



Best Toys

Volume 9

A Toy Industry Newsletter

September 2010

Mark Your Calendars...

October is:

Computer Learning Month
National Quality Month

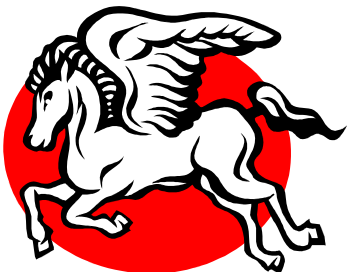
The 1st week is **Nat'l Spinning & Weaving Week** and the 4th week is **Nat'l Consumers Week**.

- 2- Nat'l Young Readers Day
- 4- Universal Children's Day
- 10- Nat'l Dessert Day
- 16- Dictionary Day
- 17- Black Poetry Day
- 25- Cartoonists Against Crime Day
- 31- Nat'l Magic Day/ Halloween



Food for Thought...

"I doubt that the imagination can be suppressed. If you truly eradicated it in a child, he would grow up to be an eggplant."



Ursula K. Le Guin

What's Happening in the Toy Industry...

Classic Games Are Favorites

A recent survey asked children ages 9 to 11 about their favorite games. The favorite category of games played by this age group are board games at 34%. The second highest category at 29% were sports games. Outside games finished third at 13%, and card games finished fourth at 10%. Looking at gender differences, 46% of girls listed board games as their favorite, followed by outside games at 19%. Boys' favorite category was sports games at 44%, followed by board games at 24%. The top rated category of board games was then broken into subcategories. 55% of children enjoyed family-style board games, while the second highest subcategory was strategy games at 18%. Classic games continued to top the lists as favorites in the games category.

Source: *The Toy Book*. July/August 2010.

Taking Advantage of Technology

Email. Twitter. Facebook. Blogging. Online Reviewers.

These are just a few of the new frontiers that retailers are now expected to have mastered. The number of customers who use web-based resources to discover, promote and purchase products is growing daily. You can take advantage of this in a variety of simple ways. Consider starting an account with a social media (consumer-generated media) site like Facebook or MySpace (both very user-friendly). Encourage customers to give you their email address, and start sending those customers special offers. Offer exclusive specials to customers who follow your store on twitter. Be aware of the reviews out there on products you sell, and encourage customers to review products they enjoy. Talk to your reps and manufacturers about any demo videos they have posted and post signs by products where this is available. Want more ideas? Talk to your rep about other creative approaches. Want more information? Start with this article: [en.wikipedia.org/wiki/Social media](http://en.wikipedia.org/wiki/Social_media).

Currents Statistics on Moms

35MM US Moms Are Online.

51% Of Moms Go Online With Their Children.

86% Of Women Own a Social Media Profile (Facebook, MySpace, etc.).
This Is a 48% Increase Since 2008.

95% Of Women Who Own a Social Media Profile Use Facebook.

80% Of Moms Go Online For Research Before Buying.

86% Of These Look For Mom-To-Mom Advice On Children's Toys & Games.

84% Of Social Networking Sites Are Used By a Greater Number Of Women Than Men.

92% Of US Mom Internet Users Trust Consumer Reviews More Than Manufacturer's Descriptions.

75% Of Moms Agree That User Generated Videos Have Helped Them Make a Product Decision.

90% Of Moms Would Upload a Video About a Product In the Future.



Source: www.panoscreative.com

September 2010 Deals

Little Kids is the latest and greatest NEW line for Best Toys! Little Kids is well known for their No-Spill Bubble toys that come in a ton of different styles and sizes. They also carry Press Dough! Freeze Pop Factory, Crunch Art, Hall Stars games, and the Junk Ball outdoor games. Lots of great items here...ask your sales rep for a catalog!

Best of Best:

- **Best of Best has a NEW and improved website!** Be sure to check out www.bestofbesttoys.com

Brain Noodles:

- **Now Available...Rexlace Tropical Fun Projects!** Plastic lacing kit in tropical scents of banana and coconut. Make bracelets, key chains, lanyards and more. #APTF-1, \$3.00, pack 6's.
- **Brain Noodles now has Magnetic Bottle Cap Charms & Necklaces!** Order 72 pieces of magnetic caps (#1065/\$1.50 each) and 72pcs of necklaces (#FBC200/\$1.50 each) and receive a free display (\$216 wholesale total). Available now!
- **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 October 31st, 2010*
- **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:

- **September Special:** \$500=N60 & FFA, \$750=N60, FFA, 5%, \$2500=N90, FFA, & 7.5%
All orders must ship by end of September. Please mark "Sep Promo" on order. *Ends Sep 30th, 2010*

