



Best Toys



Volume 12

A Toy Industry Newsletter

December 2010

Mark Your Calendars...

January is:

National Hobby Month

- 1- New Year's Day
- 4- Trivia Day
- 8- The King's Birthday (ELVIS)
- 9- Balloon Ascension Day
- 15- Basketball Invented
- 18- Pooh Day
(A.A. Milne's B-Day)
- 21- Nat'l Hugging Day
- 22- Answer Your Cat's Question
- 28- Nat'l Kazoo Day
- 29- Nat'l Puzzle Day



Food for Thought...

"The most successful businessman is the man who holds onto the old just as long as it is good, and grabs the new just as soon as it is better."



Lee Iaococca

What's Happening in the Toy Industry...

Construction Toys Build a Better Tomorrow

Learning through the process of building is a serious tool in healthy growth, is a fun experience and has enormous value for children of all ages. Construction toys, of all toy categories, offer the most opportunities for children to design and create imaginative structures. These toys allow children to construct and modify their own representations. The potential of scope and activity with construction play is vast and diversified. The wide variety of product choice offers many opportunities, from simple to more sophisticated, for construction projects and play experiences. Construction toys provide practice for children to develop many important skills, including math, science, physics, patterning, visual discrimination, strategy and eye-hand coordination. The beneficial experiences of building continue well beyond childhood.

Source: *Playthings Magazine*. August 2010.

Why Vendors Request Credit Sheets

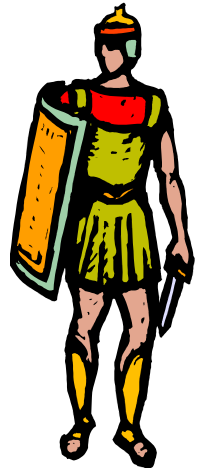
Whether you've been in business for five months or five years, when you ask a vendor for terms, they will check your credit history. This practice is not only legal under the FCRA (Fair Credit Reporting Act) but it is a fair and usual practice. Suppliers must check credit because, for them, granting terms is no different than giving a business loan.

Because it can be difficult to get an accurate credit history for small, independent businesses, it is vital that the retailer provide up-to-date and accurate "Credit Sheets" which should include at least the following information: both Billing & Shipping addresses, telephone and fax numbers, email address, website, type of entity (Corporation, LLC, Partnership, etc.), years in business, DUNS #, bank information (name, address, telephone, fax, account number), owner's information, and industry trade references (specifically, other vendors with whom you have terms). It is a good idea to include specific contacts within other organizations, when applicable.

Once they've received your Credit Sheet, vendors send a form to the provided references and trade associates asking specific questions, including years in business, credit limits, date of last invoice, terms given, payment history, and any other comments. Most vendors say that they rely more heavily on trade references, looking most closely at terms, credit limits, payment histories and pre-collections & collections histories.

The most common mistake? Out of Date Credit Sheets. Your Credit Sheet should be reviewed periodically to ensure the correctness of information and that trade references are still pertinent.

Thanks to Carle Wunderlich II of Best Toys, Inc. for this great tip!!



Nobel Prize

Alfred B. Nobel is actually the inventor of dynamite. He saw its destructive power and decided to do something benevolent with his \$9 million, so he reflected his desire to establish the Nobel Prize in his will.

There are six areas in which people are awarded a Nobel Prize - peace, literature, physics, chemistry, physiology or medicine, and economic science. The reason why mathematics isn't included in the list is very curious and widely disputed - there is even a myth that a mathematician 'stole' Nobel's wife. However, considering that Nobel was never married, the explanation might be completely different.



Source: *123facts.com*

December 2010 Deals

Aladine:

- **Aladine is celebrating over 1,000,000 15pc stamp kits being sold all over the world!** To thank everyone they are offering: \$300=5% discount on your order. *Promo ends December 31st, 2010*

Best of Best:

- **The Best of Best Winter Supplement is out!** It's not too early to start ordering your Sno-Paint, Snowball Makers, Snow Block Makers, and holiday themed stocking stuffers!
- **Best of Best has a NEW and improved website!** Be sure to check out www.bestofbesttoys.com

Brain Noodles:

- **Brain Noodles are great open ended play** and perfect to recommend to customers buying for children aged 4 and up. They also make great "toppers" for gift wrapping. Buy a canister of 100 single noodles and use them to twist into the ribbons on your store gift wrapping!
- **New orders:** With any new order, receive free display creatures for your store and extra loose Brain Noodles for your customers to touch, feel, and play with!
- **Minimum order:** \$100 (one case pack of 15 which can be assorted styles) and free freight always at \$500.

