



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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50

YEARS OF TOYS

We're turning 50! For half a century, we've been sparking imaginations and spreading joy through our toys. Join the celebration—subscribe to our newsletters and visit our website for exciting surprises and competitions. Let's party together in 2025 with plenty of fun opportunities to share the joy!



Our Story

Our story began in 1975 when Chris Cowie, after training in engineering at British Aircraft Corporation, realized that potential in this was limited. Though selling wasn't a natural talent, Chris started to sell as an Agent in the Gift Trade. Hence the name Key Craft Agencies, which Chris founded with his wife.

The journey wasn't without setbacks. After 9 months their first agency went into receivership. The couple travelled across the UK in their Ford Cortina Estate, to secure stock in lieu of unpaid commissions demonstrating resilience which became the cornerstone of Keycraft's growth.

In 1977, Chris identified impulse items as a game-changer and purchased a small range of novelties to sell from the back of his car to supplement his commission. This progressed to Van sales loaded daily from two garages with an office in a garden shed. These early beginnings were filled with hard work and a passion for bringing joy through toys.

In 1993, Keycraft moved to Peterhead, Scotland, along with other family members where the business found a happy home and developed a mission to provide affordable fun that educates and delights. Impulse toys truly became our speciality.

Today, Chris' sons, Doug and Greg, lead a thriving global business, with dedicated departments, a talented team, and a commitment to sustainability and growth. We specialize in building engaging customer experiences that positively impact our customers bottom-line results. We align with your goals and support you through growth whilst always reviewing and improving to maximise profits for your business.

As we look back on the last 50 years it's incredible to see just how far the toy industry has come, and we can't wait to see what the next 50 years brings!

Operating from two garages, the van and the office shed in the back garden - 1986



Office 1981



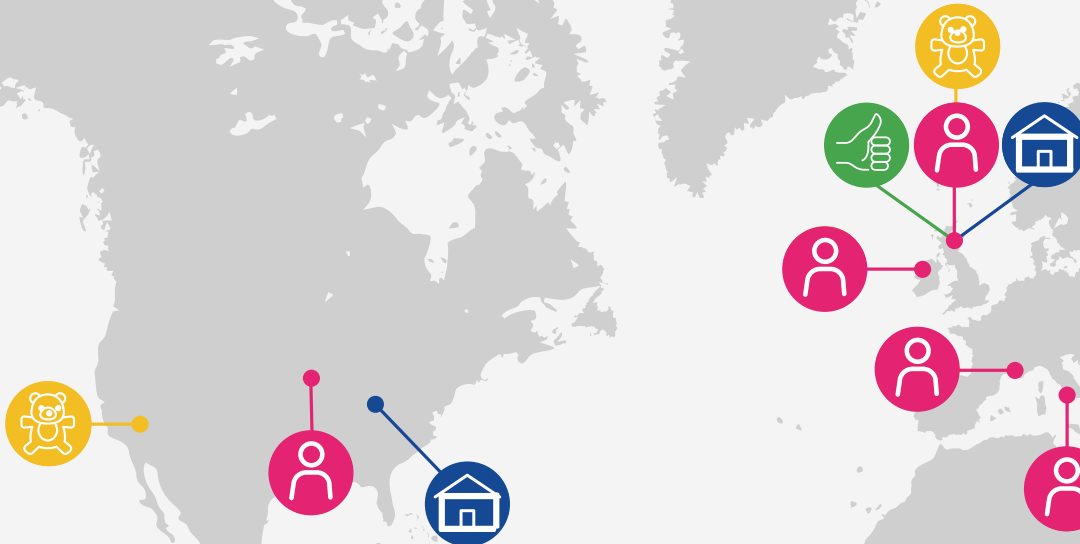
Our first Office and Warehouse in Scotland - 1993



Head Office in Peterhead

You can sell toys anywhere in the world with **Keycraft**

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



Get in touch with our Sales Team:

USA Office:

Call: 833-338-8697

Email: usa@keycraftglobal.com

Steve Mellos

Call: 734-968-2371

Email: steve.mellos@keycraftglobal.com

Ryan Kelley

Call: 480-347-6654

Email: 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 2 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.

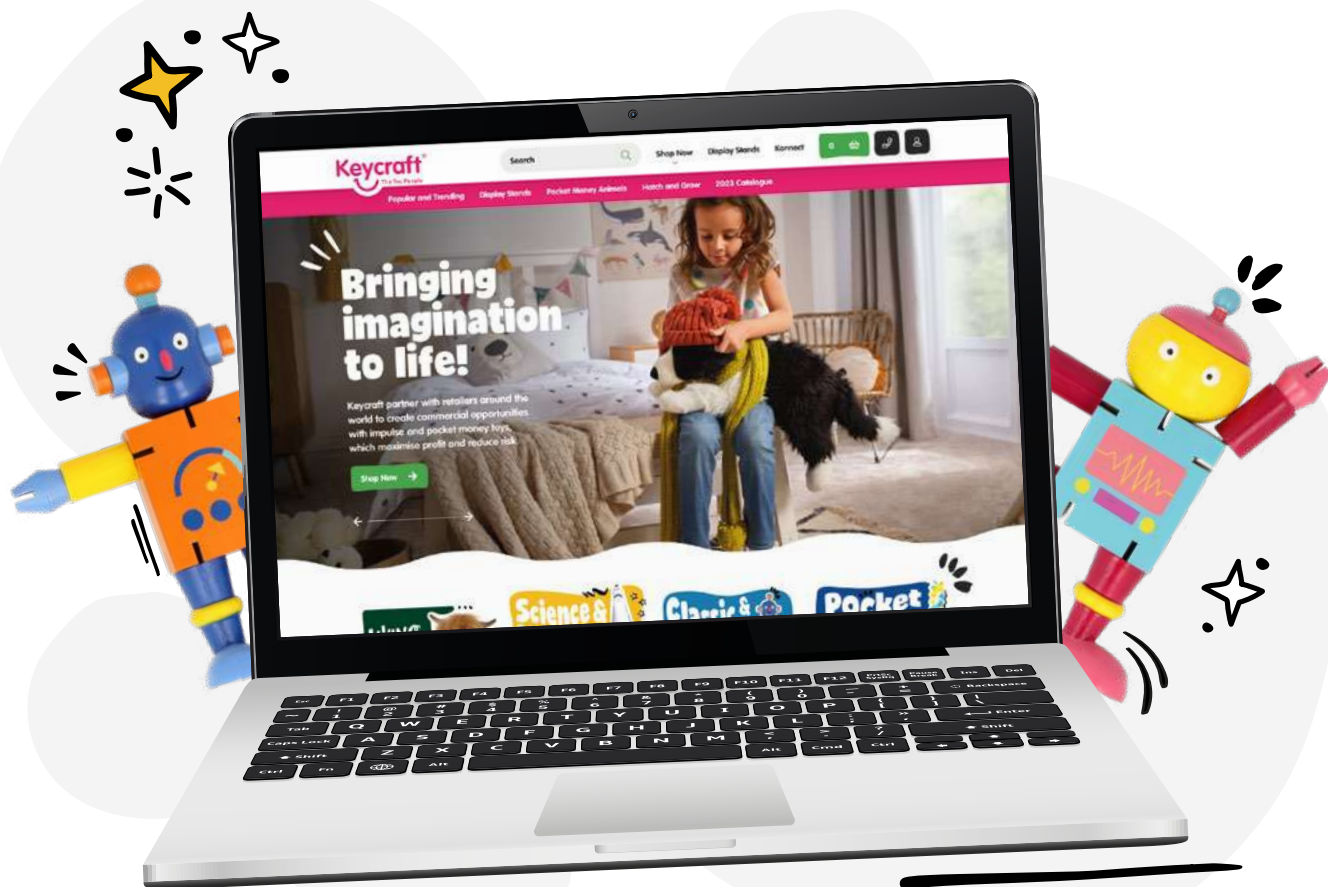


Logistics

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.



Discover a better way to shop with us



Sign up for your own personal account and discover an easier and more rewarding shopping experience. Keep tabs on your backorders, easily access images and data and save your favourites for fast checkout.

www.keycraftglobal.com

5% OFF YOUR FIRST ORDER PLACED ONLINE USE CODE NEWWEB5 AT CHECKOUT

*Terms & Conditions apply. Visit our website to find out more.

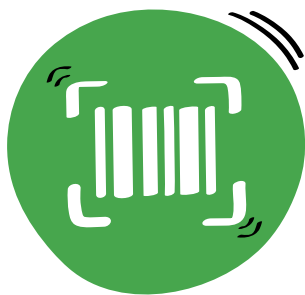
Scan to order

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 2

Hold up the product barcode to your camera.



Step 3

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



Step 4

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

Introducing



Unlock savings with every smile!

Are you excited to earn rewards with every order? Sign up for an account and you'll be in the Smile Club! With Keycraft Smile Rewards, every purchase you make online will bring you closer to unlocking a special discount off your next order.

At Keycraft, we love giving back to our customers. Smile Rewards is our way of saying thank you. We're here to make your shopping experience more rewarding, because you deserve it!

How it works



Make An Account

Sign up for a website account to start earning rewards.



Collect Smile Stamps

Earn a smile stamp with every order placed online.



Earn Rewards

Once you've placed three orders, you'll earn a discount worth 5% OFF the total of the last 3 orders.



Unlock Savings

Copy your code and enter it at the checkout on your next order to redeem and keep the smiles coming!

visit our website to find out more

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.



FSC toys

Keycraft is certified and registered with the Forest Stewardship Council (FSC). This enables us to distribute FSC certified wooden toys and gifts from supply chain partners who can demonstrate full Chain of Custody, which ensures that the wood in their products comes from sustainably managed forests and/ or proven recycled sources.

