



Mark Your Calendars...

March is:

**National
Craft Month**

**2ND WEEK
NATIONAL
BUBBLE WEEK**

- 2 - National Salesperson Day
- 8 - Popcorn Lover's Day:
second Thursday
- 11 - Johnny Appleseed Day
- 12 - Girl Scouts Day
- 17 - Saint Patrick's Day
- 26 - Make Up Your Own
Holiday Day

Toy of the Month



Hockey is in full swing,
stock up on Hockey Guys
(Blackhawks VS. Redwings)
item 5008 from Kaskey Kids

What's Happening in the Toy Industry...

National Toy Hall of Fame Winners ANNOUNCED!

The 2011 toy inductees into the National Toy Hall of Fame are Hot Wheels, Dollhouse, and Blanket. Small in scale, but huge in the toy world, this year's inductees make a grand entrance into the National Toy Hall of Fame – Hot Wheels, the iconic toy car with an edgy attitude; and the Dollhouse, a perennial favorite of children and adult collectors alike. The two toy honorees are joined by a third humble, everyday household object that is often transformed by children into an imaginative plaything – the Blanket! The Blanket joins the cardboard box, inducted in 2005, and the stick, inducted in 2008, as honored toys of the imagination. The honorees were selected from a field of twelve toy finalists, which included Dungeons and Dragons, Jenga, Pogo Stick, Puppet, R/C Vehicles, Rubik's Cube, Simon, Star Wars action figures, Transformers, and Twister. This year's inductees join 49 toys that had previously been selected for the National Toy Hall of Fame. The National Toy Hall of Fame is located at the Strong Museum in Rochester, New York. The Strong Museum is the largest facility in the country devoted to the activity of play.



February 12-15

Not going to Toy Fair?

It may be possible to take advantage of the specials that vendors are offering at the show.

Contact your sales representative prior to Toy Fair to see if you can take advantage of any show offers.

Fun Toy Facts

History. Children have played with toys for thousands of years. In ancient Africa, children enjoyed balls, toy animals, and pull toys. Children of ancient Greece and Rome had fun with boats, hoops, and tops. During the Middle Ages, from around A.D. 400's through the 1400's in Europe, popular toys included clay marbles, rattles, and puppets.

Before the development of large toy factories, parents or craftworkers made toys. By the 1800's most children in the United States played with homemade toys or imported toys from Europe. Toy manufacturing became an important U.S. industry in the early 1900's.

♥♥♥♥♥♥♥♥♥♥ FEBRUARY 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 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 bestofbesttoys.com.



- **February Special:** \$500=N60 & FFA, \$1500=N90 & FFA. Ends February 29th, 2012.
- **Year Round Terms:** Opening orders=\$150. Reorders=\$150. Can break case packs except on key chains and Hot Wings.



- **Toy Fair Special:** \$350=N60 & freight merchandise to offset shipping charges, \$600=N90, 5%, free merchandise to offset shipping charges & Free Play Day Kit (must specify on order), \$850=N90, 5%, free merchandise to offset shipping charges, & Free Play Day Kit (must specify on order). Ends February 20th, 2012.
- **Year Round Terms:** \$200=1/2 freight offset, \$300=full freight offset. Opening order=\$150. Reorder=\$100



- **Ring in 2012 with our Best of the Best:** \$500=N60 & FFA, \$1500=N90 & FFA, \$2500=N120 &

FFA. Include 10 NEW 2012 products on the order and receive a 5% discount off your entire order. Expires March 31st, 2012. But... place your order by January 31st for immediate shipment and you qualify to extend this offer through the end of April! So you can place one more reorder in April with the same great terms above. Include Promo Code "WOOF" on your order.

- **Best of the Best Discount Placement Program:** Bring in a small sampling of our strongest new products and receive the biggest discount offered all year! Place an order for the suggested product grouping of EI products and receive a 14% discount, FFA, N60, and "New from Educational Insights" shelf talker signage. The selected group of products is a regular cost of \$678.39, but you will only pay \$584.23 after the discount. Suggested retail on the products is a total of \$1346.78...now that's a nice gross profit! Ask your sales rep for the specific list of products. Orders must be submitted by February 28th, 2012.
- **Year Round Terms:** Opening order=\$300. Reorder=\$125.



- **February 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 February 29th, 2012.
- **Year Round Terms:** Order in case packs of 12's. Can assort styles within the 12 pcs.



- **February Promo:** \$500=1/2 freight & N30, \$750=FFA & N30, \$2500=FFA & N90, \$5000=FFA & N120. Promo ends February 28th, 2012.

