



Mark Your Calendars...

October is:
COOKIE MONTH
SARGASTIC MONTH



- 5- Do Something Nice Day
- 7- World Smile Day
- 11- It's My Party Day
- 15- Sweetest Day
- 28- Plush Animal Lover's Day
- 29- National Frankenstein Day
- 31- Halloween



7th Annual Game & Toy Open House

Date: Sunday, September 18, 2011

Time: 3:00 pm to 9:00 pm

Place: Hyatt Lisle at Corporetum
1400 Corporetum Drive
Lisle, IL 60532



Join us for an evening of game training and product review. Representatives from Best of Best, Educational Insights, Haba, Learning Resources, Peacable Kingdom, Ravensburger, Toysmith are **just a few of the vendors** joining the Best Toys staff to provide an informative, fun-filled evening.

Bring your entire staff to learn new games or brush up on old favorites.

It's a great way to kick off your 4th quarter!

Food, drinks and fabulous prizes will be provided for all who attend.

RSVP TODAY to 630-493-4540
or carle@besttoysinc.com



Toy of the Month



New York City,
240 piece puzzleball,
from Ravensburger

Tip of the Month...

Drop Shipping

It is finally here. September is the most important month of the year. This is the time when stores have to predict what inventory they will need for 4th Quarter. One facet of the industry that does not have to be forecast is drop shipping product directly to the consumer. Many companies have large ticket items that retailers shy away from due to cost or space to merchandise. Ask you rep to provide you a list of what companies and what products can be shipped directly to consumers. It is easy. The retailer fills out the form and the company ships directly to the customer charging the retailer shipping and handling. You get to sell a big ticket item without having to inventory the product in your store. What could be simpler!

September 2011 Deals

Are you ready??? It's almost time for the...

7th Annual Best Toys Open House at the Lisle Hyatt

..... SEPTEMBER 18TH

Aladine/Vilac/Petitcollin:

- **Aladine Special:** \$300=N60.

Expires December 1st 2011. The latest Aladine Catalog and products can be viewed at www.aladine.com.



Pirate stamping Kit- from Aladine

- **Aladine Year Round Terms:** Minimum order=\$150
- **Vilac and Petitcollin Year Round Terms:** Opening order=\$500. Reorder=\$300. FFA at \$1000. Vilac and Petitcollin product may be combined in the same order.

Best of Best:

- 2011 Best of Best Winter Fun Flyer has been mailed to you!
- **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 & 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:

- **September Special:** \$500=N30 & FFA, \$750=N60 & FFA, \$1500=N90 & FFA. Orders must be marked with "Sept Promo". *Expires September 30th, 2011*
- **Year Round Terms:** Opening orders=\$150. Reorders=\$100. Can break case packs except on key chains and Hot Wings.

Do A Dot:

- **Holiday Specials: Santa Claus Prepack-**Order the select prepack of product totaling \$1200 and receive N110 dating & FFA (ask your reps for details on what is in the prepack). **Gingerbread Man Prepack-**Order the select prepack of product totaling \$792 and receive N90, 36 Free books (\$90 value), & free merchandise to offset shipping (ask your sales rep for details on what is in the prepack). **Toy Soldier Special-**Order \$550 in product and receive N60, 5%, & free merchandise to offset shipping. *Offers all expire September 10th, 2011*
- **Year Round Terms:** \$200=½ freight offset, \$300=full freight offset. Opening order=\$150. Reorder=\$100

Educational Insights:

- **Shelby's Summer Spectacular:** \$500=N60 & FFA, \$1500=N90 & FFA, \$2500=N120 & FFA. Orders must ship at once. Please mark orders with promo code "bark." *Offer expires September 30th, 2011.*
- **Year Round Terms:** \$500=N30 & FFA. Opening order=\$300. Reorder=\$125.

Find It:

- **September Special:** Order 3 cases (36pcs) and receive N30 & FFA. Must ship by Sep 30th, 2011. *Offer expires September 30th, 2011*
- **Year Round Terms:** Order in case packs of 12's. Can assort styles within the 12 pcs.

Flick Football:

- **Exciting News:** Master Card is using Flick Football at tailgate events around the country this year to promote NFL team logos on their credit cards. There will be

45 PRO FLICK FOOTBALL games with Master Card NFL team logos on the end zones at NFL games!!

- **Year Round Terms:** Minimum order=12 pieces.