Reducing Plastic

We are constantly looking at new ways to improve our packaging and reduce the amount of plastic we use. We value the next generation and strive to ensure that sustainability is at the forefront of our minds in every business decision.

Recycled Materials

We've been working hard to ensure our new product designs use recycled materials whenever possible. Over 95% of our Living Nature toys are created using plastic bottles and containers that might otherwise end up in landfill or our oceans, giving them a new lease of life as a cuddly companion.



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. 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.

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.

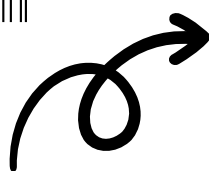
Our display stands are instrumental in this retail magic. They are eye-catching and versatile, showcasing products attractively and guiding customers toward irresistible impulse purchases. With our assistance, your store becomes an unforgettable shopper destination, guaranteeing soaring sales.



DS1100

Mini Carousel Display Stand

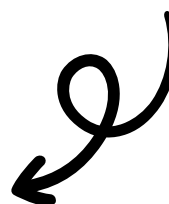
Unveil the enchantment of our Mini Carousel Display Stand by Keycraft Global! Bursting with fun and style, it hosts 30 pockets - perfect for pocket money toys. Designed for smaller spaces, this compact marvel not only attracts customers but also makes shopping a breeze with pockets at varying heights,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

*Subject to signed display unit partnership agreement - for use with Keycraft product only.

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
28 TOP
SELLERS



DS1125

Mini Hotspot Display Stand

Introducing our new Keycraft Mini Hotspot Display Stand! Compact yet mighty, this innovative addition to our lineup packs a punch with its space-saving design. Featuring four generously sized acrylic bowls, each with two pockets, it's ideal for showcasing our top-selling impulse lines and enticing customers in queue lines, checkout areas and smaller retail spaces. This low-cost solution is perfect for boosting impulse sales and maximizing your retail space's potential.



**PERFECT
FOR **QUEUE**
LINES**



New!

FREE*
WITH **\$750**
ORDER

Stand
64" High
18" Wide

Bowl
14" Diameter
6.5" Deep

*Subject to signed display unit partnership agreement - for use with Keycraft product only.

DS1133

Pirate Ship Display Stand

New!

Ahoy me hearties! Get ready for an adventure like no other with our new Keycraft Pirate Ship Display Stand.

Set sail with a ship full of treasures, with room for 34 top sellers, our showstopping display stand will ensure there's no mutiny aboard the store floor by keeping little swashbucklers entertained with its irresistible design.



FREE*
WITH \$8000
ORDER

DISPLAYS
34 TOP
SELLERS



Size

2'6" Wide

6'8" Long

6'8" High

*Subject to signed display unit partnership agreement - for use with Keycraft product only.

DS1134

Dinosaur Display Stand

New!

Stomp into the new year with everyone's favourite dinosaur. This friendly Triceratops is ready to greet young visitors while showcasing 54 top sellers. Perfect for adding a touch of theatre to your store, this adorable dinosaur is sure to provide some Instagram-worthy moments.



FREE*
WITH \$8000
ORDER

DISPLAYS
54 TOP
SELLERS



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

*Subject to signed display unit partnership agreement - for use with Keycraft product only.

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**



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

FREE*
WITH \$8000
ORDER



*Subject to signed display unit partnership agreement - for use with Keycraft product only.

DS1120

Red Truck Display Stand

New!

Beep Beep! Our new Keycraft Big Red Truck Display Stand will ensure your pocket money toys are racing out of your store. Featuring 40 pockets at low-level heights making it accessible for all! This showstopping display stand will drive sales and give your store a fresh look for the new season.



**DISPLAYS
40 TOP
SELLERS**

FREE*
WITH \$8000
ORDER

Size
2'9" Wide
6'7" Long
4'1" High

*Subject to signed display unit partnership agreement - for use with Keycraft product only.

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.



FREE*
WITH \$8000
ORDER

DISPLAYS
61 TOP
SELLERS

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

*Subject to signed display unit partnership agreement - for use with Keycraft product only.

Inkerz

Meet the Inkerz!

Explore the sensory experience of paint without the mess! These irresistible sensory toys have a unique mix of paint drips which have been safely sealed within the toy. Enjoy a tactile adventure as you squeeze and squish, watching as the mesmerising drops of paint glide through your fingers. Explore a variety of vibrant colours and let our branding and displays invite you into a sensory play adventure with Inkerz – where playfulness meets innovation!



DISPLAYS
10 TOP
SELLERS



Suggested Stand Fill:

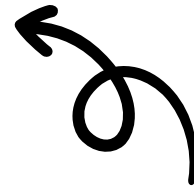
NV783 INKERZ Ball - 48pcs
NV786 INKERZ Heart - 48pcs
NV785 INKERZ Bear - 12pcs
NV784 INKERZ Man - 16pcs
NV789 INKERZ Turtle - 12pcs
NV787 INKERZ Frogs - 16pcs
NV794 INKERZ Snake - 12pcs
NV788 INKERZ Dino - 24pcs
NV793 INKERZ Bus - 12pcs



DS1136 INKERZ Display Stand

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

New!



FREE
WITH \$500
ORDER

INKERZ



Squeeze it!



New!



NV783 INKERZ Ball 2.5"
\$2.50ea./12



New!



NV786 INKERZ Heart 3"
\$2.50ea./12





New!



NV785 INKERZ Bear 3.5"
\$2.50ea./12



New!



NV784 INKERZ Men 4"
\$2.50ea./16



INKERZ



New!



NV793 INKERZ Bus 3.5"
\$2.50ea./12



New!



NV787 INKERZ Frog 3.5"
\$2.50ea./16



New!



NV794 INKERZ Snake 12"
\$2.50ea./12





New!



NV789 INKERZ Turtle 4"
\$2.50ea./12



New!




NV788 INKERZ Dino 5"
\$2.50ea./12






Beadz ALive



Unleash the fun in your store with 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! 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!



**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"
\$1.50ea./12



Squeeze it!



NV657 Beadz Alive Ball 2.5"
\$1.50ea./12





NV662 Beadz Alive Giant Ball 4"
\$3.00ea./6

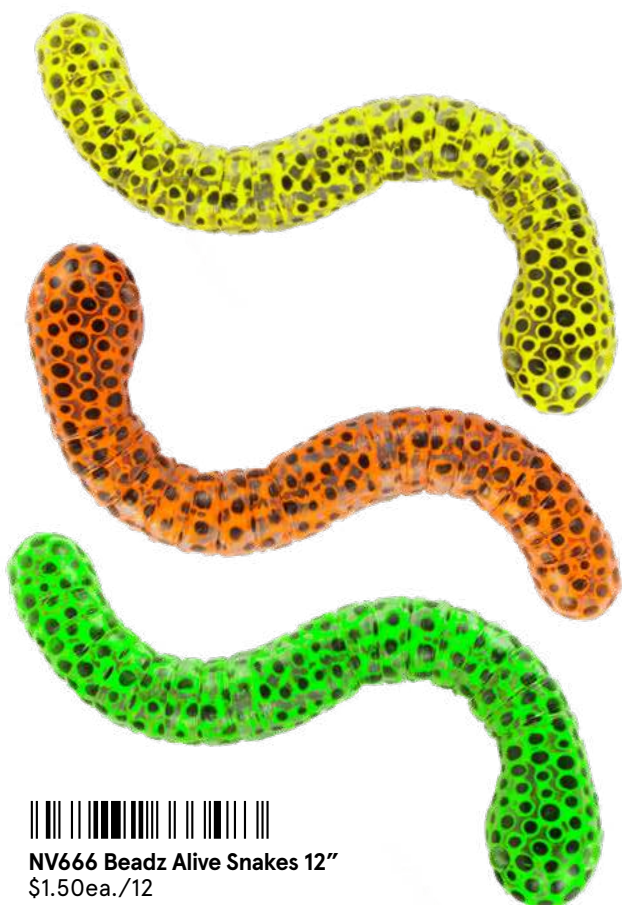


NV663 Beadz Alive Men 4"
\$1.50ea./16

Beadz Alive



NV660 Beadz Alive Fish 7"
\$1.50ea./10



NV666 Beadz Alive Snakes 12"
\$1.50ea./12



NV661 Beadz Alive Frog 3"
\$1.50ea./16



NV659 Beadz Alive Dino 6"
\$1.50ea./12

STRETCH 'N SMASH



Best Seller!



NV697 Stretch 'N Smash Mini Gorilla 3"
\$1.50ea./18



I'm Tiny!





As seen
on Youtube
& TikTok!

Best
Seller!



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

SLAAAM!



WHAAAM!





I COME IN
TWO
COLOURS



NV698 Stretch 'N Smash Pig 5"
\$5.00ea./6



NV707 Stretch 'N Smash Capybara 5"
\$5.00ea./6



**STRETCH
SMASH**

**Best
Seller!**



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



**Best
Seller!**



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



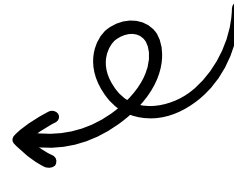
REPEAT!

Pocket Money





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



**DS1100 Keycraft
Mini Carousel Display Stand**

Please see page 15 for more information



Tutti Frutti



**Super
Squishy!**



**Best
Seller!**



NV481 Candy Carrots 4"
\$3.50ea./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





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



NV590 Tutti-Frutti Woolly Ball 2.5"
\$1.50ea./12



NV570 Tutti-Frutti Eye Ball 2.5"
\$1.00ea./12



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



**Best
Seller!**


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



**SQUEEZY
WITH SUCKERS!**



**Best
Seller!**


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



Squish Balls



**Best
Seller!**



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



NV674 Fortune Ball 2.5"
\$3.00ea./12



NV675 Large Gelbitz 3"
\$3.00ea./12



Squiiish it!



Vii



NV626 Gelbitz 2.5"
\$2.00ea./12



Squish Balls



Best Seller!



