



A Best Toys Newsletter



Volume 7

July 2010

Mark Your Calendars...

August is:

Internat'l Air Travel Month Romance Awareness Month

The 1st Week is **Clown Week** and the
3rd Week is **Weird Contest Week!!**

- 3- Nat'l Watermelon Day
- 5- Sister's Day
- 8- Sneak Some Zucchini Onto Your Neighbor's Porch Day
- 9- Smokey Bear's B-Day
- 16- Monty Python Day
- 19- Nat'l Aviation Day
- 20- Nat'l Homeless Animals Day
- 30- Nat'l Toasted Marshmallow Day



What's Happening in the Toy Industry...

Sales Are Building In The Construction Category

The Construction Category had the largest growth of any toy category in 2009, and the first half of 2010 showed no sign of the category slowing down. Construction play is a timeless play pattern that has real developmental value which parents realize. With tight budgets, fads fall by the wayside and items that deliver long-term play value thrive. The Construction Category is exceptional in that it offers more than a one-off play experience for each item purchased. Each subsequent purchase in a particular system reinvents all of the previous purchases. Thus the system becomes more useful and offers more play value with each addition. This format is the reason that higher-end construction items thrive in a weak economy. Consumers opt to purchase a fewer number of quality construction items rather than many less expensive toys.

Source: Toys & Family Entertainment Magazine, June 2010

Demonstrate

We all know that everything sells better when you can touch or play with it in store. This is especially true of Construction Toys.



Talk to your Manufacturers Representative about which best-selling kits are available in demo sets, and what you can get for free!

Toy of the Month



**3 New Kits
From
Brain Noodles
Chick, Band, & Kitten**

July Deals: Pages 2-6

Enhancing Brain Development

Even before babies can walk and talk, their brains are developing. Neural pathways are the connections that allow information to travel through the brain. The more pathways, the larger the brain. Interestingly, the neural pathways that are developed in a child's first three years can act like the roadmaps to later learning. A child with a larger brain or more neural pathways may be able to learn more easily once she gets into school.

One of the keys to brain development in infancy and childhood is an enriched learning environment. This type of environment would include regular experience with a variety of brain-building activities, repetition of activities (particularly in music and language), and opportunities that challenge and stretch a child's abilities.

Research has shown that experiences with new kinds of activity or stimulation can generate growth in the brain within only a few hours after the experiences begin.

Children need a continuous flow of new information and experiences that are challenging and allow them to solve problems. They should experience a variety of ways to learn, either by being introduced to new material, which adds levels of difficulty to a learning situation, or by new learning techniques. This should be accompanied by constructive feedback and adult interaction.



Sources: Brotherson, Sean. *Keys to Enhancing Brain Development in Young Children* & www.childcareaware.org

July 2010 Deals

Best of Best:

- **Best of Best summer supplements are out!** Check out all the new products including new games from Blue Orange, 4D Cityscape Time Puzzles, more Hama, Artisans, more Wikki Stix, ZeeBeez, the ZooperBall, Zyclone, Zartz, plus much more!
- **Best of Best has a NEW and improved website!** Be sure to check out www.bestofbesttoys.com

Brain Noodles:

- **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.

Crocodile Creek:

- **New...Kid's Food Jars!!** These are perfect for back to school time for keeping your favorite lunch item either cold or hot until you're ready to eat! Return to school in style with a perfectly matched set of your favorite Crocodile Creek back packs, lunch boxes, food jars, and water bottles.
- **Back to School Offer:** \$500=½ freight, \$1000=FFA & N60, \$1500=FFA & N90. Also take advantage of their **Guaranteed Sale Program**. Order any of the following assortments and they will guarantee the sale of those items until October 15, 2010. Assortments include: 4030ASST Lunch Box Asst, 4644ASST Back Pack Asst, 1035ASST Kid's Counter Drinking Bottle Asst, 1036ASST, Kid's Floor Drinking Bottle Asst, 4000ASST Food Jar Asst. Ask your sales rep for more details on this program. For both programs, orders must ship by July 31st, 2010. *Both programs end July 31st, 2010*
- **Year Round Terms:** \$500=½ free freight & N30, \$1000=FFA & N30

Clementine Art:

- **Year Round Terms:** Opening order=\$175 (must pay by credit card for first order) and reorders=\$100. Order \$675 or more and receive a Free display unit and FFA.

