



A Best Toys Newsletter



Volume 2

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February 2010

Mark Your Calendars...

March is:

Nat'l Craft Month
Nat'l Umbrella Month

And the 4th Week is **Nat'l Art Week!**

- 1 – Nat'l Pig Day
- 3 – Nat'l Anthem Day
- 6 – Alamo Day
- 7 – Peace Corps Day
- 10 – Harriet Tubman Day
- 12 – Girl Scout Day
- 14 – Nat'l Children's Craft Day
- 17 – St. Patrick's Day
- 27 – Skyscraper Day
- 30 – Doctor's Day



What's Happening in the Toy Industry...

Dolls' Appeal Continues for All Ages

Whether soft and cuddly, fashionable, ball-jointed, retro, or licensed, dolls offer the variety necessary to remain a toy store mainstay. The need for a traditional doll is something that has kept the category relevant, and one of the more popular among purchases intended for children. Parent's perception of dolls has changed and now they want more play value. Accessories are still key to helping the imagination run wild. Children continue to look for hair and fashion, but they also want something they can customize that gives them self-confidence and freedom of expression. At the top end of the doll market there are still hardcore collectors looking for new designs and more variety in the pipeline to keep them buying. No one predicts that dolls will vanish from toy stores anytime soon. The unique characteristics of the category - the nurturing and caring dolls evoke - continue to make them a purchase of choice.

Source: Playthings Magazine, January 2010.

Toy Fair

Industry conventions and events are a vital part of maintaining a successful small business, particularly in the specialty toy and gift market. The most important event for the specialty toy industry is Toy Fair in New York. Every February manufacturers from around the globe gather at the Javits Convention Center to display their new, award-winning, and best selling products. Thousands of retailers attend, along with sales reps, and other important people in the field. If you can't make it this year, make sure to meet with your rep and discuss all of the exciting new products and information they've received at the convention.



Toy of the Month



Apples To Apples Party Box
from Best of Best
#92024

see special pricing in Best of Best

February Deals: Pages 2-6

Haiku

Haiku poetry was established in Japan as a way of protesting the changes an Emperor made to a court poet's work to change its meaning. The edited version had the five-seven-five syllable pattern, which the poet never deviated from in future.

Below are two classic examples, in the Valentine's Day spirit, translated from the Japanese:

Night; and once again,
the while I wait for you, cold wind
turns into rain.

Masaoka Shiki

My grumbling wife -
if only she were here!
This moon tonight...

Kobayashi Issa



Sources: 123facts.com; www.poemofquotes.com

February 2010 Deals

Best Toys is pleased to announce another new line for 2010!

Welcome aboard Three Cheers for Girls...lifestyle product for young girls. This line includes a variety of products including cosmetics, jewelry, lap desks, duffle bags, pajamas, sleeping bags, room décor and more. There are tons of great girl themes for every occasion including Cabin Fever, Forever Peace, Rock Royalty, Best Friends, etc.

Best of Best:

- **Be sure to stop by the Best of Best booth #5358 at Toy Fair!** Best of Best will have new products from the 2010 catalog on display and be sure to ask about the Toy Fair Special for orders written at the show!
- **Apples To Apples Party Box #92024 Special Pricing – 1 case/4 = 13.50ea; 2+cases = 12.50 (regular price \$15.50ea) - limited supply, so order them while they are still in stock. Once they are gone, they are gone.**

Brain Noodles:

- **Finger Puppet kit new for 2010!** Visit us at Toy Fair in booth number 126.
- **February Special:** Buy 2 canisters of loose noodles and pay \$90. Buy 30 regular kits (\$7.50 cost) and pay for 28 (receive 2 FREE). Special must be noted on order! *Ends February 28th, 2010*
- **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.