- **Spielstabil:** Receive a 3% discount on Spielstabil "open stock" items. Displays not included. Ends February 28th, 2012.
- **New Customers:** First time order only, minimum order of \$150=FFA and must pay by credit card. Ends February 28th, 2012.
- **Moover Deals:** See below for Options A-C. Eligible to brick and mortar stores only.
- **Option A:** buy 2 each of the five Moover skus (mix and match colors) for a total of 10 pcs and receive free DVD with rotating video for use in store, free small wooden Moover sign, free large hanging wooden Moover sign, +1 free baby truck (red or natural) to use as a demo for in store. Total investment \$630.00. Total savings 20%. Ends February 28th, 2012.
- **Option B:** buy 4 each of the five Moover skus (mix and match colors) for a total of 20 pcs and receive free DVD with rotating video for use in store, free small wooden Moover sign, free large hanging wooden Moover sign, +1 free baby truck (red or natural) to use as a demo, +1 free doll pram (red or natural) to use as a demo, +1 free rocking horse (red or natural) to use as a demo for in store. Total investment \$1260.00. Total savings 22%. Ends February 28th, 2012.
- **Option C:** buy 6 of any one Moover item (can mix and match colors) and get a 7th of the same item at 1/2 off. Total savings 8%. Ends February 28th, 2012.
- **Year Round Terms:** \$1500=N30 & FFA. Ask for details on POP Display Specials. Opening order=\$150. Reorder=\$100.



- **Quarter 1 Special:** \$350=1/2 freight & N30, \$600=FFA & N30, \$800=FFA & N60, \$1000=FFA & N90. 2011 prices will remain in effect throughout quarter one. Special ends March 31st, 2012.

- **Guitar Special:** Buy 7 HAG250 guitars and get master pack pricing at \$22.50 each and the 8th one FREE. Limit 3 free guitars. *Ends March 31st, 2012.*



- **HKD Display Special:** order the \$1000 product assortment and receive FREE display, FFA, N90, and a FREE display box of MP365 maracitos (\$72 value). *Ends March 31st, 2012.*
- **Year Round Terms:** Opening order \$50. Reorders \$25.



- **1st Quarter Special:** \$1000 of combined lines (Papo, Le Toy Van, Djeco, WWF)=N60 & FFA. *Ends March 31st, 2012.*
- **Year Round Terms:** Minimum order=\$100
- **Hotaling Combined Line Program:** \$750=N60 & ½ freight (Papo, Djeco, Le Toy Van, WWF), \$1250=N60 & FFA (Papo, Djeco, Le Toy Van, WWF).
- **RACK PROGRAMS:**
- **Rack Reorder Deal:** \$300=N60 & FFA (figures and/or animals only)
- **Metal Rack Program 1:** \$3000 of Papo figurines (characters and/or animals)=N90, FFA (including the rack), & Free #40005 metal rack.
- **Metal Rack Program 2:** \$1500 of Papo figurines



(characters and/or animals)=N60, FFA (on product only) & Free #40005 metal rack. Within 6 months of the first order being placed, subsequent orders for a minimum of \$300 each must be placed for Papo figurines (characters and/or animals) to reach a minimum balance of \$3000 total from the start. All qualifying orders towards the \$3000 minimum will receive FFA & N60. The rack will be

free if the \$3000 order amount as noted above is reached within 6 months of first order. The **freight on the rack will be billed** to the customer in this program. **NOTE:** if the \$3000 amount is not ordered by the 6 months date, the customer will be billed for ½ the cost of the rack.

- **Wooden Rack Program 1:** \$1800 of Papo figurines (characters and/or animals)=N90, FFA (including the rack), & Free #40012 wooden rack.
- **Wooden Rack Program 2:** \$750 of Papo figurines (character and/or animals)=N60, FFA (on product only), & Free #40012 wooden rack. Within 6 months of the first order being placed, subsequent orders for a minimum of \$300 each must be placed for papo figurines (characters and/or animals) to reach a minimum balance of \$1800 total from the start. All qualifying orders towards the \$1800 minimum will receive FFA & N60. The rack will be free if the \$1800 order amount as noted above is reached within 6 months of first order. The **freight on the rack will be billed** to the customer in this program. **NOTE:** if the \$1800 amount is not ordered by the 6 months date, the customer will be billed for ½ the cost of the rack.
- **Partnering for SPECIALTY Growth-Animal Rack Program:** \$2000 order of ANIMALS only will receive N120, FFA, 5%, & FREE #40005 metal rack. To be used only for a metal rack with Papo animals. Documentation will be required to ensure that the program is being used appropriately.
- **Key Chain Rack Deal:** Purchase all 19 of the Papo keychain styles and receive the keychain rack #40023 for free. Or purchase key chain rack for \$17.50.



- **February Special:** \$350=N30 &

5%, \$500=N60 & 5%, \$1000=10% & N60. *Ends February 15th, 2012.*

- **Year Round Special:** 10% off if paid by credit card at time of purchase and no minimum order. *Ends January 31st, 2012.*
- **Year Round Terms:** Minimum order=one case pack



- **Free Freight Sale:** \$500=N60 & FFA, \$1500=N90 & FFA, \$2500=N120 & FFA. Order 10 new toy products and receive 5% off the entire order. Promo Code FFTY112. *Ends March 31st, 2012.* But...place your order by January 31st for immediate shipment and you qualify to extend this offer thru the end of April! So you can place one more reorder in April with the same great terms as above!
- **Everyday Terms:** Opening order=\$300. Reorder=\$125.



