

Mark Your Calendars...

September is:

National
Courtesy
Month



**and
BABY SAFETY MONTH**

- 6- Read a Book Day
- 9- Grandparent's Day - first Sunday after Labor Day
- 9- Teddy Bear Day
- 12- Chocolate Milk Shake Day
- 16- National Play Doh Day
- 25- National Comic Book Day

What's Happening in the Toy Industry...

THE STRONG MUSEUM RECEIVES GRANT FOR NEW EXHIBIT

The Strong has received a \$150,000 grant for an ongoing transformation of its second floor into an artifact-dense, interactive exhibit titled "America at Play". The funding came from the Institute of Museum and Library Services through the Museums for America Program. The Strong is one of 152 museums nationwide to receive grants out of 470 that applied. "America at Play" will consist of five thematic zones: electronic games, games and puzzles, dolls and dollhouses, construction toys, and miniature worlds. The exhibit represents the first historical overview of three centuries of play in America and will tell the story of the evolution of play and how it has affected both children and adults, officials said. Funding will be applied toward making and installing a 4,200-square-foot thematic exhibit on games and puzzles titled, "Game Time!" The museum's game and puzzle collection is the largest diversified collection of such artifacts in a public institution in the United States. The first "America at Play" zone is "eGameRevolution", a 5,000-square-foot interactive exhibit that opened to the public November 2010. Guests can play games from throughout the history of video games – from Pong to Xbox 360. "Game Time!", the second zone, is scheduled to open next April. The Strong Museum of Play, located in Rochester, New York, is the country's largest museum devoted solely to play, and is home to the National Toy Hall of Fame.

Tip of the Month...

Best Sellers-Best Sales-Best Holiday!

Retailers more than any other year need to have the best sellers from their key manufacturers. Many vendors offer top seller lists. Ask your sales representative to provide you with these lists. When you are working together on your Fall/Holiday orders, review key product lists so you can include the best products offered. Include your staff in selecting products so they are aware that you are ordering the best of the best. They can feel confident in promoting each of these key lines. Vendor/Rep/Retailer together let's have the best Fall/Holiday ever!

Fun Toy Facts

Slinky...Its inventor discovered it by accident

Like many great toys -- the Frisbee, the stylophone, and Silly Putty, to name but a few -- the Slinky's discovery was a happy accident.

Its inventor, Richard James, was toiling in a Pennsylvania workshop trying to develop a vibration-isolated horsepower meter for use on battleships. He accidentally dropped a spring, and, noticing how it flipped end-over-end and carried on moving after hitting the ground, realized he could have a toy goldmine on his hands.

The Slinky was a sell-out hit at its department-store debut in late 1945, and over 300 million Slinkies later, they're one of the most famous toys in the world.

Source: Condensed article from Yahoo! Games (unplugged) Jul. 20, 2012

Toy of the Month

LOTS OF SUMMERTIME FOR BUBBLES



FROM LITTLE KIDS



August 2012 Deals



- **Please don't forget when you buy from Best of Best you get:** No dollar minimum, No case packs, buy exactly what and how



Having fun with Play-Doh



you need, one shipping location in the Midwest,

one place to buy from over 90 vendors, and over 800 products to buy from.

- **Best of Best has a NEW and improved website!**

Be sure to check out www.bestofbesttoys.com.



Hama sold exclusively thru Best of Best



- **Check out the NEW midyear catalog** with Chicago themed planes including Cubs, Sox, and Bears and a NEW selection of Novelty products.
- **August Special:** \$500=N30 & FFA, \$750=N30, FFA & 5%, \$1000=N60, FFA & 5%. Orders must ship in July or August. Mark orders "Summer Promo". *Ends August 30th, 2012.*
- **Year Round Terms:** Opening orders=\$150. Reorders=\$150. Can break case packs except on key chains and Hot Wings.



- **Year Round Terms:** \$200=1/2

freight offset, \$300=full freight offset. Freight Offset can be either item #101 and/or #201 depending on the freight charges. Opening order=\$150. Reorder=\$100



- **Jolly Holiday Promo:** \$500=N30 & FFA, \$1000=N90 & FFA, \$2500=N120, FFA & 5%. Orders must be for immediate shipment. Use promo code "Jolly" on all orders. *Expires October 31st, 2012.*
- **NEW Guaranteed Sales Program from EI:** Stock up on EI's best sellers in time for the holidays at ZERO risk to you! Choose from 4 different branded product selections, each including signage and shelf-talkers, with pop-up product promotional pieces. Ask your favorite sales rep for more details on this unbelievable offer that everyone should take advantage of!
- **Year Round Terms:** Opening order=\$300. Reorder=\$125. \$500=FFA use promo code FF12.