Castle:

- **Spring Dating Program:** \$350=N30 & ½ freight, \$700=N30 & FFA, \$1200=N60 & FFA, \$2500=N90, FFA, & 3%. All orders must ship by April 30th, 2010. Backorders must be accepted for this promotion. *Expires April 30th, 2010*

Crocodile Creek:

- **Early Bird Specials:** \$500=½ freight, \$1000=FFA, \$1500=FFA & N90, \$2500=FFA & N120. Orders must ship by March 15th, 2010. *Program ends March 15th, 2010*
- **Guaranteed Sale Program:** The following assortments are available on a guaranteed sale offer. Items ordered on the guaranteed sale program are guaranteed for 90 days from the date of the invoice. Ask your sales rep for full details on the program. Items included: 2814ASST Two-Sided Placemat Asst, #3199ASST Bib Asst, #2100ASST 7" Best Seller Playball Asst, #2101ASST 5" Best Seller Playball Asst, #4071ASST Shaped Box Floor Puzzle Asst, #4210ASST Boxed Floor Puzzle Asst, #2870ASST Wood Puzzle Asst, and #1051ASST Floor Drinking Bottle Asst. *Program expires March 15th, 2010*

Daron:

- **February Special:** \$500=N60 & FFA, \$1000=N90 & FFA, \$1500=N90, FFA, & 5%. All orders must ship at once. Please mark promo on order. *Ends February 28th, 2010*
- **Toy Fair Special:** All orders of \$1500 or more that are written and turned in at toy fair will receive N90, FFA, and a 10% discount. Orders must ship at once. *Special runs Feb 14-17.*

Do-A-Dot:

- **Restocking Special:** \$300=N60 & Free Freight Offset, \$500=N90, 5%, & Freight Offset, \$750=N90, 30 Free Books (you choose in packs of 6's), & Freight Offset. *Expires February 15th, 2010* Check out our new Glam Art at Toy Fair in February! Available to ship spring of 2010.

Educational Insights:

- **January/February Special:** \$750=N60 & FFA, \$1500=N90 & FFA, \$3000=N120 & FFA. Order \$750 or more and include a minimum of 5 new 2010 sku's and receive an extra 5% on all items. Maximum discount allowed for the promotion is 52.5% on standard discount items and 42% discount on 40% discount products (i.e. some of the electronic games). Order total must be over \$750 after the 5% discount is taken off to qualify. If writing for more than one ship to location, each ship to location must meet the \$750 and 5 new sku's minimum on their order. Include promo code EFF0110 on order. *Expires February 28th, 2010*
- **Early Bird Special:** Customers who ordered from the above promotion by February 5 for immediate shipment can place a reorder in March for shipment as late as the end of April and still get the above special terms on that order. Multiple ship to locations are allowed as long as each ship to meets the minimum order requirements—No Exceptions! Include promo code EFF0110. *Order must be placed by March 31st, 2010.*
- **Year Round Terms:** \$750=N30 & FFA Promo code—FF750

Find It:

- **Special:** When you pay by credit card only - 2 cases= $\frac{1}{2}$ FFA, 4 cases=FFA. Credit card must be on order when submitted.
Terms special: 6 cases=N30 & FFA. *Expires February 28th, 2010*

Haba:

- **“Fresh Start” Program:** \$500=N30 & $\frac{1}{2}$ freight, \$750=N30 & FFA. Plus...orders prepaid by credit card at time of shipment are eligible for a 2.5% discount. Credit card must be charged at time of shipment.
- **Spielstabil Promotion:** Order \$100 of Spielstabil product and receive a 5% discount on that product. Order \$300 or more of Spielstabil product and receive a 10% discount on that product. Spielstabil products may be combined with Haba products on same order to qualify for the FFA programs above.
- **Additional Free Product Specials:** Buy 4 each of any of these items and get a 5th item of each FREE! (Limit of 5 free pieces per sku). And yes, these items can get the Spielstabil discounts mentioned above. Items include: S7625 Tool Box Set, S7626 Tool Set, S7627 Builder Tool Set, and S7501 Sand Play Kit.
- *All above promotions expire March 31st, 2010*
- **Year Round Terms:** \$1500=N30 and FFA

**Hohner:**

- **First Quarter 2010 Toy Special:** 2009 prices in effect until February 15th. \$500=N30 & FFA, \$750=N60 & FFA, \$1000=N90 & FFA. New Wood Tone Drum #H0825 will be shipping in March. Cost=\$12.50 and packed in 6's.
Offer ends March 31st, 2010
- Please note that all customers who are currently receiving open terms must complete a new Hohner credit application to continue receiving open terms in 2010. Ask your sales rep for a copy of the credit app.