Clementine Art:

- **Year Round Terms:** Opening order=\$175 (must pay by credit card for first order) and reorders=\$100.

Daron:

- **December Special:** \$500=N30 & FFA, \$1000=N30, FFA, & 5%
- All orders must ship by end of December. Please mark "Dec Promo" on order. *Ends Dec 31st, 2010*

Do A Dot:

- **Year Round Terms:** \$200=½ freight offset, \$300=full freight offset

Educational Insights:

- **Year Round Terms:** \$750=N30 & FFA Promo code—FF750

Find It:

- **Special:** When you pay by credit card only - 2 cases=½ FFA, 4 cases=FFA. Credit card must be on order when submitted. **Terms special:** 6 cases=N30 & FFA. *Expires December 31st, 2010*

Haba: Great Freight Terms Available!!

- **Promotion:** \$350=FFA & N30. Orders must ship by Dec 25th 2010. *Expires Dec 25th, 2010*
- **Year Round Terms:** \$1500=N30 and FFA

Hotaling:

Year Round Programs:

- **\$1000=N60 & FFA** for any combination of lines. This includes Papo, Le Toy Van, Djeco, and WWF.
- **Minimum order** is now \$100 (reduced from \$150)
- **Re-orders for rack customers** of \$200 or more of figures will receive N60 & FFA
- **Orders that include any combination of Hotaling Imports product lines** over \$1000=N60 & FFA
- **Metal Rack Program:** To receive a NEW Hotaling Lighted Metal Rack a \$2500 "buy-in" order of figures/animals is needed to qualify for the FREE Rack, FFA, and N90 terms. Two options will be offered:
1. Order \$1250 of figures/animals immediately. Within 60 days of the first order, the second order of \$1250 must be placed. Should the second order not be placed within the 60 days, the Rack and FFA for the order will be billed. If splitting the order into 2 shipments, each shipment will have N60 terms for each of the 2 orders.
2. Order the entire \$2500 of figures/animals.

- **Wooden Rack Program:** To get a FREE Wooden Rack (Character, Farm, Horse, or Wild Animals theme), FFA, and N90 terms, an order of \$1500 must be placed of figures or animals combined. Two “buy-in” options are offered: 1. Order \$750 of characters/animals at once and another \$750 within 60 days of the first order. If the second order is not received within the 60 day time period, the Rack and FFA will be billed. If splitting the initial order into 2 shipments, the terms will be N60 for each of the 2 orders. 2. Order \$1500 characters/animals on the initial order.
- **Animal Rack Deal:** Place an order of \$750 in animals only and receive a FREE wooden rack, FFA, & N90. Don't forget that the themed Farm, Horse, and Wild Animals Racks are available.

Kubit2me:

- **Opening Order Demo Special:** Free demo game with any first time order.

Learning Resources:

- **Pretend & Play...Real Savings!** For a limited time LR is offering their Pretend & Play School Set 2642 at a \$15.00 cost along with a great promotion on their entire line of award-winning Pretend & Play products. Two different options are available to choose from below.
- **Option 1=School Set Value Option:** order the Pretend & Play School Set 2642 in master case qty's of 6 at a cost of \$15.00 each. Use promo code: SSV2010
- **Option 2=Pretend & Play Extra Value Option:** Order at least 9 different Pretend & Play products (min 3 of each) and receive all quantities of the 2642 School Set at \$15.00 cost (must be ordered in master case qty's of 6), FFA, N90, and a Pretend & Play Header Card for your wall or end cap. Use promo code: PPV2010. *Both of these options are available until December 31st, 2010*
- **Everyday Terms:** \$750=N30 & FFA Promo code—FF750

Little Kids:

- **Holiday Buy Special:** Purchase \$300 in any combination of Crunch Art, Hall Stars, and/or Holiday Bubbles and receive FFA and January 15th, 2011 dating. Must ship by Dec 31st, 2010. *Ends Dec 31st, 2010*

Little Little Little Toy Co/Early Learning Centre:

- **Freight Deal:** \$500=N30 & FFA *Ends December 31st, 2010*
- **ELC 2010 Everyday Terms:** \$1000=N60 & FFA, \$2000=N90 & FFA and all subsequent reorders will be qualified for N60 & FFA on reorders of \$750 or more for the remainder of 2010, \$3000=N90 & FFA and all subsequent reorders will be qualified for N90 & FFA on reorders of \$500 or more for the remainder of 2010.

