



toynamics

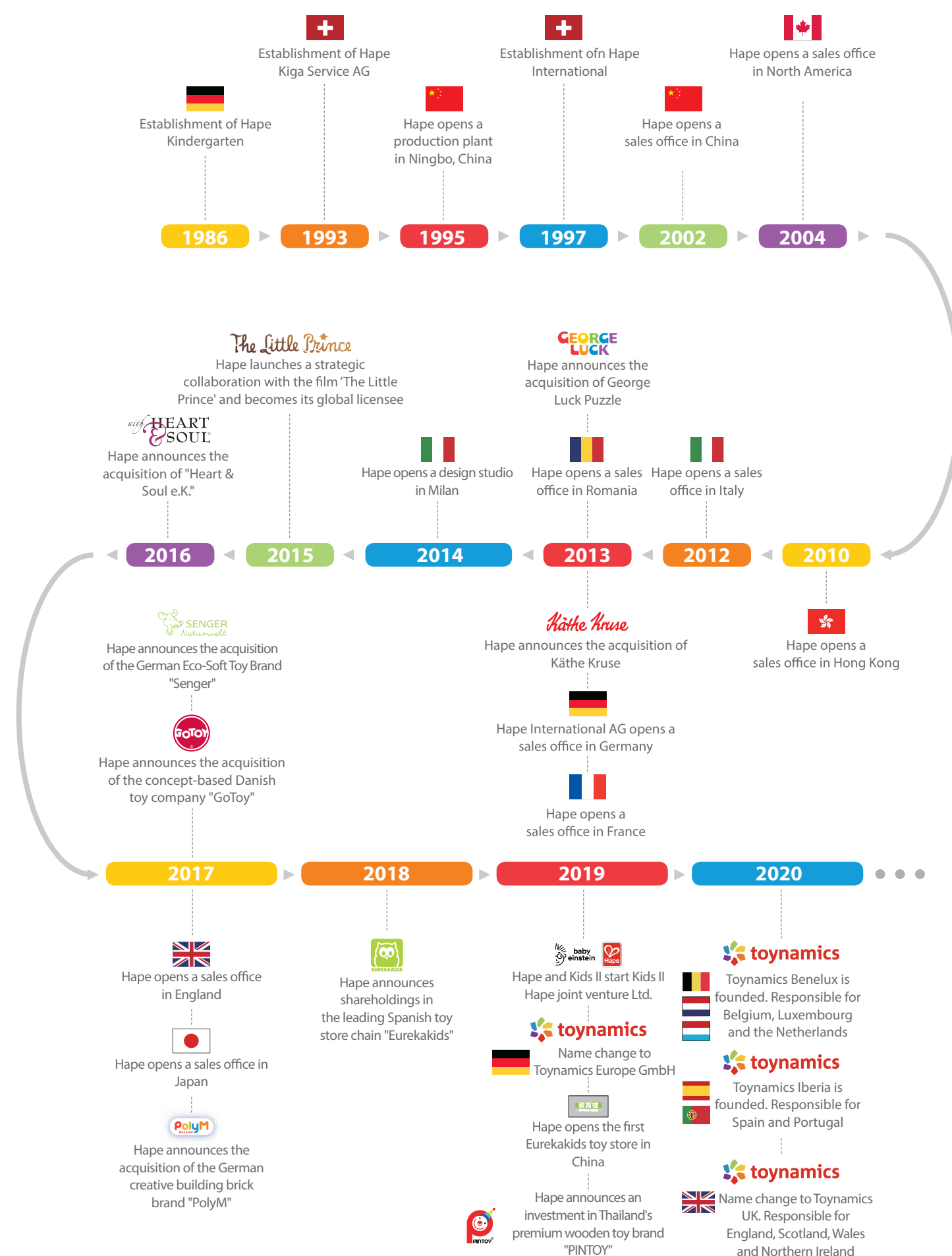
Part of the Hape Group

PRESS KIT

2021



Originating from Hape International AG and Käthe Kruse GmbH, Toynamics UK & Ireland offers attractive added values since the name change in 2020 and the development from a mono-label to a multi-brand distributor – including innovative POS concepts, uniform product range management as well as an extensive distribution network, marketing support and logistics services.





