

# Toy Fair 2022 New Product Guide



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### Action Figures



**Company name:** Character Options  
**Stand number:** N16  
**Contact name:** Michele Bates  
**Telephone:** 07725 616059  
**Email:** Michele@evolution-pr.co.uk  
**Product name:** Heroes of Goo Jit Zu Dino X-Ray Heroes  
**Release date:** SS22  
**Description:** Heroes of Goo Jit Zu remains a top priority for Character Options, with the brand now available globally in more than 50 territories! Launching in 2022 is an exciting Dino X-Ray theme which sees the existing Heroes go X-Ray following the discovery of a new meteor! These Dino Heroes are super gooey and feature a cool X-Ray bone filling you can see! Stretch them, Squish them and see their X-Ray bones bulge out! Included in this wave is Smashadon, the exclusive, ultra-rare character with a translucent, glow-in-the-dark X-Ray finish. With seven Dino Heroes to collect, there is something for everyone.



**Company name:** Flair GP  
**Stand number:** E39  
**Contact name:** Michele Bates  
**Telephone:** 07725 616059  
**Email:** Michele@evolution-pr.co.uk  
**Product name:** Action Heroes Dino Playset  
**Release date:** AW22  
**Description:** Action Heroes is the cool new range of interchangeable mini figures with double-sided faces that show different expressions! Hero line of the range is the roar-some, two-sided Dino Playset. With a lookout area, as well as nets and traps, kids can defend the camp! They can also move the dino eggs using the pulleys and train, transporting the eggs around the camp to study them in the laboratory and then safely store them in the incubator. The set comes with small accessories, plus two dinosaur figures and one explorer character; mix and match their body parts to create new figures!



**Company name:** Gibsons  
**Stand number:** E15  
**Contact name:** Rebecca Hersee  
**Telephone:** 020 8661 8866  
**Email:** rebecca@gibsonsgames.co.uk  
**Product name:** Troopers on Tour  
**Release date:** January 2022 at Toy Fair  
**Description:** Gibsons secures the license for Stormtroopers, the fictional soldiers from the Star Wars franchise, and launches its new jigsaw Troopers on Tour. The stunning and colourful design visualises Stormtroopers, in their imposing white armour, off duty and visiting iconic places around the world. From the Eiffel Tower to camel riding at Egypt's Giza pyramids, a lad's camping trip, exploring the sights in Las Vegas, the captioned post card style pictures depict their adventures on planet Earth! The 1,000-piece jigsaw puzzle is a must have for Star Wars fans.



**Company name:** Flair GP  
**Stand number:** E39  
**Contact name:** Susan Journeaux  
**Telephone:** 020 8643 0320  
**Email:** susan@flairplc.co.uk  
**Product name:** Unique Eyes Total Look Doll  
**Release date:** March 2022  
**Description:** The Unique Eyes dolls have magical eyes, which follow the gaze of those observing them! There are three core characters – Amy, Sophia and Rebecca – who have a unique way of looking at the world, with enthusiasm and sweetness! So, get ready to see the world through new eyes! Kids will love their soft, brushable hair, and their realistic, articulated bodies that will stand alone! They'll also love their distinctive styles. Each character is available to purchase individually, styled in one removable outfit. Alternatively, the characters can be bought as "Total Look" sets, which come with an additional outfit option.



**Company name:** Flair GP  
**Stand number:** E39  
**Contact name:** Susan Journeaux  
**Telephone:** 020 8643 0320  
**Email:** susan@flairplc.co.uk  
**Product name:** Super Cute Glitzy Cool Doll – Assortment 4  
**Release date:** July 2022  
**Description:** Super Cute Little Babies is the all-new electronic baby doll brand designed to inspire girls to help protect the planet! These loveable babies have superpowers and have been chosen to help save the planet! When the Super Cutes drink from their magic milk bottle, their powers activate, their medallion lights-up, and they become unstoppable forces for good! Each character comes dressed in reversible clothing - turn their everyday outfit inside-out to reveal their super ensembles! Girls will have fun helping the Super Cutes save the planet, picking up tips along the way to save the planet in real life.



**Company name:** IMC Toys UK Ltd.  
**Stand number:** E94  
**Contact name:** Kerry Tarrant  
**Telephone:** 07736065388  
**Email:** ktarrant@imctoys.com  
**Product name:** Cry Babies Dressy Fantasy  
**Release date:** July 2022


**Description:** Cry Babies have a new daytime look! Meet the new Cry Babies Dressy Fantasy, now wearing cute trendy outfits. They have real hair for extra styling fun, pretty crystal eyes and a lightweight design so you can take your Cry Babies with you everywhere you go.

Like all the Cry Babies, they cry real tears and make realistic baby sounds when you remove their dummy! Put their dummy back in or lay them down to stop them from crying.

Cry Babies are the perfect interactive doll for fun imaginative play.

