



# Best Toys



Volume 3

A Toy Industry Newsletter

March 2011

## Mark Your Calendars...

### April is:

**Keep America Beautiful Month**  
**National Humor Month**

The 2nd week is **Nat'l Library Week** & the 4th week is **Reading Is Fun Week!**

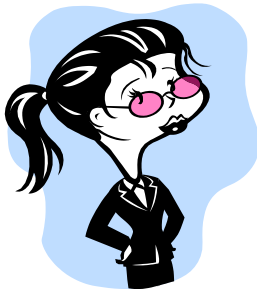
- 1 - April Fool's Day
- 6 - Nat'l Tartan Day
- 10 - Nat'l Sibling Day
- 15 - Rubber Eraser Day
- 16- Librarian Day
- 18 - Paul Revere Day
- 22 - Earth Day



## Food for Thought...

**"Some stories are true that never happened."**

*Elie Wiesel*



**"Fiction reveals truths that reality obscures."**

*Jessamyn West*

## What's Happening in the Toy Industry...

### New Inductees into National Toy Hall of Fame

Playing Cards and The Game of Life are the two newest toys inducted into the National Toy Hall of Fame at the Strong Museum in Rochester, New York. The two honorees were selected from among 12 toy finalists that included: Cabbage Patch Kids, Chess, Dollhouse, Dominoes, Dungeons & Dragons, Hot Wheels, Lite Brite, Magic 8 Ball, Pogo Stick, and Rubik's Cube. The two inductees were the logical winners. Playing Cards offer more game variations than any other single kind of gaming device. The Game of Life has invited players to journey through life (from education through retirement) since 1860 and has been translated into at least 20 languages. Criteria for induction include: Icon-status (the toy is widely recognized, respected and remembered), Longevity (the toy has enjoyed popularity over multiple generations), Discovery (the toy fosters learning, creativity or discovery through play) and Innovation (the toy profoundly changed play or toy design). To date 46 toys have been inducted into the National Toy Hall of Fame.

*For more information visit [www.toyhalloffame.org](http://www.toyhalloffame.org)*

## Reading to Improve Business

**Knowledge is power – check out these great books!**

*The Ten Minute Marketer's Formula* by Tom Feltenstein

*The E-Myth Revisited: Why Small Businesses Don't*

*Work and What to Do About It* by Michael E. Gerber

*Start Your Own Business (The Only Start Up Book You'll Ever Need)* by Rieva Lesonsky

*Good to Great: Why Some Businesses Make the Leap...and Others Don't* by Jim Collins

*Successful Business Models (Surefire Ways to Build a Profitable Business)* by Don Debekak

**Looking for more? Your local librarian can help you find just what you need!!**



## Guerrilla Librarians – Save the Books!

A guerrilla librarian is someone, often a professional librarian, who uses surreptitious measures or in some other way operates outside of the acceptance of authority, in order to preserve or steward books or other material. Guerrilla librarianship can be politicized and occasionally controversial.

The term originated in 1987 in San Francisco when a plan went into place to take up to 50% of books off of library shelves, storing some off-site, disposing of others, changing organization of books to a "leveled access" system, instead of the traditional Dewey Decimal System (restricting access to some materials), and turning the library into a predominantly digital resource.

In 1995, 250,000 library books were weeded, including old, rare and some last copies. As librarians resisted this idea of the "Library of the Future", many began to save books by either hiding them or stamping them to make the books appear that they had been in recent circulation. They were christened "Guerrilla Librarians".

*Source: [www.wikipedia.org](http://www.wikipedia.org)*



# March 2011 Deals

## Aladine:

- **March Special:** \$300=5% discount *Ends March 31<sup>st</sup>, 2011*
- **Year Round Terms:** Minimum order=\$150

## Best of Best:

- **Best of Best 2011 Catalog is out!** If you have not received your copy in the mail yet, please call your Best of Best sales rep to request one. Tons of new items from your favorite vendors. Check it out!!
- **Follow Best of Best on Facebook !!!**
- **Best of Best has a NEW and improved website!** Be sure to check out [www.bestofbesttoys.com](http://www.bestofbesttoys.com)
- **Year Round Terms:** No minimum order. Can break case packs on most items in catalog. Orders under \$150 must be accompanied by credit card.