TOYNAMICS: Success story with a strong brand

"As a company that is always looking forward, we create a sustainable and valuable world for children with our toys and offer our business partners trend-setting and progressive concepts." Dennis Gies, CEO of Toynamics Europe GmbH.

Dear Member of the Press,

We are very pleased to be able to take you on a journey through the Toynamics world with this press kit!

Toynamics UK & Ireland is a family-owned company that has set itself the task of actively shaping the toy industry. This means that we always strive for constant growth – but without losing sight of our philosophy: our social responsibility, high quality standards and stability through long-term partners.

In addition to Educational Toys, you will find that Toynamics carries products from the Arts & Crafts sector, Stationery, Musical Toys and First Instruments, Baby Toys and Baby Equipment. Our portfolio is constantly expanding to include other successful brands.

With a reliable feel for the needs of our customers and the market requirements, we react flexibly and dynamically to every development – be it advancing digitization, increasing internationalization or sustainable production. From wood to water-based paints to multimedia products, we face the future with an open heart and the absolute will to innovate. This is the only way that we and our companions can create a world in which the adults of tomorrow will live well and happily.

We are pleased that you are interested in our company and our products and are at your disposal if you have any questions or picture requests.

Your Toynamics Team

Take a trip into the Toynamics brand world with us!

We will guide you through the stories about our individual brands on the following pages. These brands are the basis for all of the products that are created under the respective brand and can serve as a storyline for you during your editorial work.

Immerse yourself and let yourself be inspired by our large product portfolio and the Toynamics brand world!



Hape

- Infant Toys
- Bath Toys
- Sand Toys
- Music (Infant/Toddler/Preschool)
- Toddler Toys
- Walkers & Ride-Ons
- Educational Toys
- Puzzles
- Construction & Railway
- Quadrilla/Marble Run
- Junior Inventor
- Role Play
- Kitchen
- Doll Houses
- Outdoor Toys
- Games



BabyEinstein/Hape

- Music
- Activity Toys
- Learning & Motor Skills Development Toys



Skip Hop

- Zoo® Kollektion
- Mealtime
- Nursery & Gear
- Diaper Bags
- On-The-Go
- Playtime & Toys
- Bath



Nebulous Stars

- Arts & Crafts
- Room Decor
- Stationery
- Fashion & Jewelry



DinosArt

- Arts & Crafts
- Room Decor
- Stationery



Love Play Learn:

Hape is a leading global brand for educational toys. We strive to stimulate children's curiosity in a playful way and therefore prepare children for a better world of tomorrow.

Hape: When responsibility becomes toys

Hape is the central brand in Toynamics UK & Ireland portfolio. Hape stands for a vision: to make the world a better place for children where they can live, play and learn. This requires a deep understanding of social and ecological responsibility, which Hape proves in a variety of ways and implements it in its actions. For example, Hape uses environmentally friendly materials and responsible manufacturing processes in the development and production of new toys. In addition, Hape works with local communities, supports the building of schools in poverty-stricken areas, and shows new ways to better use the available resources.

"We shape the world of tomorrow with our toys. That is why we have a responsibility and we want to live up to it," explains Dennis Gies.

Quench curiosity

What does wood feel like? How does a magnet work? Which key plays the highest note? The Hape product range offers innovative toys that satisfy the curiosity of little explorers with multifunctionality and a mix of materials. Experiences are consolidated and connections are captured through playing. The Hape vision of edutainment – playing and learning at the same time – becomes tangible in the truest sense of the word. Hape covers the entire range: from baby toys to products for toddlers as well as marble or ball tracks and other construction toys to large doll furniture and toys for outside.

Sensorimotor support

Science confirms: Sensorimotor support – especially the use of one's own hand – cannot be rated highly enough for the overall development of the little ones. Reaching for objects and tracking them with the eye are essential elements of cognitive development in early childhood. It's a good thing that parents can support their children's development with the right toys.

The love of play turns into learning

Even the smallest hands want to discover the world! Sensorimotor play is encouraged for infants with toys that are specially tailored to their own abilities. The curiosity of world explorers can be specifically aroused and satisfied, especially in the first few years of life.



