



# A Best Toys Newsletter



Volume 4

April 2010

## Mark Your Calendars...

### May is:

**Get Caught Reading Month**  
**Nat'l Photo Month**  
**Nat'l Physical Fitness & Sports Month**

- 1- Save the Rhino Day
- 2- Brothers & Sisters Day
- 5- Cinco de Mayo
- 9- Lost Sock Memorial Day
- 12- Nonsense Day
- 16- Wear Purple for Peace Day
- 22- Buy-A-Musical-Instrument Day
- 25- Nat'l Tap Dance Day



## What's Happening in the Toy Industry...

### Board Games Prove Their Staying Power

Board games have proved their resiliency by earning more than \$1.1 billion in sales last year, accounting for 5% of total industry sales. The recession has refocused people on their families and simple, inexpensive entertainment options like board games. With family game night becoming a regular institution, specialty retailers are looking at emerging trends as manufacturers develop increasingly innovative offerings. European-style board games (games which focus primarily on game-play, rather than a hot property or character) have created great interest in the more sophisticated type of game play. Specialty retailers are creating game nights for their employees to provide an opportunity to play and learn games. This then leads to specialty stores holding game nights for their customers, which in turn leads to increased sales. Specialty retailers should contact their sales reps to get the latest offers available from their manufacturers, via merchandising or POP materials or taking advantage of complete packages dedicated to game nights.

*Source: Playthings Magazine, March 2010.*

## Fun! Fun! Fun!

We have the privilege of working in an industry that sells fun - for rainy days, for birthday parties, for happy, active children and adults. Encourage your staff and customers to remember the joy of playing by hosting a staff or store-wide game night. Free food, free demo games, and best of all, a great time for everyone!!!



*Contact your Rep to take advantage of this exciting opportunity.*

## Toy of the Month



**Wikki Stix**  
from  
**Best of Best**



**April Deals: Pages 2-6**

## Foolish Facts

It costs more to buy a new car today in the United States than it cost Christopher Columbus to equip and undertake three voyages to and from the New World.

The first product to have a bar code was Wrigley's gum.

Non - dairy creamer is flammable.

Almonds are members of the peach family.



The San Francisco cable cars are the only mobile National Monuments.  
101 Dalmatians, Peter Pan, Hercules and Mulan are the only Disney movies where both parents are present and don't die by the end of the movie.

Pinocchio is Italian for "pine head".

Daffy Duck's middle name is "Dumas".

America has never lost a war in which mules were used.



Texas is the only state which is allowed to fly its state flag at the same height as the US flag.

There are between 300 and 450 dimples on a regulation golf ball.

There is a Superman somewhere in every episode of Seinfeld.



*Source: www.pointlessites.com*

## April 2010 Deals

### Best of Best:

- **Best of Best has added more NEW games from Blue Orange!** We will now be stocking Pigz UP, Golden Gate, Peek Poker, Pocket Yamslam, Sumoku, Crazy Cheese, and Spot It!...along with our other Blue Orange favorites. Call your favorite Best of Best sales rep for details on these great games!

### Brain Noodles:

- **New orders:** With any new order, receive free display creatures for your store and extra loose Brain Noodles for your customers to touch, feel, and play with!
- **Minimum order:** \$100 (one case pack of 15 which can be assorted styles) and free freight always at \$500.

### Crocodile Creek:

- **Year Round Terms:** \$500=½ free freight & N30, \$1000=FFA & N30

### Daron:

- **April Special:** \$500=N30, 5%, & FFA, \$1000=N60, 5%, & FFA, \$1500=N90, 5%, & FFA. All orders must ship in April. Please mark "April Promo" on order. *Ends April 30<sup>th</sup>, 2010*

### Do-A-Dot:

- **Restocking Special:** \$300=N60 & Freight Offset, \$500=N90, 5%, & Freight Offset, \$750=N90, 30 Free Books (customer chooses—order in packs of 6), & Freight Offset. *Offer ends April 30<sup>th</sup>, 2010*

