



Best Toys



Volume 10

A Toy Industry Newsletter

October 2010

Mark Your Calendars...

November is:

Nat'l Stamp Collecting Month

The 1st Week is Nat'l Card & Letter Writing Week, the 2nd Week is Nat'l Chemistry Week and Thanksgiving Week is also Nat'l Game & Puzzle Week.

- 1- Nat'l Author's Day
- 6- Marooned W/out a Compass Day
- 15- America Recycles Day
- 18- Mickey Mouse's B'day
- 19- Alligator Wrestling Day
- 20- Children's Day
- 22- Start Your Own Country Day
- 25- Thanksgiving Day
- 30- Squirrel Hunt Day



Food for Thought...

"I like nonsense; it wakes up the brain cells. Fantasy is a necessary ingredient in living; it's a way of looking at life through the wrong end of a telescope. Which is what I do, and that enables you to laugh at life's realities."

Theodor Geisel



What's Happening in the Toy Industry...

Twitter Followers Most Brand Responsive

According to a recent study, Twitter followers are more likely to recommend a brand (33%) than email subscribers (24%) or Facebook fans (21%), and 37% of Twitter followers are more likely to purchase a brand after becoming a follower. 96% of daily email users subscribe to at least one brand, compared to 69% of daily Facebook users and 68% of daily Twitter users. Of Twitter users who follow a company, brand or association, 38% are motivated by a desire to get updates on future products, 32% want additional information about company activities, more than 30% look for discounts, promotions or sales, and 28% want "freebies, such as coupons and samples. Both Facebook and email users are more interested in discounts, promotions, sales, "freebies", and brand loyalty, and less interested in informational updates. One final fact: In June 2010 nearly 93 million internet users worldwide visited Twitter.com, a 109% increase from the previous year.

Source: www.marketingcharts.com

What's Your Return Policy?

In our research this month, we found a great article on store policies, and dealing with problem customers. Rather than attempt to paraphrase, we've decided to include the article in its entirety:

Retail is about creating relationships. GOOD retail is about creating GOOD relationships. BAD retail is about creating BAD relationships.



Now before you dismiss this as being obvious, please stop. Take a breath – in and out. Think about what kind of relationships the policies of your store creates. Many policies – if not most – are put in place to protect the retailer or make procedures easier for the retailer. How do you think they impact the customer? Do your policies create good relationships or bad relationships?[continued on p 3]

Source: www.RETAILmavens.com

Tarot

The tarot is a pack of cards (most commonly numbering 78), used from the mid-15th century in various parts of Europe to play a group of card games such as Italian tarocchini and French tarot. From the late 18th century until the present time the tarot has also found use by mystics and occultists in efforts at divination or as a map of mental and spiritual pathways.



The tarot has four suits, Swords, Staves, Cups and Coins, corresponding to the suits of conventional playing cards. Each of these suits has pip cards numbering from ace to ten and four face cards for a total of 14 cards. In addition, the tarot is distinguished by a separate 21-card trump suit and a single card known as the Fool.

Tarot cards are used throughout much of Europe to play card games. In English-speaking countries, where these games are largely unknown, tarot cards are now used primarily for divinatory purposes. Occultists call the trump cards and the Fool "the major arcana" while the ten pip and four court cards in each suit are called minor arcana. The cards are traced by some occult writers to ancient Egypt or the Kabbalah but there is no documented evidence of such origins or of the usage of tarot for divination before the 18th century.



Source: www.wikipedia.org

October 2010 Deals

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!
- **Check out Best Toys' Facebook** for pictures from our Best Toys Open House!!
- **Best of Best has a NEW and improved website!** Be sure to check out www.bestofbesttoys.com

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.

Clementine Art:

- **Power Panel Floor Display Special:** Place an order for the Clementine Art cardboard power panel floor display and receive FFA and free display. Display is a \$336.00 cost and includes a nice assortment of the entire Clementine Art line and an easy and great way to display the product in your store. *Promotion ends November 30th, 2010*
- **Year Round Terms:** Opening order=\$175 (must pay by credit card for first order) and reorders=\$100.

