

# 2024

**Keycraft®**  
The Toy People



# Hello!

We're the Toy People, here to support amazing retailers like you, no matter if you're global brand or a cozy boutique. We have the perfect range of enticing impulse pocket money toys and effective point-of-sale solutions that really work.

At Keycraft, we get that every retailer, whether you're new to the fun or a seasoned pro, deals with a steady stream of challenges and our experience helps to keep things running smoothly.

Having a trusted partner who really understands the retail world and stands by your side, through thick and thin, is absolutely priceless, and that's just what we aim to be.

Our team's wealth of experience is all about having your back year after year, making a real difference in your journey.



## Our Rep Groups

Explore our fantastic rep groups, covering a wide area to better serve you! For all the details, hop over to our website or give that QR code a scan. Our friendly team is eager to assist you in finding the perfect solution.

**SCAN ME  
FOR MORE  
INFO**



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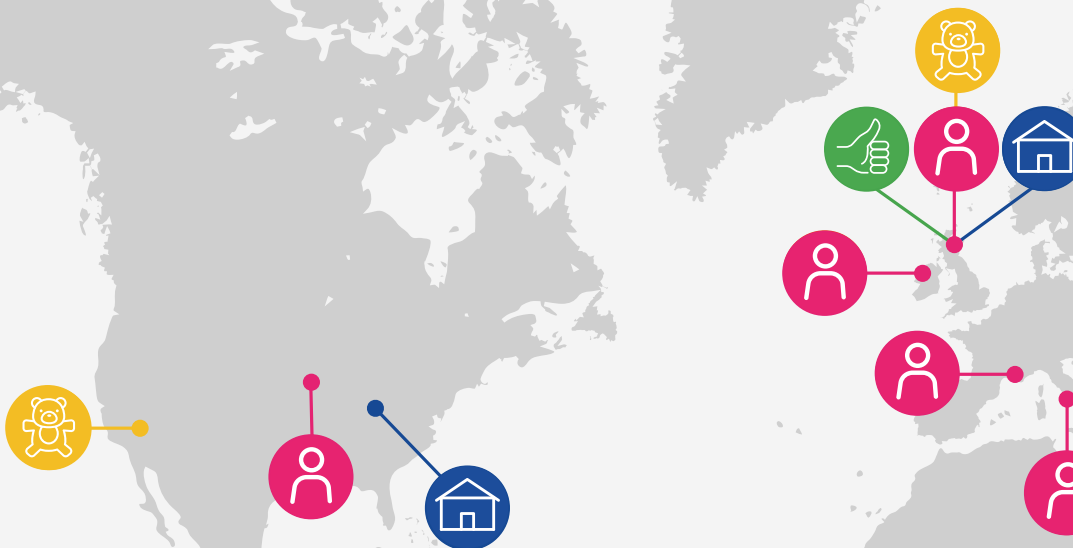
**LIVING NATURE**

**BACK**



# You can sell toys anywhere in the world with Keycraft<sup>®</sup>

From supply chain to customer support we are a truly global company with teams in North America, Europe, Asia and Australasia.



## Get in touch with our Sales Team:

### USA Office:

**Call:** 833-338-8697

**Email:** [usa@keycraftglobal.com](mailto:usa@keycraftglobal.com)

### Steve Mellos

**Call:** 734-968-2371

**Email:** [steve.mellos@keycraftglobal.com](mailto:steve.mellos@keycraftglobal.com)

### Ryan Kelley

**Call:** 480-347-6654

**Email:** [ryan.kelley@keycraftglobal.com](mailto:ryan.kelley@keycraftglobal.com)





## Customer Support

Without customers no company would be anything and we invest the best care and support we possibly can to help you meet your goals every year. Customers are for life not just for the first order.



## Quality Control

Our QC teams based in the UK and the Far East work daily with our factories and other supply partners to ensure our safety and quality standards are upheld. Only the best toys are good enough.



## Product Development

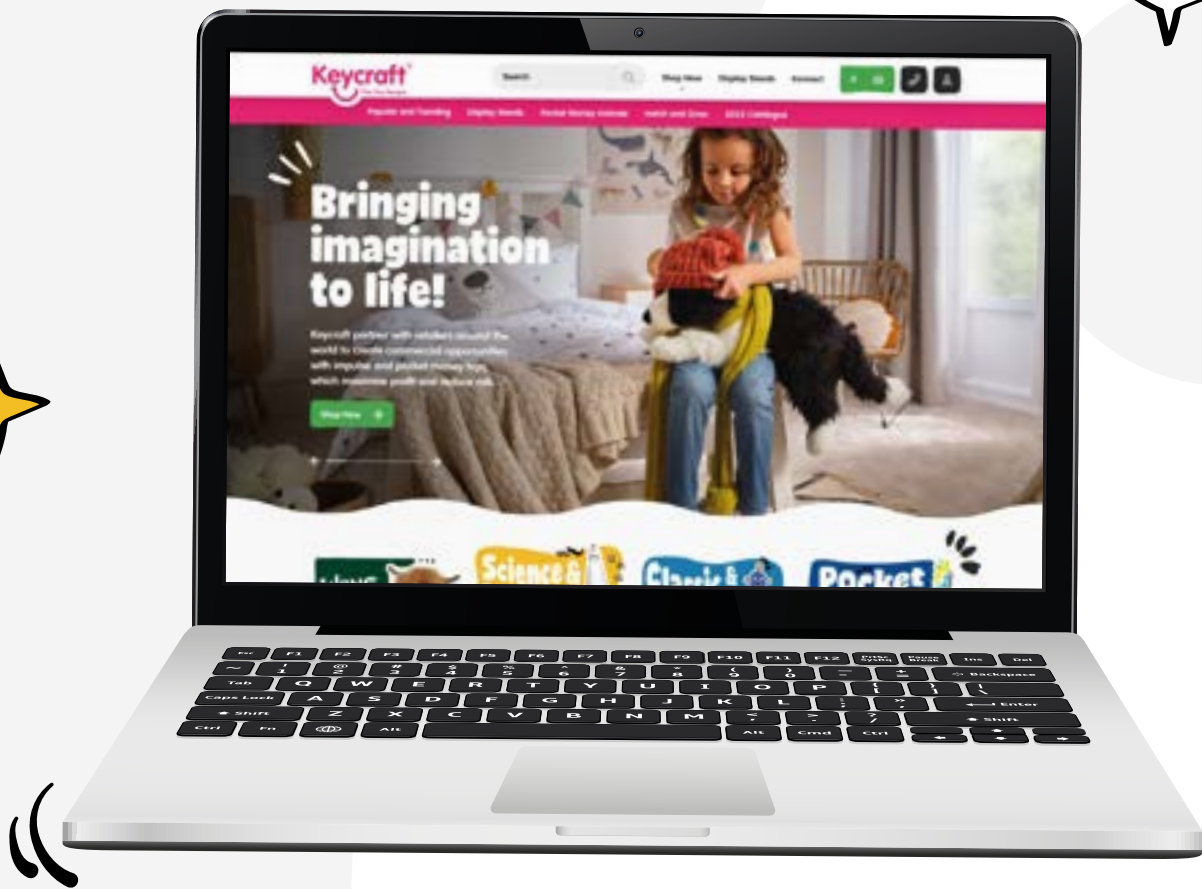
Our product development teams are purposely located in 3 different continents pooling the best ideas and trends from the major retail markets globally. We spread our risk by working with over 120 factories in Indonesia, China, India, Sri Lanka, Vietnam, Taiwan, Turkey, Poland, and Italy.



## Logistics

Being a global company calls for slick warehousing and logistics operations and our team work around the clock (literally) to ensure we have the right products in the right place at the right time to meet customer demand.





# Keycraft Konnect

We created our ecommerce website and an all-inclusive customer service platform with you in mind! Giving you everything you need to be successful in retail, enjoying exclusive access to real-time data like never before.



## Build Your Own Display Stand

Want one of our display stands but not sure what products to fill it with? Configure your stand using our interactive online tool to get the best recommended products for your store.



## Stock Availability

You get to know as much as we do when it comes to stock availability! If an item is not in stock Konnect will tell you when the next delivery is arriving into your regional warehouse.



## Image & Technical Data Download

We value your time and want you to succeed, so we're giving you the option to directly download all product images and technical data you need.

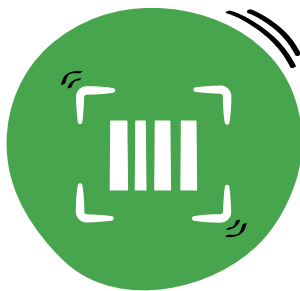
# Scan to order

Replenish your toy selection as quick as lightning!

Walk around your store or flick through our catalogue pages and stock up on all your essentials. Simply scan the barcode and add it to your basket in one click. It's that easy!



## Follow these simple steps



### Step 1

Go to the website and click the barcode scanner button.



### Step 3

The website will find your product for you to add to your basket.



### Step 2

Hold up the product barcode to your camera.



### Step 4

Repeat this process for all the products you need and then checkout.

# Corporate Social Responsibility

We care about the kids who buy our toys; we want them to have a fun childhood and grow up with a bright future. Our commitment to sustainability is part of our investment in this. Like all responsible businesses, we want to make sure our impact on the planet is a positive one. So, from design and manufacture through to packaging and distribution, we embrace sustainable thinking in everything we do.