Born from the belief that the future belongs to the curious, Baby Einstein helps parents cultivate their children's curiosity.

Hape and Baby Einstein: Design meets technology

Baby Einstein belongs to the Kids II brand – a toy manufacturer known for its educational multimedia products. A cooperation with Hape emerged from the shared vision of cultivating children's creativity. The result of this collaboration is a unique toy series that combines wood-based products with innovative technology. The Hape-typical design literally runs through all products like a red thread.

For the geniuses of tomorrow

From elementary ear training on the drum to the first attempts on the interactive wooden piano, the Baby Einstein line combines the latest technology with high-quality materials. Multimedia toys promote the sensory development in young infants and children in a variety of ways. Colorful keys on innovative touch-activated musical instruments encourage little fingers to play, for example, which thanks to intelligent technology can be learned extremely quickly. In addition to musical instruments, the product portfolio also includes colorful motor skills toys.

Music in baby's ears

One of the first senses – namely hearing – can be encouraged with music in the first month of life. Musical toys for infants invite them to immerse themselves in the world of notes and melodies. Babies love music in their ears, because calm sounds, gentle rhythmic drumming or monotonous noises remind them of the pounding heart sounds in their mother's womb.



Mystic legends are telling us that deep inside the magnificence of each nebula... there is a heart where special souls are created, souls of pure love are incarnated into infinite beauties ... the Nebulous Stars!

Nebulous Stars: Beautiful souls

Each of the Nebulous Stars represents certain positive thoughts and energies that are in each of us. They awaken creativity and allow great things to be created. Regardless of whether it is Fashion & Jewelry, Gifts & Stationery or Wishes & Destiny, the creative sets from the world of the Nebulous Stars invite you to tinker and discover – all the little artists need are their hands.

Art retreat

The universe of the Nebulous Stars offers a retreat for little artists aged 6 to 10 and a unique environment that combines aesthetics, well-being and positive values. Deceleration, mindfulness and calm: With the Nebulous Stars, play time become meditation. But not only that. The self-esteem of young children is also strengthened in combination with the stories about the individual stars.

Conquering fears with creativity

It can be difficult to express negative feelings, especially for children. With creative play, we give them the opportunity to represent them and process them. Because as soon as children are creative, they can let their emotions run free. The child becomes so absorbed in his art project that all worries are forgotten. The child's imagination, which is sometimes a source of stress and anxiety, is now used wisely.

DINOSART™

DINOSART.COM

Conquer new worlds, experience adventures and let your imagination run wild – welcome to DinosArt!

DinosArt Prehistoric adventures in the child's own room

With DinosArt, arts & crafts fans and adventurers ages 6 and up get closer to prehistoric animals than ever before – they find their way into the child's own room! The brand's world offers small artists a variety of arts & crafts sets, decorations and inspiration for the child's room as well as play books, which encourage their own creativity and ensure numerous hours of fun. At the same time, the little ones can reduce stress and let their imagination run wild.

Make things, play and reduce stress

Studies show that creative pursuits can be a great remedy for stress and anxiety. Because if you are creative, you direct all your attention and concentration on one thing – negative thoughts literally vanish in the truest sense of the word. If children can immerse themselves in another world at the same time, a whole new space is created for their creativity.



SKIP*HOP®



Must-haves made better: Skip Hop has set itself the task of accompanying parents and children through their most important milestones. The products make life with children easier and more exciting with unique, innovative functions and designs that grow with them.

Skip Hop: Perfectly equipped for adventures with children

All moms and dads know that when you are out with the little ones, you have a lot of luggage with you. Diaper bags and organizers, large backpacks and easily stowable dinnerware are worth their weight in gold! Skip Hop knows how parents can make everyday life with children easier

and more exciting – and supplies the right products for them.

Pretty and practical

Innovative, practical, modern in design and perfectly tailored to the needs and lives of parents and children; this is Skip Hop. The popular accessories and toys accompany families through the very special stages of life from pregnancy to school and meet all the requirements of modern lifestyles

The Zoo® Collection

The ability to eat independently is an important developmental step in every child's life. The Zoo® Collection by Skip Hop is all about encouraging independent eating. Colorful zoo animals on lunch boxes, straw bottles, cutlery and the like encourage children to continue developing their own skills. Because let's be honest, when the food is served on a cute monkey plate, the little ones are twice as happy to eat off it!