- **Year Round Terms:** Opening order and reorder=\$100. Tomas offers complimentary pre-pricing services.



USA Olympian Missy Franklin wears earrings from Emily during her Gold Medal win at the Olympics

Let us know your retail mark-up and receive your orders complete with your retails on the UPC's.



- **August Special:** Order 3 or more cases and receive FFA. *Special ends August 30th, 2012.*



- **Find It's Pieces of History Puzzles** have won the 2012 Mom's Choice Gold Seal of Approval

Puzzles from Find It



Tillywig's Summer 2012 Search for Brain Child Award. Be sure to check these out!

Find It Games

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

Fish River Crafts

- **Year Round Terms:** Opening order and reorders=\$150. \$10 fee for orders under \$150.



- **Be sure to order Floppets...** Floppets are a clever, cute and customizable collection of characters you can wear on anything! Since Floppets are so affordable, you can collect, share and trade them with everyone!
- **Year Round Terms:** Opening order and reorder=36 pieces (one display pack). All Master Kits ship FFA (other product may be added on to an order with a master kit and ship FFA also). Display Packs ship at \$6.95 shipping charge per order (may have one or more display packs

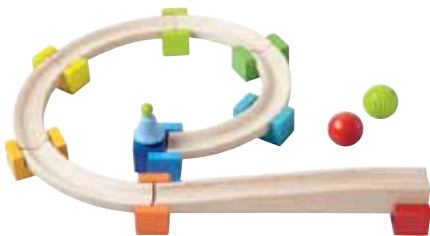
only on an order and they will all ship for the \$6.95 shipping charge). Open Stock product ships at \$9.95 shipping charge per order (this would include a combo of display packs with open stock characters or just 36 pcs minimum of open stock characters).



- **August Promo:** \$350=FFA & N30 (must use code: \$350FFA on order), \$2500=FFA & N90, \$5000=FFA & N120. *Promo ends August 30th, 2012.*
- **New Customers:** First time order only, minimum order of \$150=FFA and must pay by credit card. Must use code: NEW12 on order to receive promo. *Ends August 30th, 2012.*
- **Haba Game Promotion:** Purchase 1 case pack (4pcs) of each of these five all English best selling games and receive a 5% discount. Must purchase this exact assortment in order to receive the 5% discount. Assortment includes:
#5654 Monkey's Gold \$6.00/4, #5655 Tree Top Trouble \$7.00/4, #4789 Rhino Hero \$6.00/4, #3284 Mummy's Treasure \$6.00/4, and #3492 Where is Leo? \$6.00/4. Must use code: Game12 on order



Clutching Toy Loop-A-Ling, from Haba



My 1st Ball Track, ages 1 1/2 +

to receive the promo. *Ends August 30th, 2012.*

- **Moover Deals:** Call for details for 3 great options. Eligible to brick and mortar stores only.
- **Haba Rattle Tree Display:** Order \$450 worth of rattles and receive the NEW Haba Rattle Tree Display (\$80 value) FREE! Ask your rep for a list of suggested rattles that come in

open case packs and therefore have individual hang tags that can easily be displayed on the tree. *Special ends December 31st, 2012.*

- **Year Round Terms:** \$1500=N30 & FFA. Ask for details on POP Display Specials. Opening order=\$150. Reorder=\$100.



- **August Special:** \$500=N30 & FFA, \$750=N60 & FFA, \$1000=N90 & FFA (dating for approved accounts only-no new accounts). Also order a master carton of any new SKU and receive 5% off each new item. New items include MP345, MP6001, MP6002, MP483, MP230, MP344, MP361, HO378 & MP377. *Ends August 30th, 2012.*
- **July Guitar Special:** Buy 7 of HAG250SP Guitar and get one FREE at master pack pricing (\$27.00 each). Brick & Mortar stores only/e-commerce accounts not eligible. *Ends August 30th, 2012.*
- **NEW Slat Wall Display Special:** Order the new HKWD slat wall display and receive a 5% discount on qualifying orders. *Ends August 30th, 2012.*
- **Year Round Terms:** Opening order \$50. Reorders \$25.



See Hotaling newsletter attached for more new information on this line.

