



# Best Toys



## Mark Your Calendars... April is:



## TAKE OUR DAUGHTERS AND SONS TO WORK DAY (USUALLY FOURTH THURSDAY)

- 1 - April Fool's Day
- 1 - International Fun at Work Day
- 2 - Children's Book Day
- 10- National Siblings Day
- 25 -World Penguin Day
- 26- National Pretzel Day

### What's Happening in the Toy Industry...

## FAO SCHWARTZ CELEBRATES 150 YEARS OF TOYS

The nation's oldest operating toy store, FAO Schwartz, is turning 150 years old this year. To commemorate this milestone, the company has assembled a collection of more than 20 iconic toys spanning the decades that customers can view at its Fifth Avenue store in New York until April 10. The toys date to the early years of the 20th century and include a Richard Stieff Teddy Bear. Also on display are the original Barbie and Ken dolls, a prototype of the Etch A Sketch, and seven of the original Hot Wheels cars. Many of the items come from the archives of the toy manufacturers that made them, and some are in their original packaging. There also are a few glimpses into the history of FAO Schwartz itself. The company's iconic FAO Schwartz Clock Tower has returned to mark the occasion. A sales ledger from 1909 and a number of the company's early catalogs are also on display. FAO Schwartz was one of the first retailers to use a mail-order catalog to market its products. It began the practice in 1876, 14 years after its founding during the Civil War.

*Toys & Family Entertainment, December 2011*

### Tip of the Month...

Merchandising is the key to selling a product. Not everything can be eye level at the cash register. We have to be creative. Be sure to look at your catalogue for any help vendors are offering to help you merchandise your store. Many of these promotional items are free. It is also a great idea to get the staff involved in putting together a display. They will get satisfaction by making the store and the product look special and guaranteeing to sell more of that product. Ask your sales representative for other promotional ideas.

### Fun Toy Facts

A rocking horse is a child's toy, usually shaped like a horse and mounted on rockers similar to a rocking chair.

Predecessors of the rocking horse may be seen in the rocking cradle, the tilting seats used during the Middle Ages for jousting practice as well as the wheeled hobby horse.

The toy in its current form did not appear before the 17th century, though some conflicting sources note medieval manuscripts including references to carved rocking horses, presumably of the toy kind.

From the 19th century onward rocking horses became more commonly considered a child's toy. Mostly built by hobby woodcrafters, and ranging from relatively crude to finely ornamented and the toys of future kings, it was not until the late 19th century that the production became industrialized.

*Source: wikipedia.org*

## Toy of the Month



The award winning reading treasure hunt game. Ages 4+

# MARCH 2012 DEALS



**are here!** Floppets are the collectible and wearable characters that Go 'Wear' You Go! Floppets are flexible, versatile and provide a way for boys and girls to express their individuality. Each Floppet has a versatile connector and Velcro tether so kids can attach them to almost anything. Floppets can be linked together by simply connecting their tethers, creating instant wrist bands, rings, anklets, and necklaces. Each character has a story within the world of Floptopia that can be discovered on [www.floppets.com](http://www.floppets.com). Kids can collect, share and trade them with their friends. Ask your sales rep for more details!



- **Please don't forget when you buy from Best of Best you get:** No dollar minimum, No case packs, buy exactly what and



**NEW! Doodle Roll**

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](http://bestofbesttoys.com).



- **March Special:** \$500=N30 & FFA, \$1000=N60 & FFA, \$1500=N90 & FFA. *Ends March 31st, 2012.*
- **Announcing** Chitter Chatters, Chuckle Buddies, Mad Muttz & Crazy Kats...Daron is now the exclusive distributor of Jumpin Banana/50Fifty products. Be sure to check out these crazy, laughing, rolling, talking, critters... you will be sure to get a good chuckle!! Special: orders placed for any of these critters in March for shipment in April, for a total of 288 pieces=N90, FFA, & 5%. Orders for 576 pieces=N90, FFA, & 10%. No ship dates beyond April. No other Daron product may be added to these orders. Please order on a separate order from other Daron product.

*Offer ends March 31st, 2012.*

- **Year Round Terms:** Opening orders=\$150. Reorders=\$150. Can break case packs except on key chains and Hot Wings



- **March Special:** \$350=N60 & freight offset, \$600=N90, 5% & freight offset, \$850=N90, 36 free books (you choose) & freight offset. *Ends March 31st, 2012.*
- **Year Round Terms:** \$200=1/2 freight offset, \$300=full freight offset. Opening order=\$150. Reorder=\$100



**Educational Insights**

- **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 Copyril with the same great terms above. Include Promo Code "WOOF" on your order.
- **Year Round Terms:** Opening order=\$300. Reorder=\$125.



- **Be sure to check out** the latest edition to the Find It family...Find It on the Farm! Shipping now!

**FIND IT ON THE FARM**



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



- **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).



- **March/April Promo:** \$500=1/2 freight & N30, \$750=FFA & N30, \$2500=FFA & N90, \$5000=FFA & N120. *Promo ends April 30th, 2012.*
- **S7111 Spielstabil Ice Cream Display Special:** The S7111 Display is FREE when you order the required list of cones and scoops. \$137.60 wholesale in product and \$50 display is FREE! The display is

refillable. The ice cream cones and scoops can be used in the sand AND with real ice cream! Limit one per store location. *Ends April 30th, 2012.*

• **New Haba Rattle Tree Display:**

8048 display (\$80 value) is FREE when you order \$250 worth of rattles. Rattles with hang tags (not boxes) work best since they can hang on the tree hooks nicely. *Ends April 30th, 2012.*



• **Moover Deals:** *New display to show off the Haba rattles*  
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 April 30th, 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 April 30th, 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 April 30th, 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

• **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. **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.