E0387 Rocket Ball Air Stacker

Take stacking to a whole new level with this fantastic rocket ball air stacker! Place the ball in the base, insert a clear tube and turn on the fan, then stack other tubes. The ball will fly through the tubes until it reaches the top! When you put the lid on the top of the tower the ball will sink back to the bottom. This brilliant aerodynamic twist on a classic toy will amuse and educate your little one for hours. Includes two balls, three paper tubes with animal designs, four clear tubes so you can see the ball climb and one fan base. Inspires curiosity into aerodynamics and physics as well as helping animals, numbers, shape recognition and fine motor skills. Great for helping with early counting too.

Four AA 1.5V batteries included

Suitable for 24M and above.

AGE: 24M+ / PRODUCT: 26.0 x 33.6 x 18.0cm



Product details:

- Cool rocket design with cute animal faces
- Includes three paper tubes, four clear tubes, two balls and one fan base
- The fan base will blow air upwards and push the ball up the inside of the tower
- When you put the lid on the top of the tower the ball will sink back to the bottom
- Inspires curiosity into aerodynamics and physics
- Encourages animal, numbers, shape recognition and fine motor skills
- Great for helping with early counting
- Four AA 1.5V batteries included
- For 24M+



E0621 DJ Mix & Spin Studio

The little ones can make big sounds with the DJ Mix & Spin Studio! Kids can play, among other things, four instruments and 18 sound effects with it. It is perfect for an authentic experience. Random sound effects or scratches can be added to the background music at the push of a button – or you can create your own mix!

AGE: 12M+ / PRODUCT: 35.5 x 20.5 x 15.5cm

Product details:

- Portable DJ Mixer
- The key can be played independently. Turn the control to play one of four instrument sounds or 18 fun sound effects.
- Press the button in the middle to select one of three background melodies.
- The speed can be adjusted with the slider.
- The speed can be adjusted with the slider
- The black disc can be used to create scratching effects.
- Promotes creativity and a love of electronic music
- Helps the development of hand-eye coordination
- For children over 12 months

E0383 My First Musical Walker

Everyone dashes off with My First Musical Walker! It can be adjusted to the child's walking pace and has, among other things, a drum and a xylophone. When pushed, it plays fun music that encourages walking. In addition, the attached instruments can also be played separately.

AGE: 10M+ / PRODUCT: 41.0 x 36.0 x 12.0cm

Product details:

- My First Musical Walker with instruments
- There is a jukebox inside that plays when the baby walker is pushed around. Can be switched off and also used silently.
- The speed can be adjusted to the child's own pace.
- There is a drum, a xylophone and three rotating blocks on the front that can be played separately.
- Perfect for learning to walk
- Promotes active play and a love of music
- Can also be played while sitting down
- For children over 12 months



E0619 Musical Cloud Light

The Musical Cloud Light gently accompanies babies into dreamland. Parents can choose between ten melodies, including heartbeat and rain sounds. The intensity of the lights on the cute raindrops can be adjusted so that the little ones peacefully go to sleep in a perfect twilight. The lovingly designed cloud light has a sensor that activates the cloud when the baby wakes up and starts crying. The timer is another special function on the back of the cloud. You can set the timer to play soothing music for 20 minutes, so that a child has enough time to fall asleep.

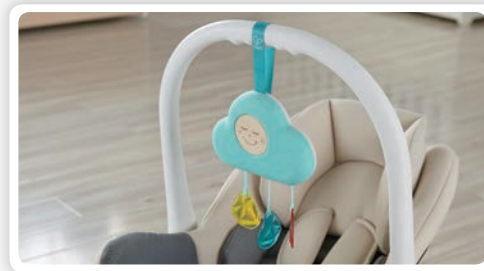
The height of the cloud is adjustable, so you can attach the cloud to a buggy, a cradle or a stroller.