We are actively engaged in minimizing our carbon footprint by collaborating with PlanetMark. In partnership, we identify, set goals, and implement strategies to enhance our corporate sustainability. This initiative empowers us to meticulously record our activities, fostering measurable improvements and a more environmentally friendly operational approach.



**FSC toys**

Keycraft proudly holds Forest Stewardship Council (FSC) certification, allowing us to supply FSC-certified wooden toys and gifts. Our supply chain partners demonstrate full Chain of Custody, ensuring sustainable, responsibly sourced wood.



Proud OPRL member, we adhere to international best practices for on-pack recycling labels, as recognized by the UN Environment Programme. Our award-winning scheme ensures clear and consistent recycling messages on consumer packaging.



Proud member of RECOUP, a charity and leading authority shaping the future of plastic development and recycling. We contribute expertise, guidance, and innovative research to advance sustainable approaches in plastic recycling.





# Terms & Conditions

## New Customers

We require all new customers to complete the Keycraft new customer profile document including a copy of your resale certificate. The initial minimum order is \$250 with prepaid terms. Terms are available for new customers upon credit check process. Decision on terms will be based on number of years in business and credit history. The Customer is not permitted to sell Goods on branded third-party online platforms or marketplaces including, without limitation, Amazon Marketplace and eBay. This does not prevent the Customer from selling Goods on the Customer's own website or non-branded third-party platforms.

## Ordering

Initial minimum order is \$250 with a minimum reorder amount of \$250. Customer may order under \$350, but will be subject to a \$5.00 handling fee and must pay freight. All items require a minimum piece quantity (min) as specified in the catalog, or must be ordered in multiples of Min. Backorders will remain open and will be shipped when available. Backorders will automatically be cancelled at \$150 or below. You may email your order to your local sales rep or to [USA@Keycraftglobal.com](mailto:USA@Keycraftglobal.com). Your local sales rep information is located on the back cover of our catalog.

## Pricing

All prices are published in the Keycraft catalog in US dollars and are subject to change without notice. All pricing is listed in catalog as per piece or unit.

## Payment Methods

We accept checks and credit cards as acceptable forms of payment. If using a credit card, you must provide the billing address that matches the billing address on file with the financial institution that issued the credit card. Payments by check should be remitted to Keycraft Global Inc, Dept CH14511, Palatine, IL 60055 - 4511. Please make arrangements for payments to arrive by the invoice due date.

## Payment Terms

Standard 30 day terms are available upon credit approval; however, terms may be less pending review and credit standing. The credit review process can take up to two weeks for approval. You must initiate a request for terms by supplying Keycraft with your credit reference form. A service charge of 1.5% per month (APR 18%) will be added to past due invoices. Habitual late payment may result in revocation of net terms. We do offer dating programs throughout the year. Please contact your local sales representative for details or Steve Mellos at [Steve.Mellos@keycraftglobal.com](mailto:Steve.Mellos@keycraftglobal.com).

## Shipping Terms

Standard shipment terms are FOB Cincinnati, Ohio. \$350 orders or above qualify for Free Freight in the lower forty-eight states. Keycraft offers free freight (FFA) programs, which based on certain order volumes and on-time payment, will result in write-off of freight billed. Free freight terms must be approved at time of order entry. Free freight terms are subject to change throughout the year. Orders below \$350, are subject to collect freight from our DC in Cincinnati, Ohio and additional handling fees.

## Returns/Claims/Damages

We do our best to ship your orders correctly; however, if there are issues with your shipment, please contact our customer service department at 1-833-338-8697 or your local sales representative for return authorization and receive an RMA number. All shortage claims or damaged shipments must be reported within fifteen days of the invoice date. Defective merchandise credits will not be honored for product that is more than one year old. All returns of any nature must have prior authorization. Approved non-defective returns are subject to a 15% restocking fee. Original shipping fees will not be refunded and customer will be responsible for return freight. Credit for returned items will be applied to the same method of payment used to make the purchase.



# Display Solutions that **REALLY** work!

Maximize profits and create an unforgettable retail experience with our expert guidance and dazzling display solutions.

Wondering why retail theatre is a sales game-changer?  
It's simple: transforming your store into an engaging and immersive space captivates customers, keeping them longer and encouraging more purchases. Our themed ranges boast rapid sell-through rates, supercharging your impulse sales.

Our display stands are instrumental in this retail magic. They are eye-catching and versatile, showcasing products attractively and guiding customers toward irresistible impulse purchases. With our assistance, your store becomes an unforgettable shopper destination, guaranteeing soaring sales.



**DS1100**

# Mini Carousel Display Stand

Unveil the enchantment of our Mini Carousel Display Stand by Keycraft Global! Bursting with fun and style, it hosts 30 pockets - perfect for pocket money toys. Designed for smaller spaces, this compact marvel not only attracts customers but also makes shopping a breeze with pockets at varying heights, catering to both kids and adults. A delightful and practical addition to your retail space!



**FREE**  
WITH **\$2700**  
**ORDER**



**DISPLAYS**  
**30 TOP**  
**SELLERS**

**Size**  
1'1" Wide  
1'1" Deep  
6' High



**DS1116**

# Traditional Wooden Display Stand

Introducing our new Traditional Wooden Display Stand, a timeless addition to your retail space. With 28 pockets, it's perfect for showcasing retro and pocket money toys, from wooden classics to the latest fidgeting fun. Crafted from sustainably sourced plywood, this stand's classic design seamlessly complements any retail theme with style. Its compact footprint ensures it's an ideal fit for smaller retail spaces, combining elegance and efficiency effortlessly.

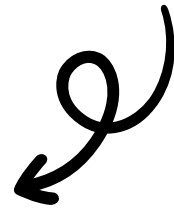


**FREE**  
WITH **\$1500**  
**ORDER**

**Size**  
1'1" Wide  
1'1" Deep  
6'4" High



**DISPLAYS**  
**24 TOP**  
**SELLERS**





**DS1103**

# Keycraft Express Train Display Stand

All aboard the Keycraft Express Train, packed full of pocket money toys designed to delight! Featuring 65 pockets and low-level heights making it easy to shop for children of all ages.



**DISPLAYS  
65 TOP  
SELLERS**



**FREE**  
WITH **\$8000**  
**ORDER**

**Size**  
2'4" Wide  
5'7" Long  
4'7" High

**DS1108**

# Tractor Display Stand

Create a unique shopping experience and harvest your impulse sales with our eye-catching Tractor display unit. Displays 49 top-selling pocket money toys, enticing all age groups and creating a memorable customer experience.



**DISPLAYS  
49 TOP  
SELLERS**

**Size**  
2'6" Wide  
5'7" Long  
4'1" High

**FREE**  
WITH \$8000  
ORDER

**DS1110**

# Safari Jeep Display Stand

Bring a slice of Africa to your store with our show-stopping safari jeep display stand and send your customers on an adventure to remember. Displays 61 top-selling toys ranging from, wooden classics to sensory favourites and to the latest fidgeting fun.




**Size**  
2'7" Wide  
7'6" Long  
4'3" High








# Beadz ALive



Unleash the fun in your store with our newest launch, Beadz Alive! Vibrant colours and mesmerising black beads breathe life into playful shapes - from giant squishy balls to slithering snakes. When squished, watch the beads glide and slip through your fingers for an almost-alive sensation! Perfect for all ages, this trendsetting collection is not just a must-have - it's a gotta-have! Elevate the excitement with our compact, branded display stand, creating an enticing area that draws all customers in. Don't let the fun pass you by and place your order now to be the trendsetter in town!





**New!**

**DISPLAYS  
10 TOP  
SELLERS**



**FREE  
WITH \$500  
ORDER**



**DS1123 Beadz Alive Display Stand**

Dimensions: 1'6 Wide, 5'8 High, 1' Deep

# Beadz Alive



NV658 Beadz Alive Cube 2.5"  
\$2.50ea./12



**Squeeze it!**



NV657 Beadz Alive Ball 2.5"  
\$2.50ea./12







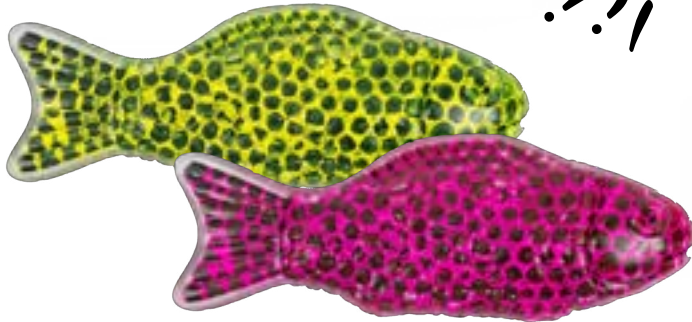
**NV662 Beadz Alive Giant Ball 4"**  
\$5.00ea./6



