



# Best Toys



Volume 4

A Toy Industry Newsletter

April 2011

## Mark Your Calendars...

**May is:**

Flower Month

And the 4th week is **National Backyard Games Week!**

- 1 ó Save the Rhino Day
- 2 ó Brothers and Sisters Day
- 5 ó Cinco de Mayo
- 6 ó Natl Nurses Day
- 9 ó Lost Sock Memorial Day
- 13 ó Natl Dance-Like-A-Chicken Day
- 20 ó Flower Day
- 25 ó Natl Tap Dance Day



## Food for Thought...

When I approach a child  
 He inspires in me two sentiments:  
 Tenderness for what he is,  
 And respect for what he may become.



*Chaque enfant réveille en moi  
 Tendresse et respect;  
 Tendresse pour ce qu'il est,  
 Respect pour ce qu'il deviendra.*

Louis Pasteur

## What's Happening in the Toy Industry?

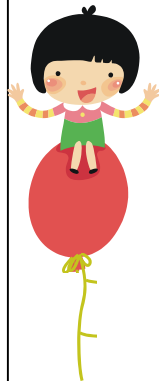
### Toy Industry Association Votes to Expand Membership

The TIA has been studying how to remodel its membership base to better reflect the Toy Industry as a whole. During the Annual Business Meeting held at Toy Fair on February 14, 2011, the TIA voted to amend its Bylaws to make the Association a stronger and more inclusive organization. Full TIA regular membership will now be open to any company engaged in creating, manufacturing, importing or selling toys in North America, including retailers, licensors, inventors, distributors and independent sales representatives. These changes to the Bylaws were developed during an eight month study and review by a TIA task force.

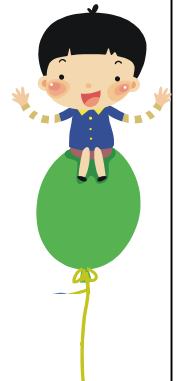
"All companies affected by issues affecting the Toy Industry deserve to have a voice in the development of the Association's policies and strategies," said TIA President Carter Keithley. "Challenges are best addressed collectively."

Source: [www.toy-tia.org](http://www.toy-tia.org)

## Game Trainings ó Play With Your Staff ☺



What we do is all about fun! Most manufacturers offer free demos, food or other goodies when stores schedule Game Trainings with their sales reps. So call your rep today and set up a time with them and your staff to learn how to play the games you sell – and to remember the fun of a game night. It will make your customer's experience all the better, and it makes a great reward for all of your staff's hard work!!



## From "Do toys make the man or woman?"

*Out of the Toy Box, a Playthings.com blog  
 by Richard Gottlieb*

I am fascinated by the impact that the toys we play with as children have on our adult career choices. That was why my eye was caught by the obituary of Eugene Garfield, founder of the Auto-Train, a method of transporting cars between Virginia and Florida without their owners having to drive them.



The New York Times obituary noted that Garfield was known for his passion for trains. But where did that passion come from; maybe from a toy? According to the same obituary "His older sister, Barbara Nieburg, recalled that their parents gave him a train set as a boy and that he watched endlessly as it went round and round... He was a train nut... "He just loved trains. He had a little sign in his room that said, 'I Still Play With Trains.'"

[So] do toys make the man or woman? What do you think?

# April 2011 Deals

## Aladine:

- **April Promo:** \$300=5% discount *Expires April 30<sup>th</sup>, 2011*
- **Watch for new product releases mid-April.**
- **Year Round Terms:** Minimum order=\$150

## Best of Best:

- **Best of Best will be at Astra's Marketplace & Academy June 19<sup>th</sup> -22<sup>nd</sup>, 2011.** Hope to see you all there!
- **Please don't forget when you buy from Best of Best you get:** No dollar minimum, No case packs, buy exactly what and how you need, one shipping location in the Midwest, one place to buy from over 90 vendors, and over 800 products to buy from.
- **Follow Best of Best on Facebook !!!**  
Send us pictures of your store or events and we will post them.
- **Best of Best has a NEW and improved website!** Be sure to check out [www.bestofbesttoys.com](http://www.bestofbesttoys.com).