AGE: 3Y+ / PRODUCT: 38.2 x 14.2 x 18.0cm



Product details:

- Head off to the land of dreams: the lighting can be changed with the rain drops.
- You can also choose between ten melodies/sounds, including heartbeat and rain sounds.
- Timer function to play soothing music for 20 minutes, so that a child has enough time to fall asleep.
- Sensor that activates the cloud when the baby wakes up and starts crying.



E0623 Teach-Me Harmonica

Young musicians can easily play five melodies with Teach-Me Harmonica thanks to lights that light up on the plugged-in playing board. While the background music is playing, the little musicians only have to blow into the holes that light up red or blue on the attached playing board. The red color indicates they should blow into the harmonica. Blue tells you to inhale. The playing board is adjustable so they can easily see it while playing. The playing board also serves as a lid for the harmonica so that it is safely stowed away for transport. As soon as the little musicians have had some practice, they can switch to band mode and add additional instruments. The Teach-Me Harmonica has five stored songs, including Old Macdonald Had a Farm, Mary Had a Little Lamb and Ode to Joy, which can be played in sequence. You can also play songs on your own. The instrument uses rechargeable batteries, which can be recharged with the included cable.

AGE: 3Y+ / PRODUCT: 15.5 x 8.0 x 7.5cm



Product details:

- Young musicians can easily play five melodies with Teach-Me Harmonica thanks to lights that light up on Teach-Me Harmonica's plugged-in playing board.
- The red color indicates they should blow into the harmonica. Blue tells you to inhale.
- It does not matter if they are playing by lights or switching to band mode to add additional instruments.
- Free play is also possible on the harmonica. The plugged-in playing board is adjustable, so they can easily see it while playing.
- It uses rechargeable batteries, which can be recharged with the included cable.
- The playing board also serves as a lid for the harmonica so that it stays clean during transport.
- Teach-Me Harmonica can also be played without the playing board.





E3764 Railway Bucket Builder Set

Set it up and go! The Railway Bucket Builder Set contains everything that little rail fans need for great fun:

The 50 pieces can be stowed in the practical box, which also becomes a green hill. The lid can also be ideally integrated into the play landscape as a rocky mountain.

The set is compatible with other similar railway systems. It saves a lot of space and can be easily stowed away. This set encourages little railway fans to role play and practice communicating. In addition, building promotes hand-eye coordination and encourages spatial thinking.

AGE: 3Y+ / PRODUCT: 82.5 x 15.0 x 82.5cm

Product details:

- With this set, even the storage box becomes part of the game landscape for several trains to move through.
- For children 3 and over.



E3766 Foldable Railway Table

Attention, attention, endless fun is arriving on Track 1. Little railway fans will become real train drivers with the hinged railroad table from Hape! Funny light and sound effects on the control panel ensure an authentic role playing experience, but that isn't everything. The loading area of the locomotive is a large play table with a train set on it. Countless railway adventures are waiting for the little adventurers! When they are finished, the table can be pushed in so that only the control panel needs space.

AGE: 3Y+ / PRODUCT: 82.5 x 15.0 x 82.5cm



Product details:

- Train set on a large play table
- The train set on the play table includes a pusher engine locomotive, a wagon, two bridges, a crane, a station, all kinds of rails and other accessories.
- Get to the control panel and pull the lever to start the engine! The blue button activates the „choo choo“ whistle. When the train approaches a tunnel, press the green button to sound a „ding ding.“ The green button plays a „chuff chuff“, which means everything is fine and it's time to hit the gas. At the finish, press the red button to brake with „Pshhhhhh“.
- The play table can be pushed in and then folded into the base to save space.
- Ideally suited to promote role play, creativity and teamwork
- For children over 3 years





E0511 Monster Math Scale

Learn math while playing: with the Monster Math Scale, learning easy math exercises is child's play. The set contains 9 larger and 11 smaller weights, which are ideal for easy addition and subtraction exercises. Playing with the Monster Math Scale promotes fine motor skills and concentration. It's never been easier to learn how to use weights, measures and balance.

AGE: 3Y+ / PRODUCT: 38.2 × 14.2 × 18.0cm

Product details:

- The Monster Math Scale makes learning easy math exercises child's play.
- Children easily learn how to work with weights, measures and balance.
- For children 3 and over.

