
gearedforimagination.com

GeoCentral

6049 Hi-Tek Ct
Mason, OH 45040
(513)336-3100 / (800)231-6083
Fax (800)293-8471
geocentral.com

GeoMag USA

5858 E Molloy Rd
Syracuse, NY 13211
geomagsa.com

Alphabetical Directory by Company

Geometix

101 Heatherwood Dr
Brookfield, CT 06804
(203)775-0265 / (866)775-0265
Fax (203)740-0645
magneblocks.com

Geospace

3931 Leary Way NW
Seattle, WA 98177
(206)547-2556 / (800)800-5090
Fax (206)547-1671
geospaceplay.com

Get Ready Kids

1432 State Hwy 179 Unit C3
Lambertville, NJ 08530
(800)682-1665 / (609)397-6300
Fax (609)397-6302
getreadykids.com

Giantmicrobes

1 Dock St
Stamford, CT 06902
(877)642-7623
Fax (630)604-3924
giantmicrobes.com

Gibbon Slacklines

385 S Pierce Avenue Ste D
Louisville, CO 80027
(303) 443-0163
Fax (720)247-9070
gibbonslacklines.com

Giggletime Toy

PO Box 1759
Bishop, CA 93515
(800)423-5198 / (760)873-8319
Fax (800)873-1758
giggletime.com

Glitter Too

PO Box 1650
New York, NY 10021
glittertoos.com

Goldbrick Games

PO Box 500
New Ipswich, NH 03071
(603)878-3819
Fax (603)878-9115
goldbrickgames.com

Golden Sales

PO Box 6010
Incline Village, NV 89450
(775)831-2600 / (800)339-1969
Fax (775)831-2601
goldensales.com

GoldieBlox

2220 Livingston St Ste 200
Oakland, CA 94606
510 536 4485
goldieblox.com



Gollnest & Kiesel KG

1127 15th St. E
Santa Monica, CA 90403
310-899-4400
Fax 310-899-1253
chalaisassociates.com
Gollnest & Kiesel is a German toy manufacturer offering four brands in the US specifically intended for the specialty toy market – Holztiger beautifully hand-crafted figures of European hardwoods, Heimes high-quality

wooden baby products, Goki wooden toys, mobiles, games and puzzles; and the Anker junior range of man-made stone building sets.
See Ad Page 31



GoofoBallz
See Monkeez Make a Difference
thegoofoballz.com

Great American Puzzle Factory

16 S Main St
Norwalk, CT 06854
(203)838-4240 / (800)922-1194
Fax (203)838-2065
greatamericanpuzzle.com

Great White Bottling - Wonder Dough

11100 W 8th Ave Ste 201
Lakewood, CO 80215
(303)777-0207 / (888)295-6457
greatwhitebottling.com

Green Toys Inc.

495 Miller Ave, Ste 301
San Francisco, CA 94904
(415)839-9971
Fax (415)651-9147
greentoys.com

GreenLight Collectibles

5855 W 74th St
Indianapolis, IN 46220
(317)287-0600
Fax (317)663-2376
greenlighttoys.com

Greenpoint Brands

667 Meeker Ave
Brooklyn, NY 11222
(718)389-8233
Fax (718)389-0672
greenpointbrands.com

Griddly Games

633-5960 No 6 Rd
Richmond, BC V6V 1Z1
Canada
(604)249-5020
Fax (604)278-4628
griddlygames.com

Group Sales

821 Melbourne St
Cincinnati, OH 45229
(513)961-8697
Fax (513)961-0888
groupsalesinc.com

Gryphon House

10770 Columbia Pike Ste 201
Silver Spring, MD 20901
(800)638-0928 / (301)595-9500
Fax (301)595-0051
gryphonhouse.com



Guidecraft

55508 State Hwy 19 W
Winthrop, MN 55396
(800)524-3555 / (507)647-5030
Fax (507)647-3254
guidecraft.com
Educational toys and furnishings for early childhood, including kindergarten blocks, Rainbow Blocks™, traffic signs, manipulatives, puppet theaters, play figures,

dollhouse sets, tactile games, dramatic play items, wooden puzzles, 3D plastic puzzles, play kitchens, Playmarket Baskets™, art and book displays/easels, lofts, storage units and the Learning Tower™.
See Ad Page 33

Guillow's

40 New Salem St
Wakefield, MA 01880
(781)245-5255 / (800)216-1773
Fax (781)245-4738
guillow.com

Gund

One Runyons Ln
Edison, NJ 08817
(732)248-1500 / (800)448-4863
Fax (732)248-4148
gund.com



HABA USA

4407 Jordan Rd
Skaneateles, NY 13152
(315)685-6660 / (800)468-6873
Fax (315)685-3792
habausa.com

HABA offers an extensive selection of award winning German designed infant rattles, pacifier chains, mobiles, play blankets and fabric/wooden pull toys. We offer toddlers a vast array of wooden block sets, educational games, train sets. HABA offers children's jewelry, bedroom accessories, outdoor toys and a vast selection of board games for the family.
See Ad Page

Hambly Studios

941 George St
Santa Clara, CA 95054
(408)496-1100 / (800)451-3999
Fax (408)496-0355
hamblyscreenprints.com

Handstand Kids

23346 Park Colombo
Calabasas, CA 91302
(818) 917-7200
Fax (818) 223-8686
handstandkids.com

HANSA Toys USA

1611 E Saint Andrew Pl
Santa Ana, CA 92705
(877)365-4060 / (954)533-8100
Fax (714)259-0411
hansatoysusa.com

Hape

912 Ash St 2nd Fl
Sherwood Park, AB T8A 2G1
Canada
(780)486-9772 / (800)661-4142
Fax (780)486-4014
hapetoy.com

The Happy Kid Co.

55 Mirick Rd
Princeton, MA 01541
(800)617-0474 / (978)808-4721
Fax (978)464-0437
thehappykidcompany.com

Harrisville Designs

41 Main St
PO Box 806
Harrisville, NH 03450
(603)827-3333 / (800)338-9415
Fax (603)827-3335
harrisville.com

The Haywire Group

PO Box 51084
34 Front St
Indian Orchard, MA 01151
(413)543-3020
Fax (413)543-6663
haywiregroup.com

HeidiKids

28-864 Cambie St
Vancouver, BC V6B 2P6
Canada
(778)588-7229
heidikids.com

Hexbug - Innovation First International

1519 Interstate 30 W
Greenville, TX 75402
(903)453-0804
Fax (214)853-5687
hexbug.com

High IntenCity

16-00 Pollitt Dr
Fair Lawn, NJ 07410
(201)703-5010
Fax (201)703-5018
highintencity.com

HL Games

2421 W Pratt Blvd #600
Chicago, IL 60645
(773)250-7100
hlgames.com

Hobby Merchandiser

389 South Street, Unit 307
Freehold, NJ 07728
800-969-7176 / 732-536-5160
Fax 732-536-5761
hobbymerchandise.com

Hog Wild

221 SE Main St
Portland, OR 97214
(503)231-6465 / (888)231-6465
Fax (503)233-0960
hogwildtoys.com

Hohner

1000 Technology Park Dr
Glen Allen, VA 23059
(804)515-1900 / (800)451-6891
Fax (804)515-0347
hohnerusa.com



Hollow Woodworks

805 Ferguson Ave
Ferguson, MO 63135
(314)524-4993 / (800)383-0247
Fax (314)524-4995
namestool.com
At Hollow Woodworks, we pride ourselves on making the best Name Stools, Name Puzzles and personalized products. We will do our best to make you a customer that raves about our products and service. As a father, uncle and grandfather, I am as concerned about safety as you are.

All of our products are made with lead-free paint and finishes made in the USA.

See Ad Page 36

The Horse Race Game

3671 West E Ave
Kalamazoo, MI 49009
(269)598-8540
Fax (269)385-3071
thehorseracegame.com

Hotaling Imports, Inc.

101 Madison St
PO Box 715
Wampsville, NY 13163
(315)363-5594
Fax (315)363-8755
hotalinginc.com

HSP Nature Toys

637 Grassy Brook Rd
Brookline, VT 05345
(888)ROOTVUE / (802)365-9532
Fax (802)365-9534
hspnaturetoys.com

Hugg-A-Planet

136 Jimmo Drive, Suite 4
Colchester, VT 05446
(802)891-6645
Fax (802)878-8909
peacetoy.com

Hunter Co.

32408 Central Ave
Union City, CA 95487
(510)675-9898 / (800)566-8686
Fax (510)675-9988
popularplaythings.com

HydroSport

11301 Olympic Blvd #503
Los Angeles, CA 90064
(310)444-7788
swiggies.com

Hygloss Products

45 Hathaway St
Wallington, NJ 07057
(973)458-1700 / (800)444-9456
Fax (973)458-1745
hyglossproducts.com

i3 Marketing

636G Long Point Rd #30
Mt. Pleasant, SC 29464
(843)216-2493
i3marketing.com

The Idea Corps

PO Box 706
Hartland, MI 48353
(860)632-4049
theideacorps.com

The Idea Factory USA

1834 E 24th St
Brooklyn, NY 11229
917-751-7456
wemakefun.net

Ideation

2910 Huron Pkwy Ste 100
Ann Arbor, MI 48105
(800) 521-3088 / (734) 761-4360
Fax (734) 761-1457
ideationgifts.com

Alphabetical Directory by Company

iKre8

112 Berwick Dr
West Chester, PA 19382
(610) 420-0430
ikre8.net

ImagAbility, Inc.

