



Mark Your Calendars...

November is:

NATIONAL MODEL RAILROAD MONTH

and

(WEEK 3)

GAME + PUZZLE WEEK

- 3- Book Lovers Day
- 13- World Kindness Day
- 16- Have a Party With Your Bear Day
- 20- Universal Children's Day
- 22- Thanksgiving
- 25- National Parfait Day

What's Happening in the Toy Industry...

Neighborhood Toy Store Day, 2012

The Third Annual Neighborhood Toy Store Day will be held on Saturday, November 10, 2012, in specialty stores across the country. The event sends a message to consumers about the value local businesses have in keeping communities unique and vital. The intent is to help consumers better understand the specialty difference including the outstanding products and the reliable expertise about toys and play that specialty stores provide. To kick off Holiday sales and increase customer loyalty, retailers are promoting the concept in their stores with arts and crafts, entertainers, scavenger hunts, and charitable donations. This is an opportunity for specialty retailers to be creative. Neighborhood Toy Store Day is an important event to give back to the community.

Edplay, October 2012

Tip of the Month...

Let's Play Dress-Up

Many retailers are reluctant to bring in Halloween Costumes. An alternative is to have a Dress-Up section in the store. This is easy for girls due to the princess and fairy themes offered by vendors. Boys dress up can be as simple as a Pirate Eye Patch and Bandana or a Cowboy Hat and Chaps. A Dress-Up Trunk filled with fun clothing is a great Saturday activity. Don't miss out on the second biggest holiday after Christmas for retail stores.

Toy of the Month

Planetary Mat



Educational Insights

Fun Toy Facts

Halloween: Where It All Began

In Ireland, where Halloween originated, the day is still celebrated much as it is in the United States. In rural areas, bonfires are lit as they were in the days of the Celts, and all over the country, children get dressed up in costumes and spend the evening "trick-or-treating" in their neighborhoods. After trick-or-treating, most people attend parties with neighbors and friends. At the parties, many games are played, including "snap-apple," a game in which an apple on a string is tied to a doorframe or tree and players attempt to bite the hanging apple. In addition to bobbing for apples, parents often arrange treasure hunts, with candy or pastries as the "treasure." The Irish also play a card game where cards are laid face down on a table with candy or coins underneath them. When a child chooses a card, he receives whatever prize is found below it.

A traditional food eaten on Halloween is barnbrack, a kind of fruitcake that can be bought in stores or baked at home. A muslin-wrapped treat is baked inside the cake that, it is said, can foretell the eater's future. If a ring is found, it means that the person will soon be wed; a piece of straw means that a prosperous year is on its way. Children are also known to play tricks on their neighbors, such as "knock-a-dolly," a prank in which children knock on the doors of their neighbors, but run away before the door is opened.

Source: article from history.com



October 2012 Deals



- **Best of Best:** Best of Best is now offering the complete lines from Blue Orange and Out of the Box games!
- **October Special:** \$500=1/2 free freight when prepaid by credit card, \$750=FFA when paid by credit card, \$1000=N30 & FFA (for credit worthy customers and on time payment. Credit cards not accepted for final payment). *Expires October 31st, 2012.*
- **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.
- **Best of Best has a NEW and improved website!** Be sure to check out www.bestofbesttoys.com.



- **October Special:** \$500=N30 & FFA, \$750=N60, 5% & FFA. Orders must ship in October. Mark orders "Oct Promo". *Ends October 31st, 2012.*
- **Year Round Terms:** Opening orders=\$150. Reorders=\$150. Can break case packs except on key chains and Hot Wings.



- **Holiday Restocking Special:** \$300=N60 & freight offset, \$550=N60, 5% & freight offset, \$800=N90, 30 Free books (customer's choice) & freight offset, \$1400=N90 & FFA. *Expires October 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



- **Jolly Holiday Promo:** \$500=N30 & FFA, \$1000=N90 & FFA, \$2500=N120, FFA & 5%. Orders must be for immediate shipment. Use promo



NOW SHIPPING #5279 Planetary Mat

code "Jolly" on all orders. *Expires October 31st, 2012.*

- **Year Round Terms:** Opening order=\$300. Reorder=\$125. \$500=FFA use promo code FF12.



- **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.



- **October Special:** 2 cases=1/2 off freight, 4 cases=FFA. *Special ends October 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.



Wild Horses-Natural Finish



- **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).



- **October Promo:** \$500=FFA & N30, \$2500=FFA & N90, \$5000=FFA & N120. *Promo ends October 31st, 2012.*



Rainbow Whirls Pegging Game #2202

- **New Customers:** First time order only, minimum order of \$150=FFA and must pay by credit card. Must use code:~ NEW12 on order to receive promo. *Ends October 31st, 2012.*

- **Moover Deals:** Call for details for 3 great options. Eligible to brick and mortar stores only.
- **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..



- **October/November Specials:** \$500=N30 & FFA, \$750=N60 & FFA, \$1000=N90 & FFA (dating for approved accounts only-no new accounts). *Ends November 30th, 2012.*



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



See *Hotaling* newsletter attached for more new information on this line.