- **Early Buy program:** \$500=FFA & June 10th, 2012 dating. (order can only include a max of 4 cases of bubble solution to reach the \$500 level. Once that is reached then more bubble solution may be added on for free freight also.) *Ends February 12th, 2012.*
- **Early Buy Program Reorders:** To qualify customer must have first placed an initial order with the Early Buy Program terms of \$500 or more. \$350=N30 & FFA (order can only include a max of 2 cases of bubble solution to reach the \$350 level. Once that is reached then more bubble solution may be added on for free freight also.) *Ends February 12th, 2012.*
- **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 the Magnatiles

Situation: As of January 1st, 2012 Valtech will start accepting orders for the magnatiles. They are hoping to have some stock arrive in late February or early March. They will hold all orders and confirm on shipping dates, product availability, and quantities before any orders ship out. They are not making any promises as to availability dates and to what product will come in stock first. So place your orders now to get in line, but there are no promises or guarantees at this time as to what will ship and when it will ship. Valtech thanks everyone for their patience and understanding in this crazy situation.

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



- **Year Round Terms:** 6 Piece minimum order. Demos: Buy 11 pieces and receive the 12th one free for store demo.



- **Toyfair Week Special:** Any order received February 12th – 18th (toyfair week) will receive N90 terms. Orders of \$500 or more will also receive FFA. Orders must be marked "TOYFAIR" to receive the terms. You do not have to attend toyfair to get this special. Orders may be sent in to Patch directly or turned in at toyfair. *Special ends February 18th, 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.



- **1st Quarter Freight Special:** \$500=N30 & FFA (promo code FF1QN30), \$1000=N60 & FFA (promo code FF1QN60), \$2500=N90 & FFA (promo code FF1QN90). *Ends March 31st, 2012.*

- **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 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



- **2012 Specialty Program:** \$300=N90 & 1/2 freight, \$750=N90 & FFA. At the \$750 level earn a 1% discount on the entire order for each new item ordered from this list: 0501-06 Who's Riding on the Bus, 0502-06 No Speed Limit, 2267-06 Word Snag, 4513-06 CatRatBatSplat, 5231-06 The Zombie, The Princess and the Kid Next Door. If you order all 5 new items listed then you will receive a 5% discount on your entire order. Giant Games are excluded from the prepaid freight programs. Orders must ship asap. *Program expires February 29th, 2012.*

- **Special Promotion Games:** 0770-06 Wavelength: regular cost \$12.50, special promo cost \$11.00. 2696-06 Sense A Bility: regular cost \$12.50, special promo cost \$11.00. 3240-06 Chinese Revolution: regular cost \$12.50, special promo cost \$11.00. 3026-06 Mastermind Animal Tower: regular cost \$6.00, special promo cost \$5.00. *Games promo expires February 29th, 2012.*

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



- **New Packaging is coming in 2012...**so to make room all current products in stock are 20% off. That's right...any style, any price, all 20% off. Stock up now while supplies last!

- **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!



- **Restocking Special:** \$500=N120 & FFA, \$1000=N120, FFA & 3%, \$1500=N120, FFA & 5%, \$2000=N120, FFA & 7%. Applies to 2011 items only (backorders ok). New 2012 items must be pre-ordered on a separate PO. Order must ship by February 11th, 2012. *Special ends February 11th, 2012.*
- **Spring Special:** \$500=N60 & 4%, \$1000=N60 & 6%, \$1500=N60 & FFA, \$2000=N60, 4% & FFA. Mark orders with "spring special". Must ship by May 31st, 2012. *Special ends May 31st, 2012.*
- **Year Round Terms:** Opening orders=\$200. Reorders=\$100. Case packs may be broken except for items with a unit cost less than \$10.



- **1st Quarter Special:** \$500=N60 (promo code 12Q1500), \$750=N60, FFA & order must include one new item (promo code 12Q1750), \$1250=July 1st dating, FFA & order must include 2 new items (promo code 12Q11250), \$2500=November 1st dating, FFA & order must include 3 new items (promo code 12Q12500). Orders of \$1250 or more are then eligible for N30 & FFA on reorders of \$500 or more for the rest of 2012. *Special expires March 31st, 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 by credit card with a minimum of \$150). Reorder=\$100



• **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.



• **February Special:** \$500=N30 & FFA, \$1000=FFA & either 5% or N60 (customer can choose). Ends Feb 20th, 2012.

• **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.

2012 Toy Fair Booth Numbers

ALPHABETICAL

- ASTRA – 6339
- Daron – 5218
- Do-A-Dot Art – 240
- Educational Insights – 631
- Find It Games – 5867
- Habo USA – 319
- Hohner - 5504
- Hotaling Imports (Papo, Djeco, Le Toy Van, WWF) – 5621
- Kaskey Kids – 1065
- Learning Resources – 637
- Little Kids – 153
- Patch/Smethport/Lauri – 453
- Peaceable Kingdom – 6227
- Pressman - 643
- Ravensburger – 441
- Thames & Kosmos – 1637
- Thinkfun – 2253
- Three Cheers for Girls – 6309
- Toysmith – 735
- Zoob by Infitoy – 463

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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