



A Best Toys Newsletter



Volume 5

May 2010

Mark Your Calendars...

June is:

National Candy Month
Zoo and Aquarium Month
National Rose Month

- 2 - Nat'l Frozen Yogurt Day
- 5 - U.N. World Environment Day
- 8 - Best Friends Day
- 9 - Children's Day
- 14 - Family History Day
- 20 - Nat'l Juggling Day
- 21 - 1st Day of Summer!



What's Happening in the Toy Industry...

TIA's Top Four Trends from Toy Fair

The Toy Industry Association has identified the top four trends from this year's Toy Fair. The first trend is Active play which exercises the body while active intelligence and active imagination engage young minds. The second is Accessible play which means small and portable items for children and families on the move. The third trend is Affordability which describes a broad range of products priced at \$25 or less that includes attention to detail, additional features and extended play value. The fourth is Aspirational toys and games that empower young people to think and play in ways that positively influence their emotional and intellectual development.

Source: *Toys & Family Entertainment*. March 2010

Promote Imaginative Play

Be a kid. Wear a tiara or a pirate patch. Begin promoting active imagination in children by letting your staff's imagination run free a little.

As part of the specialty toy industry, we have the unique ability to help children dream and imagine more. We can give today's child access to a vast array of toys and products to live their own outrageous adventures and explore imagined frontiers in their own backyards. It's our job to help them dream of being pirates, fairies, astronauts, kings and princesses.



Toy of the Month



Tie-Not
from
Best of Best
77300

May Deals: Pages 2-6

Play is fun! But play is also a whole lot more.

Humans have played since earliest times, and philosophers and scholars have thought about it for centuries. More than 2,000 years ago, Plato suggested, "You can discover more about a person in an hour of play than in a year of conversation."

Play is essential for learning and human development. It sharpens our minds, helps us grow, keeps us healthy, and boosts our creativity. When we don't play we are less creative, less productive, more sedentary, more fatigued, more susceptible to obesity, and more likely to encounter social problems and emotional stress.

When children play, they learn to solve problems, make decisions, express themselves, communicate with others, and recognize boundaries. Children who play do better in school and become more successful adults.



Forty percent of elementary schools in the U.S. have reduced, modified, or eliminated recess from preschool and elementary school even though there is no research to support the notion that replacing recess with additional class time improves learning or test scores.

Source: www.museumofplay.org



May 2010 Deals

New Line for Best Toys...Clementine Art is a full line of simple, wholesome, and clean art supplies with all the ingredients they need, and none of what they don't, listed right on the box. The products contain only natural ingredients and are certified non-toxic and meet CPSIA requirements. The products range from natural modeling dough (colored with spinach, carmine and turmeric), paint (colored with earth based mineral pigments), markers (colored with vegetable and mineral pigments), glue (uses plant based adhesives), crayons (made with soy wax), and crayon rocks (for little hands). All packaging is made from recycled stock and printed using soy ink in a wind powered facility. And best of all the products are made in the USA !!!

Best of Best:

- **Best of Best has added more NEW games from Blue Orange!** We will now be stocking Pigz UP, Golden Gate, Peek Poker, Pocket Yamslam, Sumoku, Crazy Cheese, and Spot It!...along with our other Blue Orange favorites. Call your favorite Best of Best sales rep for details on these great games!

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:

- **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:

- **May Special:** \$500=N30 & FFA, \$750=N30, 5%, & FFA, \$1000=N60, 5%, & FFA. All orders must ship in May. Please mark "May Promo" on order. *Ends May 31st, 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*

Do-A-Dot:

- **Special:** \$500=5% discount **OR** N60 dating...you choose. \$300=free freight offset. *Ends May 31st, 2010*

Educational Insights:

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

Find It:

- **Find It-Wizard of Oz Edition** celebrates the story of Dorothy and her friends and their incredible journey through Oz! Includes characters from the beloved story and also includes 26 more Oz related items. This slightly smaller version (\$7.50 cost) enhances portability...perfect for the car or to carry along in your backpack! Shipping now!! Also the new Celtic Challenge game from Find It will be shipping the first part of May. This is the perfect gift for Dads and Grads!!
- **Special:** When you pay by credit card only - 2 cases= $\frac{1}{2}$ FFA, 4 cases=FFA. Credit card must be on order when submitted.
Terms special: 6 cases=N30 & FFA. *Expires May 31st, 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. Since the metal racks will not be ready to ship until early May, 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.
- **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= $\frac{1}{2}$ FFA, \$3000=FFA
- Minimum opening order=\$125 and reorders=\$100

Imagability-Wedgits:

- **May Promo:** \$250=receive 1 free Wedgits to Go set (PN300025) as freight offset \$500=receive 2 free Wedgits to Go sets, \$750=receive 3 free Wedgits to Go sets, \$1000=receive 4 free Wedgits to Go sets. Orders must ship by May 31st, 2010. *Promo ends May 31st, 2010*

Kubit2me:

- **Opening Order Demo Special:** Free demo game with any first time order.