**Hotaling:**

- **WOW...There will be NO PRICE INCREASES ON PAPO IN 2010!!!!** This is great news as we have already heard that our main competitor (no names please) will be increasing their prices this year. So now is a great time for a change...Papo has better prices, more realistic figures and animals (try comparing the same animal from the two brands), more play value (Papo figures can stand or ride horses), and more sales per square foot. What's the worst that could happen? Sell them at keystone from Papo's cost or keystone them from the "competitor's" cost...either way you win!!

Year Round Programs:

- **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. Since the metal racks will not be ready to ship until March, the option is available of ordering an initial order less than \$1250, but not less than \$750...and then the second order must be enough to bring the total of the 2 orders up to \$2500 within 60 days of the first order. Once the racks are available this third option of a smaller buy in will expire.
- **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.
- **Early Buy-In Special:** On all of the above programs and deals...place your order prior to February 18th, 2010 and add another 30 days dating to your payment terms. *This bonus dating special ends Feb 18th, 2010*

HQ Kites & Designs USA:

- **Early Buy Program:** \$250= $\frac{1}{2}$ freight & N60, \$500=FFA & N60, \$1000=N90, FFA, & 3%, \$3000=N90, FFA, & 5%. Orders must ship by April 30th, 2010. *Offer expires February 28th, 2010.*
- Minimum opening order=\$125 and reorders=\$100

Imagability-Wedgits:

- **New Item:** mini Wedgits FunHundred Set, PN313162, \$35.00 cost/4 per case, available April 30th.



Kaskey Kids:

- **February Special:** \$350=N30 & 5%, \$500=N60 & 5%, \$1000=N60 & 10%.
Expires February 21st, 2010
- The **NEW** Black and Gold vs. Blue and White Football Guys are available to ship now! Item #5003, \$12 per unit, minimum 6 pieces per case. Hockey guys are back in stock too!

**Kubit2me:**

- **February Special:** \$100=FFA *Expires February 28th, 2010*
- **Opening Order Demo Special:** Free demo game with any first time order.

Learning Resources:

- **January/February Special:** \$750=N60 & FFA, \$1500=N90 & FFA, \$3000=N120 & FFA. Order \$750 or more and include a minimum of 5 new 2010 sku's and receive an extra 5% on all items. Maximum discount allowed for the promo is 52.5% on standard discount items and 42% discount on 40% discount products (i.e. LER9192-Gears Work Station). Order total must be over \$750 after the 5% discount is taken off to qualify. If writing for more than one ship to location, each ship to location must meet the \$750 and 5 new sku's minimum on their order. Include promo code EFF0110 on the order. *Expires Feb 28th, 2010*
- **Early Bird Special:** Customers who ordered from the above promotion in January for immediate shipment can place a reorder in March for shipment as late as the end of April and still get the above special terms on that order. Multiple ship to locations are allowed as long as each ship to meets the minimum order requirements—No Exceptions! Include promo code EFF0110. *Order must be placed by March 31st, 2010.*
- **Everyday Terms:** \$750=N30 & FFA Promo code—FF750

Little Little Little Toy Co:

- **Little Toy Co is now your source for many of your favorite ELC products** (many of these you were ordering over the past years from IPI). Because Little Toy Co is now distributing the ELC products, the ELC line will be written up as a separate order from the Little Toy Co/Nuchi products. They will also invoice and ship the orders separately.
- **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.
- **ELC 2010 Buying Deals:** Purchase over \$1000 in **HappyLand products** spanning the line (approximately 80%) and receive a 5% discount on your first order and one Town and People item for display at no charge (customer's choice). Purchase over \$275 in **Build It products** (minimum of 4 skus) and receive one Build It item for display at no charge (customer's choice). To qualify for either of these deals, the minimum dollar total must be met on one order. *Deal remains in effect until further notice.*
- **NUCHI Everyday 2010 Terms:** \$500=N60, \$1000=N90 & FFA and all subsequent orders will be qualified for N60 & FFA on reorders of \$750 or more for the remainder of 2010, \$2000=N90 & FFA and all subsequent reorders will be qualified for N90 & FFA on all reorders of \$500 or more for the remainder of 2010.
- **NUCHI 2010 Buying Deals: Railway Deal:** \$500=free track display unit, \$1000=free display board, \$1500=free display board and a free track display unit. Limit one display board per store and two track display units per store. Until March 31st...a \$1000 order of railway product will receive a 5% discount. **Garden Deal:** \$350=free garden display. Limit one display per store per year. To qualify for the deal the minimum dollar total must be met on one order. *Deal remains in effect until further notice.*

Neat-Oh:

- **New Neat-Oh Playmats are coming...**the Large 2-Sided Playmat comes in Construction/Roadville or Farm/Dinoland. These mats are 28.5"x22.5", double-sided, and come with toys for only \$5.00 cost. The mini playmates come in Flyzone, Wild Animal Park, Sealife, and Dinoland. They measure 17"x12" and come with toys for only \$2.50 cost! Also new are ZipBin Baskets in a variety of styles, mini space ZipBin, and coming soon more Lego ZipBin styles and Hot Wheels ZipBins!
- **Year Round Terms:** \$500=FFA

Patch/Lauri/Smethport:

- **February Special:** \$500=FFA, \$1000=FFA & N60, \$1500=N90 & FFA *Expires February 28th, 2010*

Plan Toys:

- **Year Round Terms:** \$1000=N30 & FFA, \$3000=N60 & FFA, \$5000=N90 & FFA

Pressman:

- **2010 Specialty Program:** \$650=N60 & FFA, \$1250=October 1st, 2010 & FFA and all future reorders of \$250 or more receive N60 & FFA. For the \$1250 order, customer must include a minimum of one case pack each of five items from the following list:

0770-06 Wavelength	0416-06 Rummikub Kids Edition
1825-06 Chimp & Zee Little Mermaids	1826-06 Chimp & Zee Sneaky Business
1827-06 Chimp & Zee Silly Socks	1829-06 Chimp & Zee Zoo Who?
1830-06 Chimp & Zee Counting 123 Puzzles	1832-06 Chimp & Zee Alphabet ABC Puzzle
3026-06 Mastermind Animal Towers	3450-06 Diary of a Wimpy Kid Cheese Touch
3614-12 Rummikub 8 Round Rummy Card Gm	3607-06 Mind Matchers
4534-06 Dinosaur Train All Aboard Game	6550-06 SpongeBob Mastermind Towers
4723-06 Smithsonian What Were You Thinking	6551-06 Nickelodeon Rummikub
6552-06 Nickelodeon Tri-Ominos For Kids	

- *Program Ends May 31st, 2010*

Ravensburger:

- The 2010 Ravensburger catalogs have been mailed and you should receive yours any day now!
- **Jungle Jive** is the NEW and Eggciting Balancing Game from Ravensburger! Be the first to complete 5 of the 36 exercises using your brain, body, and/or your voice to accomplish them. The game has amazing interactive sounds and is great for those kids who need to get up and move around! Also be sure to order one of the FREE in store display units with signage and demos for customers to try (#93526).
- **Puzzleball Special:** Order \$750 or more of puzzleball products and receive a free display of puzzleball keychains for give-a-ways. Supplies are limited to only 300 displays for the entire USA, so order early to be sure you get yours!
Expires March 31st or while supplies last.
- **Mandala Special:** Order #84629 Mandala Display (holds 31 units of Mandala) and receive 20 little Mandala give-a-ways free! Supplies are limited here too, so order early! *Ends March 31st or while supplies last.*
- **Year Round Terms:** \$1000=N30 & FFA

**Shainsware:**

- **Great Valentine's Gift:** A Heart Keyclip with a 4 Icon set all for \$3.25 cost!
- **Regular Terms:** \$100=minimum order \$325=FFA A variety of opening order assortments are available and each include a spinner display that holds all the product. Display costs are offset with free goods.

