



Best Toys



Volume 2:

A Toy Industry Newsletter

February 2011

Mark Your Calendars...

March is:

National Umbrella Month
National Craft Month

The 4th Week is **National Art Week** and **National Bubble Week**.

- 1- Natl Pig Day
- 4- Internatl Scrapbooking Day
- 6- Alamo Day
- 12- Girl Scout Day
- 14- Natl Childrens Craft Day
- 16- Liberty Day
- 17- St. Patrick's Day
- 22- North American Wildlife Celebration Day
- 26- Make Up Your Own Holiday Day
- 30- Doctor's Day



Food for Thought...

"Personally, I would sooner have written Alice in Wonderland than the whole Encyclopedia Britannica."

- Stephen Leacock



Picture Source: www.freakingnews.com

What's Happening in the Toy Industry...

Uncle Milton Founder Dies at Age 97



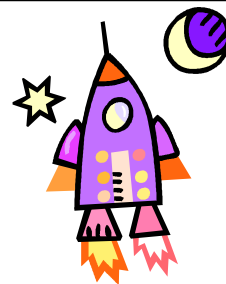
Milton Levine, founder of Uncle Milton Industries, manufacturer of science and nature toys, passed away on January 16 at the age of 97. In addition to founding the company in 1946, Levine invented the iconic Ant Farm, introduced in 1956. More than 20 million Uncle Milton Ant Farms have been sold, and it was recognized as one of the Top 100 Toys of the Century by the Toy Industry Association. His children, Steve and Ellen, have been involved in running the company since Milton's retirement in the 1980s. The company was sold to a private equity company in 2010.

According to the [Wall Street Journal](http://www.wallstreetjournal.com), Levine's first encounters with ants were when he made mini-terrariums of them in Mason jars on his uncle's farm. The company, however, is not named for that uncle -- rather, Levine named it that because people often asked him if he was in the ant business, where was the uncle? He wrote a book called *Ant Facts and Fantasies* in 1970.

Source: www.giftsanddec.com/article/535272

Emphasize Creativity

Today's future rocket scientists are learning all of the science they need. We can help them exercise the imagination they need to find the new and great discoveries of their generation. There is a wonderful selection of products out there that give young minds tools to create, explore, invent and imagine. To be tomorrow's artists, musicians, dancers, poets and innovative thinkers. Let's help parents select products to enrich children's lives with fun and creativity.



St. Patrick's Day Celebrations in the United States

The north White House fountain was dyed green in celebration of Saint Patrick's Day in 2009 and 2010.

Irish Society of Boston organized the first recorded Saint Patrick's Day Parade in the world on 18 March 1737. The first parade in Ireland did not occur until 1931 in Dublin.

Seattle and other cities paint the traffic stripe of their parade routes green.

Chicago dyes its river green and has done so since 1962. Indianapolis, Savannah, Jamestown, NY, & Columbia, SC also dye city water features green.

New Orleans Saint Patrick's Day parades are famous for throwing onions, cabbages, carrots, potatoes, and other ingredients for making an Irish stew.

Rolla, Missouri is home to the Missouri University of Science & Technology an engineering college. As Saint Patrick is the patron saint of engineers, the school and town's celebrations start ten days before Saint Patrick's Day, with a downtown parade held the Saturday before Saint Patrick's. A royal court is crowned, and the streets in the city's downtown area are painted solid green. Each year's celebrations are said to be "The Best Ever." In 2008, Rolla celebrated its "100th Annual Best Ever St. Patrick's Day 2008" celebration. In previous years, a pit of green liquid was made by students as part of the festivities, and named 'Alice' -- stepping into Alice was a rite of bravery. In recent years the university faculty has banned the practice out of health concerns.



Source: www.wikipedia.com

February 2011 Deals

Aladine:

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

Best of Best:

- **Best of Best Sale...almost 200 items available now at 30% off !!!** Call your sales rep or Best of Best to get a complete list of the sale items. All orders are N30 terms (and sorry but no credit cards for payment at the N30 due date! checks only) or save more by using a credit card for payment at time of shipment and receive 35% off on the sale items. Quantities are limited so order quick!!
- **Follow Best of Best on Facebook !!!**
- **Best of Best has a NEW and improved website!** Be sure to check out www.bestofbesttoys.com
- **Year Round Terms:** No minimum order. Can break case packs on most items in catalog.