### Educational Insights:

- **Best Selling 2010 NEW releases...**Hot Dots Junior, Design and Drill Take-Along, Stix and Stones, Hydroponics Lab, and Design and Drill Power Tool Workshop. Be sure you are stocked on these!
- **Year Round Terms:** \$750=N30 & FFA Promo code—FF750

### Find It:

- **Find It-Wizard of Oz Edition** celebrates the story of Dorothy and her friends and their incredible journey through Oz! Includes characters from the beloved story and also includes 26 more Oz related items. This slightly smaller version (\$7.50 cost) enhances portability...perfect for the car or to carry along in your backpack! Shipping now!! Also the new Celtic Challenge game from Find It will be shipping the first part of May. This is the perfect gift for Dads and Grads!!
- **Special:** When you pay by credit card only - 2 cases=½ FFA, 4 cases=FFA. Credit card must be on order when submitted.  
**Terms special:** 6 cases=N30 & FFA. *Expires April 30<sup>th</sup>, 2010*



### Haba:



- **Special Sale on Two Haba Displays!** Haba Triangle Shape Display Item #9278: this three sided blue slat display includes hooks and has storage display bins at the bottom. \$60.00 with any \$1000 order. Haba White Triangle Display Item #9180: this is a beautiful white, glossy slate wall, three sided display for any peggable Haba items. Includes 30 hooks. \$70.00 with any \$1000 order. Ask your sales rep for more details on the dimensions. Both displays being sold on a first come, first serve basis so order fast!!
- **Year Round Terms:** \$1500=N30 and FFA



**Hohner:**

- **Second Quarter Specials:** \$300=FFA & N30, \$500=FFA, N30, & Free HPOP (New Bluesband harmonica 24 pcs display box), \$750=FFA, N60, & Free HPOP harmonica display, \$1000=FFA, N90, & Free HPOP harmonica display. The Free HPOP Bluesband harmonica display includes 24 pieces of Hohner's bestselling Blues Band Harmonica in a POP display box. The SKU #HPOP must be referenced on any orders that qualify.

*Special ends June 30<sup>th</sup>, 2010*

**Hotaling:**

- **New Human Bat arriving any day now...**this item is not in the 2010 catalog, but was a huge hit at Toy Fair. The Human Bat (#38957, \$6.50/5) is eerily stark in color and detailed in true Papo style.

**Year Round Programs:**

- **Minimum order** is now \$100 (reduced from \$150)
- **Re-orders for rack customers** of \$200 or more of figures will receive N60 & FFA
- **Orders that include any combination of Hotaling Imports product lines** over \$1000=N60 & FFA
- **Metal Rack Program:** To receive a NEW Hotaling Lighted Metal Rack a \$2500 "buy-in" order of figures/animals is needed to qualify for the FREE Rack, FFA, and N90 terms. Two options will be offered: 1. Order \$1250 of figures/animals immediately. Within 60 days of the first order, the second order of \$1250 must be placed. Should the second order not be placed within the 60 days, the Rack and FFA for the order will be billed. If splitting the order into 2 shipments, each shipment will have N60 terms for each of the 2 orders. 2. Order the entire \$2500 of figures/animals. Since the metal racks will not be ready to ship until mid April, the option is available of ordering an initial order less than \$1250, but not less than \$750...and then the second order must be enough to bring the total of the 2 orders up to \$2500 within 60 days of the first order. Once the racks are available this third option of a smaller buy in will expire.
- **Wooden Rack Program:** To get a FREE Wooden Rack (Character, Farm, Horse, or Wild Animals theme), FFA, and N90 terms, an order of \$1500 must be placed of figures or animals combined. Two "buy-in" options are offered: 1. Order \$750 of characters/animals at once and another \$750 within 60 days of the first order. If the second order is not received within the 60 day time period, the Rack and FFA will be billed. If splitting the initial order into 2 shipments, the terms will be N60 for each of the 2 orders. 2. Order \$1500 characters/animals on the initial order.
- **Animal Rack Deal:** Place an order of \$750 in animals only and receive a FREE wooden rack, FFA, & N90. Don't forget that the themed Farm, Horse, and Wild Animals Racks are available.

