



Best Toys



Volume 11

A Toy Industry Newsletter

November 2010

Mark Your Calendars...

December is:

- 4 - Wear a Beard of Bees Day
- 5 - Day of the Ninja
- 7 - Pearl Harbor Day
- 12 - Gingerbread House Day
- 16 - Boston Tea Party
- 21 - Forefather's Day
- 25 - Christmas Day
- 31 - New Year's Eve



Food for Thought...

“They are ill discoverers that think there is no land, when they can see nothing but sea.”



Francis Bacon

What’s Happening in the Toy Industry...

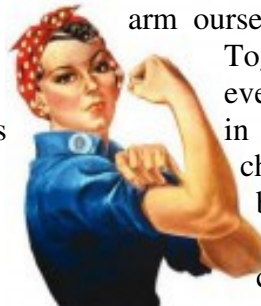
Changes at Playthings Magazine

For more than 100 years *Playthings* magazine has been the source for news, trends and products of the Toy Industry. For 93 years, their sister publication, *Gifts & Decorative Accessories*, has done the same for the Gift Industry. In today’s market smart independent toy retailers are adding giftables such as tween jewelry and accessories, baby clothes and juvenile items in an effort to encourage additional sales. Moreover, a growing number of gift retailers are dedicating a portion of their floor space to a wide array of toys, puzzles, games and children’s books. In this environment the new owner of *Playthings* magazine, Sandow Media, has decided to combine *Playthings* magazine and *Gifts & Decorative Accessories* magazine into one publication dedicated to both the Gift and Toy Industries. Starting with the September/October 2010 issue, *Gifts & Decorative Accessories* magazine will include a dedicated section called “Playthings”, which will contain all of the regular *Playthings* content.

Source: *Playthings*. August 2010.

Staff Appreciation

Here’s to our staff!! Our companions in the trenches during this craziest of all seasons, we arm ourselves together to take on the great task in front of us. Together we strive to answer every question, fulfill every strange request, and make each customer who walks in the door feel appreciated and confident that choosing us means their holiday season will be that bit more perfect. So as we prepare ourselves for the upcoming endeavors, we raise a glass to these brave companions in arms.



Cheers and Good Luck All Around!!

The Statue of Liberty

The Statue of Liberty is one of the most famous pieces of art in the world. It is a statue of a standing woman dressed in a flowing robe. On her head, she wears a 7-point spiked crown, which is said to symbolize the seven continents or the seven seas. The woman holds a torch raised high over her head in her right hand. In her left hand she holds a tablet close to her body. The tablet contains the text "July IV MDCCLXXVI" which refers to July 4, 1776, commemorating the independence of The United States of America.



November 2010 Deals

Please welcome Aladine to the Best Toys line up! Aladine is a fun line of kids stamp sets and washable ink pads. There's a wide variety of stamp themes and the illustrations on the stamps are so cute! The price is right on these sets too! Check with your sales rep for more information on this new line for Best Toys!!

Aladine:

- Aladine is celebrating over 1,000,000 15pc stamp kits being sold all over the world! To thank everyone they are offering: \$300=5% discount on your order. *Promo ends December 31st, 2010*

Best of Best:

- **The Best of Best Winter Supplement is out!** It's not too early to start ordering your Sno-Paint, Snowball Makers, Snow Block Makers, Snow Skimmers, Flying Saucers, Snow Shovels, and holiday themed stocking stuffers!
- **Best of Best has a NEW and improved website!** Be sure to check out www.bestofbesttoys.com

Brain Noodles:

- **Brain Noodles are great open ended play** and perfect to recommend to customers buying for children aged 4 and up. They also make great "toppers" for gift wrapping. Buy a canister of 100 single noodles and use them to twist into the ribbons on your store gift wrapping!
- **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.

Clementine Art:

- **Year Round Terms:** Opening order=\$175 (must pay by credit card for first order) and reorders=\$100.

Daron:

- **November Special:** \$500=N30 & FFA, \$1000=N30, FFA, & 5%
- All orders must ship by end of November. Please mark "Nov Promo" on order. *Ends Nov 30th, 2010*

Do A Dot:

- **Restocking Special:** \$300=N30 & freight offset, \$500=N60, 5%, & freight offset. *Expires Nov 30th, 2010*
- **Glam Art Offer:** Order 24 pc prepack (3 each of 8 titles) and receive 10% discount. Order must ship by Nov 15th, 2010. Regular cost is \$204.00 less 10%=\$183.60. May not combine additional 5% discount on \$500 offer for restocking special. *Expires Nov 30th, 2010*
- **Year Round Terms:** \$200=½ freight offset, \$300=full freight offset

Educational Insights:

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

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 November 30th, 2010*

Haba: Great Freight Terms Available!!