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



It lights up & flashes!



NV542 Meteor Super Squidge Ball 2.5"
\$2.00ea./12



NV531 Galaxy Super Squidge Ball 2.5"
\$2.00ea./12



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



**Best
Seller!**



**NV543 Alphabet Super
Squidge Ball 2.5"**
\$2.00ea./12



**Best
Seller!**



**NV528 Colour Change
Super Squidge Ball 2.5"**
\$2.00ea./12

Mesh Balls



Squeeze it!



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



**Best
Seller!**



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





GP233 GOOBALLZ Colourpoppaz Mesh Ball 3"
\$1.50ea./12



GP232 GOOBALLZ Cosmic Mesh Ball 3"
\$1.50ea./12



**It lights up
& flashes!**



GP218 DISCOBALLZ Mesh Ball 3"
\$1.50ea./12



lil



Bouncy Balls



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

Lights up! ✨



NV618 Electric Bouncy Ball 3"
\$1.00ea./12



**Best
Seller!**



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



**Best
Seller!**



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



**Best
Seller!**



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



**Best
Seller!**



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



**Best
Seller!**



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



**Best
Seller!**



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



Stretch & Squeeze



New!



NV774 Sparkly Capybara 3"
\$2.50ea./12



**It lights up
& flashes!**



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



So Cute!



**Best
Seller!**



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



Best Seller!



NV53 Stretchy Caterpillars 10"
\$2.00ea./24



I'm a Great Seller!



Best Seller!



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



Best Seller!



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



Slime & Putty



New!



NV754 Neon Slime 2.5"
\$1.50ea./12



New!



NV753 Mega Marble Slime 7.5"
\$3.00ea./12





NV13 Whoopee Putty 2.5"
\$0.75ea./24



So cool!

**Best
Seller!**



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



**Best
Seller!**



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



**Best
Seller!**



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

Spooky & Creepy



NV445 Sticky Monsters 3"
\$2.00ea./12



NV444 Monster Squishies 3"
\$3.50ea./12



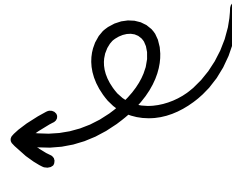
NV477 Disco Dinos 4"
\$2.50ea./12



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



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



**DS1125 Keycraft
Mini Hotspot Display Stand**

Please see page 17 for more information



Fantasy



NV426 Stretchy Mermaid & Castle 3"
\$1.50ea./12



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



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



NV319 Unicorn Bead Balls 4"
\$1.50ea./12





CR144 Stretchy Unicorn & Rainbow Cloud 3"
\$2.50ea./12



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



**Best
Seller!**



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



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

Food Fun



New!



NV747 Squishy Ice Cream 3"
\$1.25ea./12



New!



NV746 Squishy Cupcakes 3"
\$1.25ea./12



Squiiish it!



Best Seller!



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





**Best
Seller!**



NV537 Squeazy Pineapple 4"
\$2.00ea./12



**Best
Seller!**



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



**Best
Seller!**



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



**Best
Seller!**



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





Best Seller!



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



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



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



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



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



**Best
Seller!**



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



**Best
Seller!**



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



NV615 Squishy Banana 7"
\$1.50ea./12

Fidget Toys



New!



NV781 Gear Ball 2.5"
\$2.00ea./24



New!



NV770 Pom Pom Poppers 5"
\$3.00ea./12



New!



NV769 Atomic Ball 3"
\$2.50ea./12




NV672 Fidget Clicker 2"
\$1.50ea./24




NV704 Spin Disc 2"
\$1.50ea./24

**Best
Seller!**




NV673 Fidget Robot 4"
\$1.00ea./24




NV702 Spinning Spheres 3"
\$1.00ea./12

Fidget Toys




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




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



**Best
Seller!**


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





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



NV623 Pop Gears (21 pieces) 5"
\$4.00ea./12



Best Seller!

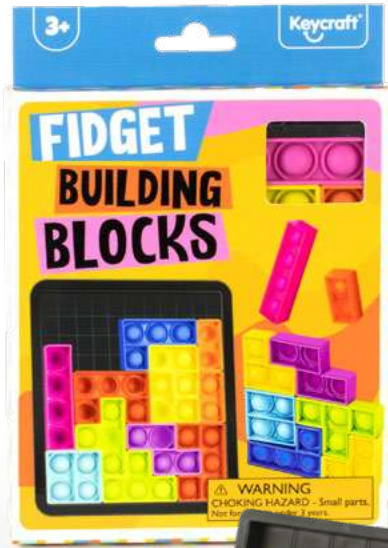
ML403 Fidget Track 9"
\$2.50ea./36



Best Seller!

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

Fidget Toys



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



NV603 Magic Cube 2"
\$3.00ea./12



NV610 Stretchy Wraps (3 pack) 8"
\$1.50ea./12





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



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

✧ Glows ✧
in the dark!



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



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

Pocket Money Animal



YOU can Have this in YOUR Store!



DS1110 Safari Jeep Display Unit

Please see page 23 for more information





Pets & Farm



**Best
Seller!**



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



**Best
Seller!**



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



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



**Best
Seller!**



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



**Best
Seller!**



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



Best Seller!


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



Best Seller!


NV520 Stretchy Pig 4"
\$2.50ea./12



Best Seller!


NV544 Stretchy Rubber Duck 4"
\$2.50ea./12



NV700 Stretchy Golden Retriever 4.5"
\$2.50ea./8



**Super
Streeetchy!**

**Best
Seller!**



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



**Best
Seller!**



NV549 Stretchy Sausage Dog 4.5"
\$2.50ea./12



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



**Best
Seller!**



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



**Best
Seller!**



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



NV705 Peek A Chick 2"
\$1.50ea./12



**Best
Seller!**



NV689 Noisy Sheep 4"
\$2.50ea./9



New!



NV755 Noisy Bunny 4.5"
\$2.50ea./12



New!



NV745 Peek A Pig 2"
\$1.50ea./12



New!



NV780 Noisy Pig 4"
\$2.50ea./12



Best Seller!



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



Best Seller!



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



Best Seller!



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



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



←
**Extra
Squeezy!**



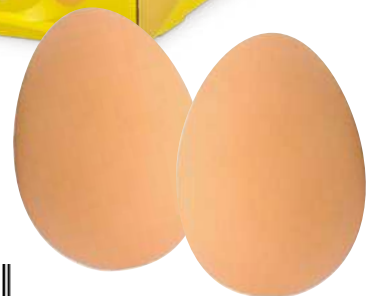
**Best
Seller!**



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



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



**Best
Seller!**



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

Safari



**I make
sounds!**



NV621 Noisy Hippo 8"
\$2.00ea./6



NV667 Peek A Zoo Animals 2"
\$1.50ea./12



NV631 Animal Magic Cube 2"
\$3.00ea./12



CR217 Gorilla Hand Puppet 5"
\$2.00ea./8



CR215 Wolf Hand Puppet 5"
\$3.50ea./8



CR161 Elephant Hand Puppet 5"
\$2.00ea./8

Sealife



New!



NV782 Grow Axolotl 2"
\$2.50ea./12



New!



NV756 Popness Monster 6.5"
\$0.75ea./24





NV703 Squeeze Pops Axolotl 5"
\$3.00ea./12



NV701 Splat Axolotl 6.5"
\$2.00ea./12



NV690 Crawling Axolotl 6.5"
\$1.50ea./12



NV699 Stretch Axolotl 3"
\$2.50ea./12



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



NV624 Squeezezy Octopus 3"
\$2.00ea./12



**Best
Seller!**



CR159 Great White Shark Hand Puppet 5"
\$3.50ea./8



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



NV656 Sealife Pops (8 pack) 4"
\$3.00ea./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



Reptiles



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



**Best
Seller!**



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



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





CR166 Crocodile Handpuppet 5"
\$3.50ea./8



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



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



Savings with a Smile

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Dinosaurs



**Dinosaur
inside!**



**Best
Seller!**



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



**Best
Seller!**



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



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





**FRICTION
POWERED
FUN**



FM121 Die Cast Dino Friction Cars 2.5"
\$2.00ea./9



NV683 Push 'N' Go Dinosaurs 4"
\$1.50ea./12



New!



NV768 Light Up Dino Bounce Ball 3.5"
\$2.50ea./6



**It lights up
& flashes!**

New!



