



## Mark Your Calendars...

June is:



- 1- National Doughnut Day
- 6- National Yo-Yo Day
- 8- Best Friends Day
- 9- Donald Duck Day
- 23- National Pink Day
- 23- Take Your Dog to Work Day.....date varies

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

## Fraggle Rock Prepares For 30th Anniversary

The Jim Henson Company is gearing up for its hit children's puppetry series *Fraggle Rock's* 30th Anniversary in 2013. In celebration of the upcoming event, the Jim Henson Company is planning for celebrations, events, and new products through 2013. Henson is partnering with online artist community Talenthouse to provide a platform for artists around the world to create artwork that captures the spirit of the *Fraggles*. Designs from the top 10 winners will be considered for use on special 30th Anniversary commemorative products. Additionally, 30 brands, designers, and artists are preparing to celebrate with the *Fraggles* by offering special products, including clothing, costumes, dolls, music, and records featuring renditions of popular *Fraggle* songs. To keep up to date with ongoing announcements of this Anniversary, please check at [Henson.com](http://Henson.com).



Source: [Playthings.com](http://Playthings.com), April 26, 2012

### Tip of the Month...

## National Advertising

In the Specialty Market there is very little National Exposure for the products carried in our stores. Retailers need to be aware of articles that showcase the products carried in their stores. Subscribing to trade magazines like *Parents*, *Baby*, *Toy Book*, and *Gift and Decorative Accessories* will let retailers know what products consumers are being exposed to. This knowledge allows you to cash in on articles featuring products you are already carrying or gives you something new to consider placing on your next order.

## Fun Toy Facts

# JIGSAW PUZZLES THEY'RE NOT MADE WITH JIGSAWS.

When you hear "jigsaw puzzle," you probably think of something made by, well, a saw. Not an unreasonable idea -- and for most of their history, you'd be right. In their early days, jigsaw puzzles were initially built by painting pictures on large sheets of wood, then using a jigsaw to cut out the pieces. But time marches on, and these days the vast majority of puzzles aren't made with a saw at all. Cheaper puzzles are made from cardboard, using a metal die to slice a sheet all in one go, cookie-cutter style. Top-end wooden puzzles use precision laser cutters or high-pressure jets of water to do the hard work.

## Toy of the Month



from  
Best of Best

# MAY 2012 DEALS

**Best Toys is pleased to announce our new line...Emily by Tomas**



A new children's sterling silver jewelry line. Designed, developed and manufactured exclusively for children, these cute kid-sized styles are perfect for girls of all ages.



**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.



Shrinky Dinks MLB

- 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](http://www.bestofbesttoys.com).



**May Special:** \$500=N30 & FFA, \$1000=N60 & FFA, \$1500=N90 & FFA. Order Chitter Chatters, Mad Mutts or Crazy Kats and pay only \$9.00 each (regular price \$10.00). They will be in stock May 7th. Please mark the special price on orders. (Chuckle Buddies are not part of the promotion). *Ends May 31st, 2012.*



MLB Pullbacks with Lights and Sounds

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



- May Special:** \$350=N60 & freight offset, \$600=N90, 5% & freight offset, \$850=N90, 36 Free books & freight offset. *Program ends May 31st, 2012.*
- 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®

- Summer Fun Promo:** Order 1 each of our travel game POP displays and get an extra unit of each and 1 piece of Magic Moves Wand FREE! This includes one POP display of 8 pcs each of



Travel Blurt

- #2861 Rhyme Out, #2902 Tritective, #2914 Travel Blurt, #2923 Buck, Buck Moose and #2921 KaBam. This is a \$260.00 cost and you receive \$42.50 value in FREE products (that's 14% off). And/ Or order 12 pcs of #3440 BBQ Blitz and get 2 units FREE! Mark orders with promo code: Summerfun. *Promo ends May 31st, 2012.*
- 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.



- Spring Special:** Order 3 cases (36 pcs) and receive N30 & FFA. One full case (12pcs) must be "On the Farm" version. Order 4 cases (48pcs) and receive FFA with credit card payment only. "On the Farm" not required for this special of 4 cases. *Special ends May 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).



- **May/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 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.



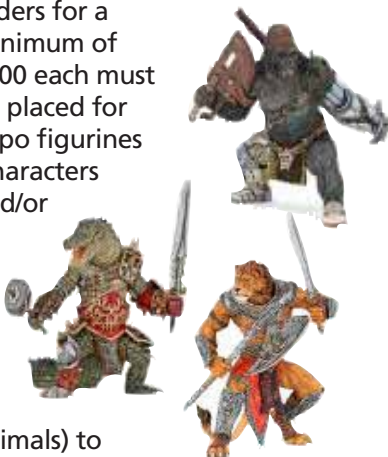
- **May Special:** \$500=N30 & FFA, \$650=N60, FFA & 3% discount if paid in 30 days (0% if paid in term at 60 days), \$1000=N90, FFA & 3% discount if paid in 60 days (0% if paid in term at 90 days). Orders below \$500 can receive FFA if paid on credit card terms. *Offer ends May 31st, 2012.*
- **Year Round Terms:** Opening order \$50. Reorders \$25.



- **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.



- **Spring/Summer Special:**

\$350=N30 & 5%, \$500=N60 & 5%,  
\$1000=N60 & 10%.

Ends June 15th, 2012.

- **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.



Jumbo Magnifier



- **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



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



- **May 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 May 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.



- **Buy a Prepack and get Free Freight on your entire order:** Purchase Prepack 1, #GMP2 Cooperative Games (3 each of all seven \$8 cost cooperative game titles) for \$168.00 or purchase Prepack 2, #GMP3 Preschool Skills Builder Games (4 each of all three \$10 cost skill builder game titles) for \$120.00 and receive Free Freight on your entire order. Orders must be for immediate shipping. Promo Code MAY12. Ends May 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

**New 3-D Puzzles on Display in Happy Up, Edwardsville, IL**

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 May 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 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.



- **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 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



- **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 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.



- **Infinity is launching 4 NEW products this year.** Take a look at the Zoob Glider. It flies! The Zoob Glider lets kids experiment to find the best way to take to the air as they extend or shorten the Glider, move weight forward and backward, then launch the durable foam glider skyward.

This kit features 14 Zoob pieces, a ZoobDude pilot and sturdy foam nosecone, wings, and tail assemblies. #12057, \$7.50/6.

- **Year Round Terms:** Opening order=\$150. Reorders=\$100. Opening orders of \$250 or more



*New Zoob Glider*

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.

**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**  
**FAX (800) 726-4732**  
**www.besttoysinc.com**

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- EDUCATIONAL INSIGHTS
- EMILY BY TOMAS
- FINDIT GAMES
- FLOPPETS
- HABA USA
- HOHNER MUSIC
- HOTALING (PAPO, LE TOY, DJECO, WWF)
- KASKEY KIDS
- LEARNING RESOURCES
- LITTLE KIDS
- MAGNA-TILES
- PAJAGGLE!
- PATCH/SMETHPORT/LAURI
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- PRESSMAN GAMES
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- THINKFUN
- THREE CHEERS FOR GIRLS
- TOYSMITH

## 3 Great ways to Increase Sales!

Toy  
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info@toycollection.com  
(866) 237-0189.  
Final sign-up 6/10.



The  
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Group

idanna@thegoodtoygroup.net  
(401) 284-0610  
www.goodtoygroup.com

SAVE  
THE  
DATE

September 16th, Lisle Hyatt



8<sup>TH</sup> ANNUAL

Best  
Toys

OPEN HOUSE