Neat-Oh:

- **Hot Wheels Special:** Order \$100 of any Neat-Oh products and receive 5% off of the Best Selling Hot Wheels Impavido 1 ZipBin Backpack! The cost would be \$9.50 instead of \$10 and they are in case packs of 6. Total case with 5% off would be \$57. Stock up now! *Expires December 31st, 2010*
- **Year Round Terms:** \$500=FFA

Patch/Lauri/Smethport:

- **December Special:** \$500=FFA *Ends December 31st, 2010*
- **Everyday Terms:** \$500=N60, \$1000=FFA, \$1500=N60 & FFA, \$2500=N90 & FFA. These terms may not be combined with other offers or promotions.

Peaceable Kingdom:

- **Quick Sticker Kits Promo:** Order 6 each of 8 designs and receive 6 FREE kits (a \$30 retail value). \$2.50 each=\$120 order total. Must ship by Dec. 15th, 2010. Use promo code QS6 on order. *Ends Dec. 15th, 2010*
- **Free Freight Valentine PrePack Promotion:** Order 6 each of 8 qualifying designs and receive FFA & N30. \$3.00 each=\$144 total order. Includes VHP1, VHP2, VHP4, VHP7, VHP8, VHP10, VHP11, and VHP12. Order must ship by December 28th, 2010. Use promo code VAL11 on order. *Ends Dec 28th, 2010*

- **Valentine's Day is the #1 card-giving occasion between children, and Peaceable Kingdom knows kids!** In addition to our best-selling Super Valentine Fun Packs, the new lower priced Heart Packs are already a hit. Mix and match Super Valentine Fun Packs and Valentine Heart Packs for the widest variety of designs as well as price points. Check with your rep for how to pre-book your PK Valentines today. All orders over \$500 that ship prior to December 15th qualify for March 1st, 2011 dating. All programs with displays that ship prior to December 15th receive March 1st, 2011 dating and FFA. Valentine orders/promos cannot be combined with other promos or specials. *Program ends December 15th, 2010*

Pressman:

- **Specialty Program:** \$300=N30 & ½ Freight, \$650=N60 & FFA *Ends December 31st, 2010*

Ravensburger:

- Ravensburger is pleased to announce that three of their new games **Make 'N' Break Challenge, Labyrinth-The Duel, and Jungle Jive** have received the **Platinum Award from Oppenheim Toy Portfolio**, the highest toy award from one of the most well-respected names in the industry. According to Oppenheim Toy Portfolio, toys bearing the Platinum Award seal generate an 18-30% boost in sales! So be sure to stock up on these award winning games!
- **Fall Flyer Promo:** Order a minimum of \$500 of product from the New Fall Flyer and receive N60 & FFA, or order \$1000 from the Fall Flyer and receive N90 & FFA. Once you meet the minimum of new items for the special then you can add additional merchandise from the 2010 catalog and receive the same dating and freight terms. Cannot be combined with any other program. *Offer expires December 31st, 2010*
- **Year Round Terms:** \$1000=N30 & FFA

River Dolphin:

- All product in stock and shipping out ASAP!!!
- **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:

- **Anytime Freight Deal:** \$1000=N30 & FFA. Must mark order with "Anytime FFA". Cannot be combined with any other special terms. *Ends December 31st, 2010*

ThinkFun:

- **Fourth Quarter Special:** \$650=FFA & N30 (promo code 10Q4650), \$1000=FFA, N60, and FREE 2-Sided ThinkFun Floor Display #FD-2010 (promo code 10Q41000). *Expires December 31st, 2010*

Toysmith: Extra 30 Days Dating!!