12854 Earhart Ave #102
Auburn, CA 95602
(530)295-8570 / 877-WEDGITS
Fax (530)344-9033
wedgits.com

Imagination Box Co.

587 Upper Samuels Rd
Sandpoint, ID 83864
(208)265-2699
Fax (208)265-2699
imaginationboxco.com

ImagiPLAY

6658 Gun Park Dr Ste 102
Boulder, CO 80301
(303) 530-4103 / (800) 882-0217
Fax (866) 882-0217
imagiplay.com

Independent Publishers Group

814 N Franklin St
Chicago, IL 60610
(312)337-0747 / (800)888-4741
Fax (312)337-5985
ipgbook.com

INI, LLC

7112 Cypress Hill Dr
Gaithersburg, MD 20879
800-278-7279
Fax 301-990-7640
inillc.com

Innovative Kids

18 Ann St
Norwalk, CT 06880
(203)838-6400
innovativekids.com

Insect Lore

132 S Beech Ave
Shafter, CA 93263
(661)746-6047 / (800)213-6124
Fax (661)746-0334
insectlore.com/dealers

International Playthings

75D Lackawanna Ave
Parsippany, NJ 07054
(973)316-2500 / (800)631-1272
Fax (973)316-5883
intplay.com

Itty Bitty Toy Co.

PO Box 1806
San Anselmo, CA 94979
(415)455-8415
Fax (510)280-0848
madidoll.com

J

Jack Rabbit Creations

1039 Vance Ave
Atlanta, GA 30306
(404)876-4225
Fax (404)876-7912
jackrabbitcreations.com

Jacquard Products

PO Box 425
Healdsburg, CA 95448
(800)442-0455
Fax (707)433-4906
jacquardproducts.com



Jax Ltd.

141 Cheshire Ln
Minneapolis, MN 55441
(763)449-9699
Fax (763)449-9695
jaxgames.com
JAX LTD., the fun and games people, is recognized for our exceptional family games, including the long-time favorite SEQUENCE game. JAX games are designed with the idea of providing family interaction - with an educational flair. In addition to our complete line of SEQUENCE games, your whole family will enjoy all of our unique, fun-to-play games. To learn more about all of our games, go to jaxgames.com and see for yourself "What a Difference A Game Makes!"
See Ad Page 35

Jeezle Pete's

PO Box 56
Batesville, IN 47006
(513)265-2939
jeezlepetes.com

Jesse James Games

46 N Arrow Creek Ln
Eagle, ID 83616
801-860-3690
jessejamesgames.com

Jewish Educational Toys

6135 N Sacramento Ave
Chicago, IL 60659
(773)508-9134 / (800)695-6378
Fax (773)508-9440
jewishtoy.com

Jishaku

10014 N Dale Mabry Hwy Ste 101
Tampa, FL 33618
(800)749-8920 / (813)971-1129
Fax (813)971-1549
playjishaku.com



John N. Hansen Co.

369 Adrian Rd
Millbrae, CA 94030
(650)697-7353 / (800)582-5858
Fax (650)697-1748
johnhansenco.com
We have offered quality, innovative toys, games, and puzzles to the specialty toy, gift, and game markets since 1947. Exclusive lines include Buki Books, Hoberman Spheres, Educa Puzzles & Games, Josef Originals and the Classic Game Collection. Please see our website for extraordinary dating and freight programs.
See Ad Page 3

Joobli

11 Douglas St
Millburn, NJ 07041
(917)338-2252
Fax (917)338-2524
joobli.com

Jovi

12800 NW 38th Ave
Opa Locka, FL 33054
(305)442-9547 / (800)406-2145
Fax (305)442-9573
joviusa.com

Junction of Function

8603 Ibis Cove Cir
Naples, FL 34119
(239)777-4009
junctionoffunction.com

Just Jump It

4345 Hedstrom Way
Chico, CA 95973
877-554-8697 / 530-345-3275
Fax 530-343-1908
jitoys.com

K

Kathe Kruse

Europlay Corporation
One Corporate Dr
Grantsville, MD 21536
(855)866-3696
Fax (949)631-7676
kaethe-kruse.com

Kaloo

21100 Daoust
Ste-Anne-De-Bellevue, QC H9X 4C7
Canada
(877)957-3088 / (514)457-3088
Fax (514)457-3980
kalousa.com

KAPLA

125 Market St
Charleston, SC 29401
(843)720-8943
Fax (843)720-8945
kaplaus.com

Karito Kids

5757 W Century Blvd Ste 800
Box 8
Los Angeles, CA 90045
(310)665-9777
Fax (310)665-9494
kidsgive.com

Kaskey Kids

1485 Scott Ave
Winnetka, IL 60093
(847)441-0753 / (866)527-5437
Fax (847)441-3190
kaskeykids.com

Kellytoy

5602 Bickett St
Vernon, CA 90058
(323)923-1300 / (800)346-0312
Fax (323)923-1359
kellytoy.com

Kelmar Games

17451 Olive Hill Rd
Silverado, CA 92676
(714)649-2050
Fax (714)649-9278
kelmargames.com

Kettler USA

1355 London Bridge Rd
Virginia Beach, VA 23455
(757)427-2400
Fax (888)222-9333
kettlerusa.com

Kickboard USA by Micro

5090 Kendrick Ct SE
Grand Rapids, MI 49512
888-236-5657 / 616-242-0044
Fax 616-242-0524
kickboardusa.com

Kid Galaxy

150 Dow St Tower 2 Unit 425B
Manchester, NH 03103
(603)792-0701 / (800)816-1135
Fax (603)647-9419
kidgalaxy.com

Kiddimoto

19 Wall St
Passaic, NJ 07055
(201)897-5504
kiddimotousa.com

KidKraft

4630 Olin Rd
Dallas, TX 75244-5214
(972)385-0100 / (800)933-0771
Fax (877)933-0771
kidkraftinc.com

Kids Only Toys

11A Walkup Dr
Westborough, MA 01581
(508)836-8697
Fax (508)836-3326
kidsonlytoys.com

Kids Preferred

81 Twin Rivers Dr
East Windsor, NJ 08520
(732)274-1144 / (866)763-8869
Fax (732)274-2250
kidspreferred.com

Kids Touch Learning

760 E Francis St Ste H
Ontario, CA 91761
(888)548-6824 / (909)930-0098
Fax (909)930-0018
kidstouchinc.com

kidscds.org LLC

177 Breakneck Rd Ste 1046
Highland Lakes, NJ 07422
917-501-7241
kidscds.org

Kidsack

PO Box 492
West Newbury, MA 01985
(978)314-4875
kidsack.com

Kimbo Educational

10 North 3rd Ave
Long Branch, NJ 07740
(732)229-4949 / (800)631-2187
Fax (732)870-3340
kimboed.com

Kimochis

1854 Fourth St
San Rafael, CA 94901
(415)578-1100
Fax (415)454-4604
kimochis.com

Klutz

450 Lambert Ave
Palo Alto, CA 94306
(650)857-0888
Fax (650)857-9110
klutz.com

K'NEX

PO Box 700
Hatfield, PA 19440
(215)997-7722 / (800)KID-KNEX
Fax (215)996-4222
knex.com

Knightweaver Games

5190 Ingersoll Pl
Boulder, CO 80303
(720)841-9652
Fax (941)359-8858
knightweavergames.com

Konstruk-Tubes

3547 53rd Ave W Ste 211
Bradenton, FL 34210
(941)920-3506 / (866)704-8313
Fax (303)416-4258
konstruktubes.com



Koplow Games

369 Congress St
Boston, MA 02210
(617)482-4011 / (800)899-0711
Fax (617)482-3423
koplowgames.com
Koplow Games "The nice dice company" is a full line supplier of dice and game accessories; over 1,200 different standard and polyhedral dice, as well as pawns, timers, sorting chips, dice bags, dice cups and dice jewelry. Our educational dice include math operators, math fractions, decimal dice, positive and negative numbered dice, place value dice, blank dice, and dice numbered to 100. Our language dice includes alphabet dice and vowel dice, as well as an extensive line of math manipulatives in several languages. We will make custom dice to fit your many needs.
See Ad Page 30

Kristal Educational

9236 Cote-de-Liesse
Montreal, QC H8T 1A1
Canada
(514)420-0040
Fax (514)420-0041
kristalcanada.com

KSM

2462 Sir Caradoc Ln
Mississauga, ON L5K 2J6
Canada
(905)403-0710
Fax (905)403-8763
ksmtosys.com

Kubit2me

6310 Surrey Ridge Rd
Lisle, IL 60532
(630)717-2511 / (888)6-TOSSIT
Fax (630)355-4117
kubit2me.com

L

Lafayette Puzzle Factory

4315 Commerce Dr Ste 440-121
Lafayette, IN 47905
(805)217-2388
Fax (765)447-9054
lfpuzzle.com

For the interactive Buyers' Guide visit ShopToysandGifts.com

Alphabetical Directory by Company

Lapiluv, Inc.