NV744 Dino Light Up Batons 9"
\$2.00ea./12

Dinosaurs



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

**Friction
Powered**



FM120 Dino Racers 4.5"
£3.00ea./8



NV653 Dinosaur Pops (12 pack) 4"
\$3.00ea./12



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



NV650 Dino Grabbers 8"
\$3.00ea./12



Dinosaurs



**Best
Seller!**



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



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



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way to shop with us**

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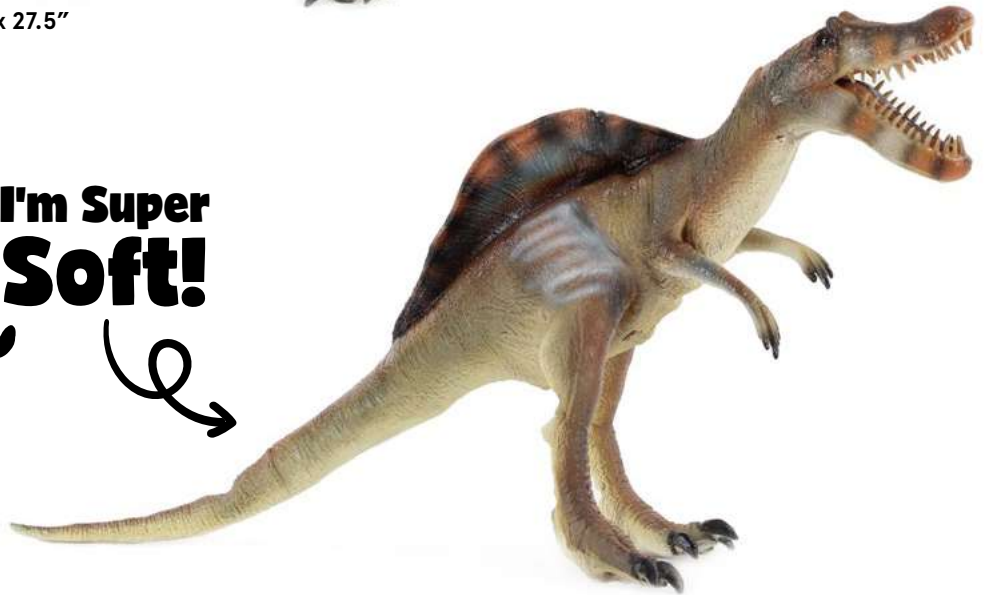


CR137 Dinosaur Jetball 2"
\$1.50ea./30



CR221 XL Soft Stuffed Baryonyx 27.5"
\$7.50ea./6

**I'm Super
Soft!**



CR222 XL Soft Stuffed Spinosaurus 30"
\$7.50ea./6



CR224 XL Soft Stuffed Allosaurus 31"
\$7.50ea./6

NURCHUMS™

Hatch & Grow





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



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

DISPLAYS
72
HATCH
EGGS



FREE
WITH **144**
DINO HATCH
EGGS

Don't forget
to add me
to your
order!



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



Best Seller!



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



Best Seller!



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



Best Seller!



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

Hatch & Grow



New!



NV782 Grow Axolotl 2"
\$2.50ea./12



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



NV646 Eagle Hatch Egg 4"
\$3.00ea./6



FREE
WITH **144**
FANTASY
HATCH EGGS



NV323 Large Mermaid
Hatch Eggs 4.5"
\$3.00ea./6



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



↪
DISPLAYS
72
HATCH
EGGS



Don't forget
to add me
to your
order!



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

Hatch & Grow



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



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



NV397 Mini Snake Hatching Eggs 2.5"
\$1.50ea./24



NV396 Mini Mermaid Hatching Eggs 2.5"
\$1.50ea./24



Hatch & Grow Your Own Dinosaur!



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



**Best
Seller!**



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



Savings with a Smile

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little! splash



**Made from
strong & durable
materials**



NV684 Little Splash Duck Family 5.5"
\$3.00ea./6



NV686 Little Splash Dino Family 6.5"
\$3.00ea./6



←
**Adorable
design**



NV688 Little Splash Unicorn Family 6.5"
\$3.00ea./6

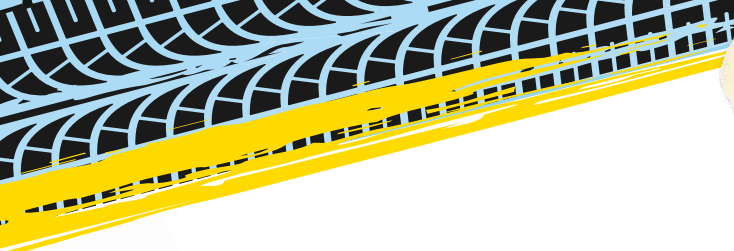


NV681 Little Splash Water Art Set 7"
\$2.50ea./12

STRETCH WHEELS

Discover the newest additions to our sensory toy range! Stretch, pull, and squeeze these fun sand-filled toy vehicles in every imaginable way for the ultimate stress relief! They're super stretchy for guaranteed hours of sensory fun. Not just a toy, it's a sensory experience on wheels, stretch and race them for the ultimate play experience. Watch as the design pulls back into its original shape, ready to be stretched all over again!





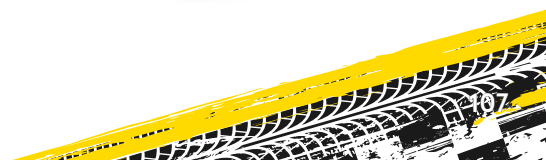
Ready
Stretch
Go!



New!



NV776 Stretch Wheels Animal Cars 5"
\$3.00ea./12



Stretch Wheels



New!



NV759 Stretch Wheels Police Car 3.5"
\$2.50ea./12



New!



NV752 Stretch Wheels School Bus 3.5"
\$2.50ea./12





New!



NV758 Stretch Wheels Dino Cars 4"
\$2.50ea./12



New!



NV767 Stretch Wheels Axolotl Cars 4"
\$3.00ea./12



Vehicles & Tractors



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



DS1108 Tractor Display Unit

Please see page 22 for more information



Vehicles & Tractors





**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



**Best
Seller!**



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



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



**Best
Seller!**



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



Vehicles & Tractors



✦ Lights ✦
✦ Sound ✦



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



✦ Lights ✦
✦ Sound ✦



**Best
Seller!**



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



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



DC201 Diecast Ice Cream Van 5"
\$2.00ea./12



FM122 Push 'N' Go Cars 3.5"
\$2.00ea./9



Press down
and watch me
GO, GO, GO!



FM123 Push 'N' Go Trains 4.5"
\$2.00ea./12

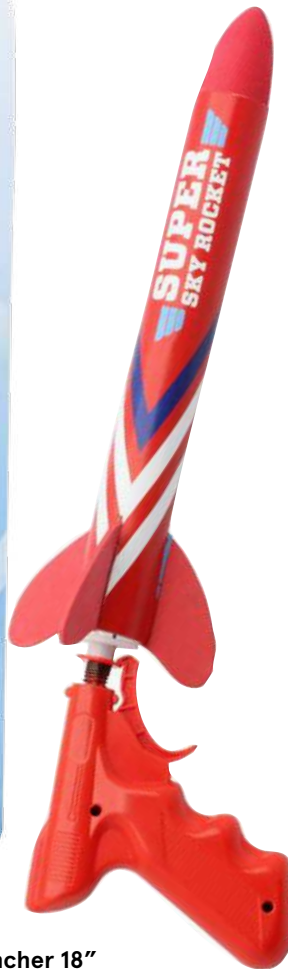


NV508 Flip Racer 3.5"
\$2.00ea./12



Outdoor & Play





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



GL63 Hand Pump Rocket 27"
\$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!



GL230 Mega Glider 19"
\$4.00ea./6



New!



NV766 Foam Glider 9.5"
\$1.75ea./12





**Best
Seller!**



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

**FLIES OVER
50 FEET!**



**Best
Seller!**



GL59 Skydiver 6"
\$3.00ea./24



Savings with a Smile

Sign up for a website account and you'll be in the Smile Club! With Keycraft Smile Rewards, every purchase you make online will bring you closer to unlocking a special discount off your next order.



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



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



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GL162 Rainbow Stunt Streamer 11"
\$1.50ea./24



GL229 Boomerang 10"
\$2.50ea./12



New!



NV757 Folded Bucket 8"
\$3.00ea./1

Bubbles



New!



NV761 Bubble Machine 6.5"
\$7.50ea./6



New!



NV760 Bubble Fan 17"
\$2.00ea./12





New!



NV764 Shark Bubble Machine 9.5"
\$6.00ea./12



New!



NV765 Dino Bubble Machine 9.5"
\$6.00ea./12

Outdoor & Play



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



**Best
Seller!**



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



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



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



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



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

Nature Discovery



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



SC257 MAGNIDZ Pocket Binoculars 5.5"
\$7.50ea./12



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



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



SC256 MAGNOIDZ Microscope & Telescope 6"
\$5.00ea./12



SC318 Explorer Lantern 5"
\$3.00ea./6
(Batteries not included)



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magnoidz
for inquisitive minds

Science & Discovery



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



DS1103 Keycraft Express Train Display Stand

Please see page 20 for more information

Science Kits

Unleash the power of science with our exciting new Science Kits! Ignite curiosity and discovery with a diverse range of experiments, from mind-blowing volcano eruptions to creating super slimy monsters. These kits aren't just educational – they're an adventure waiting to happen!



SC323 Zombie Catapult 8.6"
\$3.00ea./8




SC328 Aquatic Creatures 8.6"
\$3.00ea./8






SC327 Slimy Monster 8.6"
 \$3.00ea./8




SC324 Magic Chemistry 8.6"
 \$3.00ea./8





SC326 Snow Crystals 8.6"
 \$3.00ea./8




SC325 Exploding Rocket 8.6"
 \$3.00ea./8

Science Kits




SC332 Chemistry Set 9"
 \$6.00ea./6




SC334 Gross Science 9"
 \$6.00ea./6




SC331 Make Your Own Modelling Dough 9"
 \$6.00ea./6





SC333 Volcano Eruption 9"
\$6.00ea./6



SC335 Mystery Science 9"
\$6.00ea./6



**It glows in
the dark!**



SC329 Glow in the Dark T-Rex Skeleton Excavation Kit 9"
\$6.00ea./6



Space Exploration



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

Super Bouncy!



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

Super Bouncy!