E6024 Super Spirals

Play with marbles and make some music. The Super Spirals marbles roll along rails, including xylophone rails. Two double-sided spirals and four special control blocks ensure lots of variety and design fun. Quadrilla promotes the understanding of science, technology, engineering and math according to the principles of STEAM.

AGE: 4Y+ / PRODUCT: 52.5 × 48 × 9cm

Product details:

- This deluxe Quadrilla set offers more spirals and lots of surprises.
- Roll your marbles over the xylophone rail to play a tune.
- Two double-sided spirals and four special control blocks ensure lots of variety and design fun.
- For children 3 and over.



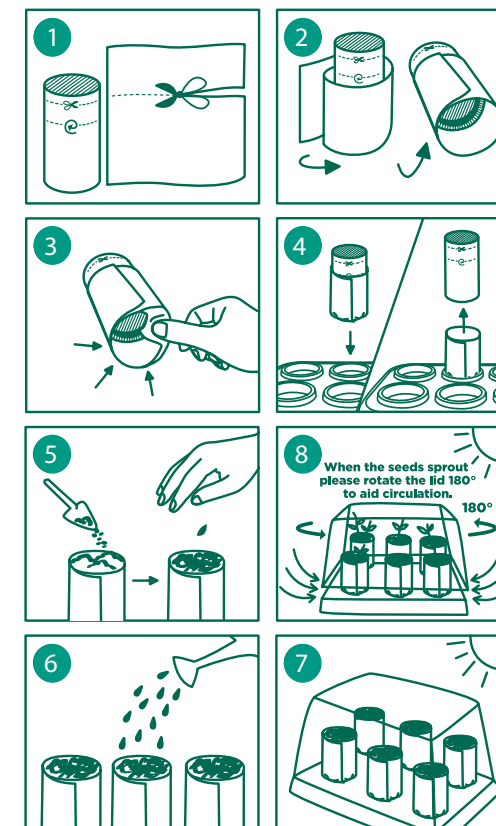
E5580 Growing Gardeners' Greenhouse

What's sprouting? With the greenhouse, little gardeners can grow their own plants and later transplant them into the wild. Sowing seeds, watching them grow and harvesting them is child's play with this greenhouse!

AGE: 4Y+ / PRODUCT: 22.7 × 17.2 × 15.7cm

Product details:

- Greenhouse play set made from sustainable bamboo and bioplastics
- Including bamboo roll for making paper vases for the seeds to grow in.
- The clear cover keeps the seeds warm and lets light through.
- When the plants are big enough, they can be transplanted outside from the greenhouse.
- Promotes a sense of responsibility and a love of nature
- For children over 4 years





E12422
Magic Touch™ Deluxe Piano

Kleine Finger, große Töne! Auf dem Deluxe Piano reichen dank der patentierten Touch Cap Technologie bereits leichte Berührungen aus, um Töne erklingen zu lassen. Das interaktive Holzklavier kommt ganz ohne Tasten und Knöpfe aus und verfügt über zwei Oktaven. Mit den beiliegenden Notenblättern kann das eigenständige Spielen geübt werden, die eingespeicherten Melodien laden zum Lauschen ein. Das Piano verfügt über zwei Spielmodi sowie zwei unterschiedliche Lautstärken.

AGE: 6M+ / PRODUCT: 35.5 × 17.0 × 18.0cm

Product details:

- Small fingers, big sounds!
- Thanks to the patented Touch Cap technology, even light touches are enough to play notes on the Magic Touch Deluxe Piano.
- The interactive wooden piano does not require any keys or buttons and has two octaves.
- The six sheets of music that are included can be used to practice playing independently, while the stored melodies invite you to listen.
- The piano has two playing modes and two different volume levels.
- For children 6 months and over.



DA15053
Secret Diary

Everyone has their little secrets. There is space for all of them in this Secret Diary. Young adventurers will also find 44 fun game ideas. A six-color pen, an application pen, and lots of stickers are also included. For children over 7 years.