15 Park Ave, 7B
New York, NY 10016
(800)425-1629 / (917)445-5452
Fax (917)677-8219
lapiluv.com

Laser Classroom

1419 Main St NE
Minneapolis, MN 55413
800-840-7829
Fax 612-677-3090
laserclassroom.com

Late for the Sky

3000 Robertson Ave
Cincinnati, OH 45209
(513)531-4400 / (800)422-3434
Fax (513)458-8484
lateforthesky.com

Latin Percussion

160 Belmont Ave
Garfield, NJ 07026
(973)478-6903 / (888)-LPMUSIC
Fax (973)478-7975
lprhythmix.com

Latz Chance Games

150 Stewart Pwy
Greensboro, GA 30642
(706)454-0195 / (800)LCG-GAME
Fax (706)454-0197
latzchancegames.com

Lauri

1400 E Inman Pkwy
Beloit, WI 53511
(608)362-6896 / (800)524-4263
Fax (608)362-8178
patchproducts.com

Lavinia's World

40 E 83rd St Ste 35
New York, NY 10028
(212)585-2341
laviniasworld.com

Lay-n-Go, LLC

1702 Hackamore Ln
Alexandria, VA 22308
703-232-1602
Fax 703-995-4916
layngo.com

Learning Advantage

PO Box 368
Timnath, CO 80547
(970)224-1998 / (866)564-8251
Fax (866)715-8316
learningadvantage.com

Learning Carpets

PO Box 231129
Ansonia Station
New York, NY 10023
(212)721-4151
Fax (212)721-4708
learningcarpets.com

Learning Resources

380 N Fairway Dr
Vernon Hills, IL 60061
(847)573-8400 / (800)222-3909
Fax (847)573-8425
learningresources.com

LEGO

555 Taylor Rd
Enfield, CT 06083
(800)835-4386
lego.com

Leisure Learning Products

87 Taylor Reed Pl
PO Box 2697
Stamford, CT 06906
(203)325-2800
mightyimind.com

LemonTree Games LLC

20436 Fieldstone Crossing Dr
Goshen, IN 46528
(612)845-8778 / (888)894-5391
Fax (612)234-4338
lemontreegames.com

Levels of Discovery

775 Summit Dr
Deerfield, IL 60015
(866)980-2536
Fax (866)980-2489
levelsofdiscovery.com

Lilliputiens

Ave Ernest Solvay 90 Bte 6
Saintes, B-1 480
Belgium
+32 2 467 7039
Fax +32 2 481 6156
lilliputiens.be

Lindergaff, LLC

750 Whiskey Hill Rd
Woodside, CA 94062
415-377-6061
Fax 702-926-9681
synonymsthegame.com

Liqui-Mark

30 Davids Dr
Hauppauge, NY 11788
(631)236-4333 / (800)486-9005
Fax (631)236-4334
liquimark.com

Little Adventures

220 N 1300 West Ste 1
Lehi, UT 84062
(801)766-8437
Fax (801)785-7233
littleadventures.com

Little Colorado

4450 Lipan St
Denver, CO 80211
(303)964-3212 / (877)764-3212
Fax (303)964-3213
littlecolorado.com

Little Kids

225 Chapman St
Providence, RI 02911
(401)454-7600 / (800)545-5437
Fax (401)455-0630
littlekidsinc.com

Live Oak Games

PO Box 621166
Oviedo, FL 32762
(407)792-2194 / (800)214-4632
Fax (321)415-0327
liveoakgames.com

LMD Enterprises

PO Box 3232
Seattle, WA 98114
(206)264-2316
Fax (206)264-2326
lmdgames.com

Loger Toys

55 Worthington Dr
Brantford, ON N3T 5M1
Canada
(519)758-1411
Fax (519)758-5400
logertoys.com

Loog Guitars

119 W 72nd St 335
New York, NY 10023
(646) 596-2252
loogguitars.com

Looney Labs

PO Box 761
College Park, MD 20740
(301)441-1019
looneylabs.com

Love Your Breed

105 W Beaver Creek Unit 7
Richmond Hill, ON L4B4B5
Canada
(289)597-3681
loveyourbreed.com



Lunastix

1151 S Redwood Rd #104
Salt Lake City, UT 84104
(801)972-8282
lunastix.com
For over 20 years, Liston Concepts has blended work with play to develop and deliver functional, innovative products for human-powered outdoor enthusiasts. Our company is dedicated to the preservation and conservation of our natural resources. Love of nature has been the motivation behind our company. We at Lunastix are dedicated to this fun, entertaining sport. We have come to appreciate the soothing nature of this moving meditation, and its capacity to release stress and calm the mind. Lunastix are still manufactured in Salt Lake City, Utah, where we have greater control over quality and the ability to create custom batches in unique and varied color combinations. We are grateful for our customers, our employees, and the half-million enthusiasts who have helped to create something new, fun and different. Thank you for your enthusiasm!
See Ad Page 20

LYRA

308 Homer St
Newton, MA 02459
(617)964-1262 / (888)736-5972
Fax (617)964-1263
lyra.de



M. Ruskin Co.

PO Box 222
Rockaway Park, NY 11694
(718)474-5120 / (877)474-9490
Fax (718)474-5439
mruskincompany.com

Mad Cave Bird Games

922 Bradford Greens Ct NE
Grand Rapids, MI 49525
(616)452-6861 / (866)916-3300
Fax (866)916-3300
coloroku.com

Maestro Classics

PO Box 688
56 Highfield Dr
Falmouth, MA 02541
(508)548-2811 / (888)540-2811
Fax (508)548-2833
maestroclassics.com

Magic Beans

1000 University Blvd Ste A57
Kingsport, TN 37660
(423)963-9893 / (877)801-9733
Fax (866)807-8724
thepatentmagicbean.com

Magic Dusts

197 Prince St
New York, NY 10012
(212)260-7075
magicdusts.com

Magic Nuudles

5597 W Grand River Ave
Lansing, MI 48906
(517)703-9140 / (877)938-6738
Fax (517)703-9150
magicnuudles.com

Magical Innovations

18049 SW Old Hwy Rd
Rushville, MO 64484
(888)795-8718 / (407)317-9050
Fax (213)285-2994
magicalinnovations.com

Magnetic Poetry

PO Box 14862
Minneapolis, MN 55414
(612)638-1040 / (800)370-7697
Fax (612)638-1079
magneticpoetry.com

Magnote Corporation

PO Box 1285
Fremont, CA 94538
415.935.1147
Fax 510.225.1778
Magnote.com

Magnum Enterprises

PO Box 3861
Rapid City, SD 57709
(605)719-9488
Fax (607)719-9485
rubberbandguns.com

Makit Products

4510 Duncanville Rd
PO Box 769100
Dallas, TX 75236
(800)248-9443
makit.com

Manhattan Toy

430 1st Ave N Ste 500
Minneapolis, MN 55401
(612)337-9600 / (800)541-1345
Fax (612)341-4457
manhattantoy.com

Maple Landmark

1297 Exchange St
Middlebury, VT 05753
(802)388-0627 / (800)421-4223
Fax (888)388-0761
maplelandmark.com

Maranda Enterprises

6350 W Donges Bay Rd
Mequon, WI 53092
(262)236-3970
marandaenterprises.com

Mary Meyer

PO Box 275
Rte 30
Townshend, VT 05353
(802)365-7793 / (800)451-4387
Fax (802)365-4233
marymeyer.com

Mashoonga! by Revel King

1022 Shary Ct
Concord, CA 94518
(925)356-0810
Fax (925)356-0810
mashoonga.com

Mason Corporation

8114 Isabella Ln
Brentwood, TN 37027
(800)821-4141 / (615)373-8787
Fax (615)373-8796
masoncorporation.com

Master Communications

4480 Lake Forest Dr #302
Cincinnati, OH 45242
(513)563-3100 / (800)765-5885
Fax (513)563-3105
master-comm.com

Master Magnetics

607 S Gilbert St
Castle Rock, CO 80104
(303)688-3966 / (888)293-9190
Fax (800)874-6248
magnetsource.com

MasterPieces

1376 W St. Mary's Rd
Tucson, AZ 85704
(520)741-1315 / (800)558-2891
Fax (520)741-1978
masterpiecesinc.com

Math Matters

1321 Watervitch Cove
Orlando, FL 32806
(888)693-6284 / (407)857-1245
math-matters.com

MathTwister, LLC

7090 N Oracle Rd Ste 178
Mailbox 197
Tucson, AZ 85704
(520)870-1347
mathtwister.com

Matryoshka Madness!

72764 San Juan Dr
Palm Desert, CA 92260
(866)641-7886
Fax (760)406-5094
matryoshkamadness.com

Maxim Enterprise

10 Riverside Dr.
Lakeville, MA 02347
(508)946-9813 / (888)26-MAXIM
Fax (508)946-9874
maximenterprise.com



Mayfair Games

PO Box 3815
Plant City, FL 33563
(813)707-6659
Fax (813)707-8791
mayfairgames.com
We make the finest board and card games that people want to play again and again and again. Mayfair Games is a Skokie, Illinois-based corporation, publishing award-winning board games and card games since 1980. Known for games played by hobbyists and families alike, Mayfair is the exclusive English language publisher of the Catan family of products, and stands as the largest publisher of railroading games on planet earth. Mayfair Games also publishes games from partners such as Kosmos, Amigo Games and Lookout Games.
See Ad Page 6, 28

For the interactive Buyers' Guide visit ShopToysandGifts.com

Alphabetical Directory by Company

McNeill Design for Brighter Minds

1729 Marsh Rd
Wilmington, DE 19810
(302)478-2757 / (866)520-2555
Fax (302)478-2973
mcneillbrighterminds.com

Meadow View Imports

PO Box 407
81 Kingstown Rd
Wyoming, RI 02898-0407
(401)539-9090 / (800)249-9090
Fax (401)539-7199
meadowviewimports.com