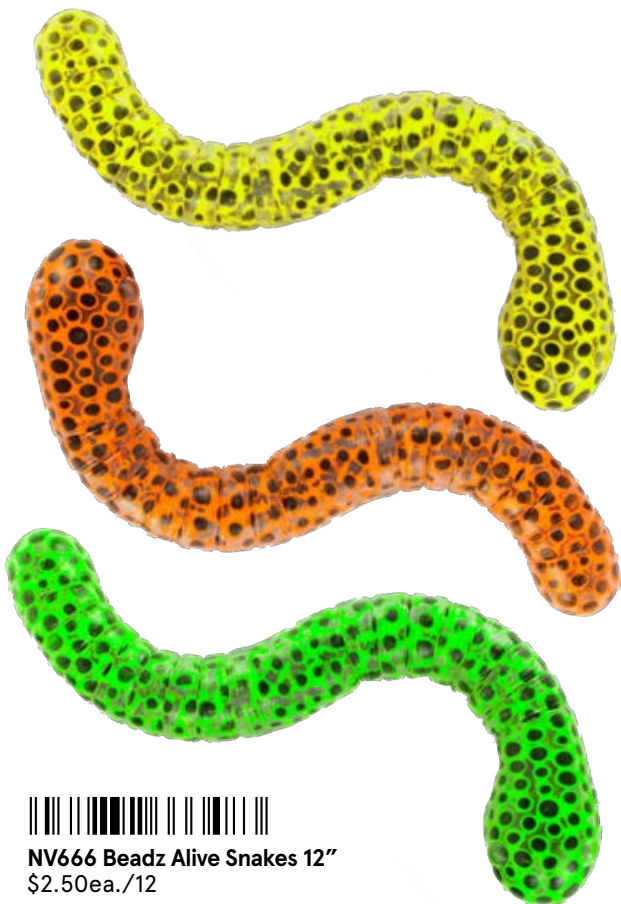
**NV663 Beadz Alive Men 4"**  
\$2.50ea./16



# Beadz Alive



NV660 Beadz Alive Fish 7"  
\$2.50ea./10



NV666 Beadz Alive Snakes 12"  
\$2.50ea./12



**NV661 Beadz Alive Frog 3"**  
\$2.50ea./16



**NV659 Beadz Alive Dino 6"**  
\$2.50ea./12



# STRETCH 'N SMASH



NV568 Stretch & Smash Gorilla 6"  
\$5.00ea./6

**SLAAAM!**



**WHAAAM!**



**New!**



**STRETCH  
SMASH**



NV664 Stretch & Smash Panda 6"  
\$5.00ea./6



NV665 Stretch & Smash Sloth 6"  
\$5.00ea./6

**REPEAT!**

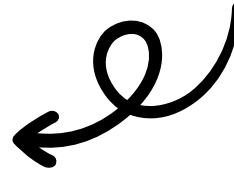
# Pocket Money







**You can Have  
this in Your  
Store!**



**DS1100 Keycraft  
Mini Carousel Display Stand**

Please see page 11 for more information





# Tutti Frutti



NV481 Candy Carrots 4"  
\$3.50ea./12



NV480 Flashing Candy Critters 5"  
\$2.50ea./12



NV482 Candy Caterpillars 13"  
\$2.50ea./12



NV612 Tutti Frutti Bouncing Putty 3"  
\$1.50ea./12



NV601 Tutti Frutti Puffer 12"  
\$2.50ea./12





# Tutti Frutti



**NV587 Tutti-Frutti Boogie Ball 2.5"**  
\$1.50ea./12



**NV590 Woolly Ball 2.5"**  
\$1.50ea./12



**NV570 Tutti-Frutti Eye Ball 2.5"**  
\$2.00ea./12



**NV586 Tutti-Frutti Puffer Ball 4"**  
\$2.50ea./12





NV585 Tutti Frutti Giant  
Puffer Ball 6"  
\$5.00ea./6



**SQUEEZY  
WITH SUCKERS!**



NV577 Tutti-Frutti Caterpillar 10"  
\$2.50ea./12

# Squish Balls



NV460 Giant Rainbow Squish Ball 4"  
\$4.00ea./12



NV476 Super Duper Squish Ball 4"  
\$3.00ea./12







**New!**



**NV647 Smiler Squidge Ball 2.5"**  
\$2.00ea./12



**NV529 Mini Super Squidge Balls (3 Pack) 2"**  
\$2.00ea./12



**NV626 Gelbitz 2.5"**  
\$2.00ea./12

**Squiiish it!** →





# Squish Balls



**New!**



**NV654 Glow in the Dark  
Super Squidge Ball 2.5"**  
\$2.00ea./12



**NV542 Meteor Super  
Squidge Ball 2.5"**  
\$2.50ea./12



**It lights up  
& flashes!**



**NV531 Galaxy Super  
Squidge Ball 2.5"**  
\$2.50ea./12





**NV539 Stretchy Super  
Squidge Ball 2.5"**  
\$2.50ea./12



**NV543 Alphabet Super  
Squidge Ball 2.5"**  
\$2.50ea./12



**NV528 Colour Change  
Super Squidge Ball 2.5"**  
\$2.50ea./12



# Mesh Balls



**Squeeze it!**



NV620 Atomic Squeeze Ball 3"  
\$2.00ea./12



NV19 Gooney Mesh Ball 2.5"  
\$1.50ea./12



GP233 GOOBALLZ Colourpoppaz Mesh Ball 3"  
\$2.00ea./12

**It lights up  
& flashes!**



GP218 DISCOBALLZ Mesh Ball 3"  
\$3.00ea./12



GP232 GOOBALLZ Cosmic Mesh Ball 3"  
\$2.00ea./12



# Bouncy Balls



NV596 Illusion Ball 4"  
\$5.00ea./6



GL35SM Smiley Glitter  
Bouncy Ball 1.3"  
\$0.50ea./72



GL134 Flashing Spikey Air Ball 3"  
\$1.50ea./12



NV547 Light Up Galaxy Ball 2.5"  
\$2.00ea./12



NV363 Light up Digit Ball 3"  
\$2.50ea./12



NV286 Tangle Ball 3"  
\$2.25ea./12



NV618 Electric Bouncy Ball 3"  
\$1.50ea./12



NV569 Light Up Bouncy Crystal Ball 3"  
\$2.50ea./12



GL214 Light Up Suction Ball 3"  
\$2.50ea./12





# Stretch & Squeeze

**It lights up  
& flashes!**



GL213 Light Up Puffer Animals 3"  
\$1.50ea./12



**So Cute!**



NV553 Stretchy Noodle Animals 9"  
\$1.25ea./24



NV53 Stretchy Caterpillars 7"  
\$2.00ea./24



**I'm a Great Seller!**



NV100 Large Puffer Caterpillars 8"  
\$3.00ea./12



NV289 Stretchy Centipedes 9"  
\$1.25ea./24





# Slime & Putty



NV13 Whoopee Putty 2.5"  
\$1.00ea./24



**Dinosaur  
inside!**



NV571 Giant Dino Slime Egg 5"  
\$4.50ea./6



NV12 Jumping Putty 2.5"  
\$1.50ea./24



NV610 Stretchy Wraps (3 pack) 8"  
\$2.00ea./12



**NV612 Tutti Frutti Bouncing Putty 3"**  
\$1.50ea./12



**So cool!**



**NV16 Rainbow Slime in Flask 3"**  
\$1.50ea./12



**NV37 Super Bouncing Putty 4"**  
\$1.50ea./12



**NV199 Triple Glitter Putty 2.5"**  
\$1.50ea./24



# Spooky & Creepy



**Super  
squiiishy!**



**NV616 Squishy Monster 3"**  
\$1.00ea./12



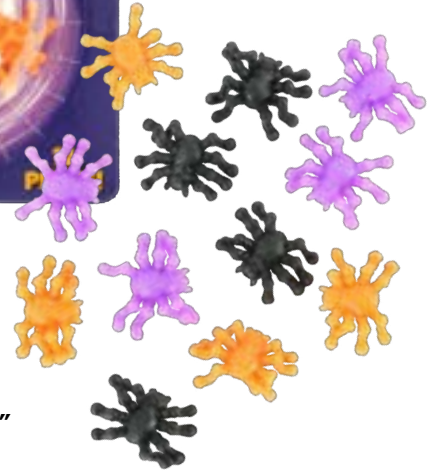
**NV445 Sticky Monsters 3"**  
\$2.50ea./12



**NV444 Squeazy Monsters 3"**  
\$3.50ea./12



**NV582 Finger Spies 2"**  
\$0.25ea./36



**New!**



**NV637 Crawling Spider 7"**  
\$1.00ea./12



**NV541 Stretchy Rat 5"**  
\$2.25ea./12



**NV555 Stretchy Grub 5"**  
\$2.25ea./12



# Fun & Fashion



GP315 Rainbow Stretchy Fruit 3"  
\$1.00ea./12



NV563 Stretchy Pug 4"  
\$2.00ea./12



**It lights up  
& flashes!**



**GP230 GOGOBANDS Light up Flashing Bracelets 3"**  
\$2.00ea./12



**NV477 Disco Dinos 4"**  
\$2.50ea./12



**Have you tried the scan  
to order function yet?**

It makes ordering super fast and easy!  
Check page 7 for more details.