	<p><b>Company name:</b> Simba Smoby Toys UK  <b>Stand number:</b> B50  <b>Contact name:</b> Mayur Pattni  <b>Telephone:</b> +447961007394  <b>Email:</b> m.pattni@simbasmoby.com  <b>Product name:</b> B-Kind  <b>Release date:</b> SS22  <b>Description:</b> B-Kind is the eco-conscious doll collection, promoting positive messages of kindness and creativity. Made from recycled materials, the dolls come boxed in environmentally friendly, reusable packaging; the box handle ribbon can be used as a bracelet and families can use the packaging to construct a Kindness Board to share kindness goals. The range launches with five characters: Brianna, Koral, Ivy, Nora, and Daisy (B.K.I.N.D.). The dolls encourage creativity through DIY play that reflect their passions for going green, saving the oceans, ending bullying, and more. Each doll features a DIY activity, such as making an upcycled outfit for the doll.</p>
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**Arts & Crafts**

	<p><b>Company name:</b> EPOCH  <b>Stand number:</b> N7  <b>Contact name:</b> Simon Riggs  <b>Telephone:</b> +447860953230  <b>Email:</b> sriggs@epochmakingtoys.com  <b>Product name:</b> Aquabeads Beginners Carry Case  <b>Release date:</b> Jan 2022  <b>Description:</b> The Beginners Carry Case is suitable for those who have just begun their Aquabeading adventure – it even comes with two template sheets to inspire you. The Beginners Carry Case set comes complete with 900 beads in 24 colours, more than enough to create whatever your imagination desires. The set comes with a handy carry case to store all your beads, flip tray, and template sheets as well as a double-sided Aquabeads pen and sprayer, and even creation display and design pegs to decorate your creations.</p>
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**Company name:** Mookie Toys  
**Stand number:** N10  
**Contact name:** Christina Aikman  
**Telephone:** 01525722722  
**Email:** Christina.aikman@mookie.co.uk  
**Product name:** Tybo Dip Studio  
**Release date:** AW22  
**Description:** The Tybo Dip & Dye is the, all you need, easy to use kit for marble dip dyeing. For those who love to express their creative side, turn your accessories into colourful masterpieces!  
 The Dip & Dye Studio is super easy to clean, simply rinse and you are ready to go again! This is the ideal kit for a young fashionista looking to bring their ideas to life; just dip it, dip it and wear it!



**Company name:** Trends UK  
**Stand number:** H42  
**Contact name:** Lindsay Hardy  
**Telephone:** 07881925120  
**Email:** lindsay@trendsuk.co.uk  
**Product name:** Colour Pop Paint Sticks 20 Stick Fun Tub  
**Release date:** February 2022  
**Description:**

- Colour Pop Paint Sticks are the perfect introduction to painting and doodling.
- The chunky shape is easy for little hands to hold, twist the stick and you're ready to paint.
- Be creative on a wide range of surfaces and simply wipe clean for no mess, creating a happy experience for all!
- No plastic in our packaging and is widely recyclable once finished with.
- The Fun Tub contains a mix of 20 classic, metallic and neon paint sticks and is ideal for storing them all away...ready for next time!
- Carry handle for convenience – take them with you!
- Makes a fabulous gift!



**Company name:** Brainstorm Ltd  
**Stand number:** E79  
**Contact name:** Debra Tiffany and Lianne Bertelli  
**Telephone:** 01200 445113 / 07739 023 756  
**Email:** dtiffany@brainstormltd.co.uk / Lianne@bertellicommunications.co.uk  
**Product name:** EUGY Bumble Bee and Rhino  
**Release date:** Toy Fair January 2022  
**Description:** Build your own eco-friendly 3D models with this unique collectable. Beautifully detailed, yet simplified, miniature figures with cuteness added in! Kids will collect and treasure them. Made using high quality recycled card with eco-friendly ink and non-toxic glue. Simply glue the pieces together in numerical sequence. Assembly takes 10-20 minutes.



**Company name:** Lisciani  
**Stand number:** UL123  
**Contact name:** Paul Fogarty  
**Telephone:** 07967004585  
**Email:** paul@allin1products.com  
**Product name:** Barbie Glitter Dough Fashion Show playset  
**Release date:** January 2022  
**Description:** Children can extend their world of Barbie play with Lisciani's Barbie Dough collection. A must-see is the Barbie Glitter Dough Fashion Show. The packaging is shaped like Barbie's wardrobe; this opens-up to reveal stencils and glittery play doughs to create clothes and accessories for the models!





**Company name:** Lisciani  
**Stand number:** UL123  
**Contact name:** Paul Fogarty  
**Telephone:** 07967004585  
**Email:** paul@allin1products.com  
**Product name:** Barbie Glitter Dough  
**Release date:** January 2022  
**Description:** Children can extend their world of Barbie play with Lisciani's Barbie Dough collection. Kids can collect colourful and glittery play doughs; each heart-shaped tub comes with a Barbie mould! Barbie Dough also comes in multi-packs, playsets and creative kits.