**HQ Kites & Designs USA:**

- **Everyday Terms:** \$1500=½ FFA, \$3000=FFA
- Minimum opening order=\$125 and reorders=\$100

**Imagability-Wedgits:**

- **April Promo:** \$450=½ Freight & N30, \$750=FFA & N30. Orders must be for immediate shipment. *Expires April 30<sup>th</sup>, 2010*

**Kubit2me:**

- **April Deal:** FFA on all orders placed in April! *Ends April 30<sup>th</sup>, 2010*
- **Opening Order Demo Special:** Free demo game with any first time order.

**Learning Resources:**

- **Everyday Terms:** \$750=N30 & FFA Promo code—FF750

### Little Little Little Toy Co:

- **Little Toy Co is now your source for many of your favorite ELC products** (many of these you were ordering over the past years from IPI). Because Little Toy Co is now distributing the ELC products, the ELC line will be written up as a separate order from the Little Toy Co/Nuchi products. They will also invoice and ship the orders separately.
- **ELC 2010 Everyday Terms:** \$1000=N60 & FFA, \$2000=N90 & FFA and all subsequent reorders will be qualified for N60 & FFA on reorders of \$750 or more for the remainder of 2010, \$3000=N90 & FFA and all subsequent reorders will be qualified for N90 & FFA on reorders of \$500 or more for the remainder of 2010.
- **ELC 2010 Buying Deals:** Purchase over \$1000 in **HappyLand products** spanning the line (approximately 80%) and receive a 5% discount on your first order and one Town and People item for display at no charge (customer's choice). Purchase over \$275 in **Build It products** (minimum of 4 skus) and receive one Build It item for display at no charge (customer's choice). To qualify for either of these deals, the minimum dollar total must be met on one order. *Deal remains in effect until further notice.*
- **NUCHI Everyday 2010 Terms:** \$500=N60, \$1000=N90 & FFA and all subsequent orders will be qualified for N60 & FFA on reorders of \$750 or more for the remainder of 2010, \$2000=N90 & FFA and all subsequent reorders will be qualified for N90 & FFA on all reorders of \$500 or more for the remainder of 2010.
- **NUCHI 2010 Buying Deals: Railway Deal:** \$500=free track display unit, \$1000=free display board, \$1500=free display board and a free track display unit. Limit one display board per store and two track display units per store. **Garden Deal:** \$350=free garden display. Limit one display per store per year. To qualify for the deal the minimum dollar total must be met on one order. *Deal remains in effect until further notice.*

### Neat-Oh:

- **Year Round Terms:** \$500=FFA

### Patch/Lauri/Smethport:

- **2010 Everyday Special:** \$500=N60, \$1000=FFA, \$1500=N60 & FFA, \$2500=N90 & FFA

### Plan Toys:

- **April Promo:** Orders of \$500 or more will receive a free Island Display #8269 which includes headers #8272-Green Toy, Green Company, #8273 Plan Preschool, #8274 Plan City, and #8275 Plan Dollhouse and a free Kid Size Banner #8260 with banner stand #8262. *Expires April 30<sup>th</sup>, 2010*
- **Reminder: Earth Day Kits are still available!** Free of charge if a digital picture of an Earth Day display is sent in. Item #8283. Top ten window displays win \$500 worth of Plan Toys merchandise. Ask your rep for more details.
- **Plan Toys will continue to offer some select items at significantly discounted prices!** Check with your sales rep for a list of these items.
- **Year Round Terms:** \$1000=N30 & FFA, \$3000=N60 & FFA, \$5000=N90 & FFA