## Brain Noodles:

- **Special:** Order \$250 or more in Brain Noodle kits in April and receive a 5% discount. Orders must ship by May 31<sup>st</sup>. *Offer expires April 30<sup>th</sup>, 2011*
- **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!
- **Year Round Terms:** \$500=FFA. Minimum order= \$100 (one case pack of 15 which can be assorted styles)

## Clementine Art:

- **Year Round Terms:** Opening order=\$175 (must pay by credit card for first order). Reorders=\$100.

## Daron:

- **April Special:** \$500=N30 & FFA, \$1000=N60, FFA & 5%
- Please mark "April Promo" on order. Orders must ship by April 30<sup>th</sup>. *Ends April 30<sup>th</sup>, 2011*
- **Year Round Terms:** Opening orders=\$150. Reorders=\$100. Can break case packs except on key chains and Hot Wings.

## Do A Dot:

- **Spring Special:** \$300=freight offset, \$550=N90, 5%, & freight offset, \$850=N120, 5%, & freight offset. All Glam Art orders over \$200 will receive an additional 30 day dating. *Expires April 15<sup>th</sup>, 2011*
- **Year Round Terms:** \$200=½ freight offset, \$300=full freight offset. Opening order=\$150. Reorder=\$100

## Early Learning Centre:

- **Everyday Terms:** \$1000=N60 & FFA, \$2000=N90 & FFA. Opening order=\$200. No minimum reorder.

## Educational Insights:

- **Jeopardy!** This May and September EI will be the exclusive sponsor of the 1<sup>st</sup> ever Jeopardy! Teachers Tournament. EI will be advertising selected EI products during this tournament which will air to over 25 million viewers. Stock EI's TV promoted items and get 5% off your entire order, free demo units, and free freight. Ask your sales rep for details!
- **Year Round Terms:** \$500=N30 & FFA Opening order=\$300. Reorder=\$125.

## Find It:

- **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>, 2011*
- **Year Round Terms:** Order in case packs of 12's. Can assort styles within the 12 pcs.

## Haba:

- **Spring Freight Promotion:** \$750=½ free freight, \$1000=FFA
- **Year Round Terms:** \$1500=N30 & FFA. Ask for details on POP Display Specials. Opening order=\$150. Reorder=\$100.

## Hohner:

- **Special:** \$500=N30 & FFA, \$750=N60 & FFA, \$1000=N90 & FFA *Expires April 30<sup>th</sup>, 2011*
- **Year Round Terms:** Opening order \$50. Reorders \$25.

## Hotaling:

**Year Round Terms:** Minimum order=\$100

- **Rack Restock Program:** \$200 or more of Papo figurines (characters and/or animals) will receive N60 & FFA. Customer must have a Papo display currently.
- **Hotaling Combined Line Program:** \$1000=N60 & FFA when ordering any combination of product lines (Papo, Djeco, Le Toy Van or WWF)

### Rack Programs:

- **Metal Rack Program 1:** \$2500 of Papo figurines (characters and/or animals)=N90, FFA, & Free #40005 lighted metal rack.
- **Metal Rack Program 2:** \$1250 of Papo figurines (characters and/or animals)=N60, FFA & Free #40005 lighted metal rack. Within 60 days of the first order being placed, another order for \$1250 must be placed for Papo figurines (characters and/or animals) which also qualifies for FFA & N60. Should the second order not be placed within 60 days, the rack and freight for the order will be billed.
- **Wooden Rack Program 1:** \$1500 of Papo figurines (characters and/or animals)=N90, FFA, & Free wooden rack (can choose from #40012 basic wooden rack, #39994 farm rack, or #39992 custom rack).
- **Wooden Rack Program 2:** \$750 of Papo figurines (character and/or animals)=N60, FFA, & Free wooden rack (can choose from #40012 basic wooden rack, #39994 farm rack, or #39992 custom rack). Within 60 days of the first order being placed, another order for \$750 must be placed for Papo figurines (characters and/or animals) which also qualifies for N60 & FFA. Should the second order not be placed within 60 days, the rack and freight for the order will be billed.

## Kaskey Kids:

- **NEW Blackhawks NHL Hockey Guys shipping end of April...** Any order of Blackhawks guys placed in April (minimum 12 pcs) will receive a 10% discount. *Expires April 30<sup>th</sup>, 2011*
- **Year Round Terms:** Minimum order=one case pack

## Learning Resources:

- **Everyday Terms:** \$500=N30 & FFA. Opening order=\$300. Reorder=\$125.

