



Mark Your Calendars...

December is:
BINGO MONTH
WRITE A FRIEND
MONTH



- 1 - Eat a Red Apple Day
- 7 - Letter Writing Day
- 21 - Look on the Bright Side Day
- 24 - National Chocolate Day
- 25 - Christmas Day
- 27 - Make Cut Out Snowflakes Day

What's Happening in the Toy Industry...

Communicating Specialty's Competitive Edge

As specialty toy and gift retailers gear up to maximize the business impact of the holiday season, they should communicate the excellent, compelling reasons for why consumers should choose their stores. The key points of specialty stores are as follows:

1. Expertise. As a specialty store owner, you know more about toys and gifts than anyone else in your community.
2. Quality. Your store has better toys and gifts and than your competitors.
3. Value. Your products sustain children's interest and they last.
4. Service. Nobody can beat specialty toy and gift stores on service.
5. Better Shopping Experience. Your store is a manageable size and scale for both grown-ups and children, and offers the opportunity to see, touch, hear, and play with actual products.
6. Locally Owned. Shopping at your store keeps more dollars circulating in the community and creates local jobs.

The Toy Book, July/August 2011

Fun Facts about Thanksgiving

Though many competing claims exist, the most familiar story of the first Thanksgiving took place in Plymouth Colony, in present-day Massachusetts, in 1621. More than 200 years later, President Abraham Lincoln declared the final Thursday in November as a national day of thanksgiving. Congress finally made Thanksgiving Day an official national holiday in 1941.

- According to the U.S. Census Bureau, Minnesota is the top turkey-producing state in America, with a planned production total of 45.5 million in 2009. Just six states—Minnesota, North Carolina, Missouri, Virginia, and California—will probably produce two-thirds of the estimated 2750 million birds that will be raised in the U.S. this year.
- Tony Sarg, a children's book illustrator and puppeteer, designed the first giant hot air balloons for the Macy's Thanksgiving Day Parade in 1927. He later created the elaborate mechanically animated window displays that grace the façade of the New York store from Thanksgiving to Christmas.
- Snoopy has appeared as a giant balloon in the Macy's Thanksgiving Day Parade more times than any other character in history. As the Flying Ace, Snoopy made his sixth appearance in the 2006 parade.

Toy of the Month



From
YOMEGA
Star Catch
A very
unique and
challenging
skill toy.
You've got
to see how
it works to
know what

<http://www.youtube.com/watch?v=qSyV04rPpy8>

Tip of the Month...

You Tube Staff training is essential to the success of selling products in your store. The "old-fashioned" way was reading the box or opening the packaging to see, feel, and play with the toys. Staff training is now made easy with **You Tube**. Many manufacturers have demonstrations of their products on **You Tube**. Challenge your staff to learn about the products you are selling by going to **You Tube** and typing in the product name.

November 2011 Deals



Aladine/Vilac/Petitcollin:

- **Aladine Special:** \$300=N60 & 5%. Expires December 1st 2011.
- **The latest Aladine Catalog** and products can be viewed at www.aladine.com.
- **Aladine Year Round Terms:** Minimum order=\$150
- **Vilac and Petitcollin Year Round Terms:** Opening order=\$500. Reorder=\$300. FFA at \$1000. Vilac and Petitcollin product may be combined in the same order.

Best of Best:

- **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. **YOU WILL SAVE MONEY!**
- Send us pictures of your store or events and we will post them on our web site and Facebook.



Gridiron Football has a great special price. Regular price \$6.50, special price \$3.50. PLUS one free demo with each order. Great stocking stuffer!

Daron:

- **November Special:** \$500=N30 & FFA, \$1500=N30, FFA, & 5%. Orders must ship asap. Ends November 30th, 2011.
- **Year Round Terms:** Opening orders=\$150. Reorders=\$100. Can break case packs except on key chains and Hot Wings.



Airline play sets from Daron, all major airline available

Do A Dot:

- **Year Round Terms:** \$200=1/2 freight offset, \$300=full freight offset. Opening order=\$150. Reorder=\$100

Educational Insights:

- **Year Round Terms:** \$500=N30 & FFA Opening order=\$300. Reorder=\$125.

Find It:

- **Latest Product from Find It Games...** Pieces of History Puzzles. Three, individual, 300 pieces puzzles depicting timeless historical events. Each puzzle is beautifully illustrated. Finished puzzles display icons on the outer border. The icons can then be found inside the artwork of the completed puzzle. Puzzles are: Pharaoh's Egypt #1062, Parade of Animals #1061, On Dry Ground #1060. All puzzles are 6 per case and \$6.50 each.
- **November Special:** Includes all products...not just puzzles: Order 2-4 cases, paid by credit card and receive 50% off shipping, order 4-6 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 November 30th, 2011.
- **Year Round Terms:** Order in case packs of 12's. Can assort styles within the 12 pcs.

Flick Football:

- **Year Round Terms:** Minimum order=12 pieces.

