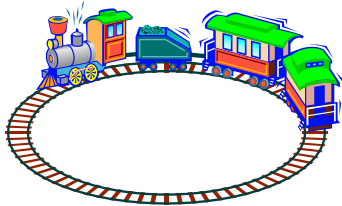




Mark Your Calendars...

January is:
National Thank You Month

National Hobby Month



- 1- New Year's Day
- 4- Trivia Day
- 18- Winnie the Pooh Day
- 24- Compliment Day
- 28- Fun at Work Day
- 28- National Kazoo Day
- 29- National Puzzle Day

What's Happening in the Toy Industry...

Measuring Your Store's Traffic and Conversion Rates

Measuring traffic and conversion rates in your store can help you capture more sales and make better business decisions. Knowing how many visitors come to your store is one of the most important measures in retailing. The volume and timing of traffic through the front door provides insights into everything from the impact of your advertising and promotions to how to best schedule your staff. The majority of store traffic is composed of children. These shoppers may not have credit cards, but they influence purchases and they need to be served. Track the number of adults in your store, as they are the actual buyers and serving them is even more important. Once you know your store traffic, you need to measure the conversion rate. The conversion rate is the percentage of buyers to visitors and is calculated by dividing sales transactions by the store's traffic counts. Calculating the conversion rate should be based on adult traffic only, as they actually make the purchases.

The Toy Book, September/October 2011

December 25th

The first mention of December 25 as the birth date of Jesus occurred in A.D. 336 in an early Roman calendar. The celebration of this day as Jesus' birth date was probably influenced by pagan (unchristian) festivals held at that time. The ancient Romans held year-end celebrations to honor Saturn, their harvest god; and Mithras, the god of light. Various peoples in northern Europe held festivals in mid-December to celebrate the end of the harvest season. As part of all these celebrations, the people prepared special foods, decorated their homes with greenery, and joined in singing and gift giving. These customs gradually became part of the Christmas celebration.

World Book Encyclopedia, 2011

Toy of the Month

Math Slam
from
Educational insights



Wishing you a wonderful holiday season, full of fun, joy, and profits!



December 2011 Deals



Best Toys is pleased to announce the NEW line...Pajaggle!
It's a game and a puzzle in one. Pajaggle is fun and challenging at any age. Play with friends or on your own. Race each other or against the clock. It's chaotically fun!

It's also Made in the USA!

Ask your rep for details!



Aladine/Vilac/Petitcollin:

- **The latest Aladine Catalog** and products can be viewed at www.aladine.com.
- Aladine **Year Round Terms:** Minimum order=\$150
- **Vilac and Petitcollin Year Round Terms:** Opening order=\$500. Reorder=\$300. FFA at \$1000. Vilac and Petitcollin product may be combined in the same order.

Best of Best:

- **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 and Twitter !!! 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.

Daron:

- **December Special:** \$500=N30 & FFA, \$1500=N30, FFA, & 5%. Mark orders Dec 2011 Promo. *Ends December 31st, 2011.*
- **Year Round Terms:** Opening orders=\$150. Reorders=\$100. Can break case packs except on key chains and Hot Wings.

Do A Dot:

- **Year Round Terms:** \$200=1/2 freight offset, \$300=full freight offset. Opening order=\$150. Reorder=\$100



Do A Dot Markers

Educational Insights:

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

Find It:

- **Still flying high!** Starry Night has been wildly popular country wide! Available to ship same day!
- **December Special:** Order 2-3 cases, paid by credit card and receive 50% off shipping, order 4-5 cases, paid by credit card and receive FFA, order 6+ cases and receive N30, FFA and 5% off entire order. Orders must ship asap. *Expires December 31st, 2011.*
- **Year Round Terms:** Order in case packs of 12's. Can assort styles within the 12 pcs.

Haba:

- **Haba's 2012 New catalog is already ready** and will be mailing out shortly to all accounts! It's filled with over 200 new products including Little Miss Fidget for babies pictured here! When you pull her hair she fidgets! Way too cute!!