- **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 Reorder Deal:** \$300=N60 & FFA (figures and/or animals only)
- **New Rack Programs:** Several to choose from call for details.



- **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.



- **Choose your own terms!** Construct your own amazing terms for the holidays! \$500=choose one term option from term



Magnet Set #3784

options list, \$1500=choose two term options from term options list, \$3000=choose three term options from term options list, \$5000=receive all three term options on list and FFA on a future order (promo code HOLFUTURE and future ship order must ship by 11-30-12). Term Options List:~ Free Freight (promo code HOLFF2012), Net 120 days dating (promo code HOL120DAYS), or Additional 5% off entire order (promo code HOLEXTRA5). Orders must be for immediate shipment. *Expires October 31st, 2012.*

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



- **Fall Special:** \$300=1/2 FFA (not including display orders). 10% off all Kitty Figurines



and earrings. *Expires October 31st, 2012.*

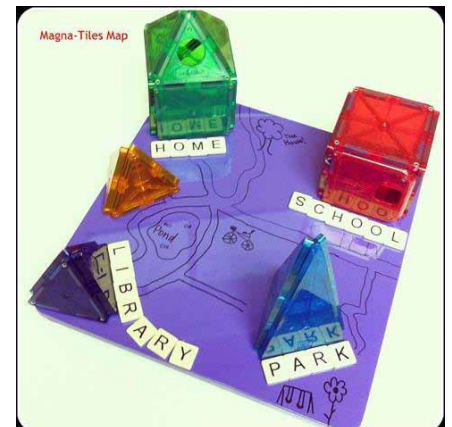
- **Everyday Terms:** Opening order=\$150. Reorder=\$100. \$600=FFA (does not apply to displays).



- **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: Any orders placed now will have the following availability- #97132-32 pc solid set in stock and available now**



Magna Tiles map, with Banagrams letters, dry erase board

- #02148-48 pc solid deluxe set week of 12/10
- #02300-100 pc solid set week of 11/16
- #02132-32 pc clear set week of 10/15
- #04300-100 pc clear set is sold out for rest of the year
- #12148-48pc clear deluxe set is in stock and available now
- **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.

• **October Special:** 10% off on all 2012 NEW items shown in the Patch supplement catalog arriving in your mailbox soon! \$500=N30 & FFA,



• **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.



• **Free Freight Frenzy:** \$350=N30 & FFA, \$750=N60 & FFA. Any orders under \$350 can also receive FFA if prepaid by credit card. Orders must



ship by Nov 9th, 2012. Promo code: SON12. Offer expires November 9th, 2012.

• **Valentines Promo:** Order \$250 in PK and receive FFA & March 31st, 2013 dating. Orders must be for Valentine products only. Orders must ship by Dec 18th, 2012. Promo ends Dec 31st, 2012.

• **Year Round Terms:** Minimum order=\$150.



Diary of a Wimpy Kid- Don't Scramble the Egg game # 3454



• **Year Round Terms:** Minimum order=\$150.



• **Fall Flyer Promo:** \$500=N60 & FFA, \$1000=N90 & FFA. Ends December 31st, 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



Casey Camper Van from WOW

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



• **Fall Special:** \$500=N60 & 2%, \$1000=N60 & 4%, \$1500=N60 & FFA, \$2000=N60, 2% & FFA. Must ship by Nov 30th, 2012. Mark PO's with "Fall Special". Runs September 16th thru November 30th, 2012.



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



• **4t Qtr Special:** \$500=N30 & FFA (promo code 12Q4500), \$750=N60 & FFA (promo code 12Q4750), \$1000=N90 & FFA (promo code 12Q41000). Special ends December 31st, 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).

• **Year Round Terms:** Minimum order=\$150



• **October Lap Desk Deal:** Selected styles of Three Cheers for Girls lap



Lollipop Shower Gel

desks are on sale for \$7.50 cost while supplies last! #74515 Kickin It, #73712 Lots of Dots, #73830 Scribble Check, #75912 Pirate, #75914 Sports. Offer valid on these 5 styles only. WHILE SUPPLIES LAST!!!

• **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



• **Wild Planet is now part of the Toysmith family!!**
• **4th Quarter Promo:** \$250=N60 &

FFA, \$500=N90 & FFA, \$1000=N90,
 FFA & 5%, \$1500=N90, FFA & 7%.
 Promo ends December 31st, 2012.

- **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.



- **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.



Inventors Kit # 11100

- 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 CRITTERZ
- LITTLE KIDS
- MAGNA-TILES
- PAJAGGLE!
- PATCH/SMETHPORT/LAURI
- PEACEABLE KINGDOM
- PRESSMAN GAMES
- RAVENSBURGER
- THAMES & KOSMOS
- THINKFUN
- THREE CHEERS FOR GIRLS
- TOYSMITH
- ZOOB BY INFINITOY



Best of Best
 introduces a

**Hama
 Bead
 Display
 Rack**

*Very limited
 amount of
 display left.
 Most products
 are only
 available with
 rack display.*

Thanks,
Carle, Christy, Shauna, Carol, and Barry

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



Best Toys