Mega Bloks

4505 Hickmore
Montreal, QC H4T 1K4
Canada
(514)333-5555
Fax (514)333-7853
megabloks.com

MegaChess

940 Calle Amanecer Ste N
San Clemente, CA 92672
(949)248-3705
Fax (949)625-8801
megachess.com



Merchant Technologies

5504 Business Dr
Wilmington, NC 28405
(910)452-9808 / (800)395-8324
Fax (910)452-9826
merchanttechnologies.com
Merchant Technologies' mission is to develop, sell and support a comprehensive retail system, which provides the highest level of integrity in both our product and our relationships with our customers and employees. Our main objective is to provide the best overall product at a very competitive price, resulting in the best value in the retail systems industry. Ease of use, integrity of data, reliability of product and exceptional service are the hallmarks of PRISM-Merchant Technologies' core product. Our efforts and commitment to these areas have won us national awards and an exceptional track record in customer retention.
See Ad Page 8

Merchants Solutions

4422 Roosevelt Rd
Hillside, IL 60162
(708)449-6650 / (800)486-3214
Fax (708)449-1432
merchants-solutions.com

MerryMakers

3645 Grand Ave #202
Oakland, CA 94610
(510)451-2254 / (888)989-0454
Fax (510)451-2174
merrymakersinc.com

Midwest Products

400 S Indiana St
PO Box 564
Hobart, IN 46342
(219)942-1134 / (800)348-3497
Fax (219)942-5703
midwestproducts.com

Milestones

15127 NE 24th St #332
Redmond, WA 98052
(425)882-1987 / (800)289-1637
Fax (425)558-1987
milestonesproducts.com

Mindtwister USA

5090 Caminito Exquisito
San Diego, CA 92130
866-604-9220
Fax 603-388-0705
mindtwisterusa.com

Mini Me Geology

PO Box 342
Huger, SC 29450
(843)216-8189 / (888)886-2197
Fax (843)216-8352
minimegeology.com



Miniland Educational Corp.

3325 NW 70th Ave.,
Miami FL 33122
(877)363-6464 / (786)369-7875
Fax (786)369-7876
minilandeducational.com
MINILAND EDUCATIONAL, a Spanish toy manufacturing company, is known for high-quality educational toys. We develop our products carefully to make sure that our toys nurture learning – but we never forget the importance of PLAY. We also provide Teacher Guides/Lesson Plans as a classroom benefit from many of our toys.
See Ad Page 32

Missing Piece Press

18816 230th Ave E
Orting, WA 98360
(253)813-2303 / (877)56-THINK
Fax (360)893-5858
MissingPiecePress.com

MoeFamilyFun LLC

1627 Rishon Hill
St Louis, MO 63146
314-578-2755
pitchitgame.com

Money Savvy Generation

910 Sherwood Dr Ste 17
Lake Bluff, IL 60044
(847)234-9477 / (866)390-5959
Fax (847)295-2139
msgen.com



Monkeez Makes a Difference

1031 LeGrande Blvd
Charleston, SC 29492
(843)216-8380
<http://monkeezmakesadifference.com/>
Monkeez Makes a Difference is a first-of-its-kind, fun and interactive experience that teaches children they can make a difference by helping others. Brightly colored plush characters make great companions for children, and make the message of giving back so much fun!
See Ad Page 17



Monkeying Around

PO Box 10131
Rochester, NY 14610
(585)256-2660 / (800)553-4300
Fax (585)442-2965
monkeyingaround.com
Since 2000 Monkeying Around has been dedicated to offering innovative dot-to-dot products that will delight and entertain children and adults of all ages. We are pleased to offer "The Greatest Dot-to-Dot Books in the World" (Original Books 1-4), "The Greatest Newspaper Dot-to-Dot Puzzles" (Vols. 1-5, 7 & 8), and the "Greatest Dot-to-Dot Super Challenge" (5-8). Our fun-packed books have been honored with numerous awards including the National Parenting Center Seal of Approval, Informal Education Products Product of the Year, Dr. Toy Best Classic Toys Winner, Creative Child Magazine, Oppenheim Toy Portfolio Gold Seal, Major Fun Award, WTS Toy Review, Major Fun Award, National Parenting Center Seal of Approval, Dr. Toy Best Pick, The Toy Man® Seal of Approval, and Mom's Choice Award®.
See Ad Page 31

Moovie Studio

PO Box 26409
Collegeville, PA 19426
(866)849-9915
mooviestudio.com

Morning Star Games

824 Maple St Ste 3
Santa Monica, CA 90405
(310)314-5598 / (888)304-4263
Fax (888)304-4264
morningstargames.com

Morphology Games

4306 Bryant Ave S
Minneapolis, MN 55409
(612)790-4549
morphologygames.com

My NapPak

16008 Ranchita Dr
Dallas, TX 75248
(800)263-8553
Fax (972)317-8483
mynappak.com

My Pillow Pets

4040 Calle Platino Ste 123
Oceanside, CA 92056
(619)249-3868
Fax (858)523-0579
mypillowpets.com

My Princess Academy

320 Fifth Ave 3rd Fl
New York, NY 10001
(800)251-2522 / (212)594-6920
Fax (212)564-1097
myprincessacademy.com

Mystic Game Co.

923 NE Woods Chapel Rd #200
Lees Summit, MO 64064
(816)373-7422
Fax (816)373-7422
mysticgame.net

N

Nakajima USA

6053 W Century Blvd Ste 800
Los Angeles, CA 90045
(310)649-1188
Fax (310)649-5522
nakajimausa.com

Namaste Kid

8014 Olson Memorial Hwy #177
Golden Valley, MN 55427
(763)443-0333
Fax (763)210-5278
namastekid.com

NanaBanana Classic

PO Box 7517
Greenwich, CT 06836
(662)429-2800 / (800)337-6717
Fax (800)733-6395
nanabanana.com

Nashville Wraps

242 Molly Walton Dr
Hendersonville, TN 37075
(615)338-3200 / (800)547-9727
Fax (800)646-0046
nashvillewraps.com

National Retail Hobby Stores

214 N Hale St
Wheaton, IL 60187
(630)510-4596
Fax (630)510-4501
nrhsa.org

Naythons Store Fixtures

919 Wallace St
Philadelphia, PA 19123
(215)235-8881 / (800)422-1270
Fax (215)235-8882
naythonsdisplay.com

Neat-Oh!

790 Frontage Rd
Northfield, IL 60093
(847)441-4290
Fax (847)441-4291
neat-oh.com

New Hope Records

PO Box 66
Great Neck, NY 11021
(516)466-6040
Fax (516)487-3269
bobbusser.com

NewSound Kids

20048 NE San Rafael St
Portland, OR 97230
(503)491-8480 / (800)288-2007
Fax (503)491-8488
newsoundmusic.com

Nogin Sox

42250 Baldaray Cir
Temecula, CA 92590
(877)664-6769
Fax (951)491-0703
noginsox.com

Noodle Head

1805 E Cabrillo Blvd Ste G
Santa Barbara, CA 93206
(805)962-3084 / (866) 892-7311
Fax (509) 892-748
noodleheadfun.com

Norman & Globus

PO Box 20533
El Sobrante, CA 94820
(510)222-2638
Fax (510)223-6953
sciencewiz.com

North American Bear

1200 W 35th St
Chicago, IL 60609
(773)247-9860 / (800)682-3427
Fax (773)247-9861
nabear.com

North Star Games

5906 Jarvis Ln
Bethesda, MD 20814
(301)493-4331
Fax (866)433-8069
NorthStarGames.com

Northern Gifts

PMB 882 250 H St
Blaine, WA 98230
(604)299-5050 / (800)665-0808
Fax (604)299-0808
northerngifts.com

Nova Natural

152 State Rte 67
Eagle Bridge, NY 12057
(877)356-8671 / (518)686-1707
Fax (518)686-1731
novanatural.ws



NSSEA

8380 Colesville Rd Ste 250
Silver Spring, MD 20910
(301)495-0240 / (800)395-5550
Fax (301)495-3330
nssea.org
The National School Supply & Equipment Association promotes an open marketplace for quality educational products and services that lay the foundation for a stimulating environment for students. NSSEA's mission is to serve the educational products marketplace by providing high-quality trade shows that increase the productivity of the channel; networking opportunities to build relationships with trading partners; and market information on which to make solid business decisions. NSSEA produces two annual trade events: 1) EdSpaces (EdSpaces.com), the marketplace for innovative learning environments; and 2) Ed Expo (EdExpo.com), the premier showcase for the teaching and learning industry.
See Ad Page 27



O.B. Designs LLC

1805 Windjammer Lane
St Augustine, FL 32084
904-537-7777
obdesigns.net

OgoSport

20 Grand Ave #402
Brooklyn, NY 11205
(718)554-0777
Fax (718)554-3910
ogosport.com

Ohio Art

PO Box 111
Bryan, OH 43306
(419)636-3141
ohioart.com

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Alphabetical Directory by Company

Old Fashion Toy Co.

