



Best Toys



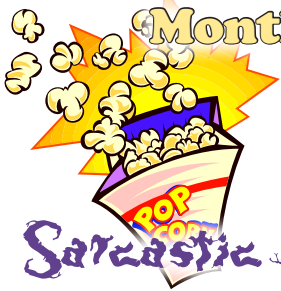
Volume 20

A TOY INDUSTRY NEWSLETTER

September

Mark Your Calendars...

**October is:
National
Popcorn Popping
Month**



and

Sarcastic Month

- 5- Do Something Nice Day
- 5- World Teacher's Day
- 6- Mad Hatter Day
- 16- Bosses Day
- 27- Make a Difference Day
- 31- Halloween

What's Happening in the Toy Industry...

Economic Impact Report On The Toy Industry

As part of its ongoing efforts to highlight the fiscal effect of the toy industry in the United States, the Toy Industry Association commissioned a research firm to create an economic and fiscal analysis of the U.S. Toy Industry. The report found the toy industry annual total economic impact is nearly \$81 billion. From toy inventors to store clerks, the industry supports 533,177 jobs and generates \$25.8 billion in wages for U.S. workers and \$11.1 billion in annual tax revenue. Statistics in the report are broken down into three categories, including direct (toy manufacturers, wholesalers, distributors, and retailers), indirect (raw material, component, and service suppliers), and induced (local business, supported re-spending of manufacturers, wholesalers, distributors, retailers, and their direct suppliers). Copies of the report are available in the Toy Biz section of ToyAssociation.org.

The Toy Book, July/August 2012

Tip of the Month...

THANKS GRANDMA FOR THE FLASHCARDS!

It is not much fun to think of educational materials for a gift. It is, however, an idea to think about trying an educational section in the store for teachers, home schoolers, and parents. This is an opportunity to promote games, puzzles, science, math and language arts. Retailers can also reach out to the community for fund raisers and fun competition between schools or classrooms. Ask your representative for ideas for starting a section devoted to educators. This section would also be where you direct the grandmother whose 3 year old brilliant grandchild is reading on a 5th grade level.

JUST SMILE!

Fun Toy Facts

How much would the Clue mansion cost?

Fresh off determining the real-world prices for Monopoly properties, the board game fans at Movoto have tackled another famous piece of fictitious real-estate: the mansion from Clue. Making its board game debut in 1949, the sprawling manor would seem like a hard sell, having hosted countless dastardly deeds over the years. But look past its tainted rooms and deadly weapons and you'll find a pretty amazing home.

Movoto puts the Tudor-style mansion at a hefty \$4,450,000, based loosely on a real-world location that does a pretty great job of emulating the house of horrors.

Grab a candlestick and say hello to Scotney Castle. Located in Kent, England, it's got everything you'd need in a mysterious mansion: medieval ruins, a moat, hidden rooms (dubbed "priest holes," as they were initially used to hide Catholic priests persecuted in the 16th century), and even its very own ghost.

From there the Movoto folks simply tallied up the number of bedrooms (eight -- one for each character and one apiece for the butler and maid), lined up some comps, and wound up with the \$4 million-plus asking price. You might want to throw in an extra \$50 a month for a rug cleaning service, though. Blood doesn't come out easy.

Source: article from Yahoo! Games (unplugged) Aug. 1, 2012

Toy of the Month

Pretend & Play School Set



from
Learning Resources

September 2012 Deals

We are pleased to add **little Gitterz** to our Best Toys line up! **little Gitterz** are beautiful hand painted porcelain animal figurines that are made in Thailand. They are realistically painted with great detail and retail for only \$4.99!!! They have hundreds of animals to choose from and the kids just love to buy more than one! Bring in a small counter display to start and watch these **little Gitterz** go!



- **Best of Best:** Best of Best is now offering the complete lines from Blue Orange and Out of the Box games!
- **Please don't forget when you buy from Best of Best you get:**



From the Best of Best new WINTER FUN flyer;

Charlie Brown, A Book and Tree Kit

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.



- **September Special:** \$500=N30 & FFA, \$750=N60 & FFA, \$1500=N90 & FFA. Mark orders "Sept Promo". Ends September 30th, 2012.



Chicago Bears pull back plane

- **Year Round Terms:**

Opening orders=\$150, Reorders=\$150. Can break case packs except on key chains and Hot Wings.



- **Holiday Restocking Special:** \$300=N60 & full freight offset, \$550=N60, 5% & full freight

offset, \$800=N90, 30 Free Books (your choice) & full freight offset, \$1400=N90 & FFA. Orders over \$550 will receive a free Glam Art Party for 8 (please specify on order). Expires September 30th, 2012.

- **Year Round Terms:** \$200=½ 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 code "Jolly" on all orders. Expires October 31st, 2012.

- **NEW Guaranteed Sales Program from EI:** Stock up on EI's best sellers in time for the holidays at ZERO risk to you! Choose from 4 different branded product selections, each including signage and shelf-talkers, with pop-up product promotional pieces. Ask your favorite sales rep for more details on this unbelievable offer that everyone should take advantage of! Ends September 30th, 2012.



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



- **September Special:** Order 3 or more cases and receive FFA. Special ends September 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.



