



A Best Toys Newsletter



Volume 1

A Best Toys Newsletter

January 2010

Mark Your Calendars...

February is:

Bake For Family Fun Month,
Black History Month, and
Potato Lovers Month

- 1- Bubble Gum Day
- 2- Groundhog Day
- 7- Love Your Robot Day
- 12- Nat'l Lost Penny Day
- 14- Valentine's Day
- 14-17 American Int'l Toy Fair
- 17- Random Acts of Kindness/
Nat'l Public Science Day
- 16- Carnival/Mardi Gras
- 27- Int'l Pancake Day



What's Happening in the Toy Industry...

Science and Exploration Toys Experience Significant Sales Increase

Many science and exploration toy manufacturers are reporting significant boosts in sales and revenue this year. With kits that cover topics ranging from archeology to biology to space exploration, there is something in the category designed to catch everyone's interest. Science and exploration kits are a reliable option for parents looking to provide this type of supplemental education to their children. Products maintain a fun and toy feel, but provide important educational development by exciting children about science and sparking their imagination. There are a number of science and exploration toys that share similar themes with those that today's parents played with in their youth, but have been notably updated. Parents are looking for products that are not just affordable, but beneficial for their children.

Source: Toys & Family Entertainment. September 2009.

Staying Warm with Games and Puzzles

The first quarter is a great time to feature and promote games and puzzles. Make sure your staff has a thorough understanding of the game play for any game you stock, and that you are all up to date on the newest, brightest, and best. Your sales rep is a terrific resource for this, as well as for information on the deals and specials from manufacturers that will bring 2010 off to a great start.

While you may be aware that many manufacturers will offer demo games for free or at a discount, you may not know about all of the special things they are willing to do to help you promote their games in your store and community. Talk to local schools, senior centers, and social groups about sponsoring a game or puzzle night for your community. And contact your rep regarding what different manufacturers will provide, and what they can do to help execute your event.

Toy of the Month



Hide n' Peek Chocolates
from
Learning Resources
#7272

January Deals: Pages 2-6

Piggy Banks

Surprisingly, the piggy bank does not owe its name to its traditional shape; it was actually the other way around. In Middle English (between the Norman invasion of 1066 and the mid-to-late 15th century), "pygg" was the name of a type of clay used for making various household objects, such as jars, which people often used for saving money. Around the 18th Century, the spelling of "pygg" changed and the term "pygg jar" evolved to "pig bank." As the pig shape is a child-friendly and easy to model out of clay, the name soon caught on among children.



Source: <http://123facts.com/facts/>

January 2010 Deals

Best Toys is pleased to announce two new lines for 2010!

Tech Group USA manufactures some innovative toys for children ages 8-14. The categories include Saturator (water guns of all sizes and styles), SupaSplat (low velocity paintball guns for ages 8-14), and WipeOut (a line of foam dart shooters that uses chalk to mark what they hit).

HQ Kites & Designs USA is a full line of kites created for fun and engineered to last! They have a huge variety of styles and price ranges of single line kites, sport kites, flying toys, and much more. Their designs are bright, colorful, and kid friendly!

Best Toys would also like to welcome Barry Wunderlich and Michelle Pope to the team! Barry will be helping out in sales and working on special projects for Best Toys. Michelle will be working in the office with Best Toys customer service. Welcome to both of you!

Best of Best:

- The 2010 Best of Best catalog will be ready next month, but here are some exciting products to look forward to: **Best of Best will be the exclusive USA distributor of Hama Beads!** We have picked some of the best selling themes and kits and a variety of sizes and price ranges to meet all your Hama needs. Best of Best will also be a distributor of some of the most popular infant/toddler items from **One Step Ahead!** Other new vendors we are bringing best sellers from include: Buffalo Games, Playroom Games, Art Lab, Aero Motion, Swim Ways, CitiBlocks, Gala Kites, and much more!
- **January Special:** \$750=N60 *Expires January 31st, 2010*

Brain Noodles:

- **January 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 January 31st, 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:

- **January Special:** \$500=N60 & FFA, \$1000=N90 & FFA, \$1500=N90, FFA, & 5% discount on 2009 catalog prices. The new 2010 prices will go into effect on March 1st. All orders must ship at once. Please mark promo on order. *Ends January 31st, 2010*

Do-A-Dot:

- **January 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 January 31st, 2010* Check out our new Glam Art at Toy Fair in February!

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 order 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.*
- **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 January 31st, 2010*

Haba:

- **“Fresh Start” Program:** \$500=N30 & ½ 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.

Hotaling (Cont'd):

- **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=½ 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:

- **January Promotion:** \$350=½ freight, \$575=FFA. To qualify order must include one case of the mini Wedgits Assortment PN313100 or three cases of any mini Wedgits character sets (Dog, Owl, Frog, eXPANman, or eXPANnie). All orders are N30. Orders must ship at once. *Expires January 31st, 2010.*
- **New Item:** mini Wedgits FunHundred Set, PN313162, \$35.00 cost/4 per case, available April 30th.



Kaskey Kids:

- The NEW Black and Gold vs. Blue and White Football Guys will be available to ship on January 20th! Item #5003, \$12 per unit, minimum 6 pieces per case.



Kubit2me:

- **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 order 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.*

Little Little Little Toy Co (Cont'd):

- **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:

- **January Special:** \$500=FFA, \$1000=FFA & N60 *Expires January 31st, 2010*

Plan Toys:

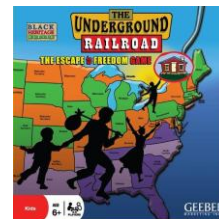
- **Year Round Terms:** \$1000=N30 & FFA, \$3000=N60 & FFA, \$5000=N90 & FFA

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:

- **January Special:** \$150=FFA Ends January 31st, 2010
- **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, 3%, & FFA, \$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
- **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

Toysmith:

- **Toysmith 2010 catalogs are on their way to you any day 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 bestselling 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, \$600=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:

- **January Specials:** \$500=N30 & FFA and a free case of QUIZMO Amazing Animals books (SRP=\$48) with every QUIZMO order of \$100 or more. Expires January 31st, 2010
- **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
WEDGITS BY IMAGABILITY
YOMEGA
ZOOB BY INFINITOY

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