



Mark Your Calendars...

August is:

Family Fun Month



National Picnic Month

- 5- Friendship Day
- 9- Book Lover's Day
- 10- National S'mores Day
- 11- Son and Daughter Day
- 12- Middle Child's Day
- 22- Be an Angel Day

What's Happening in the Toy Industry...

Having Fun While Exploring Science

The principles of science don't change, yet the science toy category continues to offer new products and new ways of approaching scientific elements through play. Manufacturers must keep in mind that science is still a toy category. This category has a lot of complementary elements to offer a well-rounded science education. Product and packaging execution are of utmost importance in the science toy category. The packaging has to stand out on the shelf while concisely explaining what is included in the box as well as what will be learned. The purpose of the science toy category is to teach children about the world around them, how to think, how to be curious, and how to explore. As long as parents are looking for these tools, the science toy marketplace will offer a range of fun options to do so.

Reference: Toys and Family Entertainment, June 2012

Tip of the Month...

SUMMERTIME, SUM SUM SUMMERTIME

July is the perfect month for sidewalk sales. July is one of the slowest times for toy retailers. Retailers have to be creative to get customers into their stores. Sidewalk sales always generate sales but being creative is a challenge. Ask your sales representative for vendors who are offering special savings. Buying closeouts at sale prices can boost interest and sales for your event.

Toy of the Month

MLB SPOT IT



FROM BEST OF BEST

Fun Toy Facts

A Short Introduction of Dolls

The earliest documented dolls go back to the ancient civilizations of Egypt, Greece and Rome. Dolls being used as toys was documented in Greece around 100AD. They have been made as crude, rudimentary playthings as well as elaborate art. Modern doll manufacturing has its roots in Germany going back to the 15th century. With industrialization and the appearance of new materials like porcelain and plastic, dolls were increasingly mass produced. During the 20th century dolls became increasingly popular as collectibles.

The earliest dolls were made from available materials like clay, stone, wood, bone, ivory, leather, wax, etc. Archaeological evidence places dolls as foremost candidate for oldest known toy. Wooden paddle dolls have been found in Egyptian tombs which date to as early as 2000 BCE. Dolls with movable limbs and removable clothing date back to at least 200 BCE. Greek dolls were made of clay and articulated at the hips and shoulders. There are stories from ancient Greece around 100AD that show that dolls were used by little girls as playthings. In Rome dolls were made of clay, wood or ivory. Dolls have been found in the graves of Roman children. Like children today, the younger members of Roman civilization would have dressed their dolls according to the latest fashions. When Greek and Roman girls got married they would dedicate their doll to a Goddess. Rag dolls are traditionally home-made from spare scraps of cloth material. Roman rag dolls have been found dating back to 300BC.

Source: Condensed article from Wikipedia.org

JULY 2012 Deals



- **Best of Best:** Best of Best is now offering the complete lines from Blue Orange and Out of the Box games!

- **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.



- **Check out the NEW midyear catalog** with Chicago themed planes including Cubs, Sox, and Bears and a NEW selection of Novelty products.



Remote control Stunt Vehicle, from Daron

- **July/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.



Cat Trucks NEW from Daron

- **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



Educational Insights®

- **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!



BugWatch from Educational Insights

- **Year Round Terms:** Opening order=\$300. Reorder=\$125.

Emily by Tomas

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

services. Let us know your retail mark-up and receive your orders complete with your retails on the UPC's every time. Single formulas only please. To complete your order, Tomas may occasionally substitute similar items. If you prefer not to receive substitutions please mark that clearly on the order.



- **July Special:** Free shipping on any full cases (12) of "On the Farm". Find It recently won the PAL award for the On the Farm game. *Special ends July 31st, 2012.*
- **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.



- **Floppets presents the new Munchkin Monsters and FlopJox styles coming soon!** The Monsters (super cute silly monster creatures) will be coming out in mid-July and the FlopJox (very cool sports balls with crazy faces) will be coming out mid-August. And arriving in mid-July are the new Star Trek Floppets! Also available now is the Floppets counter spinner.



It holds 72 *New Display from assorted Floppets Floppets* and is the perfect size for a table top or counter. It's a great way to show off your Floppets collection at the store!

- **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).