Daron:

- **October Special:** \$500=N60 & FFA, \$1000=N60, FFA, & 5%
All orders must ship by end of October. Please mark "Oct Promo" on order. *Ends Oct 31st, 2010*

Do A Dot:

- **October Special:** \$300=N60, free freight offset, \$550=N60, 5%, & free freight offset, \$800=N60, 30 FREE books (customer chooses) and free freight offset. Receive a FREE cardboard display upon request on all orders over \$300. *Offer expires October 25th, 2010*
- **Year Round Terms:** \$200=½ freight offset, \$300=full freight offset

Educational Insights:

- **Summer Special plus 5%:** \$500=N30, 5% & FFA, \$750=N60, 5% & FFA, \$1500=N90, 5% & FFA, \$3000=N120, 5% & FFA. Mark orders with Promo Code EFF610. *Promo extended thru Oct 31st, 2010.*
- **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 October 31st, 2010*

Haba: Great Freight Terms Available!!

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

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.

HQ Kites & Designs USA:

- **Everyday Terms:** \$1500=½ FFA, \$3000=FFA

Kubit2me:

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

Learning Resources:

- **Free Freight plus 5% Sale:** \$500=N30, 5% & FFA, \$750=N60, 5% & FFA, \$1500=N90, 5% & FFA, \$3000=N120, 5% & FFA. Please include “Free Freight Sale” and Promo Code TFF500 on all orders. All orders must ship by November 30th, 2010. *Promo expires October 31st, 2010.*
- **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: New Year Round Items Available—Great Stocking Stuffers Too!!

- **Fall Program:** \$500=FFA and Dec 10th dating. Must include Fall items and must ship asap. Then all reorders of \$350 or more will receive FFA and N30 for the remainder of 2010. *Offer ends Oct 30th, 2010.*

Little Little Little Toy Co:

- **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:

- **October Booking Special:** \$500=FFA, \$1500=FFA & N60, \$3000=FFA & Dec 30th, 2010 dating. Any order of \$1500 or higher receives FFA on all reorders of \$250 or more for the rest of 2010. Orders must ship by Oct 30th, 2010. *Expires October 31st, 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:

- **Fish Stix...** Released into the wild waters of specialty retailing in May 2009, the game immediately became a star with several awards including a **Parent's Choice Gold award** and a **Dr. Toy 10 Best Games of 2009**. The game was featured in **USA Weekend Magazine**, **Parents Magazine** and continues to be praised by **Mommy Bloggers** who reach thousands of consumers nationally. Fish Stix was created by renowned game developer Susan McKinley-Ross, the inventor of the wildly successful game Qwirkle.
- **Fish Stix Promo 1:** Buy 3 Fish Stix games without a minimum order. Code: Fish1 **Fish Stix Promo 2:** Buy 12 Fish Stix games and get 1 free for display or giveaway. Code: Fish2. *Ends Oct 31st, 2010*
- **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:

- **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

Tech Group USA:

- **Regular terms:** Minimum order=\$200 \$1000=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*
- **Check out the new Thinkfun Partner Website...** The partner site is a tool that will help make Thinkfun a successful line in any store. It includes product information, quarterly offers, order forms, images and videos, product sell sheets and game instructions. Soon it will have a "History of Thinkfun" section with a suggestions/comments area as well as interactive demos of the games you can actually play online. The partner site URL is: www.thinkfun.com/partners/

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%

Yomega:

- **Fall Special:** \$350=½ FFA, \$500=FFA or 6 Free Quick-6 Footballs (retail value \$60) and N60, \$1000=FFA or 12 Free Quick-6 Footballs (retail value \$120) and N60. *Special ends October 31st, 2010.*

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
DARON WORLDWIDE
DO-A-DOT ART
EDUCATIONAL INSIGHTS
FINDIT GAMES
HABA USA
HOHNER MUSIC
HQ KITES & DESIGN USA
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
TECH GROUP
THAMES & KOSMOS
THINKFUN
THREE CHEERS FOR GIRLS
TOYSMITH GROUP
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