Haba:

- **September Promo:** \$100=N30 & FFA (YES that is correct only \$100 for free freight!), \$2000=N60 & FFA. Orders must ship by September 30th, 2011. *Ends September 30th, 2011*



Rainbow Whirls Pegging Game from Haba

- **New Customer Promo:** Any new customer or existing customer who has not ordered for more than 12 months qualifies for an opening order of \$150=FFA. *Ends September 30th, 2011*
- **Baby Display Promo:** Purchase \$350 of Haba baby items that fit into Haba baby display #8651 (pacifier chains, wrist rattles, rattles with hangtags, etc.) and receive the display for FREE. Plus the order ships FFA. The \$350 can be applied toward the \$600 level for FFA for customers who want to add items that do not fit into the display. *Expires September 30th, 2011*
- **Year Round Terms:** \$1500=N30 & FFA. Ask for details on POP Display Specials. Opening order=\$150 Reorder=\$100.

Hohner:

- **September Special:** \$500=N30 & FFA, \$750=N60 & FFA, \$1000=N90 & FFA. *Expires Oct 31st, 2011*
- **Guitar Special:** Buy 8 HAG 250SP guitars at master pack pricing and get a free in store demo guitar (limit one per store location). Buy 5 HO825 wood tone drums and get a free demo model (limit one per store location). *Expires October 31st, 2011*
- **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).



"Scouic" pull toy, from Djeco (Hotaling)

- **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:

- **Promo:** \$350=N30 & 5%, \$500=N60 & 5%, \$1000=N60 & 10%. *Runs thru September 30th, 2011.*
- **Year Round Special:** \$200=10% off if paid by credit card at time of purchase. *Ends Dec 31st, 2011*
- **Year Round Terms:** Minimum order=one case pack.

Learning Resources:

- **Fall Promo:** \$500=N60 & FFA, \$1500=N90 & FFA, \$2500=N120 & FFA. Orders must ship by November 30th, 2011. Please mark orders with promo code: FALL 2011. *Ends October 31st, 2011*
- **Everyday Terms:** \$500=N30 & FFA. Opening order=\$300. Reorder=\$125.

Little Kids:

- **Fall Program:** \$500=N60 & FFA. Orders must ship by December 16th, 2011. *Ends Dec 16th, 2011*
- **Year Round Terms:** Minimum order=\$100

Magnatiles by Valtech:

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

Neaf-Oh:

- **Special:** \$350=½ freight, \$750=FFA. FFA on Best Seller Bundle for new customers or returning customers from 2009 or prior. *Ends September 30th, 2011*
- **Special Pricing:** Barbie Mailbu Beach Bag, A1459XX, \$6.50 (regularly \$7.50) and Wheelie, A1261X2, \$8.50 (regularly \$10.00) *Ends September 30th, 2011*
- **Year Round Terms:** Minimum order=\$100

Patch/Lauri/Smethport:

- **Sweet September Special:** \$500=N30 & FFA, \$1200=N60 & FFA, \$2000= Dec 5th dating & FFA (for Dec dating use promo code 119FF122K). Orders must ship by Sep 30th, 2011. *Ends September 30th, 2011*
- **Everyday Terms:** \$750=N30 & FFA, \$1500=N60 & FFA, \$3000=N90 & FFA. These terms may not be combined with other offers or promotions. Minimum order=\$150.

Peaceable Kingdom:

- Don't forget about the PK **Little Board Book Prepacks**...Let's Get Learning! And So Many Animals! are both great little assortments with 18 24-page board books assorted in each POP display. \$3.00 retail each makes them a great gift for those babies and toddlers in your life!
- **2012 Valentine Dating:** Orders of \$500 or more in PK 2012 Valentines (shipped by Dec 15th, 2011) get March 1st, 2012 dating. Order either the Super Valentine Prepack Program featured on pg 2 of the Valentine catalog or the Valentine Heart Pack Prepack Program featured on pg 9 of the Valentine catalog and get FFA and March 1st 2012 dating. Orders must ship by Dec 15th, 2011. If ordering one of the prepacks then additional Valentine product may be added to the order for the Terms: *Ends Dec 15th, 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:

- **Summer Specialty Program:** \$650=N90 & FFA. Orders must ship at once. *Ends September 30th, 2011*
- **Special Offer:** Receive a 10% discount on new orders of The Smurf's games and puzzles thru September 30th, 2011
- **Year Round Terms:** Minimum order=\$150

Ravensburger:

- **Fall Flyer Program:** \$500=N60 & FFA, \$1000=N90 & FFA. *Expires November 30th, 2011*
- **Children's Puzzleball Display Offer:** Order the NEW #83305 Children's Puzzleball display for \$396 and receive FREE FREIGHT on the entire order. The display comes with 9 assorted styles of new puzzleball images for a total of 38 puzzles in all. This includes 3 new styles of the 24 pc puzzleballs, 5 new styles of 108 pc puzzleballs, and the new 180 pc puzzleball. *Expires November 30th, 2011*
- **WOW Free Trike promo:** Purchase \$250 worth of WOW product and receive the following promotional items FREE. Receive: 24 free racing trike sets (new special promotional item from WOW), 1 WOW display sign for promotion, 2 WOW wobblers signs, and 1 WOW free standing banner (24"x 48"). The WOW trike is to give away as a free gift to customers who purchase \$25 or more in WOW toys. Quantities are limited while supplies last!
- **Year Round Terms:** \$1000=N30 & FFA. Minimum order=\$100

River Dolphin:

- **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:

- **Pre Holiday Buy Special:** \$500=N60 & 3%, \$1000=N60 & FFA, \$1500=N60, 2%, & FFA, \$2000=N60, 4%, & FFA. Orders must ship by Sep 15th, 2011. Mark orders with "PHBS." *Ends September 15th, 2011.*
- **Fall Special:** \$500=N60 & 3%, \$1000=N60 & 5%, \$1500=N60 & FFA, \$2000=N60, 2%, & FFA. Orders must ship by Nov 30th, 2011. *Special begins Sept 16th and ends Nov 30th, 2011.*
- **Year Round Terms:** Opening orders=\$200. Reorders=\$100. Case packs may be broken except for items with a unit cost less than \$10.



Best Seller,
CHEM
C100 Test
Lab, from
Thames &
Kosmos

ThinkFun:

- **Third Quarter Special:** 750=N30 & FFA (promo code 11Q3750), \$1100=N90, FFA, & Free Merchandising Kit (promo code 11Q31100), \$1500=Nov 1st Dating, FFA, & Free Merchandising Kit (promo code 11Q31500). For all Thinkfun Center Accounts (qualified earlier in the year) order \$500 and receive N30 & FFA (promo code 11Q3REORD). NEW Merchandising Kit includes signage, aisle violators, and shelf talkers. Designed to catch your customer's eye and tell the ThinkFun story. *Ends Sept 30th, 2011*
- **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:

- **Fabulous 4th Quarter Bonus Promotion:** PROMO 1: order \$2500 and receive FFA, 10%, &



N120 dating. Also if you place this order by Sept 30th you are locked into these terms and discounts for the rest of the year on any order of \$1000 or more.

PROMO 2: \$250=N60 & FFA, \$500=N90 & FFA, \$1000=N90, 5%, & FFA, \$1500=N90, 7%, & FFA. Orders must ship by Dec 31st, 2011. *Promotion ends Dec 31st, 2011*

- **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:

- **Special:** \$500=N60 & FFA, \$1000=N90 & FFA. *Expires Oct 31, 2011*
- **Year Round Terms:** Opening order=\$250. Reorder=\$100

Zoob by Infnitoy:

- **September Special:** \$500=receive a free case of Zoob 55s (instead of the normal Zoob 35s). *Ends September 30th, 2011*
- **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!!



Best of Best



Best Toys

Thanks, *Carle, Christy, Shauna, Carol, and Barry*

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 OFFICE (800) 726-3261
 FAX (630) 493-4551
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 www.besttoysinc.com

Yes it's true...



Delilah loves the toys her grandpa sells!



Neighborhood Toy Store Day is a prime opportunity to showcase your expertise and the important role you play in the community: the difference you will find at an ASTRA neighborhood toy store.



November 19-20, 2011
 Navy Pier, Chicago, IL



Experience the power of play at ChiTAG. Preview, play, all the new toys and games as well as favorite classics, and meet their inventors at America's largest toy and game fair open to the public.

ALADINE/VILAC/PETITCOLLIN
 BEST OF BEST TOYS
 DARON WORLDWIDE
 DO-A-DOT ART
 EDUCATIONAL INSIGHTS
 FINDIT GAMES
 FLICK FOOTBALL
 HABA USA
 HOHNER MUSIC

HOTALING
 (PAPO, LE TOY, DJECO, WWF)
 KASKEY KIDS
 LEARNING RESOURCES
 LITTLE KIDS
 MAGNA-TILES
 NEAT-OH !
 PATCH/SMETHPORT/LAURI
 PEACEABLE KINGDOM

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