- **June Promo:** \$500=FFA & N30, \$2500=FFA & N90, \$5000=FFA & N120. Promo ends June 30th, 2012.
- **New Customers:** First time order only, minimum order of \$150=FFA and must pay by credit card. Ends June 30th, 2012.
- **10% Sale on Haba Brand Sand & Water Toys including NEW Sun Bistro line!** Receive a 10% discount on all Haba sand and water open stock items that appear



Haba's Snug Up Dolls, Luis & Luis

on pages 217-219 in the 2012 catalog and also includes the NEW Sun Bistro sand items that are not in the catalog (they were in the NEW Spring Items Flier).

Water Park items on pages 214-216 are not included. Ends June 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 to receive the promo. Ends August 30th, 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 December 31st, 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 December 31st, 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 December 31st, 2012.
- **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.



- **July 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 July 31st, 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 July 31st, 2012.
- **NEW Slat Wall Display Special:** Order the new HKWD slat wall display and receive a 5% discount on qualifying orders. Ends July 31st, 2012.
- **Year Round Terms:** Opening order \$50. Reorders \$25.



Papo's new "Reindeer"



- **See Hotaling newsletter attached for more new information on this line.**
- **Year Round Terms:** Minimum order=\$100
- **Hotaling Combined Line Program:** \$750=N60 & 1/2 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)



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

New from Djeco "Drawing A Fashion Show"



- **Newly designed Football and Baseball figures blister packs coming soon!** 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,



Baseball Kids from Kaskey Kids

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! Available early August.

- **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.



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



- **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!
- **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 July 31st, 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 Magnatiles:**
- **#02132 clear 32 pc set** and **#04300 clear 100 pc set** shipping week of 8-13
- **#02148 deluxe 48 pc set** shipping week of 8-20
- **#02300 solid 100 pc set** shipping week of 9-1
- **#97132 standard 32 pc set** in stock now
- **Year Round Terms:** Minimum order=\$100



- **Pajaggle was voted Best Game of the Year for ages 8+ at the recent Astra show** (American Specialty Toy Retailing Association) and Pajaggle has been voted Best Game of the Year by Creative Child Magazine!
- **Year Round Terms:** 12 Piece minimum order.
- **Demos:** Buy 11 pieces and receive the 12th one free for store demo.



- **July Hot Summer Special:** \$750=N30 & FFA, \$1500=N60 & FFA, \$3000=N90 & FFA. Also receive a 10% discount on all Lauri Early Construction Products (see catalog pages 51-58). *Expires July 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.*

- **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



- **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 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.*

- **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



- **Lockers 101 is here!** Available Now, Lockers 101 is the latest in glam gear for your locker! The line includes a fabulous selection of locker wallpapers, shaggy locker carpets, the very popular stack it up shelf, a super cute magnetic hook set, magnetic conversation

bubble set, magnetic glitter word or flower power sets, magnetic message boards, and the favorite of everyone...the magnetic light up and cool down fan. Don't miss out on this latest craze with the tweens...get your orders in now!!

- **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



- **The New 2012 Toysmith Supplement is available now!**

You don't want to miss this one... tons and tons of great new items you will want to stock up on immediately! Also pre-order your Halloween and Holiday items for later shipping. Copies should have arrived in your mailbox already. If not ask your favorite sales rep for a copy or for the link to view online.



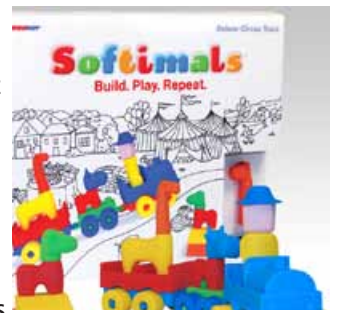
New from Toysmith Wild Planet

- **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.



- **Ininity 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 *Softimals New from Zoob* 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.



Giant Chicken taken inside Happy Up! In Fairview Heights, IL

Thanks,
Carle, Christy, Shanna, Carol, and Barry



Best of Best



Best Toys

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



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
- HOTELING
(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

Hello My Name Is:

Best Toys



I Represent the Best Toys in Illinois and Indiana

**SAVE
THE
DATE**

September 16th, Lisle Hyatt



8TH ANNUAL

Best Toys



OPEN HOUSE