



Mark Your Calendars...

July is:

National Cell Phone
COURTESY
Month

and
National
Ice Cream Month

- 1- International Joke Day
- 2- World UFO Day
- 4- Independence Day
- 10- Teddy Bear Picnic Day
- 15- National Ice Cream Day
- 20- Moon Day

What's Happening in the Toy Industry...

JPMA and ABC Unify

The Juvenile Products Manufacturers Association (JPMA), a non-profit association dedicated to juvenile products, and All Baby and Child, Inc. (ABC), creators of the ABC Kids Expo, have announced an industry unification. In negotiations finalized during the JPMA Annual Legislative Summit in Washington, D.C., JPMA and ABC executed a letter of intent agreeing to actively pursue a merged-industry, not-for-profit trade association dedicated to promoting the interests of the entire industry. As part of the agreement, a minimum of \$2.6 million has been committed over three years to execute specific industry-wide strategic objectives identified by the two organizations' boards. In a separate agreement, ABC has agreed to provide \$1.2 million of funding to JPMA over the same period, and JPMA will continue to endorse the ABC Kids Expo. JPMA and ABC have agreed to work diligently toward the negotiation and execution of a merger agreement that is expected by June 30, 2013.

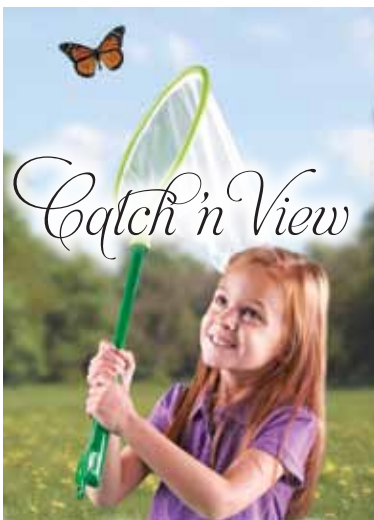
The Toy Book, March/April 2012

Tip of the Month...

Dating, Freight, and Discounts

It is always good to make sure that you have all the current information from your reps and vendors on any special deals. Ask your representative to give you updated information regarding deals from vendors. Freight and discounts can be a huge savings that help retailers' profitability. Dating insures that you can sell the product before the bill is due. Many companies also offer an Anticipation Discount for paying a dating promotion early.

Toy of the Month



from Best of Best

Fun Toy Facts

Silly Putty
It was a war-time accident.

World War II, in fact.

By 1943, thanks to the Pacific erupting in combat and chaos, U.S. rubber supplies had dramatically dwindled. Unfortunately, the military desperately needed rubber to keep the war effort humming along, so the War Production Board tasked engineer James Wright with developing a synthetic rubber to wean the country off foreign imports. Mid-experiment, Wright tried mixing boric acid with silicone oil. The result was a soft polymer that, when dropped on the floor, bounced around pleasantly. It wasn't much good for jeep tires or boots, but clearly Wright had stumbled upon something pretty cool nonetheless.

His discovery was first introduced as a toy at the International Toy Festival in 1950, and since then it's sold over 300 million eggs -- weighing, in total, somewhere around 4,500 tons.

Source: Condensed article from Yahoo! Games (unplugged) Apr.6, 2012

June 2012 Deals

Best Toys is pleased to announce our new line...Fish River Crafts!!

Be sure to check out these beautifully crafted wooden marionettes that are made in the USA. Styles include Pinocchio, Goldilocks, Lancelot, Morning Star, Pascal the Clown, Wild Horse, Bull Moose, Panther, Siberian Tiger, Giraffe, and three great dinosaurs the Tyrannosaurus, Brontosaurus, and Stegosaurus. Display stands are also available. These really are fun to play with and easy to use with their built-in lifelike movements.



- **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.



- **June Special:** \$500=N30 & FFA, \$1000=N60 & FFA, \$1500=N90, FFA & 5%. Orders must ship in June. Mark orders "June Promo". Ends June 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



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



- **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.