**Company name:** Lisciani  
**Stand number:** UL123  
**Contact name:** Paul Fogarty  
**Telephone:** 07967004585  
**Email:** paul@allin1products.com  
**Product name:** Barbie Sand & Surf  
**Release date:** Toy Fair 2022  
**Description:** Children can extend their world of Barbie play with Lisciani's Barbie Sand & Surf playset. It comes with several colours of glittery play sand – an eminently tactile compound that not only looks great, helping to make imaginative play more realistic, but it can also be sculpted with the tools included for hours of sensory play! Also included with the set is a play tray for kids to create their luxury sand and surf set-up, as well as beach-side accessories, and a stunning Barbie doll!

### Collectibles

	<p><b>Company name:</b> IMC Toys UK Ltd. <b>Stand number:</b> E94 <b>Contact name:</b> Louise Hathaway <b>Telephone:</b> (0)7970 770 572 <b>Email:</b> louise@playtimepr.com <b>Product name:</b> Cry Babies Magic Tears Icy World Warm Me Up <b>Release date:</b> July 2022 <b>Description:</b> There are over 12 dolls to collect in this Cry Babies Magic Tears Icy World Warm Me Up Assortment, plus a rare and ultra-rare character! All of them come with their own removable winter clothes and shoes, so you can dress up your favourite Magic Tears dolls in their pretty outfit. When your dolls are ready for bed, take off their outfit and hang it up on the hanger in their frosted wardrobe capsule ready for the next day. As you collect them all, you'll be able to mix and match styles! Inside the wardrobe you will find 8 surprise accessories including a magic baby bottle, dummy, gloves, boots and more! Feed the Cry Babies Magic Tears doll with the baby bottle and squeeze her tummy to make her cry real tears!</p>
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	<p><b>Company name:</b> IMC Toys UK Ltd. <b>Stand number:</b> E94 <b>Contact name:</b> Louise Hathaway <b>Telephone:</b> (0)7970 770 572 <b>Email:</b> louise@playtimepr.com <b>Product name:</b> Bubiloons Bubiloon <b>Release date:</b> July 2022 <b>Description:</b> Meet the Bubiloon! They are the sweetest sassiest 9 year old girls from a place called, B City. Unbox and discover your Bubiloon Bubiloon behind the party streamers, along with 12+ surprise accessories. Style your Bubiloon in her party look or day time look with two different jelly dresses included. Use your Bubiloon to blow up colourful different shaped balloons to accessorise and display!</p>
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	<p><b>Company name:</b> IMC Toys UK Ltd.  <b>Stand number:</b> E94  <b>Contact name:</b> Louise Hathaway  <b>Telephone:</b> (0)7970 770 572  <b>Email:</b> louise@playtimepr.com  <b>Product name:</b> Lucky Bob Single Pack  <b>Release date:</b> January 2022  <b>Description:</b> Discover Lucky Bob, he is the clumsiest boy! In this Single Pack comes 1 Lucky Bob figure, 1 unique accessory to play with, and a special card to scan in the app to unlock rewards and play games. Recreate Lucky Bob's funniest situations and laugh out loud!  The unboxing is so much fun! Blow into the tube and squeeze the box to pop out your surprise Lucky Bob figure and his accessory! There are 60 hilarious figures to collect, all based on Lucky Bob's amazing adventures! Try to find the rare and ultra-rare figures. Lucky Bob is the perfect collectible toy for kids to play with independently or with friends.</p>
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	<p><b>Company name:</b> Just Play UK  <b>Stand number:</b> B60  <b>Contact name:</b> Katie Gritt  <b>Telephone:</b> ---  <b>Email:</b> kgritt@justplayproducts.com  <b>Product name:</b> Sensory FX Bars  <b>Release date:</b> AW22  <b>Description:</b> It's Oddly Satisfying! Create unique, soothing sounds and effects with the Sensory FX ASMR Bars. Children will love using each bar to create a one of a kind ASMR experience, featuring unique sounds, textures, and movements. With 10 sensory bars to collect, these fun on-the-go toys are ideal for restless hands and can trigger an ASMR (Autonomous Sensory Meridian Response) tingle, which can provide a soothing effect. Connect the bars together to make a customized sensory board and click, zip, or roll each bar to activate unique sounds. Combine with the Sensory FX ASMR Mega Bar to create and record each unique rhythmic pattern (sold separately). Ages 4+</p>
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**COLLECT THEM ALL!**



**Company name:** Just Play UK  
**Stand number:** B60  
**Contact name:** Katie Gritt  
**Telephone:** ---  
**Email:** kgritt@justplayproducts.com  
**Product name:** Sensory FX Pods  
**Release date:** AW22

**Description:** It's Oddly Satisfying! Create unique, soothing sounds and effects with the Sensory FX ASMR Pods. Children will love using each pod to create a one of a kind ASMR experience, featuring unique sounds, textures, and movements. With 10 sensory pods to collect, these fun on-the-go toys are ideal for restless hands and can trigger an ASMR (Autonomous Sensory Meridian Response) tingle, which can provide a soothing effect. Pull, push, twist, or flip each pod to activate unique sounds. The Sensory FX ASMR Pods include 10 different tactile and acoustic experiences: Ball, Whirl, Grind, Tread, Spin, Sift, Extend, Roll, Pop, and Swivel (sold separately). Ages 4+



