

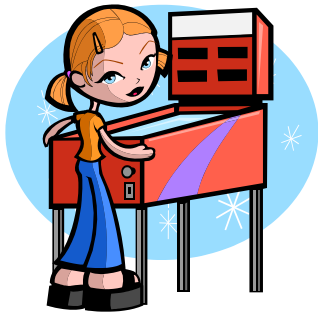


Mark Your Calendars...

July is:

Nat'l Ice Cream Month
Nat'l Tennis Month

- 1 – Build a Scarecrow Day
- 4 – Independence Day
- 8 – Video Games Day
- 15 – Respect Canada Day
- 16 – Internat'l Juggling Day
- 20 – Moon Day
- 23 – Nat'l Hot Dog Day
- 28 – Nat'l Milk Chocolate Day



What's Happening in the Toy Industry...

Success Continues With Puzzles

Puzzles continue to play a major part in the lives of both children and adults, and remain a strong category in the specialty market today. Puzzles have experienced a strong growth spurt thanks to the renewed emphasis on family togetherness. In a recessionary economy puzzles become a low cost family entertainment activity. Moreover, puzzles are often thought of as a great educational aid for children. Puzzles appeal to both children and adult “puzzlers” as a hobby and a challenging activity. The category has continued to innovate, maintaining the interest of hobbyists and casual consumers. With a wide audience, affordable price tag, and constant innovation, manufacturers are confident about being able to deliver strong product for a strong demand.

Source: Toys & Family Entertainment. March 2010.

Want to Sell a Puzzle?

Manufacturers offer a huge variety of puzzles, with licensed images from popular culture, family friendly images and formats, large formats for the elderly and disabled, and even “green” puzzles, made from recycled materials and vegetable dyes. Many also offer incentives for “Puzzle Nights” as well as marketing tools and half-cuts for display. Contact your rep to learn more.



Toy of the Month



Kid Food Jars
from
Crocodile Creek

June Deals: Pages 2-6

Jigsaw Puzzle History

The Jigsaw puzzle dates back to the **1760s** when European map makers pasted maps onto wood and cut them into small pieces. These “**dissected maps**” were used as **educational tools** for children. Over the years puzzles evolved, with a **broader range of images** for children, and an **adult market** emerging around 1900.

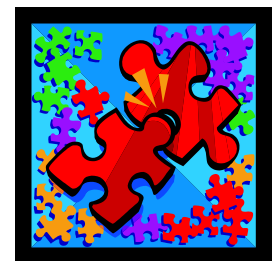
The puzzles of those days were **cut exactly on the color lines**. The pieces did not interlock, and so could be easily disturbed, and the adult puzzles had **no guide picture on the box**; if the title was vague or misleading, the true subject could remain a **mystery** until the last pieces were fit into place.

Because wood puzzles had to be cut one piece at a time, they were prohibitively **expensive**. A 500-piece puzzle typically cost \$5 in 1908, when the average worker earned \$50 per month.

High society, however, whole-heartedly embraced the new amusement and a **craze** was born that continued and grew through the 1930s, as the **cardboard die-cut puzzle** came into its own, making puzzles **cheaper and more accessible**. In early 1933 when sales reached an astounding **10 million per week**, puzzle rentals from libraries, the weekly jigsaw puzzle (released on news stands every Wednesday) and free advertising puzzles (gift with purchase puzzles with product or brand images) were common.

Over the years the jigsaw puzzle’s popularity has waxed and waned, but whether traditional wood-cut, 3-D, or cardboard, it has continued to remain a **staple in American culture**.

Source: Williams, Anne. Jigsaw Puzzles - A Brief History. www.mgcpuzzles.com.



June 2010 Deals

Best Toys is pleased to announce another new vendor in our line up....Peaceable Kingdom!! Yes you heard right...we are now your reps for everyone's favorite gift card line. And don't forget that Peaceable Kingdom now has a wonderful "Sticker Station Program", sticker activity totes, paper dolls in-a-box, games, gift book sets, and diaries. Be sure to check it out!

Best of Best:

- **Best of Best summer supplement will be coming your way in June!** There will be tons of 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!