- **Holiday Super Ship Program:** Order now! Minimum order \$750. All qualifying orders received at Toysmith before 11am PST will ship the same day!—Orders received after 11am PST will ship the following business day. **We will ship it Fast and we will pay the Freight!** \$750=N60 & 3-day air, \$1000=N60, 5%, & 3-day air, \$1500=N60, 7%, & 3-day air, \$2500=N90, 10%, & 3-day air. Orders must be marked "Super Ship" and must ship by Dec 17th, 2010. *Program ends Dec 17th, 2010*
- **30+ Day Dating Program:** \$250=FFA & N60, \$500=FFA & N90, \$1000=FFA, N90 & 5%, \$1500=FFA, N90 & 7%, \$2500=FFA, N120 & 10%. Orders must ship by Dec 17th, 2010. *Ends December 17th, 2010*
- The above two programs cannot be combined...must choose super ship or extra 30 days dating.
- **Year Round Terms:** All items from all 4 catalogs can be combined to meet these terms. \$250=N30 & FFA, \$500=N60 & FFA, \$1000=N60, FFA, & 5%, \$1500=N60, FFA, & 7%, \$2500=N90, FFA, & 10%

Zoob by Infinity:

- **Year Round Terms:** Minimum opening order=\$150. 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 2010 and for the first quarter of 2011, 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, Shauna, Carol, and Barry



ALADINE
BEST OF BEST TOYS
BRAIN NOODLES LLC
CLEMANTINE ART
DARON WORLDWIDE
DO-A-DOT ART
EDUCATIONAL INSIGHTS
FINDIT GAMES
HABA USA
HOHNER MUSIC

KASKEY KIDS
KUBIT2ME
LEARNING RESOURCES
LITTLE³ TOY CO/ELC
LITTLE KIDS
MAGNA-TILES
NEAT-OH !
PAPO BY HOTALING
PATCH/SMETHPORT/LAURI
PEACEABLE KINGDOM

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

Some thoughts from the Chicago Toy & Game Fair Nov 20-21, 2010 Navy Pier, Chicago, IL

I am on my way back from a spectacular four days in Chicago in which I participated in Mary Couzin's ChiTag, TAGIE Awards and the Toy and Game Industry Expo. It was quite an experience and I am currently putting together my thoughts. In the mean time, I thought you might enjoy this appreciation of toy and game inventors.

When you have a moment; try asking this question: “What was your favorite toy or game when you were a kid?” I promise you, no matter how serious the individual; no matter how important (or self-important) they are, they will always give you the same reaction. They will look surprised, they will pause and then slowly their face will soften, the color in their face will rise and...they...will...smile!

After you have them smiling, follow up with this question: “What toy or game did you have as a child that had an influence on your life?” They will stop smiling, they will think (sometimes for a while) and they will (about 50% of the time) come up with a toy or game that they felt either shaped their life or was a harbinger of who they were to become.

Reuben Klammer, the creator of the Game of Life and the winner of last year's lifetime achievement award, told me about the doctor who saved his life (something for which we are all grateful...but probably not as much as Reuben). Later when things had calmed down, the doctor said to Reuben: “You know I became a doctor because of the Game of Life.” Reuben responded with a quizzical: “Why is that?” The doctor answered that when he was a kid and he played The Game of Life, he always won when he was the doctor.

Interestingly, I was at my doctor's office shortly after that and was being questioned by a female intern there. We had a quiet moment so I asked her my two toy questions and she told me that when she was a little girl, age 5, she didn't have a favorite doll. She had a microscope...and she carried it everywhere she went.

So, how many more doctors, architects, construction workers, artists, musicians and scientists chose their path in life because of the enthusiasm sparked in them when they were children by the toys or games with which they played.

You know, we really need to find that out. Why, because toy inventors probably have a greater impact on society and the future than any other cultural force?

How many Harry Potter Books has J.K. Rowling sold to date: 400,000,000! How many toys invented by Jeffrey Breslow, who received the first TAGI Lifetime Achievement Award, have been sold to date: over 1 billion!!

I would estimate that Jeffrey Breslow and the company he co-founded, B.M.T., whose toys have been estimated to be in 85% of American homes, has had a greater impact on the future of our country than virtually any person. The fact that his production has been prolific and that the users of his creations play with them when they are still forming means that the adults who lead us today were shaped in part by Jeffrey, Reuben and this year's honoree, Eddie Goldfarb.

I don't really know how many people became dentists because of Eddie's Yakkity Yak Teeth; got a bigger boat because of Shark Attack or became a farmer because of Milky the Cow. I do know this, a lot of children had fun; a lot of adults have great memories of their childhoods and a lot less criminals walk the streets.

Toy inventors teach children to enjoy life in the present and have a dream for the future. Let's give them all the recognition they deserve and the thanks of a nation and the world.