Brain Noodles:

- **Feb Special:** \$250=FFA Orders must ship by Feb 28, 2011. *Expires February 28th, 2011*
- **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!
- **Year Round Terms:** \$500=FFA. Minimum order= \$100 (one case pack of 15 which can be assorted styles)

Clementine Art:

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

Daron:

- **February Special:** \$500=N60 & FFA, \$1000=N90 & FFA, \$1500=N90, FFA & 5%.
- All orders must ship at once. Please mark "Feb Promo" on order. *Ends Feb 28th, 2011*
- **Year Round Terms:** Opening orders=\$150. Reorders=\$100. Can break case packs except on key chains and Hot Wings.

Do A Dot:

- **Year Round Terms:** \$200=½ freight offset, \$300=full freight offset. Opening order=\$150. Reorder=\$100

Early Learning Centre:

- **Extended Dating Offer:** \$3000=FFA & October 10th, 2011 dating. Order must include at least 50 skus. All reorders thru the end of 2011 of \$200 or more will receive FFA & N90. *Expires March 31st, 2011*. If customer chooses to pay by credit card a 2.5% service fee will be incurred.
- **N90 Offer:** \$2000=FFA & N90. All reorders of \$500+ will receive FFA & N90. *Ends March 31st, 2011*
- **N60 Offer:** \$1000=FFA & N60. All reorders of \$750+ will receive FFA & N60. *Ends March 31st, 2011*
- **Everyday Terms:** \$1000=N60 & FFA, \$2000=N90 & FFA. Opening order=\$200. No minimum reorder.

Educational Insights:

- **Winter Deals:** \$500=N30 & FFA, \$1500=N60 & FFA, \$2500=N90 & FFA. Also receive 5% off your entire order with the purchase of 5 NEW item SKUS. *Expires March 31st, 2011*
- **Year Round Terms:** \$500=N30 & FFA Opening order=\$300. Reorder=\$125.

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 February 28th, 2011*
- **Year Round Terms:** Order in case packs of 12. Can assort styles within the 12 pcs.

Haba:

- **Winter Promotion:** \$500=½ FFA & N30, \$750=FFA & N30. **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. **PLUS...**3% off on all Spielstabil open stock items. Displays not included. *Expires February 28th, 2011.*
- **Year Round Terms:** \$1500=N30 & FFA. Ask for details on POP Display Specials. Opening order=\$150. Reorder=\$100.

Hohner:

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

Hotaling:

- **Early Buy Program:** Any program order (see below) received before February 18th, 2011 receives an additional 30 days dating. *Expires February 18th, 2011*

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:

- **Feb Special:** \$350=N30 & 5%, \$500=N60 & 5%, \$1000=N60 & 10% *Ends February 28th, 2011*
- **Year Round Terms:** Minimum order=one case pack

Learning Resources:

- **Free Freight Sale:** \$500=N30 & FFA, \$1500=N60 & FFA, \$2500=N90 & FFA. Also receive an extra 5% discount on entire order when you order a minimum of 5 NEW toy items and have a \$500 net order per ship to location. *Expires March 31st, 2011*
- **Everyday Terms:** \$500=N30 & FFA. Opening order=\$300. Reorder=\$125.

Little Kids:

- **Early Buy Special:** \$500=FFA & June 10th, 2011 dating. Orders must ship by Feb 14th, 2011. Then all reorders of \$350 or more that ship by July 31st, 2011 will receive N30 & FFA. *Expires February 14th, 2011*
- **Year Round Terms:** Minimum order=\$100

Magnatiles by Valtech:

- **Year Round Terms:** Minimum order=\$100

Neat-Oh:

- **Year Round Terms:** Minimum order=\$100

Patch/Lauri/Smethport:

- **Everyday Terms:** \$750=N30 & FFA, \$1500=N60 & FFA, \$3000=N90 & FFA PLUS all reorders over \$150 receive N30 & FFA thru July 1st, 2011. These terms may not be combined with other offers or promotions. Minimum order=\$150.