PO Box 511
Jacksonville, IL 62650
(217)243-4393
oldfashiontoyco.com

Only Hearts Club

1250 Avenida Acaso #A
Camarillo, CA 93012
(805)384-4800
Fax (805)384-4838
onlyheartclub.com

OOZ & OZ

3624 46th Ave SW
Seattle, WA 98116
(206)344-3338 / (888)750-3338
Fax (206)344-3338
oozandoz.com



The Orb Factory

225 Herring Cove Rd
Halifax, NS B3P 1L5
Canada
(800)741-0089 / (902)477-9570
Fax (902)477-7273
orbfactory.com

The Orb Factory Limited is a provider of award winning crafts & activities products, recognized for innovative designs, top quality products, and outstanding customer service. We are sold in over 40 countries, have won numerous awards and have become a recognized and trusted name in the toy industry. The Orb Factory Limited is a leading specialty toy company known for its popular brands, including: Curiosity Kits®, Sticky Mosaics®, My First Sticky Mosaics®, StoryCraft®, Stick 'n Style®, SparkleUps®, Magnetic Mosaics® and Color Cubes®.
See Ad Page 32

Orbis World Globes

PO Box 1148
Eastsound, WA 98245
(360)376-4320
Fax (360)376-6050
earthball.com

The Original Toy Company

230 Woodmont Rd
Milford, CT 06460
(203)876-7289 / (800)899-4258
Fax (203)876-2739
theoriginaltoycompany.com

Ouchies

1501 Broadway Ste 1301
New York, NY 10036
(212)944-0812
Fax (212)944-8999
ouchiesonline.com

Out of the Box

4435 Duraform Ln
Windsor, WI 53598
(800)540-2304
Fax (800)637-4201
otb-games.com

Outset Media Games

106 - 4226 Commerce Cir
Victoria, BC V8Z 6N6
Canada
(250)592-7374 / (877)592-7374
Fax (250)592-7522
outsetmedia.com

OWI Robotics

17141 Kingsview Ave
Carson, CA 90746
(310)515-1900 / (800)638-1694
Fax (310)515-1606
owirobot.com

P

Pacific Play Tents

2801 E 12th St
Los Angeles, CA 90023
(323)269-0431 / (877)722-0083
Fax (323)269-2761
pacificplaytents.com

Pajaggle, Inc.

PO Box X
Corvallis, OR 97339
(866)966-6612
Fax (866)617-4963
pajaggle.com

Parchmint, Inc.

2624 N Downer Ave
Milwaukee, WI 53211
(414)332-2740
Fax (414)332-2715
Parchmint.com

Park Avenue Agents

6100 4th Ave S #575
Seattle, WA 98108
(206)779-4231
Fax (206)762-7447
parkavenueagents.com

Parkwest Publications

PO Box 310251
Miami, FL 33231
(305)256-7880
Fax (305)256-7816
parkwestpubs.com

Parli-Cards - Practical Strategies, Inc.

120 N Main St Ste 320
West Bend, WI 53095
(262)334-1821
Fax (262)334-1823
parlicards.com

Patch Products

1400 E Inman Pkwy
Beloit, WI 53511
(608)362-6896 / (800)524-4263
Fax (608)362-8178
patchproducts.com

Patrx

PO Box 335
Richford, VT 05476
(450)242-2380 / (888)834-2380
Fax (450)242-2712
patrx.tv

Pazow!

PO Box 5337
Carmel, CA 93921
(415)885-5006
Fax (650)649-1729
pazow.com

PB & J Toys

PO Box 389
Trussville, AL 35173
(205)807-6835
Fax (888)264-0116
pbjtoy.com

Peaceable Kingdom

950 Gilman St Ste 200
Berkeley, CA 94710
(877)444-5195
Fax (800)997-3602
pkpress.com

Pedestal Pets

852 Arbordale Ln
Wexford, PA 15090
(412)979-8217
Fax (724)452-5416
pedestalpets.net

Pellets

13481 Rustic Pines Blvd S
Seminole, FL 33776
(800)228-9936 / (727)394-9417
Fax (800)203-0663
pelletinc.com

The Pencil Grip

PO Box 67096
Los Angeles, CA 90067
(310)315-3545 / (888)736-4747
thepencilgrip.com

Periodic Quest

15 Drysdale St
Kanata, ON K2K3L3
Canada
(424)235-1600
periodicquest.com

Petting Zoo Plush

120 N Langley Rd Ste 108A
Glen Burnie, MD 21060
(410)760-9792
Fax (410)760-5232
pettingzooplush.com

Pharmtec Corporation

PO Box 919
Bath, OH 44210
(877)833-2221 / (330)659-6575
Fax (330)659-9049
myveryownhouse.com

Piano Made Easy

520 Saint Paul St
Gonzales, TX 78629
/ (800)527-6873
Fax (888)901-8668
pianomadeeasy.com

PineCar

PO Box 98
Linn Creek, MO 65052
(573)346-5555
Fax (573)346-3768
pinecar.com

Pine-Pro

62 White St
Red Bank, NJ 07701
(732)842-5215 / (888)480-2850
Fax (732)842-9532
pinewoodderby.com

Pint Size Productions

5745 Main St
Amherst, NY 14221
(716)853-2665
Fax (716)853-2660
pintsizeproductions.com

P'kolino

38 NW 1st Ave
Dania, FL 33004
(954)513-3140 / (888)403-8992
Fax (781)497-0916
pkolino.com/retailer

PlasSmart

408 - 441 MacLaren St
Ottawa, ON K2P 2H3
Canada
(613)829-4035 / (877)289-0730
Fax (866)249-7193
plasmarttoys.com

Platypus Games

10834 NE 148th Ln Ste C3
Bothell, WA 98011
(425)736-0933
Fax (877)207-6934
platypusgames.com

Play Clay Factory

215 S Main St
Lamar, CO 81052
(719)336-3526 / (800)925-2529
playclayfactory.com

Play Smart

101 Kentile Rd
South Plainfield, NJ 07080
(732)995-3198
Fax (732)348-9489
playsmarttoys.com

Play Visions

19180 144th Ave NE
Woodinville, WA 98072
(425)482-2836 / (800)678-8697
Fax (425)482-2842
playvisions.com

PlayAbility Toys

1931 W Grant Rd #320
Tucson, AZ 85745
(866)204-8863 / (520)547-0921
Fax (520)620-5580
PlayAbilityToys.com

PlayMaisCanada Inc.

12 1064 Salk Rd
Pickering, ON L1W 4B5
408-644-2067
Fax 408-268-4931
playmaiscanada.com

Playmobil

26 Commerce Dr
Cranbury, NJ 08512
(609)395-5566
Fax (609)409-1288
playmobil.com

Playroom Entertainment

13236 Raymer St
N. Hollywood, CA 91605
(818)432-1112 / (866)999-9654
Fax (818)432-1117
playrooment.com

The Pocket Referee

45 White Plains
Jackson, TN 38305
(731)444-4718
thepocketreferee.com

Pockets of Learning

30 Cutler St Ste 101
Warren, RI 02885
(401)247-1991 / (800)635-2994
Fax (401)247-7860
pocketsoflearning.com

Poof-Slinky

45400 Helm St
PO Box 701394
Plymouth, MI 48170
(734)454-9552 / (800)329-8697
Fax (734)454-9540
poof-slinky.com

Pop-In-Kins

1844 W State St Ste D
Alliance, OH 44601
(330) 823-6167
Fax (330) 821-8545
christopherpopinkins.com

Precious Pollabies

5855 Horton St Ste 723
Emeryville, CA 94608
(415)519-9988
preciouspollabies.com

Pressman

121 New England Ave
Piscataway, NJ 08854
(732)562-1590 / (800)800-0298
Fax (732)562-8401
pressmantoy.com

Prime Time Toys

PO Box 256
Pompton Lakes, NJ 07442
(973)839-5711 / (888)793-8463
Fax (973)839-5811
primetimetoys.com

Prince Lionheart

2421 S Westgate Rd
Santa Maria, CA 93455
(800)590-5987 / (805)922-2250
Fax (805)922-9442
princelionheart.com

PugTale Publications

1601 W Main St Ste 90 #403
Williamantic, CT 06226
(860)456-7847 / (877)456-7847
Fax (860)456-9173
pugtalepublishing.com

Pumponator

211 Trade St
Greer, SC 29651
(864)334-2080
Fax (864)334-2072
pumponator.com

Puppet Partners

1343 W Flint Meadow Dr #4
Kaysville, UT 84037
(801)544-7899 / (877)262-4117
Fax (801)444-1622
puppetpartners.com

Putumayo Kids

411 Lafayette St 4th Flr
New York, NY 10003
(212)625-1400 / (800)995-9588
Fax (212)460-0095
putumayokids.com

Puzzle Craffhouse

1196 Waterfall Dr
Spring Hill, FL 34608
(352)683-6649
PuzzleCraffhouse.com

Pywacket Games

3134 Bent Tree Dr
St. Cloud, MN 56301
(800)339-0588 / (320)761-6333
Fax (320)253-1874
pywacketgames.com

Q

Q-Ba-Maze

420 N 5th St Ste 1050
Minneapolis, MN 55401
(612)379-4100
Fax (612)379-4199
q-ba-maze.com

Alphabetical Directory by Company

The Queen's Treasures

914 Ninth St
Stroudsburg, PA 18360
570-424-7333

Quiet Time Tales

11333 Moorpark St #228
Studio City, CA 91602
(888)660-READ / (888)660-7323
quiettime.com

Quinto Game Co.

PO Box 310
Ashton, MD 20861
(301)439-1067
Fax (301)434-8642
quintogame.com

R

R & R Games

PO Box 130195
Tampa, FL 33681
(888)8-RIDDLE / (813)835-0163
Fax (813)835-0245
rnrgames.com

Radiant Systems

1727 Kirby Pkwy
Memphis, TN 38120
(901)681-2800 / (800)852-5852
Fax (901)683-8303
counterpointpos.com

RandomLine

PO Box 193
Morris Plains, NJ 07950
(888)234-3729
Fax (973)889-1814
randomline.com

Ravensburger

1 Puzzle Ln
Newton, NH 03858
(603)382-3377 / (800)886-1236
Fax (603)382-3366
ravensburger.com

Rayzor Sharp Ent.

820 DiMaggio Dr
Belgrade, MT 59714
(219)789-8490
rayzorsharpent.com

RBIZ Assoc.