Beautiful necklaces from EMILY



- **June Special:** Order 3 cases (36 pcs) and receive N30 & FFA. *Special ends June 30th, 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.



- **June Special:** Receive a 10% discount on all Floppets orders placed and shipped by June 29th.
- **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 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



Delilah taking a stroll with her Haba Discovery Wagon

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. *Ends June 30th, 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.



- **June Special:** \$5400=N30 & FFA, \$600=N60 & FFA, \$1000=N90 & FFA (dating for approved accounts only-no new accounts). Also earn a 5% discount on all new items which will ship end of July or early August. Must order new items in case pack quantities for the discount. New items include MP345, MP6001, MP6002, MP483, MP230, MP344,

MP361, & MP377. Puppy Whistle is not included since it is already in stock and shipping now. *Ends June 30th, 2012.*

- **Puppy Slide Whistle Special:** Buy 24 pcs of HO378 Puppy Whistle at master pack pricing of \$4.75 each (normal master pack is 36 pcs). *Ends June 30th, 2012.*
- **June 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 June 30th, 2012.*
- **Year Round Terms:** Opening order \$50. Reorders \$25.



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



Dodo Bird

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.

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.



- **Spring/Summer Special:** \$350=N30 & 5%, \$500=N60 & 5%, \$1000=N60 & 10%. *Ends June 15th, 2012.*
- **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, 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.



Football Guys



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



Can you Pajaggle?



- **June Special:** \$500=N30 & FFA, \$1000=N60 & FFA, \$2000=N90 & FFA. Also receive 5% off on any "Take N Play" items...Design N Doodle, Activity Tins, Game Tins. *Promo ends June 20th, 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



- **NEW Augmented Reality Puzzles are now in stock!** These puzzles capture old world tradition with new technology to make the puzzles come alive! Here's how it works. Assemble the puzzle and then download the free app from the App Store. Then place the iPhone or iPad device over the completed puzzle and watch what happens! There are 4 styles to choose from: #19302 Above the Roofs of Paris 1000pc puzzle, #19303 Lofoten, Norway 1000pc puzzle, #19304 Colorful Underwater Kingdom 1000pc puzzle and #19305 Animals of Africa 1000pc puzzle. All are a \$10.00 cost. If you saw these at toy fair...they were so, so, so cool!! Purchase 24 or more of the Augmented Reality Puzzles and receive N30 & FFA. Additional Ravensburger items may be added to the order for the free freight once the 24 Augmented Puzzles requirement is met. *Offer ends June 30th, 2012.*
- **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.



- **2nd Quarter Special:** \$600=N60 & FFA (order must include 1 case (12 units) of #1800 Roll & Play to qualify), \$850=N90 & FFA (order must include 1 NEW item to

- **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.



- **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.*



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

qualify), \$1500=Nov 1st dating & FFA (order must include 2 NEW items to qualify). Offer ends June 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



- **Summer Towel Sale!**...All Three Cheers towel sets are on sale for the month of June only! Originally \$12.00 each, now pay only \$9.50 each! What a great deal on these fun and stylish towels that come in the cute sholder bags. Stock up now



Towel Set Sandals

before they are sold out! Ends June 30th, 2012.

- **Lockers 101 is coming!** 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.
- **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 launching 4 NEW products this year.** Take a look at the Zoob Challenge set. How can kids move a ball into a target with 2" high walls from 2 feet away? Build a ramp? A catapult? A trampoline? A zip-line? There are no right answers and we provide

no solutions—it's up to kids to use Zoob pieces (and other materials they choose) to build contraptions that solve the challenges. The Zoob Challenge features 175 Zoob pieces, string, wheels, a ball, rubber bands, a foam play pad, and 25 challenges based on STEM



Zoob's Challenge Set

(Science, Technology, Engineering, & Math) skills—skills that educators have targeted as essential to helping the US compete successfully in the 21st century. #11175, \$20.00/4.

- **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.

Thanks,

Carle, Christy, Shauna, 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



SAVE THE DATE

September 16th, Lisle Hyatt



8TH ANNUAL



OPEN HOUSE