**Company name:** Just Play UK  
**Stand number:** B60  
**Contact name:** Katie Gritt  
**Telephone:** ---  
**Email:** kgritt@justplayproducts.co  
**Product name:** Sensory FX Recorder Cube  
**Release date:** AW22

**Description:** It's Oddly Satisfying! Create unique, soothing sounds and effects with the Sensory FX ASMR Recorder Cube, featuring a removable recorder. This all-in-one sensory experience unfolds to reveal five exterior panels children can use to create unique sounds and movements. Create and record different sound effect combinations, then take the sensory experience on-the-go with the removable recorder. When the play session is over, fold the cube and take it on-the-go. This sensory toy is ideal for restless hands and can trigger an ASMR (Autonomous Sensory Meridian Response) tingle, which can provide a soothing effect. Requires 3 x AG13 batteries (included). Ages 4+



**Company name:** Vivid Goliath Group  
**Stand number:** B70  
**Contact name:** Selina Dangerfield / Emma Arthur (Norton PR)  
**Telephone:** 01608 812830 / 07399 011928  
**Email:** selina@nortonpr.com / emma@nortonpr.com  
**Product name:** Recyclings  
**Release date:** January 2022  
**Description:** Recyclings is the Collectables range which gives back, with every pack saving a minimum of seven bottle caps from going to landfill and the packaging is 100% recycled too. Start your Recyclings collection with the Collectable Cap Pack; open up your cap and discover a super-cute Recyclings figure inspired by food, drink, tech, seasons and many more! Expand your Recyclings collection with the 4-Pack, or be a true Recyclings hero with the Collector Pack – perfect for showcasing your Recyclings! Collect them all with over 100+ Recyclings to unbox. Plus, there's Limited Edition Golden Treasure Chest to find too!



**Company name:** Basic Fun! UK  
**Stand number:** D11  
**Contact name:** Claire Tharratt  
**Telephone:** 01327 227010 / 07580 086544  
**Email:** Claire@evolution-pr.co.uk  
**Product name:** Misfittens Get Meowt  
**Release date:** July 22  
**Description:** "I fits I sits" has been trending on social media, with millions of cat owners sharing content of their feline friends squeezed awkwardly into a tight spot, often awaiting rescue! And from that trend comes Misfittens Get Meowt! In this fun, surprise reveal range, kids will discover super-soft, cuddly collectable Misfittens squished inside an assortment of packs, including a cereal box, crisp tube and more! Rescue the misfitting Misfittens and kids will be amazed as their fluffy friends double in size!



**Company name:** Cepia LLC  
**Stand number:** UL110  
**Contact name:** Claire Tharratt  
**Telephone:** 01327 227010 / 07580 086544  
**Email:** Claire@evolution-pr.co.uk  
**Product name:** Dogs vs Squirrels  
**Release date:** AW22  
**Description:** Cepia builds on its portfolio of “inreal life” character match-ups, with Dogs vs Squirrels, bringing two new teams to the fore: The Dogs and The Squirrels. The adorable pups have their own personalities, but their main job is to guard their house from intruders.  
 Introducing The Squirrels – they may look innocent, but don’t be fooled! These mischievous marauders love causing mayhem! And their one mission is to destroy the houses that the dogs are trying to defend! Kids will love the Mystery Bags that contain one bean-filled character; there are a variety of different characters, and sizes to collect.



**Company name:** Cepia LLC  
**Stand number:** UL110  
**Contact name:** Claire Tharratt  
**Telephone:** 01327 227010 / 07580 086544  
**Email:** Claire@evolution-pr.co.uk  
**Product name:** Cats vs. Pickles Reversibles  
**Release date:** SS22  
**Description:** Step into the hilariously silly world of Cats vs. Pickles, in which Cats are nothing short of paw-trified of Pickles, and meet the new additions to the already hugely successful range. The 7-inch Reversibles are ideal for all the fans struggling to pick a side – be it Team Cat or Team Pickle – as they offer the best of both! Tapping into the reversible trend, these two-in-one collectable plushies can be flipped from Cat to Pickle by turning them inside out. Available in an adorable selection of themes, each featuring embroidered details, there are nine to collect in the initial wave.



**Company name:** Cepia LLC  
**Stand number:** UL110  
**Contact name:** Claire Tharratt  
**Telephone:** 01327 227010 / 07580 086544  
**Email:** Claire@evolution-pr.co.uk  
**Product name:** Cats vs. Pickles Chonks  
**Release date:** SS22  
**Description:** Step into the hilariously silly world of Cats vs. Pickles, in which Cats are nothing short of paw-trified of Pickles, and meet the new additions to the already hugely successful range. The Cats vs Pickles Chonks 6-inch Collectable Plushies deliver the fun of the original plushies on a larger, chunkier scale! Two inches taller, and that extra bit plumper, these lovable Chonks come in a vibrant choice of styles; they are available as an open assortment or as mystery blind bags.