### Pressman:

- **2010 Specialty Program:** \$650=N60 & FFA, \$1250=October 1<sup>st</sup>, 2010 & FFA and all future reorders of \$250 or more receive N60 & FFA. For the \$1250 order, customer must include a minimum of one case pack each of five items from the following list:

0770-06 Wavelength	0416-06 Rummikub Kids Edition
1825-06 Chimp & Zee Little Mermaids	1826-06 Chimp & Zee Sneaky Business
1827-06 Chimp & Zee Silly Socks	1829-06 Chimp & Zee Zoo Who?
1830-06 Chimp & Zee Counting 123 Puzzles	1832-06 Chimp & Zee Alphabet ABC Puzzle
3026-06 Mastermind Animal Towers	3450-06 Diary of a Wimpy Kid Cheese Touch
3614-12 Rummikub 8 Round Rummy Card Gm	3607-06 Mind Matchers
4534-06 Dinosaur Train All Aboard Game	6550-06 SpongeBob Mastermind Towers
4723-06 Smithsonian What Were You Thinking	6551-06 Nickelodeon Rummikub
6552-06 Nickelodeon Tri-Ominos For Kids	

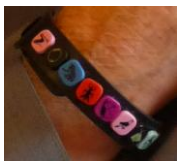
- *Program Ends May 31<sup>st</sup>, 2010*

### Ravensburger:

- **Iron Man 2 Puzzleballs coming soon!** Shipping the week of April 12<sup>th</sup> are the new Iron Man 2, 240 piece puzzleball (#11527/\$13.50 cost) and the Iron Man 2, 60 piece puzzleball (#84659, \$5.00/12 pc display). Be sure to add these on to your latest Ravensburger orders!
- **Jungle Jive** is the NEW and Eggciting Balancing Game from Ravensburger! Be the first to complete 5 of the 36 exercises using your brain, body, and/or your voice to accomplish them. The game has amazing interactive sounds and is great for those kids who need to get up and move around! Also be sure to order one of the FREE in store display units with signage and demos for customers to try (#93526).
- **Puzzleball Special:** Order \$750 or more of puzzleball products and receive a free display of puzzleball keychains for give-a-ways. Supplies are limited to only 300 displays for the entire USA, so order early to be sure you get yours! *Expires April 9<sup>th</sup>.*
- **Mandala Special:** Order #84629 Mandala Display (holds 31 units of Mandala) and receive 20 little Mandala give-a-ways free! Supplies are limited here too, so order early! *Ends April 9<sup>th</sup>.*
- **Year Round Terms:** \$1000=N30 & FFA



### Shainsware:



- **Earth Day is April 22<sup>nd</sup> and the best product to showcase is Shains!** Shains and its owner Ewa Martinoff are winners of the Green Product Award from Women in Toys for 2010. To celebrate, the company is offering **FREE freight with all orders over \$150.** Check out the new Jane Goodall Save the Animals Kits which are great features for April and every day. *Promo ends April 30<sup>th</sup>, 2010*



- **Regular Terms:** \$100=minimum order \$325=FFA A variety of opening order assortments are available and each include a spinner display that holds all the product. Display costs are offset with free goods.

### Tech Group USA:

- **Regular terms:** Minimum order=\$200 \$1000=FFA

### Thames & Kosmos:

- **Spring Special:** \$500=N60 & 5%, \$1000=N60 & FFA, \$1500=N60, FFA, & 2%, \$2000=N60, FFA, & 5%. Orders must ship by May 31<sup>st</sup>. Mark order with "Spring Special". *Runs Feb 15<sup>th</sup>-May 31<sup>st</sup>, 2010.*
- **Anytime Freight Deal:** \$1000=N30 & FFA Must mark order with "Anytime FFA". Cannot be combined with any other special terms. *Ends December 31<sup>st</sup>, 2010*