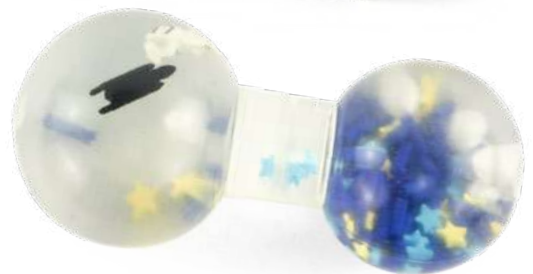
NV619 Light Up Moon Ball 3"
\$1.00ea./12

★ Lights up! ★





NV696 Galaxy Super Squidge Ball 2.5"
\$2.50ea./12



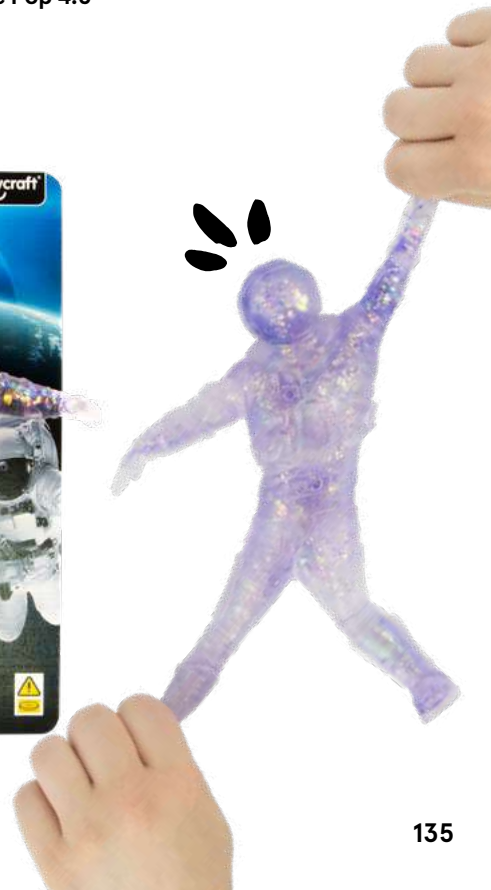
NV773 Spaceman Squeeze Pop 4.5"
\$3.00ea./12



New!



NV751 Light up Galaxy Spaceman 6"
\$3.50ea./12



Space Exploration




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




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



Best Seller!


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




NV606 Space Magic Cube 2"
 \$3.00ea./12



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



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



Best Seller!



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



New!



NV771 Spaceman Grabber 14"
\$3.00ea./12

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



SC317 MAGNOIDZ Planet Earth Excavation Kit 5"
\$4.00ea./6



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



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





**Best
Seller!**



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



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



New!



NV772 Little Plasma Ball 3.5"
\$7.50ea./12

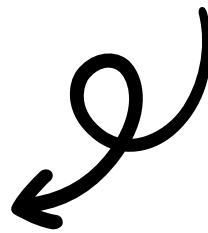
MAJIG™

Loaded with nostalgia and good old traditional values, the Majigg™ range of retro and heritage toys appeal to customers of all ages.





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



DS1116 Traditional Wooden Display Stand

Please see page 16 for more information





**Best
Seller!**



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



WD232 MAJIGG Pop Gun 9"
\$1.50ea./12



WD233 MAJIGG Skipping Rope 7"
\$1.50ea./12



**Best
Seller!**



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



**Best
Seller!**



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



18m+



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





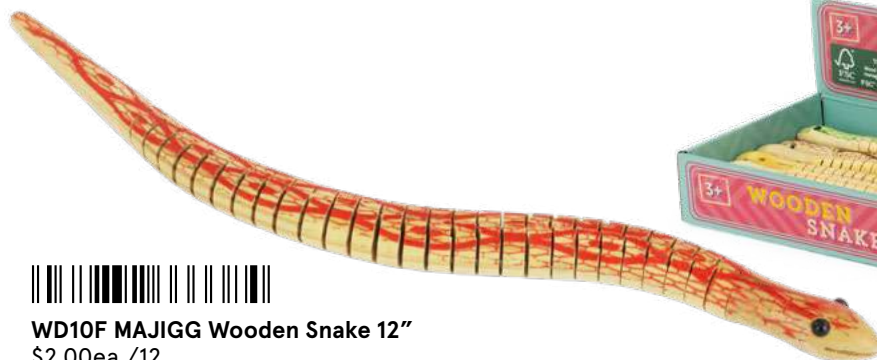
**Best
Seller!**



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



WD258 MAJIGG Pick Up Sticks 8"
\$1.50ea./12



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



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





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



**Best
Seller!**



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



**Best
Seller!**



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



**Best
Seller!**



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



WD338F MAJIGG Farm Tractor 4"
\$2.50ea./12



Classic Toys & Games





New!



NV762 Wateringz 6.5"
\$2.50ea./12



New!



NV763 Fortune Spinner 2.5"
\$1.75ea./24

Classic Toys & Games



Best Seller!



NV685 Whack-A-Light 6"
\$2.00ea./12



NV682 Fast Push 5"
\$4.00ea./6

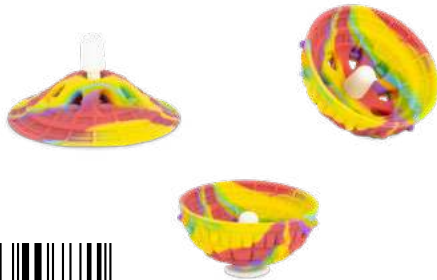




New!



NV777 Pop and Drop 2"
\$1.25ea./24



New!



**NV779 Mini Light Up
Spikey Baton 7"**
\$1.25ea./24



New!



NV743 Diamond and Butterfly Light up Batons 9"
\$2.00ea./12



Classic Toys & Games



Best Seller!



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



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






 NV691 Slap Rocket 5.5"
 \$3.00ea./12




 NV679 Helicopter Bands 10.5"
 \$2.50ea./12



Classic Toys & Games



Best Seller!



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



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



Best Seller!



PY72 Magic Tricks (6 Assorted) 5"
\$3.00ea./12



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



**Best
Seller!**



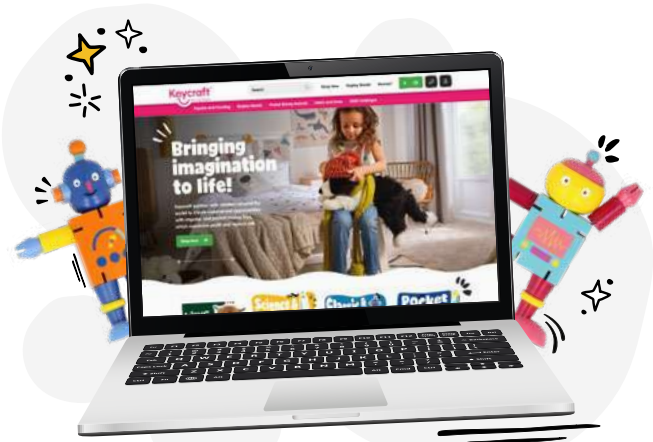
NV155 Clockwork Dinosaurs 3"
\$2.50ea./24



**Best
Seller!**



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



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way to shop with us**

Sign up for your own personal account and discover an easier and more rewarding shopping experience! Get 5% off your first order by entering code NEWWEB5 at the checkout

www.keycraftglobal.com

Classic Toys & Games



NV357 Mega Bubble Ball 7"
\$1.50ea./12



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



**Best
Seller!**



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



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



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



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



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

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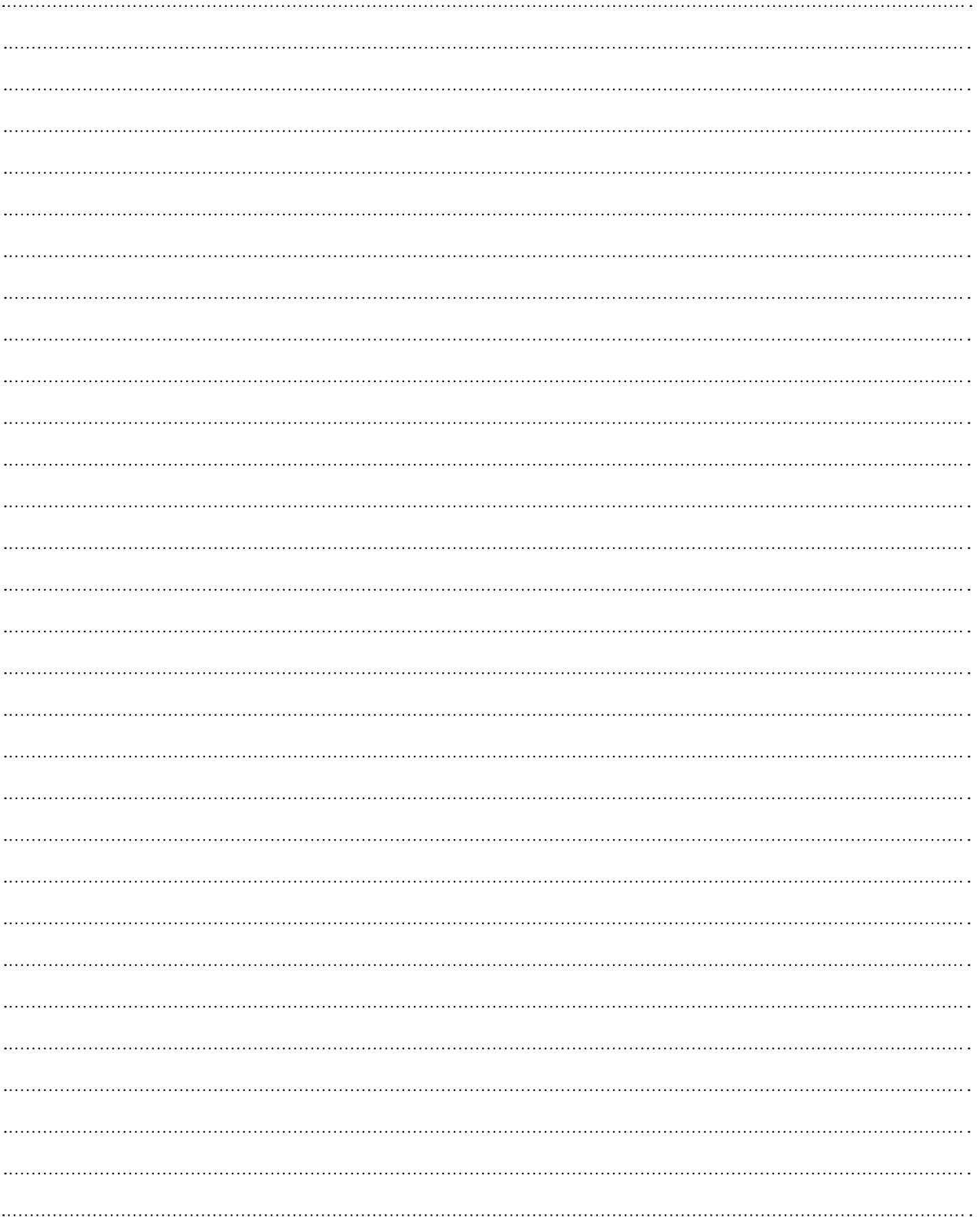
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LIVING NATURE

For Every Animal Lover™



2025
Guide



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Why Living Nature

Everyone has a favourite animal somewhere in their life. Sometimes it's a pet. Sometimes it's the animal you always wanted to be from childhood. But often, it's an animal that holds a special place in your heart for reasons only you know.