- **Promotion:** \$350=FFA & N30. Orders must ship by Dec 25th 2010. *Expires Dec 25th, 2010*
- **Year Round Terms:** \$1500=N30 and FFA

Hohner:

- **November Special:** \$500=N30 & FFA, \$750=N60 & FFA, \$1000=N90 & FFA *Ends Nov 30th, 2010*

Hotaling:

Year Round Programs:

- **\$1000=N60 & FFA** for any combination of lines. This includes Papo, Le Toy Van, Djeco, and WWF.
- **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.

Kubit2me:

- **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 Kids:

- **Holiday Buy Special:** Purchase \$300 in any combination of Crunch Art, Hall Stars, and/or Holiday Bubbles and receive FFA and January 15th, 2011 dating. Must ship by Dec 31st, 2010. *Ends Dec 31st, 2010*

Little Little Little Toy Co/Early Learning Centre:

- **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.

Neat-Oh:

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

Patch/Lauri/Smethport:

- **November Special:** \$500=N30 & FFA, \$1500=Dec 30th, 2010 dating, FFA & a Free Demo. Order must ship by Nov 30th, 2010. *Special ends November 30th, 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:

- **Valentine's Day is the #1 card-giving occasion between children, and Peaceable Kingdom knows kids!** In addition to our best-selling Super Valentine Fun Packs, the new lower priced Heart Packs are already a hit. Mix and match Super Valentine Fun Packs and Valentine Heart Packs for the widest variety of designs as well as price points. Check with your rep for how to pre-book your PK Valentines today. All orders over \$500 that ship prior to December 15th qualify for March 1st, 2011 dating. All programs with displays that ship prior to December 15th receive March 1st, 2011 dating and FFA. Valentine orders/promos cannot be combined with other promos or specials. *Program ends December 15th, 2010*
- **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 Sticker 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.*

Ravensburger:

- Ravensburger is pleased to announce that three of their new games **Make 'N' Break Challenge, Labyrinth-The Duel, and Jungle Jive** have received the **Platinum Award from Oppenheim Toy Portfolio**, the highest toy award from one of the most well-respected names in the industry. According to Oppenheim Toy Portfolio, toys bearing the Platinum Award seal generate an 18-30% boost in sales! So be sure to stock up on these award winning games!
- **Fall Flyer Promo:** Order a minimum of \$500 of product from the New Fall Flyer and receive N60 & FFA, or order \$1000 from the Fall Flyer and receive N90 & FFA. Once you meet the minimum of new items for the special then you can add additional merchandise from the 2010 catalog and receive the same dating and freight terms. Cannot be combined with any other program. *Offer expires December 31st, 2010*
- **Year Round Terms:** \$1000=N30 & FFA

Thames & Kosmos:

- **Fall Special:** \$500=N60 & 2%, \$1000=N60 & 5%, \$1500=N60 & FFA, \$2000=N60, FFA, & 2%. Orders must ship by Nov 30th. Mark order with "Fall Special". *Ends November 30th, 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:

- **Fourth Quarter Special:** \$650=FFA & N30 (promo code 10Q4650), \$1000=FFA, N60, and FREE 2-Sided ThinkFun Floor Display #FD-2010 (promo code 10Q41000). *Expires December 31st, 2010*

Toysmith: Extra 30 Days Dating!!

- **Fall Dating Program:** \$250=FFA & N60, \$500=FFA & N90, \$1000=FFA, N90 & 5%, \$1500=FFA, N90 & 7%, \$2500=FFA, N120 & 10%. Orders must ship by Dec 1st, 2010. *Ends December 1st, 2010*
- **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%

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



ALADINE
 BEST OF BEST TOYS
 BRAIN NOODLES LLC
 CLEMENTINE ART
 DARON WORLDWIDE
 DO-A-DOT ART
 EDUCATIONAL INSIGHTS
 FINDIT GAMES
 HABA USA
 HOHNER MUSIC

KASKEY KIDS
 KUBIT2ME
 LEARNING RESOURCES
 LITTLE³ TOY COMPANY
 LITTLE KIDS
 MAGNA-TILES
 NEAT-OH !
 PAPO BY HOTALING
 PATCH/SMETHPORT/LAURI
 PEACEABLE KINGDOM

PRESSMAN GAMES
 RAVENSBURGER GROUP
 RIVER DOLPHIN TOYS
 THAMES & KOSMOS
 THINKFUN
 THREE CHEERS FOR GIRLS
 TOYSMITH GROUP
 WEDGITS BY IMAGABILITY
 YOMEGA
 ZOOB BY INFINITOY