1620 Golden St
Hermosa Beach, CA 90254
(310)798-0538
Fax (310)798-0534
rbizassociates.com



The Reading Game

2727 De Anza Rd, Ste SD21
San Diego, CA 92109
877-826-3782 / 858-412-3442
thereadinggame.com

The Reading Game: 2nd Edition
These fast-paced memory card games with accompanying flashcards and content-rich storybooks can help any child learn to read without frustration. The staged learning format first teaches individual words, followed by short phrases and sentences, and then graduates to a full-length storybook. This format ensures success, even for struggling readers. Award Winning!
See Ad Page 11

Real Good Toys

10 Quarry Hill
Barre, VT 05641
(802)479-2217
Fax (802)479-2591
realgoodtoys.com

Recent Toys

15505 Long Vista Way #210
Austin, TX 78728
(512)879-7256
Fax (866)571-2604
recenttoys.com

Reeves Intl.

14 Industrial Rd
Pequanock, NJ 07440
(973)694-5006 / (800)444-4775
Fax (973)694-5213
reevesintl.com

Reindeer Magic/Kavik Publishing LLC

5667 Cumming Hwy
Canton, GA 30115
877-319-9907 / 678-232-9236
Fax 770-720-7110
reindeermagic.com

Rep Force One

PO Box 35892
Greensboro, NC 27425
(336)665-9999
rfotops.com

Replogle Globes

2801 S 25th Ave
Broadview, IL 60155
(708)343-0900 / (800)275-4452
Fax (708-343-0923
replogleglobes.com

RETROPlay LLC

15 Royalston
Mission Viejo, CA 92692
(949)303-3082
ReverseCharades.com

Rex Games

2822 Van Ness Ave
San Francisco, CA 94109
(800)542-6375 / (415)931-5600
tangoes.com

Rhino Toys

2117 A Delaware Ave
Santa Cruz, CA 95060
(831)458-5118
Fax (831)429-8482
rhinotoys.com

Rhythm Band Instruments

PO Box 126
Fort Worth, TX 76101
(817)335-2561 / (800)424-4724
Fax (800)784-9401
rbidistributor.com

Rich Frog

1 Tigan St
Winooski, VT 05404
(802)865-9225 / (888)742-4376
Fax (802)865-2423
richfrog.com

Rio Grande Games

PO Box 1033
Placitas, NM 87043
(505)205-9739
Fax (505)205-9739
riograndegames.com

RITE

1001 2nd St S Ste 100
Sartell, MN 56377
(888)267-7483
rite.us

Rock Me Baby Records

PO Box 57002
Albuquerque, NM 87187
(505)254-7744
Fax (505)242-0931
susietallman.com

Rock 'N Learn

PO Box 3595
Conroe, TX 77305
(800)348-8445 / (936)539-2731
Fax (800)801-5481
rocknlearn.com

Rokenbok

215 S Highway 101 Ste101
Solana Beach, CA 92075
(858)259-4433 / (888)476-5265
Fax (858)259-4410
rokenbok.com

Rolco Games

336 E Industrial St
PO Box 8
Kasota, MN 56050
(507)931-4525
Fax (507)931-6264
rolcogames.com

Romanoff Products Inc

11 Brookside Ave
Chatham, NY 12037
(800)828-9587 / (518)392-8585
Fax (518)392-5938
romanoffproducts.com

Rounder Records

One Camp St
Cambridge, MA 02140
(617)661-6308 / (800)768-6337
Fax (617)354-4840
rounder.com

Roy Toy

599 Jacksonville Rd
PO Box 660
E Machias, ME 04630
(207)255-0954 / (800)530-0003
Fax (207)255-0955
roytoy.com

Roylco

3251 Abbeville Hwy
Anderson, SC 29624
(800)362-8656 / (864)296-0043
Fax (864)296-6736
roylco.com

Rubens Barn Dolls

7021 Wolfstown Hood Rd
Madison, VA 22727
877-908-5934
rubensbarndolls.com

Russ Berrie

1800 Valley Rd
Wayne, NJ 07470
(800)272-7877 / (888)708-2327
Fax (201)405-7307
russberrie.com

S



Safari Ltd.

1400 NW 159th St Ste 104
Miami Gardens, FL 33169
(800) 554-5414
Fax (800) 766-7841
safariLtd.com
Safari Ltd® is the only American,

family-owned manufacturer and worldwide distributor of award-winning figures inspired by nature and powered by the imagination. For more than 30 years Safari Ltd has produced authentic, educational figures that speak to the innate curiosity in all of us. Discover the Frontiers of your Imagination at safariltd.com
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Sandtastik Products

PO Box 1621
Niagara Falls, NY 14302
(800)845-3845
Fax (800)831-6111
sandtastik.com

Sarah's Silks

8591 Trenton Rd
Forestville, CA 95436
(888) 814-SILK / (707) 887-0400
Fax (707) 887-1395
sarahsilks.com

Sassy Baby

2305 Breton Industrial Park Dr SE
Kentwood, MI 49508
(616)243-0767 / (800)323-6336
Fax (616)243-1042
sassybaby.com

Saturnian 1

PO Box 700538
Plymouth, MI 48170
(734)453-6411 / (800)653-2719
Fax (734)454-6514
sat1sport.com

ScareMeNotes

10 Thistle Ln
Westford, MA 01886
(877)404-4835 / (978)835-7030
Fax (928)832-5037
scaremenot.com

Scene-A-Rama

PO Box 98
Linn Creek, MO 65052
(573)346-5555
Fax (573)346-3768
scenearama.com

Schleich

3258 Hawthorne Rd
Ottawa, ON K1G 3W9
Canada
(613)739-8854 / (888)269-0826
Fax (877)739-1481
schleich-s.com



Schoenhut Piano

6480-B US 1 N
St. Augustine, FL 32095
(904)810-1945 / (888)414-2739
Fax (904)823-9213
toypiano.com
Schoenhut is the "Leader in the World of Toy Pianos" (since 1872!) with an excellent reputation for quality products and complete customer satisfaction. We keep our product line exciting by introducing new models each year, while continuing to offer classic instruments that have been popular for over a century. In addition to an extensive line of toy pianos, we offer many other musical instruments such as drums, harps, and guitars.
See Ad Page 60

School Zone

PO Box 777
Grand Haven, MI 49417
(616)846-5030 / (800)253-0564
Fax (800)550-4618
schoolzone.com

School-Rite

PO Box 12547
Fresno, CA 93778
(559)224-3978
Fax (559)438-8911
school-rite.com

Schylling

Schylling Toys

306 Newburyport Turnpike
Rowley, MA 01969
(978)948-3601 / (800)541-2929
Fax (978)948-0860
schylling.com

Schylling is known for creating classic toys made of tin and wood including jack-in-the-boxes, tops, drums, puzzles, kaleidoscopes, tea-sets, sock monkeys, games, musical instruments and more. Schylling also has a strong licensing program featuring Curious George, Star Wars, Thomas & Friends, Babar and distributes best-selling brands like Lottie Dolls, Ambi, Erector Sets, Brio, Sea Monkeys, Lava Lamps and Lego Watches.
See Ad Page 14

Science, Naturally!

627 A St NE
Washington, DC 20002
(202)465-4798 / (866)724-9876
Fax (202)558-2132
sciencenaturally.com

Scientific Explorer

4020 E Madison Ste 326
Seattle, WA 98112
(206)322-7611
Fax (206)322-7610
scientificexplorer.com

Scribble Mats

PO Box 2163
S Hackensack, NJ 07606
(212)545-1611
Fax (212)685-2134
scribblemats.com

Sentosphere USA

1 Corporate Dr
Grantsville, MD 21536
561-400-8729 / 561-935-4303
sentosphereusa.com

SET Enterprises

16537 E Laser Dr Ste 6
Fountain Hills, AZ 85268
(480)837-3628 / (800)351-7765
Fax (480)837-5644
setgame.com

Shains

4284 Sea View Ln
Los Angeles, CA 90065
(818)404-9131
Fax (323)223-5962
shainsware.com

ShopArtMaterials.com

PO Box 1080
Geneva, NY 14456
(800)344-0559
shopartmaterials.com

For the interactive Buyers' Guide visit ShopToysandGifts.com

Alphabetical Directory by Company

ShopSchoolSupplies.com

PO Box 1080
Geneva, NY 14456
(800)344-0559
shopschoolsupplies.com

SILLY STRING Products

21205 Little Tree Dr
Watertown, NY 13601
315-788-3431
silly-string.com

Silver Dolphin Books

5880 Oberlin Dr Ste 400
San Diego, CA 92121
(858)457-2500 / (800)284-3580
Fax (858)812-6476
silverdolphinbooks.com

Skroojility Games

37 Ash Crescent
Toronto, ON M8W 1E4
Canada
(416)255-1640
moonshotouchre.com

Skulduggery Inc.