## 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!
- **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:

- **March Special:** \$500=N30 & FFA, \$1000=N60 & FFA, \$1500=N90, FFA & 5%.
- Please mark "March Promo" on order. *Ends March 31<sup>st</sup>, 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 10<sup>th</sup>, 2011 dating. All reorders thru the end of 2011 of \$200 or more will receive FFA & N90. *Expires March 31<sup>st</sup>, 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 31<sup>st</sup>, 2011*
- **N60 Offer:** \$1000=FFA & N60. All reorders of \$750+ will receive FFA & N60. *Ends March 31<sup>st</sup>, 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 31<sup>st</sup>, 2011*
- **Jeopardy!** This spring and summer EI will be advertising selected EI products during a special Jeopardy school tournament which will air to 25 million viewers. Ask your sales rep for information on how to participate in the Jeopardy promotion with product and signage in your store.
- **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 March 31<sup>st</sup>, 2011*
- **Year Round Terms:** Order in case packs of 12. Can assort styles within the 12 pcs.

### Haba:

- **Year Round Terms:** \$1500=N30 & FFA. Ask for details on POP Display Specials. Opening order=\$150. Reorder=\$100.

### Hohner:

- **Special:** \$500=N30 & FFA, \$750=N60 & FFA, \$1000=N90 & FFA *Expires March 31<sup>st</sup>, 2011*
- **Year Round Terms:** Opening order \$50. Reorders \$25.

### Hotaling:

**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:

- **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 31<sup>st</sup>, 2011*
- **Everyday Terms:** \$500=N30 & FFA. Opening order=\$300. Reorder=\$125.

### Little Kids:

- **Program:** \$750=FFA & June 10<sup>th</sup> dating. Orders must ship to one location and ship by April 15<sup>th</sup>. New accounts must prepay their first order. All reorders of \$350+ will receive N30 & FFA for remainder of 2011. Free freight allowance for Blastos Bubble Solution is limited to 4 master cartons per location at the \$750 minimum. \$500=½ FFA & N60. Orders must ship to one location and ship by April 15<sup>th</sup>. *Ends April 15<sup>th</sup>, 2011.*
- **Toobers & Zots Offer #1:** \$250=FFA & June 10<sup>th</sup> dating or N30 days whichever is greater. **Toobers & Zots Offer #2:** \$150=N30 & 10%. Both offers must ship to one location and ship between April 15<sup>th</sup>-May 15<sup>th</sup>. All new accounts must prepay their first order. *Ends May 15<sup>th</sup>, 2011*
- **Fall 2011 Orders:** \$750=FFA & Dec 10<sup>th</sup> dating. Orders must ship to one location and ship between August 1<sup>st</sup>-October 31<sup>st</sup>. All new accounts must prepay their first order. *Ends October 31<sup>st</sup>, 2011*
- **Year Round Terms:** Minimum order=\$100

### Magnatiles by Valtech:

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

### Neat-Oh:

- **Special:** \$350=½ FFA, \$750=FFA. For first time customers only, order the Best Seller Bundle for \$114 and get FFA. *Ends March 31<sup>st</sup>, 2011*
- **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 1<sup>st</sup>, 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 31<sup>st</sup>, 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 1<sup>st</sup>, 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 31<sup>st</sup>, 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 31<sup>st</sup>, 2011*
- **Year Round Terms:** \$1000=N30 & FFA. Minimum order=\$100

### River Dolphin:

- Program: \$500=N60, \$1000=N60 & 4% (can write as two orders but one order must be for immediate shipment and the second order must ship no later than May 31<sup>st</sup>). *Ends April 15<sup>th</sup>, 2011.*
- **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:

- **Spring Special:** \$500=N60 & 5%, \$1000=N60 & FFA, \$1500=N60, FFA, & 2%, \$2000=N60, FFA, & 5%. Must ship by May 31<sup>st</sup>, 2011. Mark orders with "Spring Special". *Ends May 31<sup>st</sup>, 2011.*
- **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 1<sup>st</sup>, 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 31<sup>st</sup>, 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 31<sup>st</sup>, 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:

- Infinity is launching three new Zoob products: ZAC (the Zoob Alien Creature), the Zoob Jr Scooter, and the Fastback H2H (with 2 pullback motors). Infinity's policy is that customers can add to backorders and get the same terms as the original order. So, if your order totals \$750+ and includes one or more of these new items, you'll get FFA on your current order and everything you add on when the new products ship in early September will get FFA as well (Infinity will call to see if you'd like to add on). It's like getting free freight on two orders!
- **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 INFINITY