**Company name:** H Grossman Ltd  
**Stand number:** E49  
**Contact name:** Julie Pittilla  
**Telephone:** 07860 542559  
**Email:** juliep@pittillapr.co.uk  
**Product name:** Bumper Fidget Box  
**Release date:** 2022  
**Description:** Bumper box of super fun fidget toys! Inside is a mix of 24 items, all of which are designed to occupy fidgeting fingers with something that's hard to put down. Each of the items included is a popular bestseller in its own right, so this bumper box offers staggering value for money. It's also a huge time saver for anyone who needs a stash of toys for a party or event.

**Fidget box contents:**

- Four sticky crawlers
- Heart push popper
- Two bendy fidget tubes
- Four woven boink bouncers
- Two fidget tracks
- Four football finger spinners
- Two stretchy unicorn bracelets
- Pea pod push popper
- Two stretch ropes
- Spinning top
- Puzzle cube

## Construction



**Company name:** Paper Engine Ltd – Build Your Own

**Stand number:** UL191

**Contact name:** Paula Hutchings

**Telephone:** 07710 280394

**Email:** paula@marketingvision.co.uk

**Product name:** Build Your Own - Binoculars

**Release date:** January 7<sup>th</sup> 2022

**Description:** Get ready for some awesome outdoor adventures with Build Your Own's new eco-friendly, STEM-inspired Binoculars. Lightweight and ergonomically designed, these robust cardboard binoculars will encourage the whole family to explore. Perfect for bird watching, nature walks, observing wildlife and more, you'll be amazed at what you can see with the incredible 6x magnification. And with a central focus slider and eyepiece focusing for finer adjustments, image quality is clean and sharp. Easy to assemble using slot together techniques – there's no glue, no mess, no fuss. This innovative kit comes with a handy Tripod Stand to rest your binoculars on when they're not in use.



**Company name:** Paper Engine Ltd – Build Your Own

**Stand number:** UL191

**Contact name:** Paula Hutchings

**Telephone:** 07710 280394


**Email:** paula@marketingvision.co.uk

**Product name:** Build Your Own Pinball Machine

**Release date:** April 2022

**Description:** An eco-friendly, STEM-inspired take on the traditional arcade game, this tabletop Pinball Machine provides hours of entertainment. Play alone or challenge your friends and family, who will win? Launch your swirly glass marbles using the quick start spring-loaded button and let the fun begin!



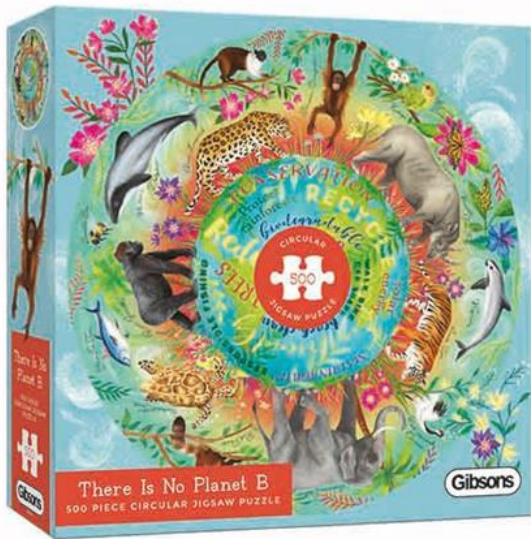
	<p><b>Company name:</b> Toynamics UK &amp; Ireland  <b>Stand number:</b> E46  <b>Contact name:</b> Emma Damerell  <b>Telephone:</b> 07802685901  <b>Email:</b> Emma.damerell@toynamics.co.uk  <b>Product name:</b> Hape City Train Bucket Set  <b>Release date:</b> Toy Fair 2022  <b>Description:</b> The new City Train Bucket Set joins the Hape family of stylish wooden railway products. Like the best-selling Bucket Builder Set, the City Train packaging is part of the toy – it's printed with a city scape, has a rocky lid cover, plus embossed tracks allow trains to travel over them – and doubles as a handy storage box. Contains loads of accessories, S and Y-shaped tracks, curved, straight and ascending tracks, bridge, piers, station, trees, taxi, signs, conductor, passenger, three train cars. Perfect for big imaginations, this set encourages role play, and helps kids learn to collect, and sort things independently.</p>

### Games & Puzzles

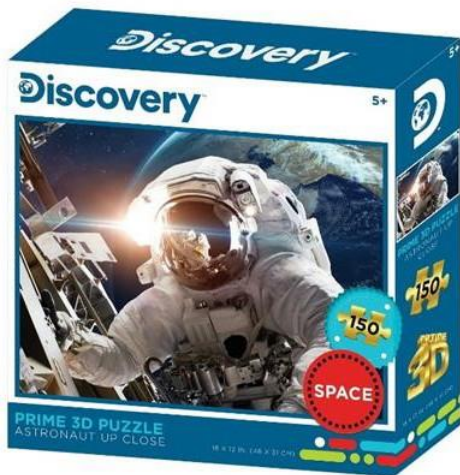
	<p><b>Company name:</b> Chronicle Books (Ridley's Games)  <b>Stand number:</b> UN3  <b>Contact name:</b> Joelle Engolia  <b>Telephone:</b> 07432139468  <b>Email:</b> joelle_engolia@chroniclebooks.com  <b>Product name:</b> Ridley's Games Can You Dig It?  <b>Release date:</b> 5<sup>th</sup> April 2022  <b>Description:</b> There's never a dill moment in this absolutely radishing game of Can You Dig It? from Ridley's Games! In this fast-paced card game, gardeners use trowel and error to harvest fruit and veg from the 4 community plots to develop the most impressive feast by the end of the game. Cultivate sets of the varieties of fruit and veg cards that are thriving in the garden with the ultimate aim to collect the ingredients needed to make as many of the four recipes (salad, sauce, soup, and stew) as you can to win the most points!</p>