Haba:

- **Haba announces their new line of MOOVER toys...** the Danish designed MOOVER toys are flat packed and easy to assemble with no hardware. Be sure to ask your sales rep for details!
- **Nov Promo:** \$350=N30 & 1/2 FFA, \$750=N30 & FFA, \$2500=N60 & FFA, \$5000=N90 & FFA. Offer ends November 30th, 2011.
- **Year Round Terms:** \$1500=N30 &



New from Haba Moover Toys, great Holiday items

FFA. Ask for details on POP Display Specials. Opening order=\$150. Reorder=\$100.

Hohner:

- **Year Round Terms:** Opening order \$50. Reorders \$25.

Hotaling:

- **Year Round Terms:** Minimum order=\$100
- **Rack Restock Program:** \$200 or more of Papo figurines (characters and/or animals) will receive N60 & FFA. Customer must have a Papo display currently.
- **Hotaling Combined Line Program:** \$1000=N60 & FFA when ordering any combination of product lines (Papo, Djeco, Le Toy Van or WWF)

Rack Programs:

- **Metal Rack Program 1:** \$2500 of Papo figurines (characters and/or animals)=N90, FFA, & Free #40005 lighted metal rack.
- **Metal Rack Program 2:** \$1250 of Papo figurines (characters and/or animals)=N60, FFA & Free #40005 lighted metal rack. Within 60 days of the first order being placed, another order for \$1250 must be placed for Papo figurines (characters and/or animals) which also qualifies for FFA & N60. Should the second order not be placed within 60 days, the rack and freight for the order will be billed.
- **Wooden Rack Program 1:** \$1500 of Papo figurines (characters and/or animals)=N90, FFA, & Free wooden rack (can choose from #40012 basic wooden rack, #39994 farm rack, or #39992 custom rack).
- **Wooden Rack Program 2:** \$750 of Papo figurines (character and/or animals)=N60, FFA, & Free wooden rack (can choose from #40012 basic wooden rack, #39994 farm rack, or #39992 custom rack). Within 60 days of the first order being placed, another order for \$750 must be placed for Papo figurines (characters and/or animals) which

also qualifies for N60 & FFA. Should the second order not be placed within 60 days, the rack and freight for the order will be billed.

Kaskey Kids:

- **Year Round Special:** \$200=10% off if paid by credit card at time of purchase. *Ends Dec 31st, 2011*
- **Year Round Terms:** Minimum order=one case pack

Learning Resources:

- **Everyday Terms:** \$500=N30 & FFA. Opening order=\$300. Reorder=\$125.

Little Kids:

- **Fall Program:** \$500=N60 & FFA. Orders must ship by December 16th, 2011. *Ends December 16th, 2011.*
- **Year Round Terms:** Minimum order=\$100

Magnatiles by Valtech:

- **Year round terms:** Minimum order=\$100

Patch/Lauri/Smethport:

- **2011 Year End Special:** \$500=N30 & FFA, \$1500=N60 & FFA. *Ends November 30th, 2011.*
- **New Tales To Play Games Special:** Order one case pack each of any 3 "Tales To Play" titles and receive a case pack of the 4th title FREE!! This includes the new Where the Wild Things Are game, The Berenstain Bears game, The Mother Goose game, and The Little Engine That Could game. *Ends Nov 30th, 2011.*
- **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:

- **Promo:** \$500=N30 & FFA. Must be for immediate shipping. May not be combined with any other special offers or terms. Mark orders with code: FFQ4. *Expires November 11th, 2011.*
- Peaceable Kingdom is proud to be the recent recipient of Platinum Oppenheim Awards for Hoot Owl Hoot & Count Your Chickens Cooperative Board Games. With

cooperative play everyone either wins or loses together. A terrific prepack is offered featuring 3 pcs each of all five designs for \$112.50. The games retail for \$14.99. Cooperative Board Games from PK make the perfect gift for the holidays!

- **2012 Valentine Dating:** Orders of \$500 or more in PK 2012 Valentines (shipped by Dec 15th, 2011) get



Five new co-op games

March 1st, 2012 dating! Order either the Super Valentine Prepack Program featured on pg 2 of the Valentine catalog or the Valentine Heart Pack Prepack Program featured on pg 9 of the Valentine catalog and get FFA and March 1st 2012 dating. Orders must ship by Dec 15th, 2011. If ordering one of the prepacks then additional Valentine product may be added to the order for the terms. *Ends Dec 15th, 2011.*

- **New 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 ½ 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

Pressman:

- **Freight Program:** \$300=N60 & ½ FFA, \$650=N90 & FFA. *Expires December 31st, 2011.*
- **Year Round Terms:** Minimum order=\$150

Ravensburger:

- **Thanksgiving Promo:** \$1000=N30, FFA, & 10% off entire order. Cannot be combined with the Fall Flyer Program (must choose one or the other). *Expires November 23rd, 2011.*
- **Fall Flyer Program:** \$500=N60 & FFA, \$1000=N90 & FFA. Order must include at least \$500 of product from the Fall Flyer and then any other items may be added on for the terms. *Expires November 30th, 2011.*
- **Children's Puzzleball Display Offer:** Order the NEW #83305 Children's Puzzleball display for \$396 and receive FREE FREIGHT on the entire order. The display comes with 9 assorted styles of new puzzleball images for a total of 38 puzzles in all. This includes 3 new styles of the 24 pc puzzleballs, 5 new styles of 108 pc puzzleballs, and the new 180 pc puzzleball. *Expires November 30th, 2011.*



'Santa Caught' 1,000 pc Christmas Puzzle

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

River Dolphin:

- **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:

- **Fall Special:** \$500=N60 & 2%, \$1000=N60 & 5%, \$1500=N60 &

FFA, \$2000=N60, 2%, & FFA. Orders must ship by Nov 30th, 2011. *Ends November 30th, 2011.*

- **Year Round Terms:** Opening orders=\$200. Reorders=\$100. Case packs may be broken except for items with a unit cost less than \$10.

ThinkFun:

- **Super Special November Promo:** \$600=N30 & FFA (promo code 11SALE600), \$1000=N60, FFA, & 5% (promo code 11SALE1000). Orders must ship asap. Cannot be combined with 4th quarter special. *Valid for orders placed November 1st – November 11th, 2011.*
- **Fourth Quarter Special:** \$750=N30 & FFA (promo code 11Q4750), \$1000=N60 & FFA (promo code 11Q41000). Don't forget that pre-qualified Thinkfun Center accounts can place reorders of \$500 or more and receive N30 & FFA thru the end of the year (promo code 11Q4REORD). *Expires December 31st, 2011.*
- 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

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:

- **Fabulous 4th Quarter Bonus Promotion:** \$250=N60 & FFA, \$500=N90 & FFA, \$1000=N90, 5%, & FFA, \$1500=N90, 7%, & FFA, \$2500=N120, 10%, & FFA. Orders must ship by Dec 31st, 2011. *Promotion ends December 31st, 2011.*



- **Year Round Terms:** All items **littlemissmatched** 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.

Little Miss Matched new from Toysmith

Yomega:

- **Special:** \$300=N30 & FFA. Order the Star Catch and receive a free demo! *Expires November 30th, 2011.*
- **Year Round Terms:** Opening order=\$250. Reorder=\$100



A very unique and challenging skill toy

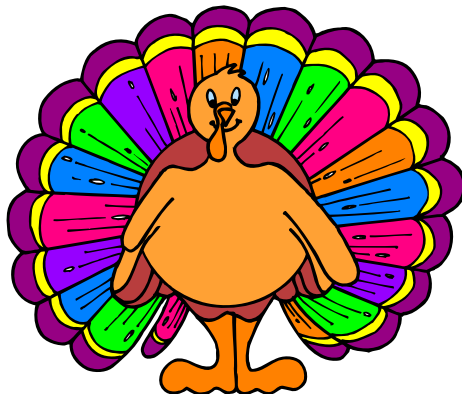
Zoob by Infinity:

- Infinity's new products (Zoob Jr Scooter, Fastback H2H, and ZAC the Zoob Alien Creature) started shipping last month and numerous stores have re-ordered already. One store reported selling 8 Fastback H2H's in 5 days, another sold 4 ZAC's in a week, and the Scooters are scooting out the door too. So, call your favorite Best Toys rep and get your order in soon, before they sell out.



New from Zoob Zac-Features 200 ZOOB pieces, including 12 glow-in-the-dark pieces for deep-space fun.

- **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.



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



OFFICE (630) 493-4540
OFFICE (800) 726-3261
FAX (630) 493-4551
FAX (800) 726-4732
www.besttoysinc.com



Best of Best



Best Toys

November 11-12, 2011



Neighborhood Toy Store Day is a prime opportunity to showcase your expertise and the important role you play in the community: the difference you will find at an ASTRA neighborhood toy store.

November 19-20, 2011
Navy Pier, Chicago, IL



Experience the power of play at ChiTAG. Preview, play, all the new toys and games as well as favorite classics, and meet their inventors at America's largest toy and game fair open to the public.

ALADINE/VILAC/PETITCOLLIN
BEST OF BEST TOYS
DARON WORLDWIDE
DO-A-DOT ART
EDUCATIONAL INSIGHTS
FINDIT GAMES
FLICK FOOTBALL
HABA USA
HOHNER MUSIC

HOTALING
(PAPO, LE TOY, DJECO, WWF)
KASKEY KIDS
LEARNING RESOURCES
LITTLE KIDS
MAGNA-TILES
PATCH/SMETHPORT/LAURI
PEACEABLE KINGDOM

RESSMAN GAMES
RAVENSBURGER
RIVER DOLPHIN TOYS
THAMES & KOSMOS
THINKFUN
THREE CHEERS FOR GIRLS
TOYSMITH
YOMEGA
ZOOB BY INFINITOY