Little Miss Fidget doll puppet, from Haba

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

Hohner:

- **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:

- **Year Round Special:** \$200=10% off if paid by credit card at time of purchase. *Ends Dec 31st, 2011*
- **Year Round Terms:** Minimum order=one case pack

Learning Resources:

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



Pretend and Play School

Little Kids:

- **Fall Program:** \$500=N60 & FFA. Orders must ship by December 16th, 2011. *Ends December 16th, 2011.*
- **Year Round Terms:** Minimum order=\$100

Magnatiles by Valtech:

- **Year round terms:** Minimum order=\$100

Pajaggle:

- **Pajaggle just got a whole lot better.** Introducing Pajaggle Piece Packs. Now you can expand your game play by purchasing a second set of Pajaggle pieces for just \$12.99 retail. Packed 12 per case in an assortment of colors including red, lime-yellow, and orange. Available now! Let's play Pajaggle!
- **Year Round Terms:** 6 Piece minimum order. Terms are credit card only at this time.

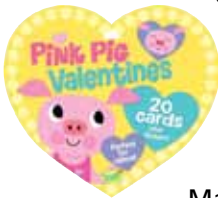
Patch/Lauri/Smethport:

- **Christmas Restocking Special:** \$250=N30 & FFA. Promo runs 12/5 to 12/16/11 only! Use promo code: 2011RESTK on orders. *Expires December 16th, 2011.*
- **2011 Year End Special:** \$500=N30 & FFA, \$1500=N60 & FFA. *Ends December 31st, 2011.*
- **New Tales To Play Games Special:** Order one case pack each of any 3 "Tales To Play" titles and receive a case pack of the 4th title FREE!! This includes the new Where the Wild Things Are game, The Berenstain Bears game, The Mother Goose game, and The Little Engine That Could game. *Ends Dec 31st, 2011.*
- **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.

Peaceable Kingdom:

- **Don't Forget to place your Valentine's orders now....**2012 Valentine Dating: Orders of \$500 or more in PK 2012 Valentines (shipped by Dec 15th, 2011) get



Don't forget this is the month to buy Valentine's Day

March 1st, 2012

dating! Order either the Super Valentine Prepack Program featured on pg 2 of the Valentine catalog or the Valentine Heart Pack Prepack Program featured on pg 9 of the Valentine catalog and get FFA and March 1st 2012 dating. Orders must ship by Dec 15th, 2011. If ordering one of the prepacks then additional Valentine product may be added to the order for the terms. *Ends Dec 15th, 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



Scratch and sniff Chocolate stickers

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 1/2 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:

- **Freight Program:** \$300=N60 & 1/2 FFA, \$650=N90 & FFA. *Expires December 31st, 2011.*
- **Year Round Terms:** Minimum order=\$150

Ravensburger:

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



Flip 'N' Tip Fred, from WOW!

River Dolphin:

- **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:

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

ThinkFun:

- **Fourth Quarter Special:** \$750=N30 & FFA (promo code 11Q4750), \$1000=N60 & FFA (promo code 11Q41000). Don't forget that pre-qualified Thinkfun Center accounts can place reorders of \$500 or more and receive N30 & FFA thru the end of the year (promo code 11Q4REORD). *Expires December 31st, 2011.*



Cartoon It from Think Fun with Susan Ross the inventor playing at the Chicago Game and Toy Show

- 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

Three Cheers For Girls/Bliss/ Baby Cheers:

- **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:

- **Toysmith is now the distributor of Randomline and Makedo!**



Lazer Fingers from Toysmith great stocking stuffer

Randomline is the maker of the very creative doodle pads and games. Makedo is a reusable connector system that enables materials such

as cardboard, plastic and fabric to be joined together to form new objects or structures. Both products are in stock and available to ship now!!! Ask your rep for more details!

- **Fabulous 4th Quarter Bonus Promotion:** \$250=N60 & FFA, \$500=N90 & FFA, \$1000=N90, 5%, & FFA, \$1500=N90, 7%, & FFA, \$2500=N120, 10%, & FFA. Orders must ship by Dec 31st, 2011. *Promotion ends Dec 31st, 2011.*
- **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.

Zoob by Infinity:

- **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.



Mr. Potato Head at Chi Tag Dinner



Sock monkeys playing with Toysmith Grocery cart at the Best Toys office

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, Shanna, Carol, and Barry



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OFFICE (800) 726-3261
FAX (630) 493-4551
FAX (800) 726-4732
www.besttoysinc.com



Best of Best



Best Toys

ALADINE/VILAC/PETITCOLLIN
BEST OF BEST TOYS
DARON WORLDWIDE
DO-A-DOT ART
EDUCATIONAL INSIGHTS
FINDIT GAMES
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
RIVER DOLPHIN TOYS
THAMES & KOSMOS
THINKFUN
THREE CHEERS FOR GIRLS
TOYSMITH
ZOOB BY INFINITY