**Company name:** Chronicle Books (Petit Collage)  
**Stand number:** UN3  
**Contact name:** Joelle Engolia  
**Telephone:** 07432139468  
**Email:** joelle\_engolia@chroniclebooks.com  
**Product name:** Petit Collage  
**Release date:** 5<sup>th</sup> April 2022  
**Description:** In this Rain, Rain, Rainbow Cooperative Game from Petit Collage, little ones must work together to win! Rain, rain, go away...the aim of this colour-matching game is to complete the rainbow before the watering can fills up with raindrops. This cooperative game encourages teamwork and collaboration through playtime fun! Suitable for 2-5 players, aged 4-8, it has an average 15-minute gameplay. Mindful of the environment, it's made using 50% recycled materials, FSC paper and is printed with vegetable inks.



**Company name:** Gibsons  
**Stand number:** E15  
**Contact name:** Rebecca Hersee  
**Telephone:** 020 8661 8866  
**Email:** rebecca@gibsonsgames.co.uk  
**Product name:** There is No Planet B jigsaw puzzle  
**Release date:** January 2022 London Toy Fair  
**Description:** *There is No Planet B*, is one of 10 new jigsaw puzzles launching in the Gibsons contemporary, design-led White Logo Collection. The 500 piece circular puzzle shows animals under threat due to climate change and environmental impact, around a central globe of word art sustainability messages, including reuse, recycle, conservation, plant trees, love our planet. As well as planet friendly themed puzzles, Gibsons Green Game Plan means more than 75% of its products have gone through a process to improve their environmental impact. This includes removing plastic shrink-wrap, making boxes smaller and using recycled materials and vegetable inks.



**Company name:** Kidicraft  
**Stand number:** B19  
**Contact name:** Roy Greenwood  
**Telephone:** 01282 505988  
**Email:** rgreenwood@kidicraft.com  
**Product name:** Discovery – Astronaut 150pc Prime 3D Jigsaw Puzzle  
**Release date:** 15<sup>th</sup> Jan 2022  
**Description:** This historic 150pc Prime 3D Jigsaw puzzle features an Astronaut flying into outer space. The puzzle is 46x31cm and is suitable for ages 5+.



**Company name:** Kidicraft  
**Stand number:** B19  
**Contact name:** Roy Greenwood  
**Telephone:** 01282 505988  
**Email:** rgreenwood@kidicraft.com  
**Product name:** Marvel – Avengers Assemble 500pc Prime 3D Jigsaw Puzzle  
**Release date:** 15<sup>th</sup> Jan 2022  
**Description:** This smashing 500pc Prime 3D Jigsaw puzzle features a whole host of Superheroes, perfect for any Marvel Fan. The puzzle is 61x46cm and is suitable for ages 6+.



**Company name:** Kidicraft  
**Stand number:** B19  
**Contact name:** Roy Greenwood  
**Telephone:** 01282 505988  
**Email:** rgreenwood@kidicraft.com  
**Product name:** Discovery – Big Ben 1000pc Prime Jigsaw Puzzle  
**Release date:** 15<sup>th</sup> Jan 2022  
**Description:** This historic 1000pc Prime Jigsaw puzzle features the World’s most famous clock Big Ben. The puzzle is 70x50cm and is suitable for ages 6+.



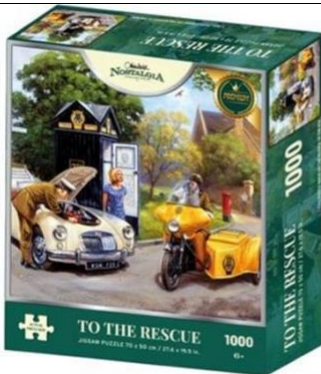
**Company name:** Kidicraft  
**Stand number:** B19  
**Contact name:** Roy Greenwood  
**Telephone:** 01282 505988  
**Email:** rgreenwood@kidicraft.com  
**Product name:** Star Wars – Darth Vader & Storm Troopers 500pc Prime 3D Jigsaw Puzzle  
**Release date:** 15<sup>th</sup> Jan 2022  
**Description:** This stunning 500pc Prime 3D Jigsaw puzzle features Darth Vader with his Storm Troopers and is perfect for fans of George Lucas’ epic franchise. The puzzle is 61x46cm and is suitable for ages 6+.