## Little Kids:

- **Program:** \$750=FFA & June 10<sup>th</sup> dating. Orders must ship to one location and ship by April 15<sup>th</sup>. New accounts must prepay their first order. All reorders of \$350+ will receive N30 & FFA for remainder of 2011. Free freight allowance for Blastos Bubble Solution is limited to 4 master cartons per location at the \$750 minimum. \$500=½ FFA & N60. Orders must ship to one location and ship by April 15<sup>th</sup>. *Ends April 15<sup>th</sup>, 2011.*
- **Toobers & Zots Offer #1:** \$250=FFA & June 10<sup>th</sup> dating or N30 days whichever is greater.
- **Toobers & Zots Offer #2:** \$150=N30 & 10%. Both offers must ship to one location and ship between April 15<sup>th</sup>-May 15<sup>th</sup>. All new accounts must prepay their first order. *Ends May 15<sup>th</sup>, 2011*
- **Fall 2011 Orders:** \$750=FFA & Dec 10<sup>th</sup> dating. Orders must ship to one location and ship between August 1<sup>st</sup>-October 31<sup>st</sup>. All new accounts must prepay their first order. *Ends October 31<sup>st</sup>, 2011*
- **Year Round Terms:** Minimum order=\$100

## Magnatiles by Valtech:

- **Year Round Terms:** Minimum order=\$100

## Neat-Oh:

- **Special:** \$350=½ FFA, \$750=FFA. For first time customers only, order the Best Seller Bundle for \$114 and get FFA. *Ends April 30<sup>th</sup>, 2011*
- **New Lower Price on Real Relics...** Neat-Oh has lowered their price down to 10.00 each on the Dinoland and Safariland Real Relics playmat sets. Remember that these are the playmats that come boxed along with 4 dinosaur or safari figures. Time to take advantage of this great \$19.99 retail !!!
- **Year Round Terms:** Minimum order=\$100

## Patch/Lauri/Smethport:

- **Check out the Patch Spring Savings Sale Catalog...** just released, this catalog is filled with great deals on tons of wonderful Patch products at discounted prices. Ask your sales rep to email you a copy!
- **Everyday Terms:** \$750=N30 & FFA, \$1500=N60 & FFA, \$3000=N90 & FFA PLUS all reorders over \$150 receive N30 & FFA thru July 1<sup>st</sup>, 2011. These terms may not be combined with other offers or promotions. Minimum order=\$150.

### Peaceable Kingdom:

- **Floor Display PrePack Program:** Order any floor display prepack program and receive FFA & N60. Other product may be added to the order to take advantage of these terms. See pages 92-96 of the catalog to view all 7 filled floor prepack programs. Use Promo Code:PGM2Q. Orders must ship by May 31<sup>st</sup>, 2011. *Expires May 31<sup>st</sup>, 2011*
- **New Card Partner Program:** Purchase any PK card program and receive the following benefits: greeting cards are now 100% returnable for exchange at time of reorder (exchanges of up to \$150 at a time with a card reorder of equal or greater value, partners must return unsold cards to rep or PK at their expense), N60 on opening orders for NEW accounts, Free extra envelopes as needed, able to order in ½ dozens on \$3.95 retail cards, all new signage, and "Would you like a CARD with that?" buttons for all store employees.
- **Year Round Terms:** Minimum order=\$150

### Pressman:

- **Specialty Program:** \$1250=October 1<sup>st</sup>, 2011 dating & FFA. Order must include a minimum of five of the items listed below. Then all reorders of \$250 or more will receive N60 & FFA thru the remainder of the year. \$650=N60 & FFA. *Expires May 31<sup>st</sup>, 2011*

0055-06 Let's Go Fishin	0400-06 Rummikub
1827-06 Chimp & Zee Silly Socks	1840-06 Chimp & Zee Who's the Princess?
1841-06 Chimp & Zee Dinosaur Whirl	1842-06 Chimp & Zee Makeover Friends
1843-06 Chimp & Zee Pretty Ponies	1844-06 Chimp & Zee On Safari
2264-12 Don't You For Get It Dice Game	2658-06 WobBally
2692-06 Sens A Bility	3018-06 Mastermind
3026-06 Mastermind Animal Towers	3240-06 Chinese Revolution
3450-06 Diary of a Wimpy Kid Cheese Touch	10500-99 Diary of a Wimpy Kid 200 pc puzzle
3614-12 Rummikub 8 Round Rummy Card Game	