5433 E La Palma Avenue
Anaheim, CA 92807
(714)777-6425
Fax (714)777-4475
skimagelibrary.com

Small World Toys

1451 W Knox St
Torrance, CA 90501
(310)645-9680 / (800)421-4153
Fax (310)645-7903
smallworldtoys.com

Smart Bean

1578 San Bernardino Rd Ste C
Covina, CA 91722
(626)732-3930
Fax (626)732-3950
smart-bean.com

Smart Gear

82 Norwood Ave, 2nd Fl
Deal, NJ 07723
(732)663-0000
SmartGearToys.com

Smart Monkey Toys

4330 8th St S Ste 4
Wisconsin Rapids, WI 54494
(715)424-0030 / (866)387-5610
Fax (715)712-1313
smartmonkeytoys.com



SMART/Tangoes USA

2822 Van Ness Ave
San Francisco, CA 94109
(800)542-6375
Fax (515)931-5250
smarttangoesdealer.com

SmartGames, the world's best-selling line of IQ-building single-player logic games teams up with classic favorite Tangoes to bring specialty retailers over 30 award-winning games! Favorites like Castle Logix, Safari Hide & Seek, and North Pole Camouflage are joined by new hits like Trucky 3, IQ Twist, Anti Virus, Penguins On Ice, Bill and Betty Bricks, and more! The SmartMax magnetic construction system, Netherlands Toy of the Year, is now a smash hit in the US, while the Twisterz line of battery-free

manipulative learning toys provides hands-on discovery for preschoolers. Free demos and \$500 free freight year-round!

See Ad Page 39

SmartNoggin Toys

P.O. Box 244
Noblesville, IN 46061
574-612-5292
Fax 888-979-7581
SmartNogginToys.com

Smethport

1400 E Inman Pkwy
Beloit, WI 53511
(608)362-6896 / (800)524-4263
Fax (608)362-8178
patchproducts.com

SnapRetail

2840 Liberty Ave, Ste 100
Pittsburgh, PA 15222
877-459-7627
snapretail.com

Snazaroo

1214 Metro Park Blvd Ste 201
Lewisville, TX 75057
(972)221-8665 / (800)451-4040
Fax (972)221-8625
snazaroo.us

Soft Clothing for All Children - Boris, Prince of Whales

109 Ingraham St #306
Brooklyn, NY 11237
(347)884-3620
softclothing.net

SoftPlay

3535 W Peterson
Chicago, IL 60659
(773)509-0707 / (800)515-5437
Fax (800)593-7323
softplayforkids.com

Solo Time Ltd.

1 Florence Crt
Jackson, NY 08527
718-853-7180
Fax 718-951-6376

Sounds Like Fun

1214 5th St
Coralville, IA 52241
(866)637-8702
Fax (319)351-0479
soundslikefunmusic.com

Spaceshots, Inc.

26943 Ruether Ave Ste N
Santa Clarita, CA 91351
800-272-2779 / 661-299-5594
Fax 661-299-5586
spaceshots.com

Specialty Store Services

454 Jarvis Ave
Des Plaines, IL 60018
(888)779-2425
Fax (888)368-8001
specialtystoreservices.com



Specialty Toys Network

650 NE Adams St
McMinnville, OR 97128
(503)434-9706
Fax (866)640-5987
stoysnet.com
Specialty Toys Network is the leading

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See Ad Page 61



spielwarenmesse®

Spielwarenmesse eG

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90471 Nürnberg, Germany
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(0049)911-99813-0
Fax (201) 652-3898
(0049)911 814 99 05

toyfair.de/usa
Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organized by the German fair and marketing service provider Spielwarenmesse eG. The B2B trade fair in Nuremberg creates a comprehensive communication and ordering platform for 2,700 manufacturers from 60 countries. The presentation of new products and the extensive industry overview from January 29 to February 3, 2014 provides a valuable pool of information for some 72,500 buyers and toy retailers from over 100 nations.
See Ad Page 7

Sprig Toys

321 Maple St
Ft Collins, CO 80521
(970)472-0321
Fax (970)472-0381
sprigtoys.com



Spring Swings

617 NW Mercantile Pl
Port St Lucie, FL 34986
(561)845-6966 / (800)893-4373
Fax (561)845-6965

springswings.com
Spring Swings is the leading specialty toy manufacturer of the highest quality outdoor, backyard, residential play products. We have created lasting, durable, and safe backyard and residential playground toys that have been successfully enjoyed for more than 30 years. Our founders have been heavily involved in the design, development, manufacture and distribution of zip lines for residential backyard use for more than 30 years and our products have been the industry standard for just as long. Our zip lines and other products have been tested to meet or exceed the standards of ASTM F1148 Standard Consumer Safety Performance Specification for Home Playground Equipment. Spring Swings LLC has an unparalleled shipping and customer

service record, a Minimum Advertised Price Policy that is strictly monitored and enforced and we do not compete with our customers in any way, as we do not sell our products to consumers nor offer them for sale on our websites.
See Ad Page 30

Springbok Puzzles

1420 Kansas Ave
Kansas City, MO 64127
(800)497-8697 / (816)241-8080
Fax (816)241-8881
springbok-puzzles.com

Spy Alley Partners

9177 Yuca Ln N
Maple Grove, MN 55369
(763)420-5032 / (800)611-1270
Fax (763)420-4313
spyalley.com

Square Shooters

18615 Detroit Ave #203
Lakewood, OH 44107
216-712-4100
Fax 216-712-4106
squareshooters.com

Squire Boone Village

PO Box 711
New Albany, IN 47151
(812)941-5900 / (800)234-1804
Fax (812)941-5920
squireboone.com

Stack and Stick

PO Box 320
Goshen, IN 46527
(574)534-0565
Fax (574)534-6655
stackandstick.com

Stanislaus Imports

41 Fourteenth St
San Francisco, CA 94103
(415)431-7122 / (800)227-4376
Fax (415)431-4365
lasioux.com

Stellar Toys

18308 Ward St
Fountain Valley, CA 92708
(949) 722-8377 / (877) 354-7635
Fax (714) 963-3387
flipnflyer.com



Stork Babies - The Fiammetta Toy Co

4775 Blenheim St
Vancouver, BC V6L 3A5
Canada
(778)871-7177
mystorkbabies.com
Stork Babies are colorful mini-matchbox babies that all come with their own unique inspiring and empowering sayings for children such as, "Believe in your dreams - you can ACHIEVE ANYTHING!" The philosophy behind The Fiammetta Toy Co. Inc.™ ("Stork Babies™") is to empower children to believe in themselves and their abilities, and to nurture and build their self-esteem.
See Ad Page 18

Storybook Toys

Box 56009 Airways RPO
Calgary, AB T2E8K5
Canada
(877)358-7338
storybooktoys.ca

The Straight Edge

PO Box 590
Westport, CT 06881
(800)284-3948
straightedgeinc.com

Strategic Space

248 W 73rd St, GF-1
New York, NY 10023
(917)318-3368
strategic-space.com

Street Surfing

4299 McCarther Blvd Ste 212
Newport Beach, CA 92660
(949)788-1191
Fax (949)788-1292
thewave.com

Stuffed Animal House

2150 Peace Portal Dr
Blaine, WA 98230
(800)387-5874
Fax (888)222-8993
stuffedanimalhouse.com

Stuhr Products

PO Box D
20349 E Co Rd G-40
Lettis, IA 52754
(319)726-3324
bilding.com

Style Paige LCC

380 S Main
Centerville, UT 84014
(801)897-8854
Fax (801)295-3144
stylepage.com

Sugar B Sales

PO Box 633
Maple Valley, WA 98038
(425)277-5499
Fax (800)783-9875
sugarbsales.com

Sunny & Co Toys, Inc

1600 33rd St Ste 108
Orlando, FL 32839
(800)577-5309 / (407)236-7901
Fax (407)236-9180
SunnyPuppets.com

Sunshine Sales

1786 Wolverine Way
Vista, CA 92084
(760)940-5214
Fax (760)945-7220
sunshinesale.com

SunsOut

205 Paularino Ave
Costa Mesa, CA 92626
(800)400-8953
Fax (714)556-2314
sunsout.com

SwimWays

5816 Ward Crt
Virginia Beach, VA 23451
(757)460-1156
Fax (757)464-9281
swimways.com

Alphabetical Directory by Company

Swipe It

4 Lawndale Rd
Mansfield, MA 02048
(508)452-7600 / (888)794-7348
Fax (508)452-7601
swipeit.com

T

Taggies

21 Dewey St
Spencer, MA 01562
(508)885-3535 / (877)482-4443
Fax (508)885-4994
taggies.com

TagsMania

PO Box 38
Greens Farms, CT 06838
(877)210-0021 / (203)292-5930
Fax (203)295-3699
tagsmania.com

Talcor Aristoplay

901 Lincoln Pkwy
Plainwell, NJ 08060
(269)685-2345 / (800)433-4263
Fax (269)685-6789
talcor.com

TAM Retail

10609 W 159th St
Orland Park, IL 60467
(888)843-1476 / (708)460-0999
Fax (708)460-1253
tamretail.com

Tandy Leather Factory

1900 SE Loop 820
Ft Worth, TX 76140
(817)872-3200 / (877)532-8437
Fax (817)872-3127
tandy Leather Factory.com

Tanner's Manners

17 W 8th St
Ocean City, NJ 08226
(609)398-1949 / (866)543-5463
Fax (609)938-0424
tannersmanners.com

Taurus Toy

501 3rd St PO Box 848
Franklin, PA 16323
(814)493-6257 / (877)267-2565
Fax (814)493-9844
taurustoy.com

Teach Me Tapes

6016 Blue Circle Dr
Minnetonka, MN 55343
(952)933-8086 / (800)456-4656
Fax (952)933-0512
teachmetapes.com

Teacher Created Resources

6421 Industry Way
Westminster, CA 92683
(714)891-1690 / (888)441-4826
Fax (800)525-1254
tcrdealer.com

TECNO Display

2277 National Ave
Hayward, CA 94545
(510)782-5600 / (800)255-3536
Fax (510)782-5003
tecnodisplay.com

TEDCO

498 S Washington St
Hagerstown, IN 47346
(765)489-4527 / (800)654-6357
Fax (765)489-5752
tedcotoy.com

Teddy Bear Stuffers

PO Box 1349
Agoura, CA 91376
(805)984-6995
teddybearstuffers.com

Tessellations

3913 E Bronco Trail
Phoenix, AZ 85044
(480)763-5440 / (800)655-5341
tessellations.com

Thames & Kosmos

Thames & Kosmos
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Providence, RI 02903
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Fax (401) 459-6775
thamesandkosmos.com
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See Ad Page 29