We all come from different backgrounds and it's not always possible to cuddle your favourite animal, especially when it's a tiger! Nevertheless, the human-animal bond is still strong and the desire to appreciate and learn more about our fellow creatures is endless.

The World of Animals Brought to You

There's so much to learn and so many fascinating things to discover. Living Nature brings joy to all ages by educating and raising awareness in the world of animals through our soft cuddly toys.

DID YOU
?
KNOW

Did you know that lop eared rabbits use their long ears to regulate their body temperature?



A Friend For Life, That's a Guarantee

We design our toys to last a lifetime, but we have a 10-year guarantee just in case.

Every Living Nature animal comes with a 10-year quality guarantee. If a customer's soft toy has a defect within the 10-year period, they will be entitled to a refund or replacement. A Living Nature animal is not just a soft toy, it's a friend for life!





So Good They're Almost Real...

Ever wanted to look a lion in the eyes? Wish your room really was lived in by pigs? Or maybe you just want to let your child have a pet that doesn't make a mess. With Living Nature, you almost can. Because they're almost real.

We focus on creating the perfect balance of realism and cuddly appeal in every animal because that's what brings about the irresistible charm of a Living Nature soft toy. Living Nature brings real moments of joy and a lifetime companion for every animal lover.



The work of art-ists

Trimmed To Perfection

Our production artists trim the fur by hand to get the finished animal as close as possible to the real thing. From short fuzzy fur on noses to just the perfect amount of fluff on a tail.



The Eyes Have It

It's the small details that count, and that's why we use different eyes in every animal. When you make eye contact with your new friend, you'll understand why!



Too Good to Be True

We carefully weave the best fabrics, creating multi-tone fur fabric on lots of our animals to make them realistic, adding depth and texture to your friend's coat.



Planet Friendly

We use certified recycled PET stuffing from drinks bottles and other food containers inside our soft toys. How many bottles are used in each toy? Just look on the tag!



We're proud that Living Nature helps children learn more about the many wondrous animal species we share our planet with, igniting young imaginations.

Highland Cow

As their name suggests, the Highland Cow originates from the Scottish Highlands. No wonder then that they are covered from head to toe in fur.

PET WITH PURPOSE

THEY ARE SO LOVED THAT THEY MAKE A NATURAL CHOICE FOR CONSERVATION GRAZING.

They come in all sorts of colours - yellow, black and even white, but the most popular is our ginger friend.

Their shaggy coat isn't hard to miss and keeps them warm in this cold climate.

FARM

HIGHLANDS

HEAD FOR HIGHLANDS

DO YOU KNOW?

OUTDOORS ROCKS!

THEY LOVE TO BE STROKED BEHIND THE EARS. IF YOU CAN REACH THEM!

Educational Fun Facts!

WILD

CURIOUS ABOUT

Educational Fun Facts!

**WILD
LIFE
WARRIOR**

Eco-Friendly

Naturli (Nah-chur-lee)

We created Naturli because we're committed to sustainability. Being more Naturli is all about caring for our environment and teaching everyone about animals and their habitats through play with engaging, eco-friendly toys.

We take post-consumer PET plastic bottles and other food containers that might otherwise end up in landfill or our oceans and give them a new lease of life as stuffing inside our soft toys.

Every soft toy comes with a Naturli tag showing how many recycled plastic bottles are used to make it, so with every purchase you can feel happy knowing you've gone with an ethical, sustainable and fun choice.



Protecting our planet

To protect the animals we love, we need to protect the places they live in too. So not only are we making our toys more sustainable by using recycled plastic fillings wherever we can, we are also excited to announce we are setting goals to reduce our carbon footprint as a company and make definite steps to improving the way we work in a more planet friendly way.



DS1102

Eco Display Crates

Welcome a touch of nature into your store with our Living Nature Eco Wooden Crate Displays! Perfect for showing off your cuddly Living Nature soft toys. Get creative with the modular design – stack them any way you like for eye-catching window displays or charming shelving set ups, creating a unique and inviting space that customers will adore!



Size
1'9" Wide
1'1" Deep
1'4" High



Perfect for
seasonal
displays!



Eco Crate Wall Display

Transform your store with our Living Nature Eco Wooden Crate Displays! Stack them upright to craft a stunning crate wall using the tilting plinth and secure bolt feature. Grow your soft toy range crate by crate, creating an ever-expanding, visually captivating display that draws customers in with each charming addition.

Sturdy
stacking with
our plinth
packs

DS1104 Eco Crate Wall Plinth Pack

Designed for 8 crates (2 wide x 4 high)



FREE*
With \$2000
Order



Size
3'6" Wide
1'6" Deep
6' High

*Subject to signed display unit partnership agreement – for use with Keycraft product only.

DS1135

Little Display Stand

NEW!

Introducing the new Little Living Nature Display Stand! Designed for easy restocking and effortless browsing, it features 24 pockets at varying heights, perfect for shoppers of all ages. Its compact design showcases a wider range of toys, ensuring more customers find their favourite! With convenient wheels for mobility, you can easily reposition it to attract shoppers wherever needed. Crafted from sustainable plywood, this display creates an eye-catching showcase that draws customers in. Elevate the shopping experience, encourage impulse buys, and maximize sales potential—all in a Little footprint.



Size
1'8" Wide
1'8" Deep
4'9" High

FREE*
With \$1500
Order



DS1101 Eco Island Display Stand

Double
Sided
Display

Transform your retail space into a Living Nature paradise with our Eco Island Display Stand! This dual-sided marvel, crafted from sustainable materials, is not only aesthetically pleasing but also space-efficient. Its easy-to-use design allows for captivating Living Nature displays, showcasing all sizes of soft toys, drawing customers in while promoting sustainability.



FREE*
With \$1750
Order



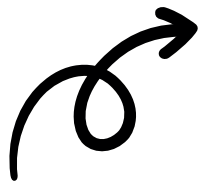
Size
2'7" Wide
1'11" Deep
5'5" High

*Subject to signed display unit partnership agreement – for use with Keycraft product only.

DS1122

Round Display Stand

Welcome our latest addition: the Living Nature Round Display Stand! Tailored for our smaller Living Nature range, this stand is a budget-friendly haven. Every item, one set price. With 24 shelves to showcase an extensive variety, it's a delightful hub for your collection. We've added convenient pockets for collector's books, guiding customers to discover their next favourite soft toy and enticing them to return.



FREE*
With \$1500
Order

Size
2'7" Wide
1'1" Deep
5'6" High

**24
Pockets**





Picked to Fit, Designed to Impress

Uncover the magic of our charming 6.5" Living Nature soft toys, perfectly crafted to fit our versatile round display stand. From adorable farmyard friends to majestic safari icons, there's a plush companion for every nature enthusiast. Dive into our catalogue to explore the full selection—just look for the 6.5" toys in each category and pick your favourites to build a captivating display your customers will love!



SCAN TO VIEW OUR
FULL RANGE



little

LIVING NATURE



MADE WITH
LOVE

SMALL
and
CUTE





SMALL
and
CUTE



Small Toys Big Smiles



We've been hard at work expanding our bestselling Living Nature collection to bring you our cutest range yet! From charming plush keyrings and playful snap bands to pocket-sized dress-up animals, each toy is crafted with meticulous attention to detail, ensuring that every small toy brings a BIG smile. Perfectly priced for impulse buys, these delightful and collectible toys fit right in the palm of your hand, making them the ultimate pocket-money treat!



Display Solutions

All our Little Living Nature soft toys arrive in thoughtfully designed display boxes. Easy to unwrap and ready to place directly onto your POS. With complementary colourways, these boxes add a vibrant touch to your shelves, helping you to create eye-catching displays effortlessly.



Alternate your colourful boxes for playful displays!





*FREE
on Loan
with \$1500
order

DS1135 Little Display stand

Introducing the new Little Living Nature Display Stand! Designed for easy restocking and effortless browsing, it features 24 pockets at varying heights, perfect for shoppers of all ages. Its compact design showcases a wider range of toys, ensuring more customers find their favourite! With convenient wheels for mobility, you can easily reposition it to attract shoppers wherever needed. Crafted from sustainable plywood, this display creates an eye-catching showcase that draws customers in. Elevate the shopping experience, encourage impulse buys, and maximize sales potential—all in a Little footprint.



Size

4'9" High
1'8" Deep
1'8" Wide

*Subject to Display unit partnership agreement - please request

little

MADE WITH
LOVE

Little Living Nature toys are compact, collectible, and crafted with quality in mind. Each toy is perfectly sized for little hands and ideal as an affordable, pocket-money treat. Featuring trendy designs and built from durable materials, these mini companions are ready for on-the-go fun.