[www.keycraftglobal.com](http://www.keycraftglobal.com)



# Peek-a-Poms

## Reversible Pets



GP242 PEEK-A-POMS Pets 5"  
\$2.50ea./12



GP240 PEEK-A-POMS Safari 5"  
\$2.50ea./12



GP280 PEEK-A-POMS SNOOZEES Fantasy 5"  
\$2.50ea./12



GP279 PEEK-A-POMS SNOOZEES Pets 5"  
\$2.50ea./12



GP278 PEEK-A-POMS SNOOZEES Safari 5"  
\$2.50ea./12





# Fantasy



**NV426 Stretchy Mermaid & Castle 3"**  
\$2.00ea./12



**NV364 Squezy Mermaid Bubble Shells 4"**  
\$2.50ea./12



**NV319 Unicorn Bead Balls 4"**  
\$3.00ea./12



**NV438 Squezy Unicorn & Rainbow 2.5"**  
\$3.00ea./12



**NV375 Squezy Unicorn Keyrings 2"**  
\$2.25ea./24



**CR144 Stretchy Unicorn & Rainbow Cloud 3"**  
\$4.00ea./12



**NV331 Unicorn Glitter Balls 3"**  
\$1.50ea./12



**NV303 Squidgy Unicorns 3"**  
\$2.50ea./12



**NV638 Crawling Unicorn 7"**  
\$1.00ea./12



**NV304 Unicorn Hand Puppets 5"**  
\$3.50ea./12



# Food Fun



**Squiiish it!**



NV559 Squishy Turtle Burger 4"  
\$3.00ea./12



NV562 Squishy Panda Doughnut 4"  
\$2.50ea./12



**NV537 Squeezy Pineapple 4"**  
\$2.00ea./12



**NV545 Squidgy Strawberry 2"**  
\$1.50ea./24



**NV583 Squishy Fruit 6"**  
\$2.50ea./12



**NV584 Squishy Bear 9"**  
\$2.50ea./12







**NV615 Squishy Banana 3"**  
\$1.50ea./12



**Super  
Streeetchy!**



**NV614 Squishy Carrot 6"**  
\$1.50ea./12



**NV538 Squeezy Watermelon 4"**  
\$3.00ea./12



**NV580 Peek A Boo Bunny  
in Carrot 2.5"**  
\$1.50ea./12



**NV521 Stretchy Bumble  
Bee & Hive 3"**  
\$4.00ea./12



**NV567 Peek A Boo Mouse in Cheese 2"**  
\$2.00ea./12



**NV617 Peek A Boo  
Bee in Hive 2"**  
\$1.50ea./12



## Have you created your account yet?

Keep up to date with your recent orders, effortlessly track shipments, create your very own favourites list, and much more - all tailored just for you!

[www.keycraftglobal.com](http://www.keycraftglobal.com)





GP277 CRUSHO's Pineapple 6"  
\$2.00ea./6



GP276 CRUSHO's Grapes 6"  
\$2.00ea./6



GP274 CRUSHO's Orange 6"  
\$2.00ea./6



GP275 CRUSHO's Strawberry 6"  
\$2.00ea./6





**NV374 Squeezy Bead Pineapples 4"**  
\$2.00ea./12



**NV391 Squeezy Bead Strawberries 4"**  
\$2.00ea./12



**NV390 Squeezy Bead Bananas 5"**  
\$2.00ea./12



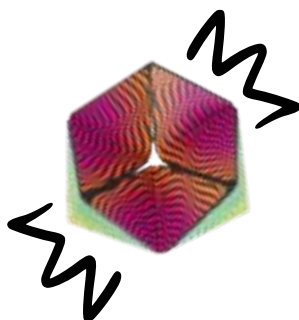
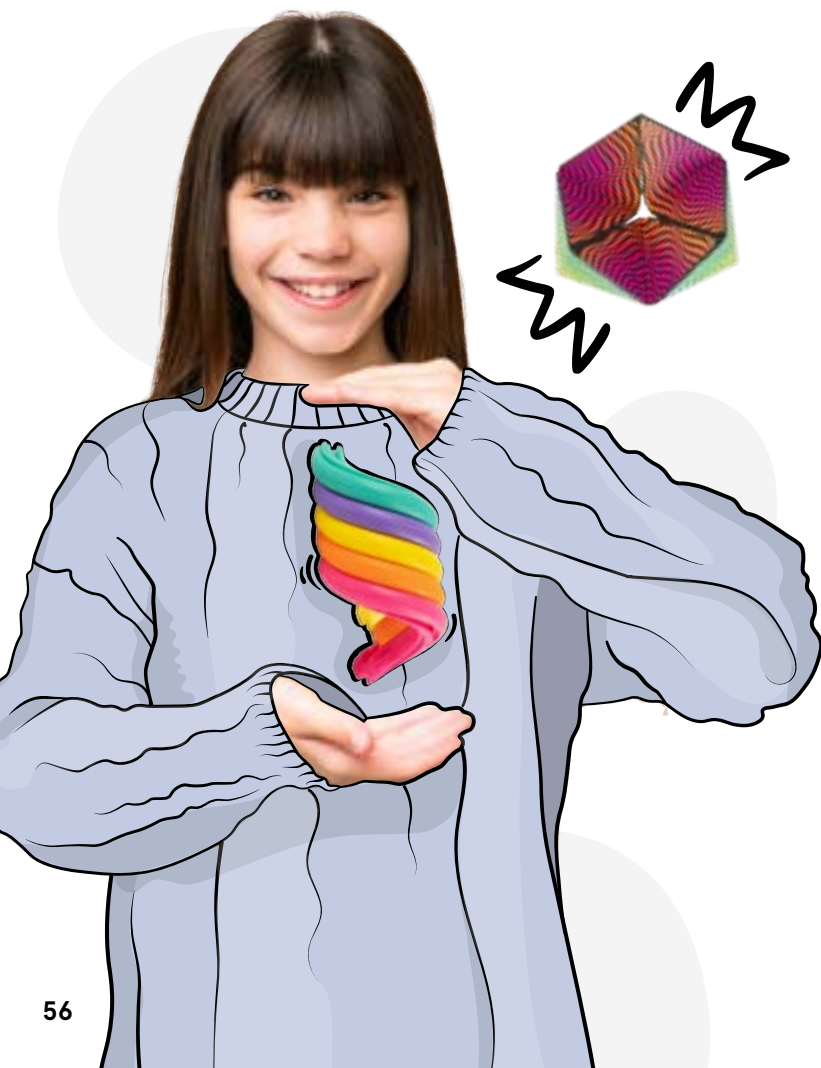
**We're just a phone  
call or click away...**

If you ever require any assistance, reach out to our friendly customer service team over the chat feature on our website or simply give us a call. We will be happy to help!

**833-338-8697 / [usa@keycraftglobal.com](mailto:usa@keycraftglobal.com)**



# Fidget Toys



NV609 Rainbow Fidget Twister 3"  
\$1.50ea./12



NV602 Fidget Snake 10"  
\$1.00ea./12



**NV623 Pop Gears (21 pieces) 1"**  
\$4.00ea./12



**NV605 Infinity Flip 4"**  
\$3.00ea./12



**NV595 Rainbow Fidget 5"**  
\$3.50ea./12





# Fidget Toys



**NV607 Fidget Building Blocks 10"**  
\$4.50ea./6



**NV603 Magic Cube 2"**  
\$2.50ea./12

✧ **Glow** ✧  
**in the dark!**



**GP321 Glow in the Dark Slugbugz 7"**  
\$2.50ea./12



**GP317 Rainbow Slugbugz 7"**  
\$2.50ea./12



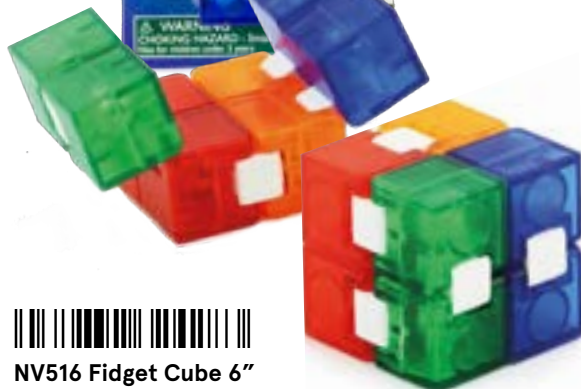
**Fast  
Pull Back  
Action!**



NV517 Pull Back Racers 6"  
\$1.50ea./4



ML403 Fidget Track 9"  
\$2.50ea./36



NV516 Fidget Cube 6"  
\$2.50ea./24



**The Fun starts here!**

Be the first to know about our newest products, exclusive special offers, and exciting updates to help you stay ahead of the trend by signing up to our email newsletter.