- **Year Round Terms:** Minimum order=\$150

### Ravensburger:

- **Year Round Terms:** \$1000=N30 & FFA. Minimum order=\$100

### River Dolphin:

- **Program:** \$500=N60, \$1000=N60 & 4% (can write as two orders but one order must be for immediate shipment and the second order must ship no later than May 31<sup>st</sup>). *Ends April 15<sup>th</sup>, 2011.*
- **Closeout Specials:** The following discontinued items are available while supplies last at these great low prices: Diggers and Mythmorphs=\$7.00 each and Pets and Runners=\$8.00 each. Buildimals are also only \$3.50 each.
- **Year Round Terms:** Minimum order=4 cases
- **Hanging Character Display:** Get your zoomorphs hanging character display now! This is a simple display consisting of two pre-built zoomorph characters, one an actual character and one a morphed character. The characters are glued together and hung on a thin but strong fishing wire. They can be hung straight out of the shipping package! no assembly required! Free with an order!

### Thames & Kosmos:

- **Spring Special:** \$500=N60 & 5%, \$1000=N60 & FFA, \$1500=N60, FFA, & 2%, \$2000=N60, FFA, & 5%. Must ship by May 31<sup>st</sup>, 2011. Mark orders with "Spring Special". *Ends May 31<sup>st</sup>, 2011.*
- **Year Round Terms:** Opening orders=\$200. Reorders=\$100. Case packs may be broken except for items with a unit cost less than \$10.

### ThinkFun:

- **Second Quarter Special:** \$600=N60 (promo code 11Q2600), \$850=N90 and must order 2 new items (promo code 11Q2850), \$1500=Nov 1<sup>st</sup> dating, FFA, and must order 3 new items (promo code 11Q21500). *Expires June 30<sup>th</sup>, 2011*
- **Year Round Terms:** Minimum order=\$150

### Three Cheers For Girls/Bliss:

- **Year Round Terms:** \$1250=N30 & FFA Opening order=\$350 (if less than \$350 then must pay first order by credit card with a minimum of \$150). Reorder=\$100

### Toysmith:

- **Year Round Terms:** All items from the regular and 4M catalog may be combined to meet these terms. \$250=N30 & FFA, \$500=N60 & FFA, \$1000=N60, FFA, & 5%, \$1500=N60, FFA, & 7%, \$2500=N90, FFA, & 10%. Minimum order=\$100.

## Yomega:

- **Year Round Terms:** Opening order=\$250. Reorder=\$100

## Zoob by Infinity:

- **Infinity is launching three new Zoob products:** ZAC (the Zoob Alien Creature), the Zoob Jr Scooter, and the Fastback H2H (with 2 pullback motors). Infinity's policy is that customers can add to backorders and get the same terms as the original order. So, if your order totals \$750+ and includes one or more of these new items, you'll get FFA on your current order and everything you add on when the new products ship in early September will get FFA as well (Infinity will call to see if you'd like to add on). It's like getting free freight on two orders!
- **Year Round Terms:** Opening order=\$150. Reorders=\$100. 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 2011 and for the first quarter of 2012, 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



ALADINE  
BEST OF BEST TOYS  
BRAIN NOODLES LLC  
CLEMENTINE ART  
DARON WORLDWIDE  
DO-A-DOT ART  
EARLY LEARNING CENTRE  
EDUCATIONAL INSIGHTS  
FINDIT GAMES  
HABA USA

HOHNER MUSIC  
KASKEY KIDS  
LEARNING RESOURCES  
LITTLE KIDS  
MAGNA-TILES  
NEAT-OH !  
PAPO BY HOTALING  
PATCH/SMETHPORT/LAURI  
PEACEABLE KINGDOM  
PRESSMAN GAMES

RAVENSBURGER  
RIVER DOLPHIN TOYS  
THAMES & KOSMOS  
THINKFUN  
THREE CHEERS FOR GIRLS  
TOYSMITH  
YOMEGA  
ZOOB BY INFINITY