NEW



AN815 LITTLE Farm assorted 6"
\$3.50ea./12



NEW



AN816 LITTLE Dog assorted 6"
\$3.50ea./12



AN520 LITTLE Puppy 5.5"
\$3.50ea./12



AN548 LITTLE Border Collie 5.5"
\$3.50ea./12



**BEST
SELLER**



AN555 LITTLE Highland Cow 5.5"
\$3.50ea./12



**BEST
SELLER**



AN514 LITTLE Mallard Duck 5.5"
\$3.50ea./12



AN521 LITTLE Kitten 5.5"
\$3.50ea./12



AN516 LITTLE Rabbit 5.5"
\$3.50ea./12



AN538 LITTLE Polar Bear 5.5"
\$3.50ea./12



AN536 LITTLE Dolphin 5.5"
\$3.50ea./12



AN535 LITTLE Orca 5.5"
\$3.50ea./12



AN539 LITTLE Seal 5.5"
\$3.50ea./12



AN534 LITTLE Turtle 5.5"
\$3.50ea./12



AN533 LITTLE Penguin 5.5"
\$3.50ea./12

**BEST
SELLER**



AN544 LITTLE Giraffe 5.5"
\$3.50ea./12



AN541 LITTLE Elephant 5.5"
\$3.50ea./12



AN542 LITTLE Tiger 5.5"
\$3.50ea./12



AN546 LITTLE Lion 5.5"
\$3.50ea./12



AN540 LITTLE Sloth 5.5"
\$3.50ea./12



AN543 LITTLE Panda 5.5"
\$3.50ea./12



AN547 LITTLE Flamingo 5.5"
\$3.50ea./12



AN552 LITTLE Snowy Owl 5.5"
\$3.50ea./12



AN545 LITTLE Wolf 5.5"
\$3.50ea./12



AN554 LITTLE Deer 5.5"
\$3.50ea./12



AN519 LITTLE Red Fox 5.5"
\$3.50ea./12



AN522 LITTLE Red Squirrel 5.5"
\$3.50ea./12

little Buddies

MADE WITH
LOVE

Meet our Little Buddies—the tiniest members of our Living Nature family! Each character is thoughtfully crafted with charming details, bringing the magic of soft toys right into the palm of your hand. Made for collecting, they deliver BIG smiles to kids and grown-ups alike.



NEW



AN05SF LITTLE Buddies Safari 3.5"
\$2.50ea./24





NEW



AN05UC LITTLE Buddies Unicorn 3.5"
\$2.50ea./24



NEW



AN05DN LITTLE Buddies Dinosaur 3.5"
\$2.50ea./24



NEW



AN05JU LITTLE Buddies Jungle 3.5"
\$2.50ea./24



AN05JG LITTLE Buddies Jungle 3.5"
\$2.50ea./24



**BEST
SELLER**



AN05FM LITTLE Buddies Farm 3.5"
\$2.50ea./24



**BEST
SELLER**



AN05WL LITTLE Buddies Woodland 3.5"
\$2.50ea./24

little clips

SMALL
and
CUTE

Introducing Little Living Nature Clips! These playful plush keyring clips add a dash of fun to bags, backpacks, or keys, making them the perfect on-the-go companion for every adventure. With a charming range of characters, they bring a touch of personality wherever they go!



NEW



AN06FTK LITTLE Clips Fruit 3.5"
\$2.75ea./24



NEW



AN06VGK LITTLE Clips Vegetable 3.5"
\$2.75ea./24



NEW



AN06DNK LITTLE Clips Dinosaur 3.5"
\$2.75ea./24



NEW



AN08UT LITTLE Clips Pom Pom Unicorn 5"
\$3.00ea./12



NEW



AN08BT LITTLE Clips Pom Pom Bunny 5"
\$3.00ea./12

little Bands

Our Little Living Nature Bands are here! Inspired by the classic '90s snap bands, these colourful, collectible bracelets bring a nostalgic twist for parents and an exciting trend for kids. With adorable animal designs, they're sure to grab attention and bring smiles all around.



NEW



AN07WL LITTLE Bands Woodland Faces 11"
\$2.50ea./12

**SMALL
and
CUTE**



NEW



AN07UC LITTLE Bands Unicorn Faces 11"
\$2.50ea./12

little Bands



NEW



AN07FM LITTLE Bands Farm Faces 11"
\$2.50ea./12



NEW



AN07SF LITTLE Bands Safari Faces 11"
\$2.50ea./12

little Bands

little Play

Discover the Little Living Nature Play collection—plushies with personality! These cuddly companions come dressed in charming, removable hoods, ready for hours of imaginative play. Perfect for little hands, they help develop hand-eye coordination and inspire endless pretend play.



Pull up my
hood to
dress me
for play!



SMALL
and
CUTE





NEW



AN09FA LITTLE Play Fantasy 6"
\$4.00ea./12

little Play



NEW



AN09SF LITTLE Play Safari 6"
\$4.00ea./12



NEW



AN09FM LITTLE Play Farm 6"
\$4.00ea./12



NEW



AN08MC LITTLE Play Tutu Mouse 5"
\$3.00ea./18



**NEW**

AN08BN LITTLE Play Tutu Bunny 5"
\$3.00ea./18

**NEW**

AN08UC LITTLE Play Tutu Unicorn 5"
\$3.00ea./18

little snugglies

Introducing Little Living Nature Snugglies! These super-soft, huggable friends are available in a wide range of characters, from safari animals to magical unicorns. There's a cosy companion for everyone, making them a must-have cuddle buddy!