[www.keycraftglobal.com](http://www.keycraftglobal.com)



# Fidget Toys



**NV589 Pop Tube Giraffe 5"**  
\$1.25ea./24



**NV591 Pop Tube Shark 7"**  
\$1.25ea./12



**NV592 Pop Tube Sausage Dog 6"**  
\$1.25ea./12





**New!**



NV655 Pop Tube Giraffe & Monkey 7"  
\$2.00ea./12



**So much fun!**



NV450 Pop-Tubes  
(6 pack) 9"  
\$3.00ea./6



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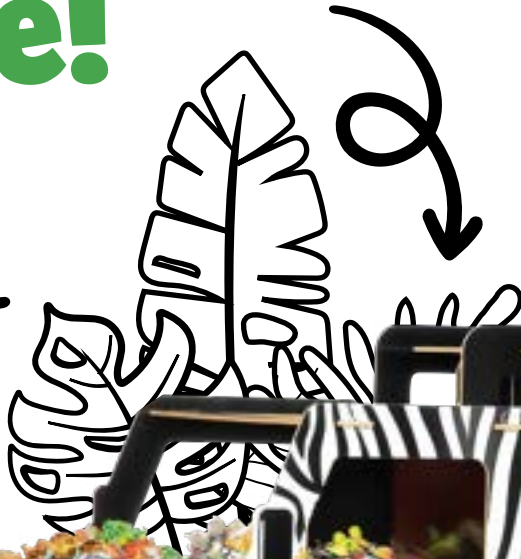
[www.keycraftglobal.com](http://www.keycraftglobal.com)



# Pocket Money Animal



# YOU can Have this in YOUR Store!



**DS1110 Safari Jeep Display Unit**

Please see page 15 for more information







# Pets & Farm



**New!**



NV640 Mini Pets 4.5"  
\$2.50ea./12



NV519 Squidgy Highland Cow 4"  
\$4.00ea./12



NV536 Squidgy Hedgehog 4"  
\$4.00ea./8



NV456 Squidgy Cat 4"  
\$3.50ea./8



NV436 Squidgy Pooch 4"  
\$3.50ea./12





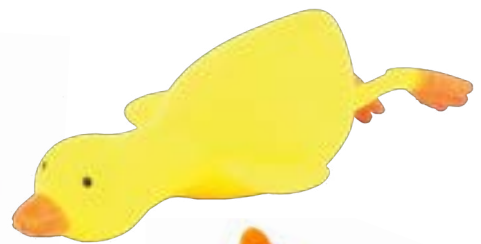
NV556 Stretchy Kitten 4"  
\$2.50ea./12



NV520 Stretchy Pig 5"  
\$2.50ea./12



NV544 Stretchy Rubber Duck 5"  
\$2.50ea./12





NV566 Stretchy Corgi 4"  
\$2.50ea./12



**Super  
Streeetchy!**



NV550 Stretchy Pug 4"  
\$2.50ea./12



NV549 Stretchy Sausage Dog 5"  
\$2.50ea./12



# Pets & Farm



**NV288 Squidgy Cats 3"**  
\$2.50ea./12



**NV522 Squidgy Puppies 3"**  
\$2.50ea./12



**NV523 Squidgy Farm Animals 3"**  
\$2.50ea./12



**CR151 Cute Squishies 3"**  
\$2.50ea./12



**Extra  
Squeezy!**



**New!**



**NV632 Farm Squeezies 4"**  
\$2.00ea./12



**NV86 Farm Puffer Balls 2.5"**  
\$2.00ea./12



**GL34 Bouncy Eggs 2.5"**  
\$1.25ea./24



# Pets & Farm



**NV557 Farm Soft Sewn Balls 4"**  
\$1.50ea./12



**NV580 Peek A Boo Bunny in Carrot 2.5"**  
\$1.50ea./12



**NV617 Peek A Boo Bee in Hive 2.5"**  
\$1.50ea./12





**CR128 Cute Squidgy Bear 3"**  
\$2.50ea./16



**CR129 Cute Squidgy Hamster 3"**  
\$2.50ea./16



**CR195 Cute Squidgy Llama 4"**  
\$2.50ea./16



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# Safari Animals

**I make sounds!**



NV621 Noisy Hippo 8"  
\$3.00ea./6



CR234 Glow in the Dark Wildlife Shapes 8"  
\$2.00ea./24



CR153 Sloth Wall Climber 6"  
\$0.75ea./24



**NV631 Animal Magic Cube 2"**  
\$2.50ea./12



**CR97 Stretchy Elephant 6"**  
\$1.50ea./18



**New!**



**NV667 Peek A Zoo Animals 2"**  
\$1.75ea./12







**CR215 Wolf Hand Puppet 5"**  
\$3.00ea./8



**CR216 Polar Bear Hand Puppet 5"**  
\$2.00ea./8



**CR163 Tiger Hand Puppet 5"**  
\$3.00ea./8



**CR160 Lion Hand Puppet 5"**  
\$3.00ea./8



**CR217 Gorilla Hand Puppet 5"**  
\$3.00ea./8




**CR161 Elephant Hand Puppet 5"**  
\$3.00ea./8

**Squiiish it!**

*lii*



  
NV565 Squishy Safari Ball 4"  
\$4.00ea./12

**So Cute!**



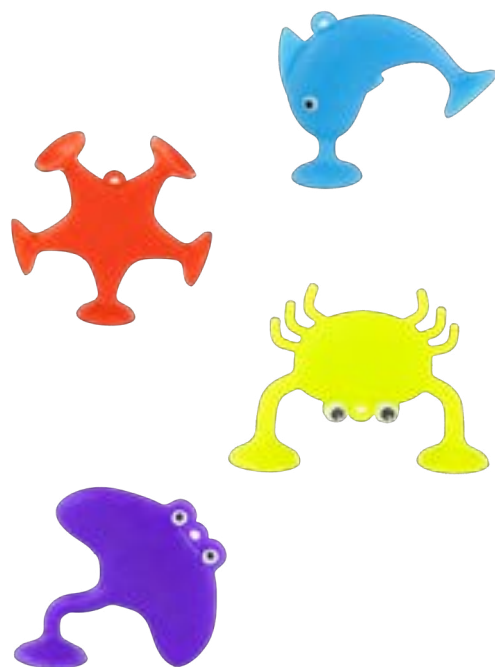
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# Sealife



**New!**



**NV656 Sealife Pops (8 pack) 6"**  
\$2.50ea./12



**NV546 Squeezy Sea Urchin 3"**  
\$2.50ea./12



**NV624 Squeezy Octopus 3"**  
\$2.00ea./12



**CR232 Stretchy Sealife 6"**  
\$2.50ea./12



**NV611 Peek A Boo Octopus 2.5"**  
\$1.50ea./12



**NV229 Splash Octopus 9"**  
\$3.50ea./12



**NV140 Sealife Water Snakes 4"**  
\$2.50ea./24





**NV401 Dolphin Water Soaker 11"**  
\$1.50ea./12



**NV431 Clown Fish Water Soaker 8"**  
\$1.50ea./12



**NV400 Puffer Fish Water Soaker 8"**  
\$1.50ea./12



**NV432 Blue Tang Water Soaker 8"**  
\$1.50ea./12



**NV399 Shark Water Soaker 10"**  
\$1.50ea./12



**CR112 Stretchy Dolphin 7"**  
\$1.25ea./16



**CR113 Stretchy Orca 6"**  
\$1.25ea./16



**CR115 Stretchy Clown Fish 7"**  
\$1.25ea./16



**CR159 Great White Shark Hand Puppet 5"**  
\$3.00ea./8



**CR162 Dolphin Hand Puppet 5"**  
\$2.00ea./8



# Reptiles



**CR110 Stretchy Crocodile 9"**  
\$1.25ea./18



**CR109 Stretchy Gecko 8"**  
\$1.25ea./18



**CR104 Stretchy Tarantula 8"**  
\$2.50ea./24



**CR131 Stretchy Snake 12"**  
\$2.50ea./24



**CR108 Stretchy Chameleon 8"**  
\$1.25ea./12





**CR166 Crocodile Handpuppet 5"**  
\$3.00ea./8



**NV359 Squezy Frogs with Spawn 3"**  
\$3.00ea./12



**CR236 Stretchy Turtles 5"**  
\$2.50ea./24



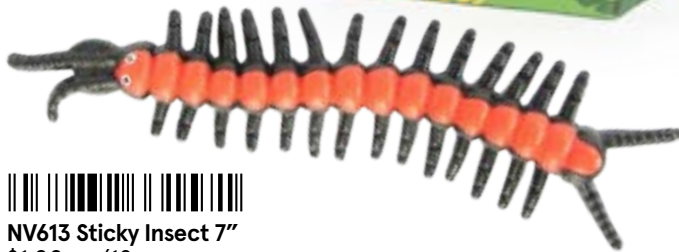
**Have you tried the scan  
to order function yet?**

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Check page 7 for more details.

