



Mark Your Calendars...

February is:

**Great American
Pie Month**
**National Cherry
Month**



- 2- Groundhog Day
- 4- Thank a Mailman Day
- 8- Boy Scout Day
- 11- Make a Friend Day
- 14- Valentine's Day
- 26- Tell a Fairy Tale Day

Toy of the Month

Sno-Stompers (87036)
from Best of Best,
just one of the
great snow products

we carry.
AND
WE ALL
KNOW
IT WILL
SNOW!!



What's Happening in the Toy Industry...

New Trade Show Launches at Dallas Market Center

The Toy Industry Association will again host The Fall Toy Preview in Dallas from October 2-4, 2012. The Fall Toy Preview 2012 will run concurrently with a new trade show this year called The Preview for Baby & Juvenile, aptly named PB&J. This new trade show was created as a joint venture between the TIA and the Dallas Market Center. Much like the Fall Toy Preview, PB&J is a by-appointment-only trade show catering to long-lead retailers. There will be an emphasis on the following categories: furniture, bedding, gifts, décor, baby care, accessories, strollers, high chairs, and nursing/feeding. Bringing both industries together in one venue should certainly prove to be mutually beneficial. Visit pbandjshow.com for more information.

Toys & Family Entertainment, December 2011

REINVENTING OURSELVES

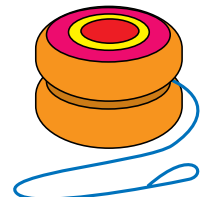
Get the consumer into the store and you know you can sell them. The challenge for 2012 is to figure out how to get the people into the store to see what a wonderful shopping experience you can give them. Facebook is fantastic tool for letting your customers know what is happening in the store. Blast emails and newsletters are another way of announcing events that will thrill, educate, and provide an experience for children you simply cannot get online. Adding additional products to your mix may be another solution. Get the staff together and brainstorm about what would bring consumers into your store. Do not lose sight of the fun of being a Specialty Retailer.

World Book Encyclopedia, 2011

Birth of the Modern Yo-Yo

James L. Haven and Charles Hettrick of Cincinnati, Ohio, USA, received the first United States patent on "...an improved construction of the toy, commonly called a bandelore..." in 1866.

However, the yo-yo would remain in relative obscurity until 1928 when a Filipino American named Pedro Flores opened the Yo-yo Manufacturing Company in Santa Barbara, California. The business started with a dozen handmade toys; by November 1929, Flores was operating two additional factories in Los Angeles and Hollywood, which altogether employed 600 workers and produced 300,000 units daily.






JANUARY 2012 Deals



Best Toys would like to Thank everyone for a Great 2011, and we look forward to working with you in 2012. Below is a start to the Best Toys vendor's deals for January, 2012.



- **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 Illinois, one place to buy from over 90 vendors, and over 800 products to buy from. **You save money!**

-  One of the many great Arts and Crafts available from Best of Best.



- **January Special:** \$500=N60 & FFA, \$1500=N90 & FFA *Ends January 31st, 2012.*
- **Year Round Terms:** Opening orders=\$150. Reorders=\$150. Can break case packs except on key



- **January Special:** \$350=N60 & free merchandise to offset shipping charges, \$500=N90, 5% & free merchandise to offset shipping charges, \$850=N120, 5% & free merchandise to offset shipping charges. Free Valentine Play Day kit on orders over \$500- must specify on order. *Offer expires January 31st, 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.



Puppet On A Stick

New Game "BBQ Blitz"

- **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.

Find It:

- **January 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 January 31st, 2012.*
- **Year Round Terms:** Order in case packs of 12's. Can assort styles within the 12 pcs.



- **January-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



Delilah with #638 My First Blocks, #1121 Kringelringel, while sitting on #3542 Play Rug Discoverers' Meadow

- 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 ½ 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.



HOHNER® kids

- **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.

Hotaling:

Papo is NOT selling to the big box or mass market. As I'm sure you know one of Papo's biggest competitors is in Wal-Mart right now. This is not the direction Papo wants or will be seeking out. We can't wait to show you all of the new products and specials from Hotaling

- **January Special:** \$200 of figures and/or animals to restock rack=N90 & FFA (in stock product only, backorders will be cancelled). *Expires January 31st, 2012.*
- **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.



- **Jan/Feb 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

Learning Resources:

- **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.



*New Sprouts Cure It!
Ages 2+*

Little Kids:

- **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.*

Magnatiles by Valtech:

- **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. Terms are credit card only at this time.



New Pajaggle Pieces-
Expand Your Game Play



- **January Special:** 20% discount on all "Farkle" products! #6906 Farkle Frenzy, #6910 Farkle, #6911 Farkle Dice Cup, #6912 Farkle Flip (shipping around Feb 10th), #6922 Farkle scorepads. Orders must ship by February 29th, 2012. *Special ends January 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.

Peaceable Kingdom:

- **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:**



48-Pocket
Card Display

- 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. 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. 2012 prices will begin on February 1st; new orders to ship in January 2012 will be shipped with 2011 prices. The 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 3D puzzles-
Empire State
Building



- **1st Quarter Promo:** \$1000=N60 FFA. *Ends March 31st, 2012.*
- **Year Round Terms:** \$1000=N30 & FFA. Minimum order=\$100

River Dolphin:

- **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!

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.



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

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!

- **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.



Friendship Bracelets Two knotted silk friendship bracelets are carded for best friends to share

Zoob by Infinity:

- **January Special:** \$500=N30 & FFA. 2011 pricing good thru end of January. *Ends Jan 31st, 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.



In-store Zoob Demo Mobile

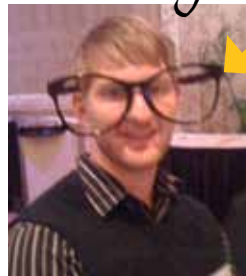
Remember... On all programs and specials credit must be approved. Also, on all FFA offers, if invoice is NOT PAID ON TIME, freight must be paid. Please consider these rules when placing orders!!

Thanks,

Carle, Christy, Shauna, Carol, and Barry



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TOYSMITH
ZOOB BY INFINITY