Super
soft and
snuggly



MADE WITH
LOVE



NEW



AN10UC LITTLE Snugglies Unicorn 6"
\$4.00ea./12

little snugglies



NEW



AN10SF LITTLE Snugglies Safari 6"
\$4.00ea./12



NEW



AN10WL LITTLE Snugglies Woodland 6"
\$4.00ea./12

little snugglies



NEW



AN10FM LITTLE Snugglies Farm 6"
\$4.00ea./12



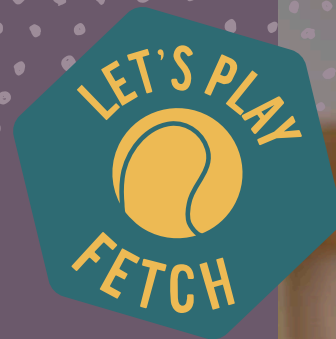
NEW



AN10PT LITTLE Snugglies Pet 6"
\$4.00ea./12

little snugglies





DOGS

Soft Toys

**LOYAL
COMPANION**



THROW ME A BONE



AN478 Giant Husky 24"
\$27.47ea./1



AN526 Giant Golden Lab Puppy 9.5"
\$13.74ea./3



AN482 Giant Golden Lab 24"
\$27.47ea./1

THROW ME A BONE



AN479 Giant Chocolate Lab 24"
\$27.47ea./1



AN481 Giant Border Collie 24"
\$27.47ea./1





**BEST
SELLER**



AN439 Pug Puppy 6.5"
\$7.14ea./6



AN454 Pug 8"
\$10.99ea./3



**BEST
SELLER**



AN455 German Shepherd 8"
\$10.99ea./3



**BEST
SELLER**



AN440 German Shepherd Puppy 6.5"
\$7.14ea./6



AN445 Husky Puppy 6.5"
\$7.14ea./6



**BEST
SELLER**



AN461 Husky 8"
\$10.99ea./3



AN442 Cocker Spaniel Puppy 6.5"
\$7.14ea./6



AN457 Cocker Spaniel 8"
\$10.99ea./3

**BEST
SELLER**



**BEST
SELLER**



AN462 Dachshund 8"
\$10.99ea./3



AN446 Dachshund Puppy 6.5"
\$7.14ea./6





AN437 French Bulldog Puppy 6.5"
\$7.14ea./6



**BEST
SELLER**



AN452 Sitting French Bulldog 8"
\$10.99ea./3



**AN776 French Bulldog Puppy
Black & White 6.5"**
\$7.14ea./6



**AN778 French Bulldog Puppy
Sand 6.5"**
\$7.14ea./6





**BEST
SELLER**



AN458 Chocolate Labrador 8"
\$10.99ea./3



**BEST
SELLER**



AN432 Chocolate Labrador Puppy 6.5"
\$7.14ea./6



AN459 Golden Retriever 8"
\$10.99ea./3



AN433 Golden Retriever Puppy 6.5"
\$7.14ea./6



AN463 Labradoodle 8"
\$10.99ea./3



**BEST
SELLER**



AN443 Labradoodle Puppy 6.5"
\$7.14ea./6



AN460 Border Collie 8"
\$10.99ea./3



AN565 Border Terrier 8"
\$10.99ea./3



**BEST
SELLER**



AN366 Miniature Dogs Assorted 5.5"
\$5.49ea./20



AN674 Bernese Mountain Dog 8"
\$10.99ea./3



AN661 Golden Lab Puppy W/Sound 9.5"
\$7.50ea./3



BIRDS

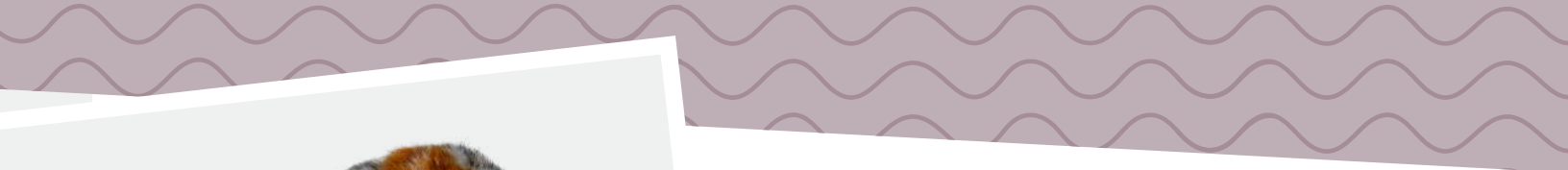
Soft Toys

I ♥
ANIMALS

HANDLE WITH
!
CARE



BIRD OF BEAUTY



**BEST
SELLER**


AN358 Barn Owl Large 12"
\$10.99ea./3



**BEST
SELLER**


AN528 Little Owl 6.5"
\$7.14ea./6



**BEST
SELLER**


AN346 Barn Owl Medium 7"
\$7.14ea./6



BEST
SELLER


AN559 Peregrine Falcon 8"
\$8.24ea./6




AN779 Snowy Owl 6.5"
\$7.14ea./12



BEST
SELLER


AN70 Snowy Owl Medium 7"
\$8.24ea./6



MADE FOR
STROKING

CATS

Soft Toys

PLAY WITH
ME



FISH FAN



AN780 Sitting Ragdoll Kitten 6.5"
\$7.14ea./6



**BEST
SELLER**



AN567 Ragdoll Cat 10"
\$13.74ea./3



AN448 Bengal Kitten 6.5"
\$7.14ea./6



AN447 British Grey Shorthair Kitten 6.5"
\$7.14ea./6



**BEST
SELLER**



AN147 Cat Small 6.5"
\$5.49ea./18





MADE FOR
STROKING

SMALL PETS

Soft Toys



FEED ME
CARROTS



**FLUFF
BALL**



**BEST
SELLER**



AN345G Grey Sitting Lop Eared Rabbit 7.5"
\$8.24ea./6



**BEST
SELLER**



AN345B Brown Sitting Lop Eared Rabbit 7.5"
\$8.24ea./6



AN781 Lop Eared Rabbit Grey 6.5"
\$7.14ea./12



AN382 Lop Eared Bunny Small 6.5"
\$7.14ea./12

BEST
SELLER



AN316B Dutch Lop Eared Rabbit Brown 12"
\$10.99ea./6



BEST
SELLER



AN316G Dutch Lop Eared Rabbit Grey 12"
\$10.99ea./6



FEED ME
CARROTS



AN190 Guinea Pig Small 7"
\$7.14ea./12



AN18BR Brown Guinea Pig W/Sound 8"
\$8.24ea./12



AN18BL Black Guinea Pig W/Sound 8"
\$8.24ea./12



MADE FOR
STROKING



AN348 Rat with Squeak 12"
\$7.14ea./12



AN394B Blue Budgerigar W/Sound 5.5"
\$5.49ea./12



AN394Y Yellow Budgerigar W/Sound 5.5"
\$5.49ea./12







POLAR

Soft Toys

FISH FAN





AN426 Arctic Fox 12"
\$10.99ea./6



AN236 Reindeer Standing 9"
\$7.50ea./6



AN398 Polar Bear Large 18"
\$24.73ea./4



AN425 Polar Bear Small 12"
\$10.99ea./6



AN392 Penguin with Chick 11"
\$13.74ea./3



AN427 Penguin Chick 7"
\$7.14ea./12



OCEANS

OCEAN

Soft Toys

SEA
DEVOTEE





AN673 Sea Turtle 11"
\$9.89ea./6



AN530 Large Grey Seal 14"
\$10.99ea./6



AN367 Grey Seal Pup 8"
\$7.14ea./12



AN357 Common Seal Pup 9"
\$7.14ea./12





WOODLAND

Soft Toys





AN400 Brown Bear Large 18"
\$24.73ea./4



**BEST
SELLER**

AN430 Brown Bear Medium 10"
\$10.99ea./6





AN782 Sitting Brown Bear 6.5"
\$7.14ea./12



AN783 Sitting Black Bear 6.5"
\$7.14ea./12



AN396 Brown Bear 7"
\$8.24ea./12





AN234 Badger Medium 7.5"
\$7.14ea./6



AN238 Sitting Baby Rabbit 7"
\$7.14ea./12



AN570 Red Deer Stag 12.5"
\$13.74ea./6



AN360 Fawn 8.5"
\$7.14ea./6





AN48 Squirrel Medium 5.5"
\$7.14ea./12



AN49 Squirrel Large 8"
\$8.24ea./12





AN365 Hedgehog Large 9"
\$8.24ea./6



**BEST
SELLER**

AN260 Hedgehog Medium 7"
\$7.14ea./12



AN529 Hedgehog Sitting 6"
\$7.14ea./6



AN670 European Honey Bee 8"
\$9.89ea./12



AN336 Bat Small 9.5"
\$5.49ea./12



AN407 Pine Marten 10"
\$9.89ea./6



AN192 Wolf Large 14"
\$13.74ea./6



**BEST
SELLER**



AN191 Otter Medium 12.5"
\$8.24ea./12



AN784 Otter Cub 6.5"
\$7.14ea./12



AN65 Otter Large 16"
\$10.99ea./6

**SEA
DEVOTEE**






AN235 Sitting Fox 6"
\$7.14ea./12




AN471 Fox Medium 11"
\$9.89ea./6




AN259 Fox Large 16"
\$10.99ea./6





JUNGLE Soft Toys

TROPICAL
RAIN
FOREST





AN327 Tiger Large 18"
\$24.73ea./4





BEST
SELLER



AN329 Tiger Cub 10"
\$10.99ea./6



AN328 Tiger Sitting 14"
\$16.48ea./6



**BEST
SELLER**



AN401 Sloth 12"
\$10.99ea./6



AN637 Red Panda 18"
\$10.99ea./6



AN721 Red Panda Cub 7"
\$7.14ea./6



AN786 Sitting Panda Cub 6.5"
\$7.14ea./12





AN795 Baby Orangutan 6.5"
\$7.14ea./12



AN794 Sitting Squirrel Monkey 6.5"
\$7.14ea./12



AN787 Baby Chimp 6.5"
\$7.14ea./12



AN393 Orangutan 12"
\$13.74ea./6



AN333 Chimp 12"
\$13.74ea./6



AN733 Capybara 9"
\$9.89ea./6



AN788 Sitting Capybara Pup 6.5"
\$7.14ea./12



**BEST
SELLER**



AN470R Red Macaw 9.5"
\$10.99ea./6



AN470B Blue Macaw 9.5"
\$10.99ea./6



$$6 + 3 = \underline{\quad}$$

$$7 + 4 = \underline{\quad}$$

$$8 + 2 + 4 = \underline{\quad}$$
$$14 = \underline{\quad}$$

MADE FOR
STROKING

FARM Soft Toys



PET
WITH
PURPOSE



**BEST
SELLER**



AN341 Highland Cow Large W/Sound 12"
\$13.74ea./3



**BEST
SELLER**



AN110 Highland Cow Small 8"
\$7.14ea./12



AN805 Standing Highland Cow with Sound 11"
\$13.74ea./3



BEST
SELLER



AN648 Black Highland Cow W/Sound 12"
\$13.74ea./3



AN777 Lying Highland Cow 14"
\$13.74ea./3



AN803 Highland Cow Door Stop 10"
\$20.00ea./12



AN802 Highland Cow Draught Excluder 41"
\$22.50ea./3



AN807 Squish Highland Cow 12"
\$10.99ea./3



AN808 Squish Highland Cow 6"
\$7.14ea./6





AN639 Juliana Piglet 8"
\$7.14ea./12



**BEST
SELLER**



AN335BP Black & Pink Piglet 8"
\$7.14ea./12

**BEST
SELLER**



AN335P Pink Piglet 8"
\$7.14ea./12



**BEST
SELLER**



AN340 Lamb Large 12"
\$10.99ea./3



AN349 Small Standing Lamb 8"
\$7.14ea./12



AN466 Black Faced Lamb 7.5"
\$8.24ea./6



**BEST
SELLER**



AN344 Horse with Bridle 9"
\$8.24ea./6



AN465 Donkey 9"
\$10.99ea./3



AN649 Shetland Pony 11"
\$5.00ea./3



AN796 Sitting Fresian Calf 6.5"
\$7.14ea./12



AN469 Alpaca 10"
\$9.89ea./6



AN408 Brown Goat Sitting 8"
\$9.89ea./12





**BEST
SELLER**

AN381 Duck Large 14"
\$16.48ea./6



**BEST
SELLER**

AN789 Mallard Duckling 6.5"
\$7.14ea./12





BEST
SELLER



AN378 Hen Large 14"
\$19.23ea./3



BEST
SELLER



AN379 Cockerel Large 14"
\$19.23ea./3



BEST
SELLER



AN364W White Fluffy Chick 5"
\$5.49ea./12



BEST
SELLER



AN364Y Yellow Fluffy Chick 5"
\$5.49ea./12





SAFARI

Soft Toys





AN321 Male Lion Large 18"
\$24.73ea./4





AN324 Lion Cub Small 10"
\$10.99ea./6



AN322 Lion Cub 14"
\$16.48ea./6





AN325 Cheetah Large 18"
\$24.73ea./4



AN785 Sitting Cheetah Cub 6.5"
\$7.14ea./12



AN326 Cheetah Cub 10"
\$10.99ea./6





AN791 Lying Giraffe Calf 6.5"
\$7.14ea./12



AN331 Giraffe Medium 12.5"
\$10.99ea./6



AN792 Standing Baby Meerkat 6.5"
\$7.14ea./12





AN467 Flamingo 12"
\$10.99ea./6



AN679 Emu 16"
\$7.50ea./6



AN735 Crocodile Medium 20"
\$9.89ea./6



AN790 Sitting Elephant Calf 6.5"
\$7.14ea./12



AN510 Floppy Elephant 10"
\$8.24ea./6



AN332 Elephant 12"
\$7.50ea./6



AN658 Elephant W/Sound 14"
\$7.50ea./6



PREHISTORIC Soft Toys

HANDLE WITH
!
CARE



**BEST
SELLER**



AN395 Sabre Toothed Tiger 12"
\$10.99ea./6



AN283 Woolly Mammoth Large 9"
\$10.99ea./6



AN356 Woolly Mammoth Medium 7"
\$8.24ea./12



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Keycraft®
The Toy People

Living Nature is a brand of Keycraft Global