- **Year Round Terms:** Minimum order=\$100
- **Hotaling Combined Line Program:** \$750=N60 &



Pop To Play Medieval Castle



Pop To Play Castle of Wonders from Djeco

1/2 freight (Papo, Djeco, Le Toy Van, WWF), \$1250=N60 & FFA (Papo, Djeco, Le Toy Van, WWF).

- **Rack Reorder Deal:** \$300=N60 & FFA (figures and/or animals only)

Arty Toys



- **New Rack Programs:** Several to choose from call for details.



Barbazur

Mysterya



- **Newly designed Football and Baseball figures mini packs in stock now!** New packaging has been designed for these two favorite sets of sports figures to allow stores to hang the blister pack or to stand them on a shelf, counter, etc. Each pack contains one team and an umpire or referee. Great for adding on to your Kaskey sports buckets sets or for decorating a sports themed cake!
- **Aug/Sep Special:** Beginning August 15th--\$350=N30 & 5%, \$500=N60 & 5%, \$1000=N60 & 10%. *Ends September 30th, 2012.*
- **Year Round Special:** 10% off if paid by credit card at time of purchase and no minimum order. *Ends December 31st, 2012.*
- **Year Round Terms:** Minimum order=one case pack



- **Choose your own terms!**

Construct your own amazing terms for the holidays! \$500=choose one term option from term options list, \$1500=choose two term options from term options list, \$3000=choose three term options from term options list, \$5000=receive all three term options on list and FFA on a future order (promo code HOLFUTURE)



Pop Up Addition from Learning Resources

and future ship order must ship by 11-30-12). Term Options List:



Free Freight
(promo code HOLLFF2012),
Net 120 days

Candy Construction, 92 pieces

dating (promo code HOL120DAYS), or Additional 5% off entire order (promo code HOLEXTRA5). Orders must be for immediate shipment. Expires October 31st, 2012.

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



- **2012 Holiday Bubbles have just been announced!** Six super cute holiday bubble styles that are perfect stocking stuffers and come in easy POP displays will be available to ship in September. New styles include Snowmen and Santa bubble solution with wand, bubble ornament necklaces and candy cane shaped bubble necklaces. And don't forget the holiday no spill mini bubble tumblers and the Dora and SpongeBob mini tumblers and pop up bubbles. Ask your rep for more details and be sure to add them on to your orders!
- **Fall Program:** Place a minimum order of \$250 or more from a select list of Little Kids product by Sept 7th and receive FFA and N60. Order must ship between Sep 30th and Oct 31st. All products ordered must be from select list (ask your sales rep for list of products that qualify). No backorders will be allowed. Any reorders from select list of \$250 or more by Oct 31st will receive FFA and N30.
- **Year Round Terms:** Minimum order=\$100. \$600=N30 & FFA (order can only include a max of 4 cases of bubble solution to reach the \$600 FFA level. Once that is reached then more bubble solution may be added on for free freight also.) Ends December 16th, 2012.



Update on Magnatiles:

- **#02132 clear 32 pc set** and #04300 clear 100 pc set shipping week of 8-20
- **#02148 deluxe 48 pc set** shipping week of 8-20
- **#02300 solid 100 pc set** shipping week of 9-3
- **#97132 standard 32 pc set** in stock now
- **Year Round Terms:** Minimum order=\$100



- **Year Round Terms:** 12 Piece minimum order. Demos: Buy 11 pieces and receive the 12th one free for store demo.



- **August Party Game Special:** \$750=N30 & FFA, \$1500=N60 & FFA, \$3000=N90 & FFA. Buy one case pack, get on case pack of the same game free! Includes Party Games and Farkle items on pages 5-11. Orders must be placed in August only. Expires August 31st, 2012.
- **Everyday Terms:** \$750=N30 & FFA, \$1500=N60 & FFA, \$3000=N90 & FFA. These terms may not be combined with other offers or promotions. Minimum order=\$150.



- **Super Summer Promotion:** \$500=N30 & FFA, \$1000=N60 & FFA. Use promo code: SUM12. Ends August 31st, 2012.
- **Peaceable Kingdom has recently been awarded** Oppenheim 2012 Platinum Toy Portfolio Awards for their Cooperative Board Games and Preschool Skills-BUILDER Games. Titles that have won this prestigious award include Race to the Treasure and Seeds for the Birds Cooperative Board Games as well as the Snug as a Bug in a Rug Preschool Skills-BUILDER Game. Cooperative play at its best!!