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# Reptiles




  
**NV613 Sticky Insect 7"**  
 \$1.00ea./18



  
**NV174 Sticky Slug 8"**  
 \$2.00ea./24



  
**CR200 Coiled Snake Bracelet 3"**  
 \$2.50ea./24



  
**CR219 Colour Change Stretchy Lizards 8"**  
 \$1.75ea./24



CR230 Stretchy Reptiles 5"  
\$1.50ea./24



**So streeetchy!**



CR231 Stretchy Snakes 5"  
\$1.50ea./24



CR220 Colour Change Lizards 4"  
\$2.00ea./24



# Dinosaurs



PY146 Build Your Own Dinosaur 7"  
\$4.00ea./12

**Friction  
Powered**



FM120 Dino Racers 4.5"  
£3.00ea./8



**New!**



**NV653 Dinosaur Pops (12 pack) 6"**  
\$2.50ea./12



**NV625 Squeezy Dino 3"**  
\$2.00ea./12



**New!**



**NV650 Dino Grabbers 3"**  
\$3.00ea./12



# Dinosaurs



**CR165 T-Rex Hand Puppet 5"**  
\$3.50ea./8



**CR164 Triceratops Hand Puppet 5"**  
\$3.50ea./8



**CR101 Stretchy Triceratops 8"**  
\$2.50ea./16



**CR100 Stretchy T-Rex 8"**  
\$2.50ea./16



**CR137 Dinosaur Jetball 2"**  
\$1.50ea./30



**NV356 Squeezy Mesh Dinosaurs 4"**  
\$2.00ea./12



**NV379 Squeezy Dino Eggs 3"**  
\$2.50ea./12



**CR235 Glow in the Dark Dinosaur Shapes 8"**  
\$2.00ea./24



**NV576 Dino Finger Claw Puppets 2.5"**  
\$0.25ea./24



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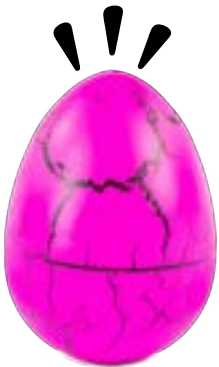
# Dinosaurs



**NV273 Large T-Rex Hatch Eggs 4.5"**  
\$4.50ea./6



**NV274 Large Triceratops Hatch Eggs 4.5"**  
\$4.50ea./6



**NV275 Large Stegosaurus Hatch Eggs 4.5"**  
\$4.50ea./6





CR218 Colour Change Stretchy Dinosaurs 8"  
\$1.75ea./24



NV202 Small Dino Hatch Eggs 2.5"  
\$2.50ea./12

## Hatch & Grow Your Own Dinosaur!



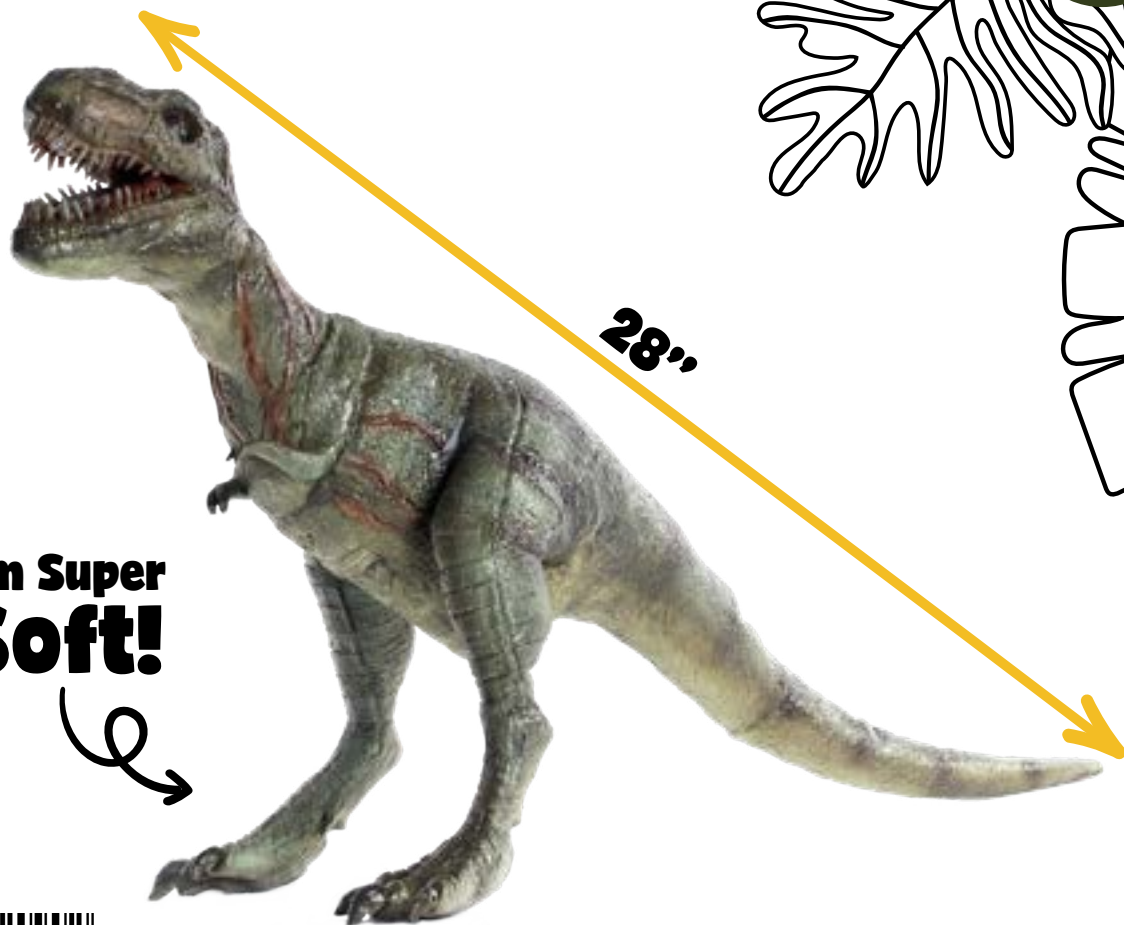
NV593 Dino Grow Iceberg & Volcano 2.5"  
\$3.00ea./12