Daron:

- **July/August Special:** \$500=N60 & FFA, \$750=N60, 5%, & FFA, \$2500=N90, 7½ %, & FFA. All orders must ship by end of August. Please mark "Summer Promo" on order. *Ends Aug 31st, 2010*

Do A Dot:

- **July Special:** \$350=N60 or less 5% discount with free merchandise to offset UPS charges, \$550=N90, less 5% discount & free merchandise to offset UPS charges. *Expires July 31st, 2010*
- **Year Round Terms:** \$200=½ freight offset, \$300=full freight offset

Educational Insights:

- **Summer Special:** \$500=N30 & FFA, \$750=N60 & FFA, \$1500=N90 & FFA, \$3000=N120 & FFA. Also place your order by July 31st and all reorders of \$500 or more will receive N30 and FFA if placed during November and December of this year. Mark orders with Promo Code EFF610 *Promo runs thru October 31st, 2010.*
- **Year Round Terms:** \$750=N30 & FFA Promo code—FF750

Find It:

- **New Celtic Challenge Game is ready to ship now!** From the lush, green and mysterious northern isles comes this classic strategy game of chance, matching and concentration. Ancient legend has it that no one has ever accomplished the "Celtic Challenge"—sweeping all the Celtic Tiles from the playing board. Are you up for the task of being first? Be sure to check this game out!!
- **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 July 31st, 2010*

Haba:

- **Year Round Terms:** \$1500=N30 and FFA

Hohner:

- **Specials:** \$300=FFA & N30, \$500=FFA, N30, & Free HPOP (New Bluesband harmonica 24 pcs display box), \$750=FFA, N60, & Free HPOP harmonica display, \$1000=FFA, N90, & Free HPOP harmonica display. The Free HPOP Bluesband harmonica display includes 24 pieces of Hohner's bestselling Blues Band Harmonica in a POP display box. The SKU #HPOP must be referenced on any orders that qualify. *Special ends July 31st, 2010*

Hotaling:

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

Hotaling continued

- **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.

HQ Kites & Designs USA:

- **Everyday Terms:** \$1500=½ FFA, \$3000=FFA

Imagability-Wedgits:

- **July Promo:** \$500=N30 & FFA. Additional orders with FFA may be pre-scheduled for balance of the year.
Ends July 31st, 2010
- **The NEW Mini FunHundred is now in stock...#313162, \$35.00** cost. This set includes 100 pieces of all Mini Wedgits parts plus plastic carry case with handle.

**Kubit2me:**

- **July Special:** 20% off on all orders. One case pack minimum.
Ends July 31st, 2010
- **Opening Order Demo Special:** Free demo game with any first time order.

Learning Resources:

- **Free Freight Sale:** \$500=N30 & FFA, \$750=N60 & FFA, \$1500=N90 & FFA, \$3000=N120 & FFA. Also place your order by July 31st and all reorders of \$500 or more will receive N30 and FFA during November and December of this year. Please include “Free Freight Sale” and Promo Code TFF500 on all orders. All orders must ship by November 30th, 2010. *Promo expires October 31st, 2010.*
- **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 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 Dating Program:** On any or all of the following programs you will receive November 1st dating and FFA. Credit card payments cannot be accepted for the dating program. Receive a 3% early payment discount if check is received within 30 days of invoice date. **Happyland**-Order \$1000 in Happyland, select at least the minimum quantity of items from each product category from the suggested sheet (ask your rep to see this sheet), display as a product group and receive one demo item from each of Group A, C, and D. **Build It**-Order \$350 in Build It, select at least four items, display as a product group and receive one of item 117030 Build it..up as a demo. **Remainder of Line**-Order \$1500 of 20 other items from the line, display as a product group and demos may be purchased at ½ price. *Expires Aug 1st, 2010*