- **September Special: Free Floppets display spinner** with purchase of two or more boxes of Floppets. Can mix and match boxes with Pets Floppets and Monsters Floppets. Expires September 30th, 2012.
- **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).



- **September Promo:** \$250=FFA & N30 (must use code: \$250FFA on order), \$2500=FFA & N90, \$5000=FFA & N120. Promo ends September 30th, 2012.



Ask your rep for the latest copy of the Hotaling Newsletter to see more new info on this line.

- **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 September 30th, 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:** *Moover* \$1500=N30 & FFA. *Dump Truck with Delilah* Ask for details on POP Display Specials. Opening order=\$150. Reorder=\$100.



- **September Special:** \$500=N30 & FFA, \$750=N60 & FFA, \$1000=N90 & FFA (dating for approved accounts only-no new accounts). Also order a master carton of any new SKU and receive 5% off each new item. New items include MP345, MP6001, MP6002, MP483, MP230, MP344, MP361, HO378 & MP377. *Ends September 30th, 2012.*
- **September 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 September 30th, 2012.*
- **NEW Slat Wall Display Special:** Order the new HKWD slat wall display and receive a 5% discount on qualifying orders. *Ends September 30th, 2012.*
- **Year Round Terms:** Opening order \$50. Reorders \$25.

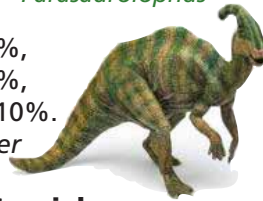


Waterfall Shaker

- **Year Round Terms:** Minimum order=\$100
- **Hotaling Combined Line Program:** \$750=N60 & 1/2 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.



- **September Special:** *Parasaurolophus* \$350=N30 & 5%, \$500=N60 & 5%, \$1000=N60 & 10%. *Ends September 30th, 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.



Triceratops



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

- **Multiplication Master...now** is the time to be practicing those times tables again! Get yours today!
- **Everyday Terms:** Opening order=\$300. Reorder=\$125. \$500=FFA.



Gears! Gears! Gears! Super Set



- **Fall Special:** \$300=1/2 FFA. *Expires October 31st, 2012.*
- **Everyday Terms:** Opening order=\$150. Reorder=\$100. \$600=FFA (does not apply to displays).



Ginger Orange Tiger Kitten, Louis Cardinal, Justin Morgan Horse



- **2012 Holiday Bubbles have just been announced!** Six super cute holiday bubble styles that are perfect stocking stuffers and come in easy POP displays will be available to ship in September. New styles include Snowmen and Santa bubble solution with wand, bubble ornament necklaces and candy cane shaped bubble necklaces. And don't forget the holiday no spill mini bubble tumblers and the Dora and SpongeBob mini tumblers and pop up bubbles. Ask your rep for more details and be sure to add them on to your orders!
- **Fall Program:** Place a minimum order of \$250 or more from a select list of Little Kids product by Sept 7th and receive FFA and N60. Order must ship between Sep 30th and Oct 31st. All products ordered must be from select list (ask your sales rep for list of products that qualify). No backorders will be allowed. Any reorders from select list of \$250 or

more by Oct 31st will receive FFA and N30.

- **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:**
- **New Set from Magnatiles, #12148, Magna-Tiles Clear Colors 48 Piece DX Set, Wholesale \$37.25/6 (Same set as 48 Piece Solid Set). Available in October.**
- **#04300 clear 100 pc set** is sold out for rest of the year for any new orders being placed.
- **All other styles are in stock** and looking good for the remainder of the year! It still doesn't hurt to place future ship orders now to guarantee your magnatiles product for the holidays!!
- **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.



- **September Special...Clifford is coming!!:** 20% off on all NEW Clifford products from Patch this month! Clifford is celebrating 50 Years this year and these new items are super cute...Pair Up Card Game, You're Invited Game, Be A Good Friend Game, and the 2-Sided



Clifford You're Invited game



Clifford Sneaky Floor Puzzle. Use

Promo

Code 50BDAY.

Expires September 30th, 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.



- **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:



Cupcake Valentines, 20 fold and seal cards w/ 48 stickers

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.



- **Specialty Program:** \$300=N60 & 1/2 FFA, \$750=N90 & FFA. *Expires September 28th, 2012.* Giant Games are excluded from the FFA program.
- **Year Round Terms:** Minimum order=\$150.



- **3rd Quarter Stock Up Program:** \$500=N60 & FFA, \$1000=N90 & FFA, \$2000=Dec 10th dating & FFA. *Ends September 30th, 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



Thomas & Friends, 4 FRIENDS

promote the WOW Handy Heroes Free Gift with Purchase Promo. Reference item #48483309 when ordering. Quantities are limited 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.



- **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
- **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.



Element of Science



- **New games for Educators shipping in September...Zingo!** Sight Words (Pre K-1st), Math Dice Tournament Kit (Grades 5-8) and ShapeOmetry (Grades 2-8).
- **3rd Quarter Special:** \$750=N60 & FFA (promo code 12Q3750), \$1250=N90 & FFA (promo code 12Q31250). Include one case of any

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

HONNER 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

*You are invited
to the*



Open House

September 16, 2012
Lisle Hyatt 3:00 - 9:00

RSVP 800-726-3261

Food • Fun • Refreshments

*There is still
time to register.
CALL TODAY!*