### ThinkFun:

- **First Quarter Special:** \$650=N60 and order must include 3 New items (promo code 10Q1650), \$800=N60, FFA, and order must include 3 New items (promo code 10Q1800), \$1250=N90, FFA, order must include 3 New items (promo code 10Q11250TFC), and can become a ThinkFun Center Account (see details below). \$2000=November 1<sup>st</sup>, 2010 dating, FFA, order must include 3 New items (promo code 10Q1NOV1), and can become a ThinkFun Center Account (see below). Qualifying orders to become ThinkFun Center Accounts can receive a free ThinkFun center floor display, free ThinkFun signage, and N30 and FFA on all reorders over \$500 for the remainder of 2010. ThinkFun Center Accounts must agree to merchandise ThinkFun products together either through the ThinkFun Blue Fixture or dedicated shelf space in the store. *Extended thru April 9<sup>th</sup>, 2010*
- **Second Quarter Special:** \$800=FFA & N60. Must order one case pack each of at least 2 of the following items...Zingo 1,2,3, Math Dice, Izzi, Chocolate Fix, Rush Hour, 36 Cube, Zingo to Go, Zig Zag Knot, or Fifteen Puzzle. (Promo Code 10Q2800). \$900=FFA, N60, & can receive the NEW double sided floor display FREE (designed to hold 3-6 sku's of each product). Must order one case pack each of at least 2 of the items listed above. Promo Code (10Q2900TFC). The \$900 order also qualifies the store to become a ThinkFun Center Account...receive FREE the new ThinkFun Center Floor Display, FREE ThinkFun signage, and all reorders over \$500 for the remainder of 2010 will receive N30 and FFA. *Special ends June 30<sup>th</sup>, 2010*

### Three Cheers for Girls:

- **Regular Terms:** Opening order is \$150 (opening orders under \$350 must be prepaid by credit card). Reorders are \$100.

### Toysmith:

- **The Toysmith Super Sale Catalog is out!** This will not be mailed directly to customers. If you would like to see a copy, ask your sales rep to send you the direct link to this special catalog. Lots of great deals on discontinued products! Order early as product sells out quickly!
- **Year Round Terms:** All items from all 4 catalogs can be combined to meet these terms. \$250=N30 & FFA, \$500=N60 & FFA, \$1000=N60, FFA, & 5%, \$1500=N60, FFA, & 7%, \$2500=N90, FFA, & 10%.

### Zoob by Infinity:

- **Year Round Terms:** Minimum opening order=\$150. Opening orders of \$250 or more receive a free Zoob demo unit. Reorders of \$200=free Zoob demo unit refill upon request, \$250=free Zoob Merchandising kit upon request, \$500=1 free case of Zoob 35 to offset freight, \$750=FFA, \$1000=FFA and 5% discount
- **Birthday Club:** Every store that registers with Zoob (provides name, birthdate, and email address of the store buyer) receives an additional 2.5% discount on all Zoob products ordered on their birthday. Only one Birthday Club member per account.
- **Annual Program Incentive—The Zoob Club:** stores that reach \$3000 in cumulative purchases earn the following on every additional order they place during 2010 and for the first quarter of 2011, regardless of order size: FFA plus a 5% discount and an additional 5% discount during the month of December.

**Remember...**On all programs and specials credit must be approved! Also, on all FFA offers, if invoice is NOT PAID ON TIME, freight must be paid. Please consider these rules when placing orders!!

Thanks, Carle, Christy, Shauna, Carol, and Barry

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HOTALING (PAPO, LE VAN TOY)  
HQ KITES & DESIGN

KASKEY KIDS  
KUBIT2ME  
LEARNING RESOURCES  
LITTLE<sup>3</sup> TOY COMPANY  
MAGNA-TILES BY VALTECH  
NEAT-OH !  
PATCH/LAURI/SMETHPORT  
PLAN TOYS  
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**OFFICE (630) 493-4540 OFFICE (800) 726-3261**

**FAX (630) 493-4551 FAX (800) 726-4732**

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