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:

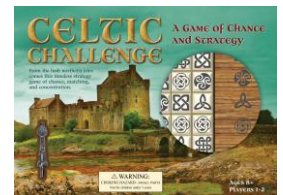
- **June Special:** \$500=N30 & FFA, \$750=N30, 5%, & FFA, \$1000=N60, 5%, & FFA. All orders must ship in June. Please mark "June Promo" on order. *Ends June 30th, 2010*
- **3D Puzzle Promo:** Order \$750 or more in 3D puzzles and receive a 5% discount on all the puzzles. *Promo ends May 31st, 2010*

Educational Insights:

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

Find It:

- **New Celtic Challenge Game is ready to ship on June 10th!** 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 June 30th, 2010*



Haba:

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

Hohner:

- **Second Quarter 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 best selling Blues Band Harmonica in a POP display box. The SKU #HPOP must be referenced on any orders that qualify. *Special ends June 30th, 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
- **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
- Minimum opening order=\$125 and reorders=\$100

Imagability-Wedgits:

- **June Promo:** \$500=N30 & FFA *Ends June 30th, 2010*

Kubit2me:

- **June/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:

- **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*
- **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

Peaceable Kingdom:

- **The NEW 2010 Summer Catalog and 2011 Valentine Catalog have arrived!** Be sure to book your orders now for new summer items shipping June 1st and 2011 Valentine items shipping October 1st, 2010. Quick Sticker Kits have been a huge hit this year and 6 new styles have been introduced this month. Each kit includes a fun activity for 1-3 children. They are great for party favors and gifts. Families love this item because they can take it in the car, on a plane, into a restaurant, or anywhere you might want an engaging activity that's easy to start and easy to clean up. Check them out!
- **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 70 hook floor display (60"x18")/\$125.00, 12 dozen Itsy Bitsy Stickie Designs/\$72.00, 9 Quick Sticker Kit Designs/\$135.00, 2 dozen Sticker Book Designs/\$24.00, 37 dozen Mini Sticker Designs (at their new low price of \$1 each/\$444.00), and 6 dozen Mini Stickers as FREE offset. Total cost on the display is \$800.00. Use coupon code PR01. Must ship by June 30th. *Promo expires June 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.*



Patch/Lauri/Smethport:

- **2010 Everyday Special:** \$500=N60, \$1000=FFA, \$1500=N60 & FFA, \$2500=N90 & FFA

Ravensburger:

- **Iron Man 2 and The Twilight Saga: Eclipse Puzzleballs are here to help celebrate two movies!** Be sure to order the new Iron Man 2, 240 piece puzzleball (#11527/\$13.50 cost) and the Iron Man 2, 60 piece puzzleball (#84659, \$5.00/12 pc display). Also June 30th is the release of the next Twilight series movie so be sure to have in stock the new Twilight Saga: Eclipse 60 pc puzzleball hearts display (#84700,\$6.50/8 pc display) and the Twilight Saga: Eclipse 240 pc puzzleball (#11531/\$13.50 cost).
- **Movie Special:** Order at least \$200 worth of Twilight and Iron Man 2 puzzleballs and receive N60 & FFA. Once that minimum is met, regular merchandise can be added for the same terms. *Ends June 30th, 2010*
- **Year Round Terms:** \$1000=N30 & FFA

River Dolphin:

- Zoomorphs will be showing at the Astra show in June...Astra members place your order at the show and receive a 4% discount. Booth #104.

Shainsware:

- **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:

- **The New Tech Group website has been launched!** Check out all the cool Tech Group products at www.techgroupglobal.com
- **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:

- **Zingo To Go Special:** Buy 36 units of Zingo To Go, create a Zingo To Go display in your store, get a free hands on display, and your Zingo To Go sales are guaranteed. Order must ship before June 30th. Guaranteed sale period ends Dec 31st, 2010. Offer is only good on Zingo To Go. Use promo code: 102Q36ZTG. *Expires June 30th, 2010*
- **Second Quarter Special:** \$800=FFA & N60. Must order one case pack each of at least 2 of the following items...Zingo 1,2,3, Math Dice, Izzi, Chocolate Fix, Rush Hour, 36 Cube, Zingo to Go, Zig Zag Knot, or Fifteen Puzzle. (Promo Code 10Q2800). \$900=FFA, N60, & can receive the NEW double sided floor display FREE (designed to hold 3-6 sku's of each product). Must order one case pack each of at least 2 of the items listed above. Promo Code (10Q2900TFC). The \$900 order also qualifies the store to become a ThinkFun Center Account...receive FREE the new ThinkFun Center Floor Display, FREE ThinkFun signage, and all reorders over \$500 for the remainder of 2010 will receive N30 and FFA. *Special ends June 30th, 2010*

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:

- **The Toysmith Summer Supplement is out!** Tons of new products as usual and also new items from Colorbok and Pintoy. Also, now is the time to place those orders for Toysmith's Halloween and Christmas items that can't be missed. Watch for your supplement in the mail !!
- **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:

- **Yomega will be showing at the Astra show in June.** Astra members may place orders between June 15th and June 30th and qualify for FFA and N60 terms.

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
CLEMENTINE 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

ASTRA is Leading the Way Through Play

It's About Winning in the 4th Quarter

ASTRA's Marketplace & Academy

Save the Date for 2010!

June 13-16th, 2010 Providence, RI

The year's biggest gathering of the specialty toy industry!



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