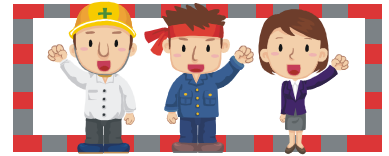


Best Toys



Volume 5

A Toy Industry Newsletter

May 2011

Mark Your Calendars...

June is:

Recycling Month

The 1st week is **International Volunteers Week**. The 2nd week is **Hug Holiday Week**

- 4 – Nat’l Frozen Yogurt Day
- 7 – Boone Day
- 8 – Best Friend’s Day
- 9 – Children’s Day
- 13 – Nat’l Juggling Day
- 15 – Fly a Kite Day
- 19-22 – ASTRA Convention
- 21 – 1st Day of Summer!
- 30 – Meteor Day



Food for Thought...

“Common sense is genius dressed in its working clothes.”



Ralph Waldo Emerson

What’s Happening in the Toy Industry...

Toy Industry Grows 2% in 2010

United States retail sales of toys generated \$21.9 billion in 2010 compared to \$21.5 billion in 2009, an increase of 2% according to market research company The NPD Group. Fourth quarter sales experienced an increase of 3% and represented close to half of the yearly total. Plush and Building Sets saw the most significant increases at 18% and 13% respectively. Outdoor and Sports Toys increased 9%, while Dolls and Infant/Preschool both experienced increases of 6%. Specialty Toy Store sales increased 4% for the year. Licensed Toys represented 25% of the total industry sales in 2010. *Thomas & Friends* was the number one license in the Preschool Toys category in the United States for the 10th year in a row. *Thomas & Friends* toy sales increased 47.1% in 2010.

Source: www.playthings.com

Store Locator

Most manufacturers’ websites offer Store Locator tools which allow customers to find retailers who sell specific product and are near a designated geographic location. It is important to make take the time to look at all of your vendors’ websites and make sure that your store is listed correctly with their Store Locators.



If you need assistance in this, or have problems or questions, you can contact your sales rep, or call the manufacturer directly.

Pirates Ahoy!

Pirates have been around as long as people have been using the sea to trade goods. The earliest recorded accounts of piracy were in the 13th century BC, in the Mediterranean Sea area, though some of the most famous pirates of all time would be the Vikings, who were raiding the seas from about the 790’s until approximately 1070.

Pirates have also been long-associated with many popular oceanic myths, like mermaids, haunted ships, terrible sea monsters, cursed treasure, and even lost cities and islands!

And what better way to celebrate all that piratical goodness than with the release of the brand-new movie *Pirates of the Caribbean: On Stranger Tides*? Directed by Rob Marshall and starring Johnny Depp, the new movie chronicles the latest adventures of pirate captain Jack Sparrow as he heads out to search for the fabled Fountain of Youth.



May 2011 Deals

Mark your Calendar September 18th 6th Annual Best Toys Open House at the Lisle Hyatt

Aladine:

- **New Product Promos:** Order any Group Plan and receive a 5% discount. Order any 3 or more Group Plans and receive 5% and N60. Group Plans include product from the newly released Aladine catalog...Vertical Puzzle Plan, Pataminos Plan, Christmas Plan, Stampominos Plan, Baby Stamp Plan, Special Kit Story Plan, Stamp Box Plan, and Kit Plan. Ask your sales rep for details on what is included in each plan. *Plan promos expire June 30th, 2011.*
- The latest Aladine Catalog and products can be viewed at www.aladine.com.
- **Year Round Terms:** Minimum order=\$150

Best of Best:

- **Best of Best will be at Astra's Marketplace & Academy** June 19th -22nd, 2011. Hope to see you all there!
- **Please don't forget when you buy from Best of Best you get:** No dollar minimum, No case packs, buy exactly what and how you need, one shipping location in the Midwest, one place to buy from over 90 vendors, and over 800 products to buy from.
- **Follow Best of Best on Facebook and Twitter !!!**
Send us pictures of your store or events and we will post them.
- **Best of Best has a NEW and improved website!** Be sure to check out www.bestofbesttoys.com.