Little Little Little Toy Co continued

- **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. **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:

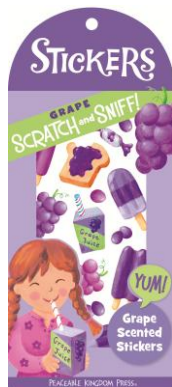
- **Year Round Terms:** \$500=FFA

Patch/Lauri/Smethport:

- **Catalog Supplement Promotion:** The NEW Patch catalog supplement is available now. Order 4 new items from the supplement=FFA, order 7 new items from the supplement=FFA, N60, & 4% discount, order 10 new items from the supplement=FFA, N90, & 10% discount. Use Promo Code 106CM. Orders must ship by July 31st, 2010. *Promotion ends July 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:**

- **Can you smell the bubblegum in the latest sticker designs from Peaceable Kingdom Press?** The new Scratch & Sniff Mini Sticker designs come in 8 different flavors and have quickly become a huge hit. With flavors like grape, bubblegum, strawberry, and even skunk, the stickers are a lot of fun for all ages and come in at a great low price..
- **Sticker Station Super Special:** Order the very popular sticker station (Item #PGM4489) and receive N60 & FFA. Plus add additional product to that order for the same terms. The sticker station includes a 60 hook floor display (60"x18")/\$125.00, 12 dozen Itsy Bitsy Stickie Designs/\$72.00, 12 Quick Sticker Kit Designs/\$180.00, 2 dozen Sticker Book Designs/\$24.00, 37 dozen Mini Sticker Designs/\$408.00), and 6 dozen Mini Stickers as FREE offset. Total cost on the display is \$809.00. Use coupon code PR01. Must ship by Nov 30th. *Promo expires November 30th, 2010*
- **Freight Promos:** \$500=½ freight (coupon code PR02), \$1000=FFA (coupon code PR03). Not valid for Valentine's Day 2011 product. *Promos end November 30th 2010.*

**Pressman:**

- **Summer Specialty Program:** \$650=N60 & FFA, \$1250=N90 & FFA. **On the \$1250 orders they must include a minimum of five items from the list below. Also all future reorders of \$250 or more will get N60 & FFA thru the end of the year. Orders must ship as ready. *Expires September 30th, 2010*
- **#1825-06 Chimp & Zee Little Mermaids #1835-06 Chimp & Zee Going on Vacation
 #1827-06 Chimp & Zee Silly Socks #1836-06 Chimp & Zee Shopping Cart Dash
 #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 Game #3240-06 Chinese Revolution
 #4534-06 Dinosaur Train All Aboard Game #4512-04 Alien Quickshot
 #6550-06 SpongeBob Mastermind Towers #6552-06 Nickelodeon Tri-Ominos For Kids
- **Alien Quickshot Demo Offer:** Purchase a minimum of 8 pcs (2 cases) of #4512-04 Alien Quickshot game and receive one free in-store demo. Please note that demo game may ship separate from your original order. *This promo expires September 30th, 2010.*

Ravensburger:

- **Third Quarter Stock Up Program:** \$500=N60 & FFA, \$1000=N90 & FFA, \$2000=Dec 10th, 2010 dating & FFA. *Program ends September 30th, 2010*
- **Puzzle Promotion:** Purchase \$500 worth of puzzles (not including puzzleball) and receive the following promotional items FREE: 1x Mini Puzzle Display with 45 puzzles (\$1.25 retail value), 1x Free Standing Banner (size 24"x45") and 1x Sign (size 11"x14"). Reference item #83291 when ordering. *Quantities are limited while supplies last!*
- **Wow Promotion:** Purchase \$500 worth of WOW product and receive the following promotional items FREE: 36x Family Sets (\$6.99 retail value), 2x Display Signs (size 8"x16"), 2x Wobbler Signs and 1x Free Standing Banner (size 24"x48"). Reference item #48483292 when ordering. *Quantities are limited while supplies last!*
- **Year Round Terms:** \$1000=N30 & FFA