**Tech Group USA:**

- **Regular terms:** Minimum order=\$200 \$1000=FFA

Thames & Kosmos:

- **January Restocking Special:** \$500=N120 & 5%, \$1000=N120 & FFA, \$1500=N120, FFA, & 3%, \$2000=N120, FFA, & 7%. Applies to IN STOCK items only (cannot be applied to pre-orders of 2010 new items or backordered items). Orders must ship by February 15th, 2010. Please mark order with "January Special". *Ends February 15th, 2010*
- **Toy Fair Special:** \$500=N60 & 5%, \$1000=N60 & FFA, \$1500=N60, FFA, & 2%, \$2000=N60, FFA, & 5%. Orders must ship by May 31st. Mark order with "Toy Fair Special". *Ends February 17th, 2010.*
- **Spring Special:** \$500=N60 & 5%, \$1000=N60 & FFA, \$1500=N60, FFA, & 2%, \$2000=N60, FFA, & 5%. Orders must ship by May 31st. Mark order with "Spring Special". *Runs Feb 15th-May 31st, 2010.*
- **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:

- **First Quarter Special:** \$650=N60 and order must include 3 New items (promo code 10Q1650), \$800=N60, FFA, and order must include 3 New items (promo code 10Q1800), \$1250=N90, FFA, order must include 3 New items (promo code 10Q11250TFC), and can become a Thinkfun Center Account (see details below). \$2000=November 1st, 2010 dating, FFA, order must include 3 New items (promo code 10Q1NOV1), and can become a Thinkfun Center Account (see below). Qualifying orders to become Thinkfun Center Accounts can receive a free Thinkfun center floor display, free Thinkfun signage, and N30 and FFA on all reorders over \$500 for the remainder of 2010. Thinkfun Center Accounts must agree to merchandise Thinkfun products together either through the Thinkfun Blue Fixture or dedicated shelf space in the store. *Program ends on March 31st, 2010*

Three Cheers for Girls:

- **February Special:** \$1000=FFA *Ends February 28th, 2010*
- **Regular Terms:** Opening order is \$150 (opening orders under \$350 must be prepaid by credit card). Reorders are \$100.

**Toysmith:**

- **Toysmith 2010 catalogs should be in your hands now...**there will be 4 catalogs this year including the Toysmith full line catalog, a full 4M catalog, Battat catalog, and the new **B.** catalog. **B.** is the revolutionary new branded preschool line developed by Battat. The **B.** line is developmentally appropriate, socially responsible and environmentally friendly...and great fun! This line will replace the Parents brand...and many of the best selling Parents items will be available in the new **B.** line, plus so much more! This line is very upscale-looking with enormous attention to detail.
- **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%.

Yomega:

- **First Quarter Special:** \$350=N30, ½ FFA, & 12 free string packs with each case of yo-yos ordered, \$500=N60, FFA, & 12 free string packs with each case of yo-yos ordered, \$900=N60, FFA, & one free case of Yomega Quickballs (retail value \$72). *Ends March 31st, 2010*

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

BEST OF BEST TOYS
BRAIN NOODLES LLC
CASTLE TOYS
CROCODILE CREEK
DARON WORLDWIDE
DO-A-DOT
EDUCATIONAL INSIGHTS
FINDIT GAMES
HABA
HOHNER MUSIC
HOTALING (PAPO, LE VAN TOY)

HQ KITES & DESIGN
KASKEY KIDS
KUBIT2ME
LEARNING RESOURCES
LITTLE³ TOY COMPANY
MAGNA-TILES BY VALTECH
NEAT-OH !
PATCH/SMETHPORT/LAURI TOYS
PLAN TOYS
PRESSMAN
RAVENSBURGER GROUP

RIVER DOLPHIN TOYS
SHAINSWARE
TECH GROUP USA
THAMES & KOSMOS
THINKFUN
TOYSMITH GROUP
THREE CHEERS FOR GIRLS
WEDGITS BY IMAGABILITY
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