# Soft Stuffed Dinosaurs



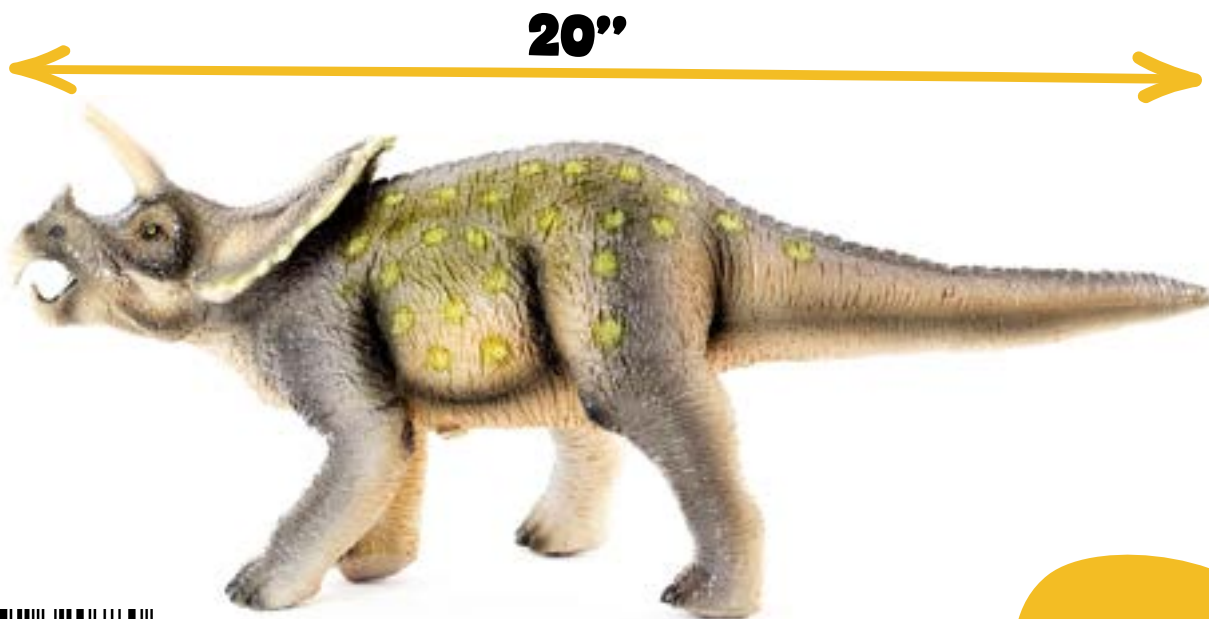
**I'm Super  
Soft!**



**28"**



**CR214 XL Soft Stuffed T Rex 28"**  
\$12.50ea./6



**20"**



**CR202 XL Soft Stuffed Triceratops 20"**  
\$12.50ea./6

**New!**



# Soft Stuffed Dinosaurs



CR221 XL Soft Stuffed Baryonyx 27.5"  
\$12.50ea./6

**I'm Super  
Soft!**



CR222 XL Soft Stuffed Spinosaurus 30"  
\$12.50ea./6



CR224 XL Soft Stuffed Allosaurus 31"  
\$12.50ea./6





CR228 XL Soft Stuffed Velociraptor 27"  
\$12.50ea./6



CR225 XL Soft Stuffed Brachiosaurus 30"  
\$12.50ea./6

**Made from  
Latex!**



CR227 XL Soft Stuffed Crocodile 32"  
\$12.50ea./6

**New!**





# Soft Stuffed Dinosaurs



**CR207 Soft Stuffed Stegosaurus 15"**  
\$7.00ea./6



**CR204 Soft Stuffed T Rex 18"**  
\$7.00ea./6



**CR203 Soft Stuffed Velociraptor 19"**  
\$7.00ea./6



**CR205 Soft Stuffed Triceratops 13"**  
\$7.00ea./6

**Made from  
Latex!**



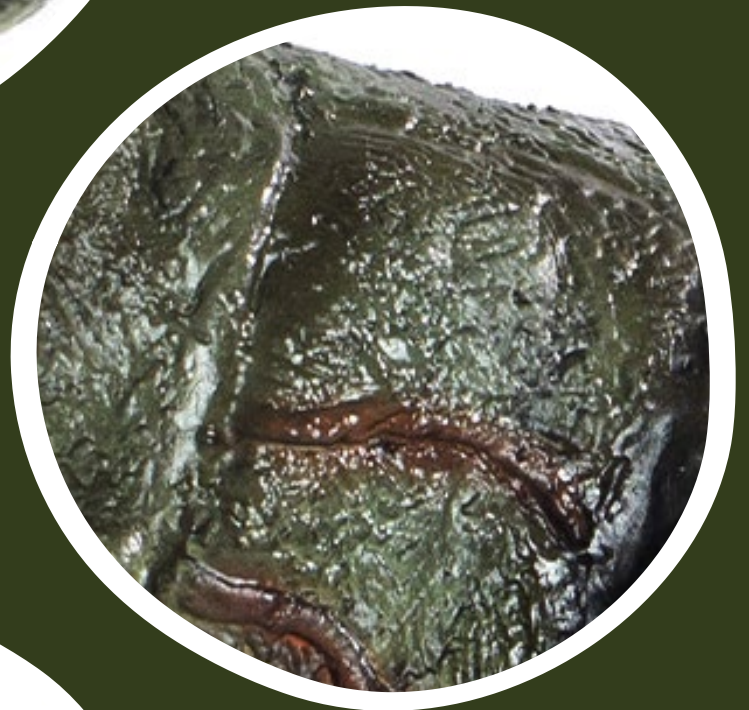
**CR206 Soft Stuffed Brachiosaurus 16"**  
\$7.00ea./6





**Ultra  
Realistic**

**Super  
Soft**



**Made from  
Latex**





**NURCHUMS™**

# Hatch & Grow





**NV645 Hatching Butterfly Egg 2"**  
\$2.00ea./12



**NV646 Eagle Hatch Egg 4"**  
\$3.75ea./6



**NV644 Hatch & Grow Panda 2.5"**  
\$2.50ea./12



**NV639 Hatch & Grow Bear 2.5"**  
\$2.50ea./12



# Hatch & Grow

**HOLDS  
72  
EGGS**



**DS989 Dinosaur Hatch Egg Display Stand**  
Dimensions: 1'2" Wide, 5'1 High, 11" Deep



**NV273 Large T-Rex Hatch Eggs 4.5"**  
\$4.50ea./6



**NV274 Large Triceratops Hatch Eggs 4.5"**  
\$4.50ea./6



**NV275 Large Stegosaurus Hatch Eggs 4.5"**  
\$4.50ea./6



**NV323 Large Mermaid  
Hatch Eggs 4.5"**  
\$4.50ea./6

**HOLDS  
12  
EGGS**



**NV298 Large Fantasy  
Hatch Eggs 4.5"**  
\$4.50ea./6



**DS1011 Fantasy Hatch Egg Display Stand**  
Dimensions: 1'2" Wide, 5'1 High, 11" Deep



**Buy 144 Large Hatching Eggs  
to get a FREE DISPLAY STAND!**



# Hatch & Grow



**NV300 Small Unicorn Hatch Eggs 2.5"**  
\$2.25ea./12



**NV394 Mini Dinosaur Hatching Eggs 2.5"**  
\$2.00ea./12



**NV398 Mini Unicorn Hatching Eggs 2.5"**  
\$2.00ea./24



**NV397 Mini Snake Hatching Eggs 2.5"**  
\$2.00ea./24



**NV396 Mini Mermaid Hatching Eggs 2.5"**  
\$2.50ea./24



NV232 Small Chick Hatching Eggs 2.5"  
\$2.50ea./12



NV202 Small Dino Hatch Eggs 2.5"  
\$2.50ea./12

**Hatch & Grow  
Your Own  
Dinosaur!**



NV593 Dino Grow Iceberg & Volcano 2.5"  
\$3.00ea./12



# Tractors & Transport



**YOU can Have  
this in YOUR  
Store!**



**DS1108 Tractor Display Unit**

Please see page 14 for more information





# Tractors & Transport



**FM89 Freewheel Plastic  
Medium Tractor 6"**  
\$3.00ea./24



**FM99 Large Farm Tractor Playset 13"**  
\$7.50ea./12



**FM90 Freewheel Plastic  
Medium Tractor & Trailer 11"**  
\$4.00ea./24



**FM111 Diecast Pull Back Tractor 4"**  
\$3.00ea./12



**FM104 Premium Tractor  
& Trailer (1:32) 19"**  
\$7.50ea./6



**FM103 Premium Tractor (1:32) 9"**  
\$5.00ea./12



**FM78 My First Tractor 12m+ 6"**  
\$5.00ea./6



# Tractors & Transport



**FM120 Dino Racers 4"**  
\$3.00ea./12



**NV508 Flip Racer 3"**  
\$2.00ea./12



**FM110 Jungle Racers 4x4 Friction Quad 6"**  
\$3.00ea./12



**FM106 Jungle Racers 4x4 Friction Truck 6"**  
\$3.00ea./12



**DC201 Diecast Ice Cream Van 5"**  
\$4.00ea./12



✦ **Lights** ✦  
✦ **& Sound** ✦



FM118 Friction Tractor & Trailer  
with Lights & Sound 14"  
\$6.00ea./6



✦ **Lights** ✦  
✦ **& Sound** ✦



FM119 Friction Tractor with Lights & Sound 6"  
\$4.00ea./8



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# Outdoor & Play





GL184 Super Sky Rocket Launcher 18"  
\$4.00ea./12



GL63 Hand Pump Rocket 24"  
\$3.00ea./18



GL219 Jump Rocket 11"  
\$4.50ea./12



# Outdoor & Play



**DISTANCE MODE**



**STUNT MODE**

Adjust my  
tail to switch  
between stunt  
and distance  
mode!



**New!**



GL230 Foam Plane 19"  
\$4.00ea./6



**New!**



GL229 Boomerang 10"  
\$2.50ea./12





**New!**



GL228 Stunt Plane 7"  
\$3.00ea./24

**FLIES OVER  
50 FEET!**



GL59 Skydiver 6"  
\$3.00ea./24



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# Outdoor & Play



**GL206 Boingminton Set 28"**  
\$6.00ea./6



**GL205 Twister Copter 12"**  
\$4.00ea./6



**SC316 Light Up Rebound Ball 4"**  
\$2.00ea./12



**GL162 Rainbow Stunt Streamer 11"**  
\$3.00ea./24



GL204 AIRO Flying Ring 16"  
\$3.00ea./6



GL207 Catapult Darts 15"  
\$5.00ea./6



GL08 Airplane Gliders 9"  
\$0.50ea./48



GL07DN Dinosaur Gliders 9"  
\$0.50ea./48



# Bubbles



**NV77 Bubble Bottles 6"**  
\$2.00ea./12



**NV05 Touchable Bubbles 5"**  
\$1.50ea./24



**NV88 Bubble Wands 15"**  
\$2.50ea./12



**New!**



**NV652 Dinosaur Fan Bubbles 9"**  
\$2.00ea./12



**New!**



**NV649 Unicorn Fan Bubbles 9"**  
\$2.00ea./12



**New!**



**NV648 Dinosaur Bubble Wands 11"**  
\$2.00ea./12





# Nature Discovery



**SC310 Folding Pocket Binoculars 3"**  
\$3.00ea./30



**SC257 MAGNOIDZ Pocket Binoculars 8"**  
\$7.50ea./12



**SC99 Insect Explorer Kit 11"**  
\$3.00ea./24



**SC18 Mini Telescope 1.5"**  
\$1.50ea./24



**SC256 MAGNIDZ Microscope & Telescope 10"**  
\$5.00ea./12



**SC321 MAGNIDZ Pocket Microscope 6"**  
\$4.00ea./12



**SC318 Explorer Lantern 5"**  
\$5.00ea./6  
(Batteries not included)





**magnoidz**  
for inquisitive minds

# Science & Discovery



**YOU can Have  
this in **YOUR**  
Store!**



**DS1103 Keycraft Express Train Display Stand**

Please see page 13 for more information



# Space Exploration



SC320 Deep Space Ball 3"  
\$3.00ea./12

**Super Bouncy!**



NV594 Comet Ball 3"  
\$3.00ea./12

**Super Bouncy!**



**★ Lights up! ★**



NV619 Light Up Moon Ball 3"  
\$1.50ea./12





Wind it up and watch it move vertically on any magnetic surface!