Peaceable Kingdom:

- **Free Freight Program:** \$500=FFA & N30. Promo code: FF1Q. *Expires March 31st, 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:

- **Specialty Program:** \$1250=October 1st, 2011 dating & FFA. Order must include a minimum of five of the items listed below. Then all reorders of \$250 or more will receive N60 & FFA thru the remainder of the year. \$650=N60 & FFA. *Expires May 31st, 2011*

| | |
|---|---|
| 0055-06 Let's Go Fishin | 0400-06 Rummikub |
| 1827-06 Chimp & Zee Silly Socks | 1840-06 Chimp & Zee Who's the Princess? |
| 1841-06 Chimp & Zee Dinosaur Whirl | 1842-06 Chimp & Zee Makeover Friends |
| 1843-06 Chimp & Zee Pretty Ponies | 1844-06 Chimp & Zee On Safari |
| 2264-12 Don't You For Get It Dice Game | 2658-06 WobBally |
| 2692-06 Sens A Bility | 3018-06 Mastermind |
| 3026-06 Mastermind Animal Towers | 3240-06 Chinese Revolution |
| 3450-06 Diary of a Wimpy Kid Cheese Touch | 10500-99 Diary of a Wimpy Kid 200 pc puzzle |
| 3614-12 Rummikub 8 Round Rummy Card Game | |

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

Ravensburger:

- **Dating Deal:** \$1000=N60 & FFA *Expires March 31st, 2011*
- **Year Round Terms:** \$1000=N30 & FFA. Minimum order=\$100

River Dolphin:

- **Closeout Specials:** The following discontinued items are available while supplies last at these great low prices: Diggers and Mythmorphs=\$7.00 each and Pets and Runners=\$8.00 each. Buildimals are also only \$3.50 each.
- **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:

- **Restocking Special:** \$500=N120 & FFA, \$1000=N120, FFA, & 3%, \$1500=N120, FFA, & 5%, \$2000=N120, FFA, & 7%. Current 2010 items only (2011 new items do not apply). Must ship by Feb 15th, 2011. Mark orders with "Restocking Special". *Ends February 15th, 2011.*
- **Toy Fair Special:** \$500=N60 & 5%, \$1000=N60 & FFA, \$1500=N60, FFA, & 2%, \$2000=N60, FFA, & 5%. Orders must be placed at Toy Fair. Offer does include new 2011 items. Must ship by May 31st, 2011. *Ends February 17th, 2011.* FYI if you are not attending toy fair but want to take advantage of this offer you can write an order with your rep and have your rep hand in the order at toy fair!
- **Year Round Terms:** Opening orders=\$200. Reorders=\$100. Case packs may be broken except for items with a unit cost less than \$10.

ThinkFun:

- **First Quarter Special:** \$550=N60 (order must include 2 New items--promo code 11Q10550), \$750=N60 & FFA (order must include 3 New items& promo code 11Q10750), \$1250=N90 & FFA (order must include 4 New items& promo code 11Q11250). At \$1250 can become a ThinkFun Center Account for 2011 which receives: 4 Free display game mats, N30 & FFA on reorders over \$500 for 2011. \$2500=November 1st, 2011 dating & FFA (order must include 5 New items& promo code 11Q12500). At \$2500 can become a ThinkFun Center Account for 2011 which receives: 5 Free display game mats, N30 & FFA on reorders over \$500 for 2011. ThinkFun Center Accounts must agree to merchandise all ThinkFun products together. Once qualified as a ThinkFun Center Account \$500 reorders=N30 & FFA (promo code 11Q1REORD). *Program ends March 31st, 2011*
- **Year Round Terms:** Minimum order=\$150

Three Cheers For Girls/Bliss:

- **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:

- **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.

Yomega:

- **First quarter Special:** \$500=N60 & FFA, \$1000=N90 & FFA. *Offer expires March 31st, 2011*
- **Special Limited Time Offer:** Order 12 Power Brain XP Wings and receive an additional case of 12 pieces at half price. This offer is good while supplies last and cannot be combined with any other discounts.
- **Year Round Terms:** Opening order=\$250. Reorder=\$100

Zoob by Infinity:

- **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, Shauna, Carol, and Barry



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

KASKEY KIDS
LEARNING RESOURCES
LITTLE KIDS
MAGNA-TILES
NEAT-OH !
PAPO BY HOTALING
PATCH/SMETHPORT/LAURI
PEACEABLE KINGDOM
PRESSMAN GAMES
RAVENSBURGER
RIVER DOLPHIN TOYS

THAMES & KOSMOS
THINKFUN
THREE CHEERS FOR GIRLS
TOYSMITH
YOMEGA
ZOOB BY INFINITOY