That Word Game

PO Box 11
West Linn, OR 97068
Fax (240)368-1090
thatwordgame.com

The Little Yoga Mat

691 10th Ave Ste 16
New York, NY 10036
(917)338-7299
Fax (888)221-5290
thelittleyogamat.com

Think-a-lot Toys

1600 Zamia Ave
Boulder, CO 80304
(303)449-2737
Fax (866) 236-9198
think-a-lot.com

ThinkFun

1321 Cameron St
Alexandria, VA 22314
(703)549-4999 / (800)468-1864
Fax (703)549-6210
thinkfun.com



Thumler's Tumbler

PO Box 585
Auburn, WA 98071
(253)833-2310 / (800)225-1017
Fax (253)833-2349
thumlerstumbler.com
Thumler's Tumbler, Professional Quality Rock Polisher. An exciting hobby for the entire family. Eight models to choose from. Call for a FREE brochure.
See Ad Page 11

TickleMe Plant Company

60 Hurds Corner Rd
Pawling, NY 12564
845-350-4800
TickleMePlant.com

Tier Toys

2520 Murdock Rd
Marietta, GA 20062
(770)733-1863
Fax (678)265-1182
tier toys.com

Timeless Toys /Sootheze Inc.

1670 S Amplett Blvd Ste 214
San Mateo, CA 94402
650-378-8508 / 650-378-8517
timeless-toys.com

Tiny Love

12622 Monarch St
Garden Grove, CA 92841
(714)898-0807 / (888)843-6292
Fax (714)898-7945
tinylove.com

Tom Kuhn

406 Harold Dow Hwy Ste-10
Eliot, ME 03903
(800)US-YOYOS / (207)438-9115
Fax (207)438-9119
tomkuhn.com

TOMY International

2015 Spring Rd Ste 400
Oak Brook, IL
800-704-8697 / 630.573.7200
Fax 630.573.7575
tomy.com

Tonner Doll Co.

459 Hurley Ave
Hurley, NY 12443
(845)339-9537 / (800)324-0486
Fax (845)339-1259
tonnerdoll.com

Top Trumps

4449 Easton Way 2nd Fl
Columbus, OH 43219
(614)610-4495
toptrumps.com

Toy Collection Catalog

PO Box 30713
Santa Barbara, CA 93130
(805)569-0813 / (866)237-0189
Fax (866)480-2347
toycollectionretailer.com



Toy Industry Assoc.

1115 Broadway Ave Ste 400
New York, NY 10010
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See Ad Page 37

The Toy Sellers Group

101 Lucas Valley Rd Ste 326
San Rafael, CA 94901
(415)491-4215
Fax (415)491-4057
toysellers.net

Toy Fest West - See WTHRA

toyfestwest.com

Toylinks inc.

1252 47 St
Brooklyn, NY 11219
718-972-7127
Fax 718-972-0806
toylinksinc.com



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Pensacola, FL 32524
(850)479-4415 / (800)200-3466
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(continued from page 62)

Folkmanis Founders: Judy and Atis Folkmanis in Berkley, California. In the early 1970s, Judy sewed some puppets for her son's preschool, and people fell in love with them. Soon, Atis – who was attending Berkley for his doctorate in microbiology – quit school to help his wife keep up with the demand. They told themselves, "We'll give it a year."

They never had to look back, notes Kollias. Their company, Furry Folk Puppets, created and sold puppets on the Berkley Campus and at art festivals. In 1976, they incorporated as Folkmanis and began selling wholesale. Today, the two are still hands-on with the business, although less active than they used to be. Atis, the company's "numbers guy," goes to the office daily. Judy is there two days a week to work with the creative team.

Their sons Dan and Jason plan to continue the business. Dan works at Folkmanis in California and Jason lives overseas, where he supervises some of the factory work.

Location: Emeryville, California. The 20,000-square-foot facility was the factory until the last of the puppets were sent overseas about 15 years ago. Today, they're produced mostly in China, but operations are transitioning to Indonesia. "It will shake out 50/50 between the two factories," says Kollias.

Award Winners: In 2013 to date, Folkmanis has received 21 awards. Its record for most awards in one year is 28.

Puppets Found Here: In more than 15 countries, in specialty toy stores, home décor and gift shops, science and museum shops, book stores, zoos, state and national parks, and museums. "We also have a lot of product placement," says Kollias. "Watch for Folkmanis puppets to pop up on your favorite TV shows and in major motion pictures."

"I saw your puppets on a trip to Rwanda," reads a post on folkmanis.com, written by a woman from London. "They were being used to entertain orphans by an American woman, Mary Jo Terrill, who said you had kindly donated them. Your philanthropy has won you a new customer."

Folkmanis donates to a variety of children's welfare organizations around the world. To find more information about the organizations it works with, visit folkmanis.com, scroll over the "About Folkmanis" bar at the top of the screen, and click on "In the Community."



the "Grunting Pig," has a squeaker in it that was developed by one of our designers. It's not squeaky; it makes this low rumbling sound. It was the number-one seller at the tradeshows we recently attended.

Also new is a Perched Eagle, Wolf Puppy (which has a great price point), and a Royal Prince and Princess that have an anime look to them. They'll be at Toy Fair.

How often do you develop new puppets?

EK: Each year in January we introduce 15 to 20 new designs for the winter markets and then another 15 to 20 designs in July for the summer markets. It's a formula we have been using since the beginning.

We attend shows in many industries. Besides the major gift and toys stores, we also exhibit at book, museum and bird shows. At last count, it was more than 30. Our number-one show is Toy Fair in New York.

As we introduce new products, we retire old ones. We're a small boutique company, and we think 250 SKUs is the perfect number to manage. It means our mix changes constantly. It's living and breathing.

What would you like to see happen for Folkmanis in the future?

EK: Continued slow and steady growth would be good for all of us. I also think a general elevation of the art of puppetry would not only be good for our brand, but also for humanity. My wish is simply that people use the tools puppetry offers – fun, a love of nature, imagination and communication – to make a better world.



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Lending a Hand to Humanity

by Alyssa LaFaro

“Puppets can save the world if we only let them,” says Elaine Kollias, marketing director at Folkmanis. Maybe she’s right.

In a recent interview, Kollias told me how educators and therapists use the charming animal and character puppets – which range from a classic White Mouse to Blimey the Pirate – to successfully communicate with kids, especially those with Autism. “I am frequently told about autistic children who speak their very first words to one of our puppets,” she explains.

If puppet play can result in a breakthrough like that, we should put them on the hands of the members of Congress.

Puppets *are* great communicators. Just ask the librarians, storytellers, museum docents, wildlife educators, comedians, professional puppeteers, and even some singer/songwriters who incorporate Folkmanis puppets in their work.

“I love using them to tell traditional folk tales, encourage fine motor skill development in toddlers, and to create immersive learning with imagination, role playing, song and dance,” said art educator and storyteller Toni Mikulka in a post this summer on Yelp. She performs puppet shows

for special events like birthday parties, and teaches a puppetry class called “Folkmanis Folktales” at the Habitot Children’s Museum in Berkeley, California.

“Children respond so emphatically to Folkmanis puppets,” she wrote. Their response is a big part of the reason Folkmanis puppets have become a specialty toy store staple. There are other reasons, which we discussed with Kollias in recent interview. Here is what she told us.

What makes Folkmanis puppets so wonderful?

Elaine Kollias: Retailers tell us they brighten up their stores. Plus, they sell. Our customers tell us that our product is fun, we are very easy to work with, and have stellar customer service. That always makes us feel great.

Kids enjoy being able to animate a puppet; to bring it to life. Then they can connect with it. It’s an advantage Folkmanis has over stuffed animal brands – theirs don’t come alive like ours. When a child takes possession of a puppet, it really becomes their own character, no matter what *we* think it is. They are free to really romance the characters whichever way they want to.

In puppetry, any movement – especially when it’s unexpected – really catapults the engagement to another level. The Enchanted Tree is a great example. Its moving eyes are something our designers spent two years developing. The same thing goes for the tongue on the Chameleon. It really blows people away. Small details and innovations like that set the Folkmanis brand apart.

Today, our designs are pretty sophisticated – a combination of our designers getting better all the time, and the inno-



vations in materials. We work with plush that could not have been imagined 30 years ago – spiked plush, curly plush and more. That’s allowed us to address some animals that may have been a challenge in the past. How do you make a porcupine if you don’t have long, spiky plush?

What are your best sellers?

EK: The White Mouse, Monkey, Snowy Owl, Tortoise and Hedgehog; and all for different reasons. The White Mouse, for example, has a lower price point – \$15.99. Also, any amateur can put it on his or her hand and feel like a master puppeteer because it is so simple to use. Just wiggle your fingers and it looks like it’s doing something.

The Snowy Owl has been a constant seller since its introduction in 1989. Its rotating head made it captivating – a subtle hand movement can make it turn. Then owls became especially big thanks to Harry Potter.

What’s new?

EK: I’m excited about our new puppets. At a recent show in Las Vegas, we previewed our Airedale Terrier. It’s large – almost to scale – and looks absolutely lifelike. Another new puppet, what we are calling

(continued on page 61)



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