AGE: 7Y+ / PCS: 22.2 × 4.4 × 27.9cm



DA15151
Tracing Light Pad

The Tracing Light Pad is extremely thin and light and therefore perfect to take with you. Thanks to the uniformly bright and flicker-free screen, transferring, drawing and creating images is a piece of cake. The Light Pad is easy to use and comes with 10 pre-printed drawing sheets, 5 double-point colored pencils in ten different colors and a USB cable. For children over 7 years.

AGE: 7Y+ / PRODUCT: 45.5 × 7.0 × 29.0cm





NS11303 Precious Time Hourglass

With this hourglass set, even the little ones learn how valuable time is. The set includes three different time connectors and plastic funnels as well as three bags of sand in different colors to create your own hourglass. The set also includes a diary for good deeds, a rainbow gel pen, over 65 stickers, and the full story of Eclipsia. For children over 7 years.

AGE: 7Y+ / PRODUCT: 25.0 x 25.0 x 30.5cm



NS11352 Airbrush Deluxe Set

Paint like professionals with the Airbrush Deluxe Set! Select the water color, insert the marker into the rechargeable electric pen, and carefully spray the color onto one of the 25 pictures. Stencils, watercolor paints and a masking rubber pen included. For children over 7 years.

AGE: 7Y+ / PRODUCT: 45.5 x 7.0 x 29.0cm



Zoo® Collection

The Zoo® Collection consists of products with cute and colorful zoo animals that the little ones will quickly fall in love with. They enchant children with friendly faces and encourage them to continue developing their own skills. A koala, pug and shark are the latest designs in the animal collection.



Zoo® Little Kid Backpack

The Little Kid Backpack from the Zoo® Collection combines fun with organization. It is made of durable materials and is perfect for traveling. The backpack offers enough storage space for a preschooler or a visit to the playground. The side mesh pocket has space for a bottle, cup or snack box. The main compartment is ideal for larger items and includes additional pockets for pens and other travel items. Padded straps are gentle on small shoulders. For children over 3 years.





S9G881310
Explore and More Let's Roll Activity Table

The Explore & More Let's Roll Activity Table with ball track offers numerous activities to promote the cognitive development of babies and toddlers. Eight colorful balls (three transparent ones with characters and 5 colored ones) can sway and roll on the tabletop. A light-up Hopscotch Piano, a Swirly Slide and other great functions ensure hours of fun. The tabletop is reminiscent of a playground thanks to the bright and colorful design. It is removable so that the little ones can also play with the tabletop on the floor. For children over 6 months.

AGE: 6M+ / PRODUCT: 40.6 × 13.3 × 40.6cm



S9J639110
Diaper Backpack

The Mainframe Diaper Backpack in Charcoal is designed to make its contents accessible thanks to a large zippered compartment that can be opened wide and folded down. The combination of soft material and compact design provides many compartments for important things such as changing accessories and water bottles. Easy-to-grip double handles on the top and adjustable straps make this diaper backpack a comfortable and practical companion.

AGE: 0M+ / PRODUCT: 44.5 × 15.9 × 33.0cm

S9K260610
Cry activated soother panda

This cute panda is a sleep aid and baby comforter in one. He plays songs, nature sounds and recorded voices – even in the middle of the night! Because the little friend has an innovative sensor that automatically responds to the baby's crying and plays the desired melody. The panda is easy to attach to the crib. When the baby grows up, the cute panda becomes a cuddly friend.

AGE: 0M+ / PRODUCT: 22.9 × 16.5 × 30.5cm

Product details:

- Soft panda made of fabric, music box and cuddly toy in one
- Has an automatic sensor that reacts to the baby's crying
- Plays 3 songs and 3 calming sounds with a playing time of up to 20 minutes
- Sound modules can be freely played
- Easy to attach.
- Helps babies fall asleep
- Battery-operated



S9J002110
Celestial Dreams Activity Gym

Babies can take a trip to the stars on the Celestial Dreams Activity Gym. The five hanging toys stimulate the senses and encourage sensory play: an owl's luminous eyes, a star with tactile bands and the fingers of a bear, a rattle raccoon with shooting star pendant and a fox with chimes the ears. Little dreamers can watch themselves in the removable star mirror, and the crescent-shaped pillow offers optimal support in any position.

AGE: 0M+ / PRODUCT: 96.5 × 96.5 × 48.3cm





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