• **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.



- **The Little Kids 20th Anniversary No-Spill Bubbles Campaign,** featuring the new logo and tagline: "Only the Fun Comes Out", will officially launch on March 5th, 2012. Key elements of the campaign include: television including Nick Jr, The Hub, Sprout, Cookie Jar, & Qubo channels, print in major parenting magazines, on-line search engine marketing, and social media. The campaign is positioned to promote the entire No-Spill product line, but the commercial prominently features:



*The original NO SPILL BUBBLER TUMBLER from Little Kids*

- #151 No Spill Bubble Tumbler,
- #488 No Spill Bubble Machine and #166 No Spill Big Bubble Bucket. All promos start at various times in March and run thru April. So be sure to stock up on all the favorites from Little Kids!!
- **June Dating Program:** \$750=FFA, 5% & June 10th, 2012 dating. (order can only include a max of 4 cases of bubble solution to reach the \$750 level. Once that is reached then more bubble solution may be added on for free freight also.) *Ends April 15th, 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 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 the Magnatiles**  
**Situation:** As of February 24th, 2012 Valtech expects to ship the 32pc clear sets the first week of March, 100pc clear sets the week of March 12th, and solid 32pc and 100pc sets not until early June. Working trucks are considered temporarily discontinued at this time due to problems with the mold. No orders may be placed for Working Trucks at this time. There is still no guarantee on stock or availability and orders will be filled on a first come first serve basis when they were placed.
- **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.



- **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.



- **NEW Scratch & Sniff Friendship Bracelets from PK are a hit!** Each box comes with 6 bracelets with 30 strawberry scented stickers to decorate the bracelets with. Each bracelet has a special message on the back. At \$1.99 retail these are flying out of stores. They make a great Easter basket addition, are perfect for parties and great as an everyday pick-up item. #SR6--32 pcs in a counter top POP display for \$32 cost.
- **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



*New! "FRIENDSHIP BRACELETS"*

- 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



- **1st Quarter Promo:** \$1000=N60 & FFA. *Ends March 31st, 2012.*

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



- **Spring Special:** \$500=N60 & 4%, \$1000=N60 & 6%, \$1500=N60 & FFA, \$2000=N60, 4% & FFA. Mark orders with "spring special". Must ship by May 31<sup>st</sup>, 2012. *Special ends May 31<sup>st</sup>, 2012.*
- **Year Round Terms:** Opening orders=\$200. Reorders=\$100. Case packs may be broken except for items with a unit cost less than \$10.



- **1<sup>st</sup> Quarter Special:** \$500=N60 (promo code 12Q1500), \$750=N60, FFA & order must include one new item (promo code 12Q1750), \$1250=July 1<sup>st</sup> dating, FFA & order must include 2 new items (promo code 12Q11250), \$2500=November 1<sup>st</sup> 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 31<sup>st</sup>, 2012.*
- **If you had a one-time order** of \$1250 or higher in the 1<sup>st</sup> 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 coming!** Available May 25th, 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



*Delilah with her new "BABY CHEERS" gifts of Bloomers, Socks, Beanies all in a box*

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



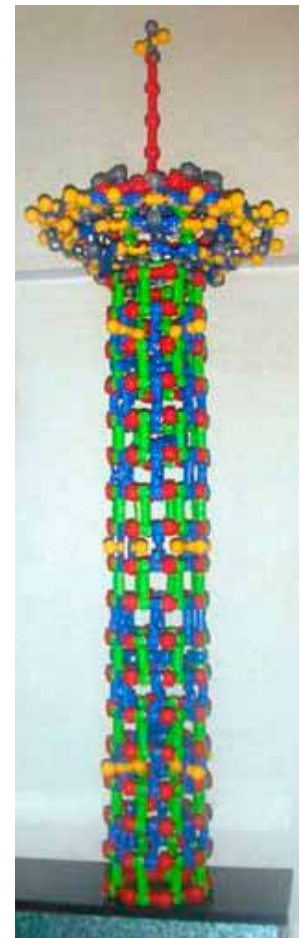
- **Year Round Terms:** All items from the regular and 4M catalog may be combined to meet these terms. \$250=N30 & FFA, \$500=N60 & FFA, \$1000=N60, FFA, & 5%, \$1500=N60, FFA, & 7%, \$2500=N90, FFA, & 10%. Minimum order=\$100.



- **Infinitoy is launching 4 NEW products this year.** The first is the ZOOB Inventors' Kit, which showcases kids and their creativity. It features the winners from the Zoob Inventors' Contest, their creations, the story behind their inventions, and the materials kids need to enter next year's contest, including 100 Zoob pieces. Item #11100, \$15.00/4 and shipping in September.
- **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.

*New! "INVENTORS KIT". The winner of the world wide Inventors contest*



**KL Tower**

Chester and Mak Tim Soon, Age 15  
Cheras, Selangor, Malaysia  
160 red, 82 green, 61 yellow, 111 blue, 58 silver

**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*



Best of Best



Best Toys

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

# Toy Collection

Entice new and existing customers with stunning catalogs, flyers and websites that show your store at its best. Toy Collection's affordable promotions are the edge you need for successful holiday sales. Contact them today for a proposal. [info@toycollection.com](mailto:info@toycollection.com) (866) 237-0189.

Early Buy prices offered thru 3/22, final sign-up 6/10.