**New!**



**NV641 Wind Up Planet Rover 3"**  
\$2.50ea./12



**New!**



**NV642 Bendy Space Man 5"**  
\$3.00ea./18



**New!**



**NV643 Crawling Spaceman 7"**  
\$1.00ea./12



**DC180 Diecast Space Shuttle Set 7"**  
\$4.50ea./12





# Space Exploration



**GL91 Soft Globe Ball 2.5"**  
\$1.00ea./15



**SC315 Swirling Globe Ball 2.5"**  
\$2.00ea./12



**NV579 Peek A Boo Astronaut in Planet 2.5"**  
\$1.50ea./12



**NV606 Space Magic Cube 2"**  
\$2.50ea./12



SC319 MAGNOIDZ  
Telescope 8"  
\$4.00ea./12



SC260 MAGNOIDZ  
Glow Space Stars 9"  
\$2.50ea./24



SC259 MAGNOIDZ  
Pink Glow Space Stars 9"  
\$2.50ea./24



SC130 Pocket Telescope/Microscope 6"  
\$5.00ea./12







**Dig Up & Explore Treasures of Planet Earth!**



SC317 MAGNOIDZ Planet Earth Excavation Kit 5"  
\$6.00ea./6



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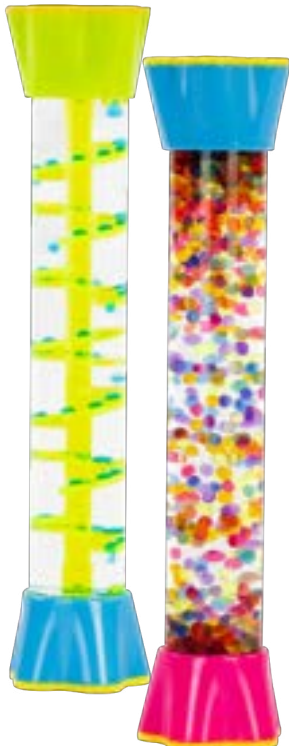
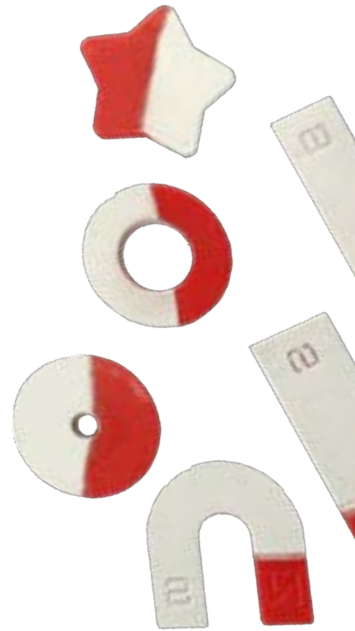
SC314 MAGNOIDZ  
Fool's Gold Kit 6"  
\$2.50ea./12



SC12 Torpedo Magnets 6"  
\$1.50ea./24



SC246 MAGNOIDZ Magnet Set 9"  
\$3.00ea./24



**New!**



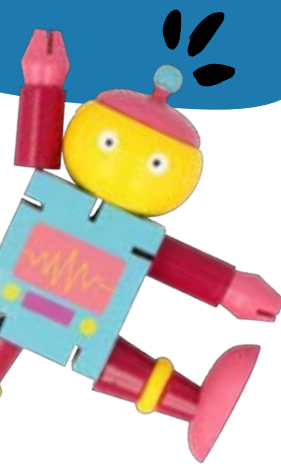
PY161 MAGNOIDZ Liquid Timer 8"  
\$5.00ea./6





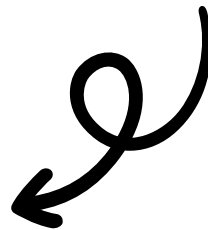
# Classic & Retro

MAJIG™





# You can Have this in **Your** Store!



**DS1116 Traditional Wooden Display Stand**

Please see page 12 for more information





# Majigg



**WD145 MAJIGG Tin Kaleidoscope 6"**  
\$5.00ea./12



**WD232 MAJIGG Pop Gun 9"**  
\$2.00ea./12



**WD280 MAJIGG Tin Maze Puzzle 6"**  
\$2.50ea./12





18m+



**WD225 MAJIGG Flexi Robots 4"**  
\$2.50ea./12



**WD228 MAJIGG Twisty Blocks 6"**  
\$1.25ea./36



12m+



**WD224 MAJIGG Woody the Worm 6"**  
\$3.00ea./24



**WD233 MAJIGG Skipping Rope 7"**  
\$4.00ea./12





**WD238 MAJIGG Wooden Car 5"**  
\$2.00ea./8



**WD295F MAJIGG Mini Steam Train 3"**  
\$2.25ea./12



**WD294F MAJIGG Mini Bug Car 2.5"**  
\$2.25ea./12



**New!**



**WD338F MAJIGG Farm Tractor 4"**  
\$2.25ea./12



**WD284 MAJIGG Stunt Plane 4"**  
\$2.50ea./8



**WD282 MAJIGG Rocket 5"**  
\$2.50ea./12



**WD285 MAJIGG Emergency Vehicles 4"**  
\$2.50ea./12



**WD291F MAJIGG Airplane 3"**  
\$2.50ea./12



**WD283 MAJIGG Racing Car 5"**  
\$2.50ea./8





**WD230 MAJIGG Cup & Ball 8"**  
\$2.00ea./12



**WD227 MAJIGG Wooden Yo-Yo 2"**  
\$1.50ea./24



**WD274 MAJIGG Peg Game 4"**  
\$1.50ea./12



**WD258 MAJIGG Pick Up Sticks 8"**  
\$2.50ea./12



**WD292F MAJIGG Twisty the Snake 6"**  
\$2.50ea./24



**New!**



**WD337 MAJIGG Bag of Marbles 5"**  
\$2.50ea./12



**WD10F MAJIGG Wooden Snake 12"**  
\$2.00ea./12



**WD226 MAJIGG Jacobs Ladder 3"**  
\$2.00ea./12



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# Classic Toys

**I'm a Great Seller!**



SC43 Mini Metal Spring 1"  
\$1.50ea./24



PY72 Magic Tricks (6 Assorted) 5"  
\$2.50ea./12



WD02 MAJIGG Harmonica 5"  
\$4.00ea./12



**NV153 Clockwork Caterpillars 4"**  
\$2.50ea./24



**NV155 Clockwork Dinosaurs 3"**  
\$2.50ea./24



**NV154 Clockwork Flipping Pets 3"**  
\$2.50ea./24



**NV253 Clockwork Hopping Bunny 3"**  
\$2.00ea./12



**NV201 Whoopee Cushion 8"**  
\$1.50ea./24



**NV152 Bendy Smiler 6"**  
\$1.50ea./36



# Classic Toys



**PY150 Super Voice Changer 9"**  
\$7.50ea./6



**PY145 Mini Voice Changer 6"**  
\$5.00ea./6



**PY144 Table Games (2 Assorted) 7"**  
\$2.00ea./24



**PY57 Glitter Rainbow Baton 12"**  
\$2.50ea./24



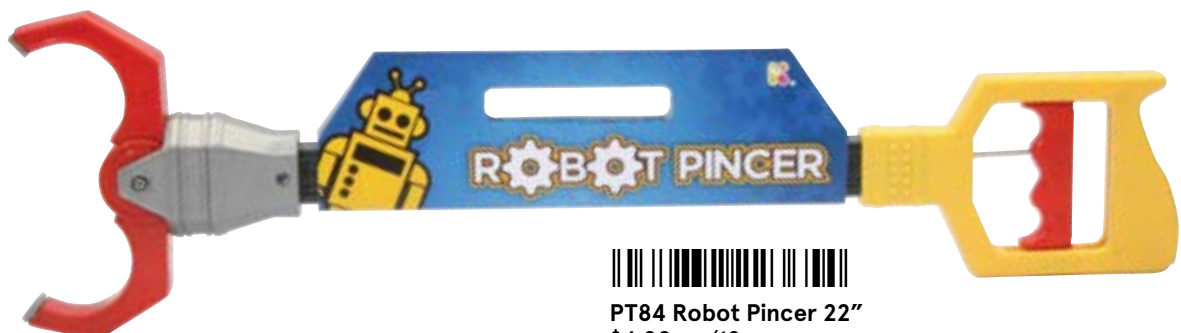
**SC44 Rainbow Spring 2.5"**  
\$1.50ea./24



**PY38 Army Soldiers in a Bag 6"**  
\$3.50ea./12



**SC80 Spy Glasses 7"**  
\$2.00ea./12



**PT84 Robot Pincer 22"**  
\$4.00ea./12



# Classic Toys



**NV357 Mega Bubble Ball 7"**  
\$3.00ea./12



**NV137 Splat Egg & Tomato 6"**  
\$1.00ea./24



**SC312 Magic Rainbow Snow 3"**  
\$1.50ea./12

## NOTES

[illegible]



# Index

Code	Description	Page	Code	Description	Page	Code	Description	Page
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CR101	Stretchy Triceratops	86	FM110	Jungle Racers 4x4 Friction Quad	106	NV253	Clockwork Hopping Bunny	135
CR104	Stretchy Tarantula	80	FM111	Diecast Pull Back Tractor	104	NV273	Large T-Rex Hatch Eggs	88/98
CR108	Stretchy Chameleon	80	FM118	Tractor & Trailer with Lights & Sound	107	NV274	Large Triceratops Hatch Eggs	88/98
CR109	Stretchy Gecko	80	FM119	Friction Tractor with Lights & Sound	107	NV275	Large Stegosaurus Hatch Eggs	88/98
CR110	Stretchy Crocodile	80	FM120	Dino Racers	84/106	NV286	Tangle Ball	37
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CR163	Tiger Hand Puppet	74	GL214	Light Up Suction Ball	37	NV37	Super Bouncing Putty	41
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CR203	Soft Stuffed Velociraptor	94	GL59	Skydiver	111	NV396	Mini Mermaid Hatching Eggs	100
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