Daron:

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

Educational Insights:

- **Jeopardy Teacher's Tournament coming up!** Don't forget to watch the Jeopardy Teacher's Tournament airing May 2nd -13th. EI will be advertising selected EI products during this tournament which will air to over 25 million viewers. Each commercial will tell viewers they can find the advertised product at their local specialty toy or educational 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 May 31st, 2011*
- **Year Round Terms:** Order in case packs of 12's. Can assort styles within the 12 pcs.

Haba:

- **May Freight Promotion:** \$500=FFA *Expires May 31st, 2011*
- **Year Round Terms:** \$1500=N30 & FFA. Ask for details on POP Display Specials. Opening order=\$150. Reorder=\$100.

Hohner:

- **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:

- **NEW Blackhawks NHL Hockey Guys shipping now!!**
- **Special:** \$350=N30 & 5%, \$500=N60 & 5%, \$1000=N60 & 10% *Expires June 15th, 2011*
- **Year Round Terms:** Minimum order=one case pack

Learning Resources:

- **Everyday Terms:** \$500=N30 & FFA. Opening order=\$300. Reorder=\$125.

Little Kids:

- **Toobers & Zots are coming...Bend it. Build it. Create it.** Be sure to place your order now for these fabulous flexible, holdable, moldable building toys. Product will begin shipping in mid June. Place one of 2 qualifying order options below which include a minimum of 3 master cartons of Toobers and receive a free Toobers & Zots Launch kit. Orders must ship between June 15th and July 15th. *Ends July 15th, 2011*
- **Toobers & Zots Offer #1:** \$250=FFA & N60.
- **Toobers & Zots Offer #2:** \$150=N60 & 10%.
- **Year Round Terms:** Minimum order=\$100

Magnatiles by Valtech:

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

Neat-Oh:

- **New Lower Price on Real Relics...**Neat-Oh has lowered their price down to 10.00 each on the Dinoland and Safariland Real Relics playmat sets. Remember that these are the playmats that come boxed along with 4 dinosaur or safari figures. Time to take advantage of this great \$19.99 retail !!!
- **Year Round Terms:** Minimum order=\$100

Patch/Lauri/Smethport:

- **Check out the Patch Spring Savings Sale Catalog...**just released, this catalog is filled with great deals on tons of wonderful Patch products at discounted prices. Ask your sales rep to email you a copy!
- **Everyday Terms:** \$750=N30 & FFA, \$1500=N60 & FFA, \$3000=N90 & FFA...PLUS all reorders over \$150 receive N30 & FFA thru July 1st, 2011. These terms may not be combined with other offers or promotions. Minimum order=\$150.

Peaceable Kingdom:

- **Floor Display PrePack Program:** Order any floor display prepack program and receive FFA & N60. Other product may be added to the order to take advantage of these terms. See pages 92-96 of the catalog to view all 7 filled floor prepack programs. Use Promo Code:PGM2Q. Orders must ship by May 31st, 2011. *Expires May 31st, 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 1st, 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 31st, 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:

- **Year Round Terms:** \$1000=N30 & FFA. Minimum order=\$100

River Dolphin:

- **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 31st, 2011. Mark orders with “Spring Special”. *Ends May 31st, 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:

- **Second Quarter Special:** \$600=N60 (promo code 11Q2600), \$850=N90 and must order 2 new items (promo code 11Q2850), \$1500=Nov 1st dating, FFA, and must order 3 new items (promo code 11Q21500). *Expires June 30th, 2011*
- **The New ThinkFun Hands on Display Systems** which include a bulk game, game play card, and the new ThinkFun play mat will be shipping in mid May.
- **Year Round Terms:** Minimum order=\$150

Three Cheers For Girls/Bliss/Baby Cheers:

- **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:

- **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

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