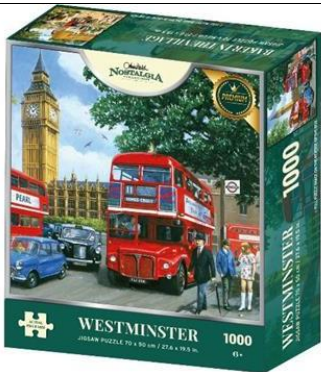
**Company name:** Kidicraft  
**Stand number:** B19  
**Contact name:** Roy Greenwood  
**Telephone:** 01282 505988  
**Email:** rgreenwood@kidicraft.com  
**Product name:** Star Wars - The Mandalorian & Grogu 500pc Prime 3D Jigsaw Puzzle  
**Release date:** 15<sup>th</sup> Jan 2022  
**Description:** This stunning 500pc Prime 3D Jigsaw puzzle features The Mandalorian and Grogu, known to many simply as ‘The Child’ and is perfect for fans of George Lucas’ epic franchise. The puzzle is 61x46cm and is suitable for ages 6+.



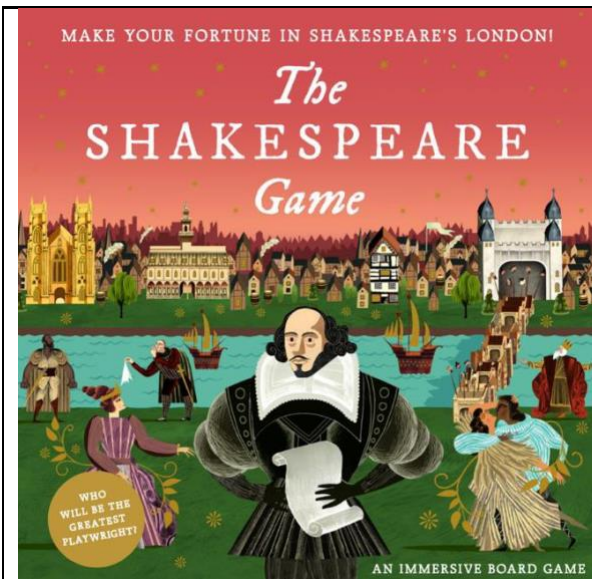
**Company name:** Kidicraft  
**Stand number:** B19  
**Contact name:** Roy Greenwood  
**Telephone:** 01282 505988  
**Email:** rgreenwood@kidicraft.com  
**Product name:** Marvel – Spiderman 500pc Prime 3D Jigsaw Puzzle  
**Release date:** 15<sup>th</sup> Jan 2022  
**Description:** This smashing 500pc Prime 3D Jigsaw puzzle features the web slinging hero Spiderman and is perfect for any Marvel Fan. The puzzle is 61x46cm and is suitable for ages 6+.



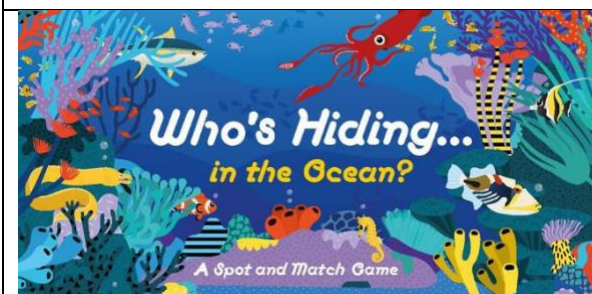
**Company name:** Kidicraft  
**Stand number:** B19  
**Contact name:** Roy Greenwood  
**Telephone:** 01282 505988  
**Email:** rgreenwood@kidicraft.com  
**Product Name:** Kevin Walsh, Nostalgia – To The Rescue  
**Release date:** 15<sup>th</sup> Jan 2022  
**Description:** This stunning 1000pc jigsaw puzzle is 70x50cm and is suitable for ages 6+.



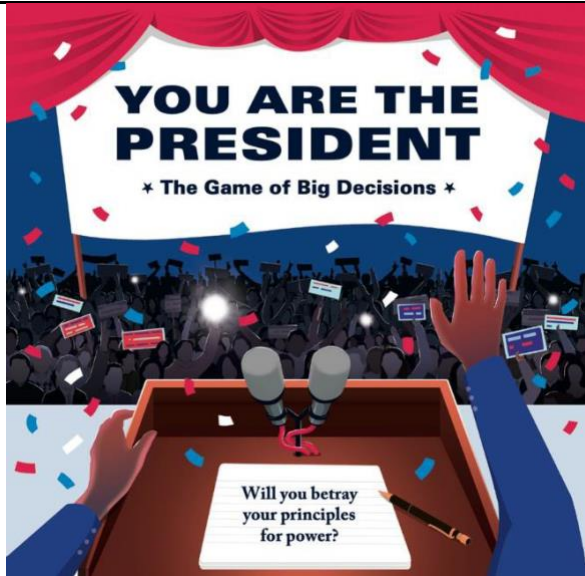
**Company name:** Kidicraft  
**Stand number:** B19  
**Contact name:** Roy Greenwood  
**Telephone:** 01282 505988  
**Email:** rgreenwood@kidicraft.com  
**Product name:** Kevin Walsh, Nostalgia – Westminster  
**Release date:** 15<sup>th</sup> Jan 2022  
**Description:** This stunning 1000pc jigsaw puzzle is 70x50cm and is suitable for ages 6+.