Do A Dot:

- **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 runs thru Sep 30th, 2010.*
- **Year Round Terms:** \$750=N30 & FFA Promo code—FF750

Find It:

- **Oh, Really!...the new game from Find It is in stock and ready to ship now!** Opinions count as players try to guess how their friends really feel about what matters most. From the seemingly trivial to the highly debatable, "Oh, Really!" reveals players' true feelings about everything from "emotions" to "underwear". You'll be rolling with laughter and caught by surprise when players rank 5 random items based on their own priorities. Try it today!
- **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 September 30th, 2010*

Haba:

- **Year Round Terms:** \$1500=N30 and FFA

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.
- **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

Imagability-Wedgits:

- **Mini Wedgits Back-to-School Promo:** Purchase one case mini Wedgits and receive one case of the same mini wedgits item free. Available items included in this promotion: PN313121-mini dog, PN313122 mini owl, PN313136 mini frog. Orders must ship by September 24th, 2010. Orders totaling \$550 or more, not including free items, will qualify for FFA! *Ends September 24th, 2010*

Kaskey Kids:

- **September Special:** \$350=5%, \$500=5% & N60, \$1000=10% & N60. *Expires September 30th, 2010.*

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 September 30th, 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:

- **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:

- **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.
- **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:

- **September Promo:** \$500=FFA, \$1500=FFA & N60, \$3000=FFA, N90, & 3%. Any order of \$1500 or higher receives FFA on all reorders of \$250 or more for the rest of 2010. *Expires September 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:

- **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.
- **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.*

Pressman:

- **Summer Specialty Program:** \$650=N60 & FFA, \$1250=N90 & FFA. **On the \$1250 orders they must include a minimum of five items from the list below. Also all future reorders of \$250 or more will get N60 & FFA thru the end of the year. Orders must ship as ready. *Expires September 30th, 2010*
- **#1825-06 Chimp & Zee Little Mermaids #1835-06 Chimp & Zee Going on Vacation
#1827-06 Chimp & Zee Silly Socks #1836-06 Chimp & Zee Shopping Cart Dash
#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 #3240-06 Chinese Revolution
#4534-06 Dinosaur Train All Aboard Game #4512-04 Alien Quickshot
#6550-06 SpongeBob Mastermind Towers #6552-06 Nickelodeon Tri-Ominos For Kids
- **Alien Quickshot Demo Offer:** Purchase a minimum of 8 pcs (2 cases) of #4512-04 Alien Quickshot game and receive one free in-store demo. Please note that demo game may ship separate from your original order. *This promo expires September 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*
- **Third Quarter Stock Up Program:** \$500=N60 & FFA, \$1000=N90 & FFA, \$2000=Dec 10th, 2010 dating & FFA. Cannot be combined with fall flyer program. *Program ends September 30th, 2010*
- **Wow Promotion:** Purchase \$500 worth of WOW product and receive the following promotional items FREE: 36x Family Sets (\$6.99 retail value), 2x Display Signs (size 8"x16"), 2x Wobbler Signs and 1x Free Standing Banner (size 24"x48"). Reference item #48483292 when ordering. *Quantities are limited while supplies last!*
- **Year Round Terms:** \$1000=N30 & FFA

Tech Group USA:

- **Regular terms:** Minimum order=\$200 \$1000=FFA

Thames & Kosmos:

- **Pre-Holiday Special:** \$500=N60 & 3%, \$1000=N60 & FFA, \$1500=N60, FFA, & 2%, \$2000=N60, FFA, & 4%. Orders must ship by Sep 15th. Mark order with "Pre-Holiday Special". *Ends Sep 15th, 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:

- **Third Quarter Special:** \$550=N30 & FFA (promo code 10Q3550), \$800=N60 & FFA (promo code 10Q3800), \$1250=Nov 1st dating, FFA, & Free 2-sided Thinkfun floor display (promo code 10Q31250Nov1), \$2000=Dec 1st dating, FFA, Free Large Thinkfun floor display (promo code 10Q32000Dec1). All orders must include one case (12 units) each of any 4 New products from the 2010 catalog and/or 2010 summer supplement. Order a floor display and become a Thinkfun Center Account...Receive N30 and FFA on all reorders over \$500 for the remainder of 2010. Also on all orders receive an additional 5% off your total order with the purchase of one case (12 units) of at least six new/refreshed products. (Add "-5%" to the promo code for discount). *Offer ends September 30th, 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:

- **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
HOTALING (PAPO)
HQ KITES & DESIGN USA

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

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

Save the date September 26th, 2010 for the Best Toys Open House...call for details!!!