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



- **Summer Specialty Program:** \$300=N60 & 1/2 FFA, \$750=N90 & FFA. Expires September 28th, 2012. Giant Games are excluded from the FFA program.
- **Year Round Terms:** Minimum order=\$150



- **3rd Quarter Stock Up Program:** \$500=N60 & FFA, \$1000=N90 & FFA, \$2000=Dec 10th dating & FFA. Ends September 30th, 2012.
- **WOW Free Gift with Purchase Promo:** Purchase \$250 worth of WOW product and receive the following promotional items FREE: 1 Free Standing WOW Banner (Handy



Poppy's Pony Adventure, from WOW!

Heroes themed), 36 Handy Heroes Sets, 1 WOW display sign, 2 WOW Wobblers signs. All to be used to promote the WOW Handy Heroes Free Gift with Purchase Promo. Reference item #48483309 when ordering. Quantities are limited while supplies last! This promo may be combined with the stock up program above, as long as the \$250 worth of WOW products are ordered in addition to the extra Ravensburger product needed to reach the stock up program levels.

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



- **Pre-Holiday Buy Special:** \$500=N60 & 3%, \$1000=N60 & 5%, \$1500=N60 & FFA, \$2000=N60, 3% & FFA. Mark orders with "PHBS".

Must ship by Sep 15th, 2012. *Special ends Sep 15th, 2012.*



Remote Control Machine From Thames & Kosmo

- **Year Round Terms:** Opening orders=\$200. Reorders=\$100. Case packs may be broken except for items with a unit cost less than \$10.



- **3rd Quarter Special:** \$750=N60 & FFA (promo code 12Q3750), \$1250=Nov 1st dating & FFA (promo code 12Q31250). Include one case of any 3 of the following items on your order and receive a 5% discount on these specific items...#1515 Math Dice Jr, #1510 Math Dice, #1512 Swish, #1800 Roll & Play. *Special ends September 30th, 2012.*
- **If you had a one-time order of \$1250** or higher in the 1st quarter of 2012 then you qualify for reorders of \$500 or more to receive N30 and FFA for the rest of 2012 (promo code 12Q1REORD).
- **Check out the ThinkFun YouTube Channel** for great "how to play" game videos to watch and

share. <http://www.youtube.com/thinkfuninc>

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



- **Year Round Terms:** \$1250=N30 & FFA. Opening order=\$350 (if less than \$350 then must pay first order



Tie Dye Lap Top Desk, From Three Cheers for Girls

by credit card with a minimum of \$150). Reorder=\$100



- **Wild Planet is now part of the Toysmith family!!**
- **4th Quarter Promo! PROMO 1:** Order \$2500 by Sept 30th and receive N120, FFA & 10%. Also lock in these terms and discount for the rest of the year on any order you place of \$1000 or more. **PROMO 2:** \$250=N60 & FFA,



Smiley Face High Bounce Ball

\$500=N90 & FFA, \$1000=N90, FFA & 5%, \$1500=N90, FFA & 7%. *Promos end December 31st, 2012.*

- **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.



- **Infinitoy is offering a special sneak preview** of its new Softimals line for bricks and mortar specialty retailers (the official launch will be at Toy Fair 2013). Designed for ages 18 months to 5 years, Softimals is a combination play set and construction toy made from a specially-textured material that makes it easy for kids to put the pieces together and take them apart. The product will begin shipping in September and only limited quantities are available. Ask your sales rep for details on how to order!
- **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.

Thanks,

Carle, Christy, Shanna, Carol, and Barry

OFFICE (630) 493-4540
OFFICE (800) 726-3261
FAX (630) 493-4551
FAX (800) 726-4732



Best of Best



Best Toys



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!!

BEST OF BEST TOYS
DARON WORLDWIDE
DO-A-DOT ART
EDUCATIONAL INSIGHTS
EMILY BY TOMAS
FINDIT GAMES
FISH RIVER CRAFTS
FLOPPETS
HABA USA

HOHNER MUSIC
HOTALING
(PAPO, LE TOY, DJECO, WWF)
KASKEY KIDS
LEARNING RESOURCES
LITTLE KIDS
MAGNA-TILES
PAJAGGLE!

PATCH/SMETHPORT/LAURI
PEACEABLE KINGDOM
PRESSMAN GAMES
RAVENSBURGER
THAMES & KOSMOS
THINKFUN
THREE CHEERS FOR GIRLS
TOYSMITH
ZOOB BY INFINITOY

*You are invited
to the*



Open House

September 16, 2012
Lisle Hyatt 3:00 - 9:00

RSVP 800-726-3261



Food • Fun • Refreshments