Shainsware:

- **Check out the NEW Metal-urges from Shains!** Made in the USA, Lead Free Pewter, Day to Evening the "IT" accessory to get now! A variety of styles are available to add to your bracelets and accessories!
- **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:**

- **Motorized Saturator Water Shooter Program:** Order \$500 or more of motorized Saturator Shooters and be eligible for a 50% wholesale credit on any inventory of motorized water shooters remaining on September 10th. This will allow you to markdown any unsold products at that time at ½ price and still maintain your margin level. Orders must ship before July 16th, 2010. Invoices must be paid on time. No other products can be combined to meet the \$500 minimum. But once you reach the \$500 level in motorized water shooters, you can then add on other product to ship with the order. *Program ends July 16th, 2010*
- **Regular terms:** Minimum order=\$200 \$1000=FFA

Thames & Kosmos:

- **Pre-Holiday Special:** \$500=N60 & 3%, \$1000=N60 & FFA, \$1500=N60, FFA, & 2%, \$2000=N60, FFA, & 4%. Orders must ship by Sep 15th. Mark order with "Pre-Holiday Special". *Ends Sep 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:

- **Third Quarter Special:** \$550=N30 & FFA (promo code 10Q3550), \$800=N60 & FFA (promo code 10Q3800), \$1250=Nov 1st dating, FFA, & Free 2-sided Thinkfun floor display (promo code 10Q31250Nov1), \$2000=Dec 1st dating, FFA, Free Large Thinkfun floor display (promo code 10Q32000Dec1). All orders must include one case (12 units) each of any 4 New products from the 2010 catalog and/or 2010 summer supplement. Order a floor display and become a Thinkfun Center Account... Receive N30 and FFA on all reorders over \$500 for the remainder of 2010. Also on all orders receive an additional 5% off your total order with the purchase of one case (12 units) of at least six new/refreshed products. (Add "-5%" to the promo code for discount). *Offer ends September 30th, 2010*
- **Check out the new Thinkfun Partner Website...** The partner site is a tool that will help make Thinkfun a successful line in any store. It includes product information, quarterly offers, order forms, images and videos, product sell sheets and game instructions. Soon it will have a "History of Thinkfun" section with a suggestions/comments area as well as interactive demos of the games you can actually play online. The partner site URL is: www.thinkfun.com/partners/

Three Cheers for Girls:

- **Don't forget to stock up on back to school products from Three Cheers!**
- **Regular Terms:** Opening order is \$150 (opening orders under \$350 must be prepaid by credit card). Reorders are \$100.

Toysmith:

- **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:

- **Skill Toy Promo:** Place a Yomega order for \$250 that includes at least 3 skill toy items and receive FFA and N60. *Offer ends July 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



Save the date September 26th, 2010 for the Best Toys Open House...call for details!!!

BEST OF BEST TOYS
BRAIN NOODLES LLC
CLEMANTINE ART
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
PEACEABLE KINGDOM
PRESSMAN
RAVENSBURGER GROUP
RIVER DOLPHIN TOYS

SHAINSWARE
TECH GROUP/PALCO SPORTS
MKTG
THAMES & KOSMOS
THINKFUN
TOYSMITH GROUP
THREE CHEERS FOR GIRLS
WEDGITS BY IMAGABILITY
YOMEGA
ZOOB BY INFINITY



OFFICE (630) 493-4540 OFFICE (800) 726-3261
FAX (630) 493-4551 FAX (800) 726-4732
www.besttoysinc.com