Learning Resources:

- **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.*
- **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:

- **May Promotion:** \$600=FFA, \$1400=FFA & N60, \$2200=FFA, 7%, & N90 *Ends May 31st, 2010*
- **Magnetic Play Set Promo:** All orders of at least 150 pieces or more from the select list of Smethport magnetic play sets will receive 25% off on those sets. This will also qualify you for FFA. Please ask your sales rep for the list of play sets (majority of the line are included). *Promo ends May 31st, 2010*
- **2010 Everyday Special:** \$500=N60, \$1000=FFA, \$1500=N60 & FFA, \$2500=N90 & FFA

Plan Toys:

- **May Special:** \$750=N30 and FFA *Ends May 31st, 2010*
- **Special Promotion:** Plan Toys is offering select items at a discounted price for the month of May. Ask your favorite sales rep for a list of the items!
- **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 Bunnies
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 Game	3607-06 Mind Matchers
4534-06 Dinosaur Train All Aboard Game	6550-06 SpongeBob Mastermind Towers
4723-06 Smithsonian What Was I Thinking	6551-06 Nickelodeon Rummikub
6552-06 Nickelodeon Tri-Ominos For Kids	

- *Program Ends May 31st, 2010*

Ravensburger:

- **Iron Man 2 Puzzleballs are in stock now!** The Iron Man 2 movie opens on May 7th. Be sure to have in stock 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).
- **Year Round Terms:** \$100=N30 & FFA

**Shainsware:**

- **May Special:** FFA on orders over \$150. *Ends May 31st, 2010*
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:

- **May Specials:** \$500=10% discount, \$1000=FFA. Invoices must be paid on time! *Ends May 31st, 2010*
- **Closeout Specials:** Check with your Best Toys rep for the latest closeout specials on specific SupaSplat, WipeOut, and StrykeZone items. There are some great deals here! *Closeouts run while supplies last.*
- 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:**

- **Spring Special:** \$500=N60 & 5%, \$1000=N60 & FFA, \$1500=N60, FFA, & 2%, \$2000=N60, FFA, & 5%. Orders must ship by May 31st. Mark order with "Spring Special". *Ends May 31st, 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:

- **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:

- **Take a Sneak Peek at some new backpacks coming out in late May/early June!**
- **Regular Terms:** Opening order is \$150 (opening orders under \$350 must be prepaid by credit card). Reorders are \$100.

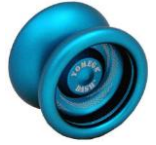


Toysmith:

- **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:

- **Press Release:** Based on the overwhelming popularity of The Maverick yoyo, Yomega has released a second collectible aluminum model, called the Dash yoyo. The Dash is a wing shaped roller bearing yoyo that is constructed of aircraft grade aluminum. It features an ultra smooth rubber return system, a high grade stainless steel ball bearing and a weighted perimeter, which delivers outstanding play performance. It is a high performance yoyo that is sought after by both players and collectors. The Dash comes with a copy of the Yomega Mania DVD, extra string and a trick book. The Dash comes in blue and gold colors and will retail for \$29.95.

**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



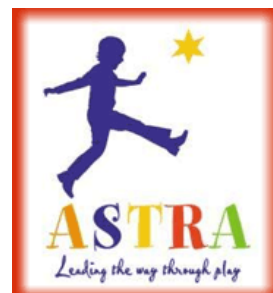
BEST OF BEST TOYS
BRAIN NOODLES LLC
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CROCODILE CREEK
DARON WORLDWIDE
DO-A-DOT
EDUCATIONAL INSIGHTS
FINDIT GAMES
HABA
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HOTALING (PAPO, LE VAN TOY)

HQ KITES & DESIGN
KASKEY KIDS
KUBIT2ME
LEARNING RESOURCES
LITTLE³ TOY COMPANY
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TECH GROUP USA
THAMES & KOSMOS
THINKFUN
TOYSMITH GROUP
THREE CHEERS FOR GIRLS
WEDGITS BY IMAGABILITY
YOMEGA
ZOOB BY INFINITOY

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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