**Company name:** Laurence King Publishing  
**Stand number:** GH03  
**Contact name:** Charlotte Littlewood  
**Telephone:** 07568305167  
**Email:** Charlotte.littlewood@orionbooks.co.uk  
**Product name:** The Shakespeare Game  
**Release date:** 14/07/2022  
**Description:** Journey from Stratford to London in the footsteps of the world's best loved playwright, collect characters and race round London's theatres to put on as many plays as you can before other playwrights steal your ideas, burn down your theatres or spread the plague! In this fun family board game, you will absorb details of Elizabethan England as well as learn loads of references to Shakespeare's plays. The winner is the player whose plays take the most money at the box office, and the fastest in the race to fame and glory.



**Company name:** Laurence King Publishing  
**Stand number:** GH03  
**Contact name:** Charlotte Littlewood  
**Telephone:** 07568305167  
**Email:** Charlotte.littlewood@orionbooks.co.uk  
**Product name:** Who's Hiding in the Ocean  
**Release date:** 18/05/2022  
**Description:** Pick a card, any card! Now pick another. Between any animal and ocean card there will only ever be one animal that features on both. Can you be the first to find it?



**Company name:** Laurence King Publishing  
**Stand number:** GH03  
**Contact name:** Charlotte Littlewood  
**Telephone:** 07568305167  
**Email:** Charlotte.littlewood@orionbooks.co.uk  
**Product name:** You Are The President  
**Release date:** 04/08/2022  
**Description:** The President has been assassinated and you, the Senators, must vote on the issues facing your fictional state - while keeping one eye on the presidency, of course! Wrestle with political dilemmas of the past, present and future and navigate the election without damaging your image. As you get closer to the top spot, you'll find out how well you really know your friends and discover what you'll do for power.



**Company name:** Winning Moves  
**Stand number:** F40  
**Contact name:** Jack Probyn  
**Telephone:** 020 3920 8164  
**Email:** Jack.probyn@winningmoves.co.uk  
**Product name:** World Football Stars Guess Who  
**Release date:** May 2022  
**Description:** The world of football meets the classic guessing game! Can you guess who your opponent's mystery player is? Lock the slider on your favourite character and don't give yourself away, while you look for the right clues to be the first to score. Play current or classic football superstars. With 48 characters to choose from, make sure you ask the right Yes or No questions to discover who your opponent has chosen!



**Company name:** Smart Toys and Games  
**Stand number:** F42  
**Contact name:** Lisa Bryant  
**Telephone:** 01462 613002 | 07737431511  
**Email:** lisa@bumprr.co.uk  
**Product name:** Smart Games - IQ Love  
**Release date:** March 2022  
**Description:** IQ fans will fall head over heels with the new 2022 collection, as IQ Love is unveiled! Show your brain some love with these colourful gemstones. Can you fit all the pieces onto the game board? This travel friendly puzzle game comes with a double-sided game board and 120 challenges...for an extended relationship! All you need is love.






**Company name:** Tactic Games UK  
**Stand number:** F25  
**Contact name:** Vicki Marler-Hausen  
**Telephone:** 07733 336971  
**Email:** vicki@elmermarketing.co.uk  
**Product name:** Escape Run Alcatraz 2034  
**Release date:** October 2022  
**Description:** Getting out is only the beginning! Work together to escape but try to flee the island by yourself. You score points by escaping but more so by completing your secret mission by battling and fooling automated adversaries. In a twist to traditional escape room board games, you will need to use all your wits to succeed.



**Company name:** Tactic Games UK  
**Stand number:** F25  
**Contact name:** Vicki Marler-Hausen  
**Telephone:** 07733 336971  
**Email:** vicki@elmermarketing.co.uk  
**Product name:** Metro Domino London & New York  
**Release date:** February 2022  
**Description:** Can you connect the most stations? This is Dominoes with a Double-9 set. All the players want to open new stations along the open underground lines. Each station you open helps you toward victory! Who makes the best choices?



 <p>The image shows the box for the 'Seek &amp; Find Flowers &amp; Bugs' game. The box is colorful and features illustrations of various insects and flowers. It includes the text 'Seek &amp; Find Flowers &amp; Bugs', '4+', and 'Ever-changing game board'. Next to the box is a large, colorful puzzle piece representing the game board, which is covered in detailed illustrations of a garden scene with many small insects and flowers.</p>	<p><b>Company name:</b> Tactic Games UK  <b>Stand number:</b> F25  <b>Contact name:</b> Vicki Marler-Hausen  <b>Telephone:</b> 07733 336971  <b>Email:</b> vicki@elmermarketing.co.uk  <b>Product name:</b> Seek &amp; Find: Flowers &amp; Bugs  <b>Release date:</b> February 2022  <b>Description:</b> Seek &amp; Find Flowers and Bugs Welcome to the flower meadow, a great observational skills game for players aged 4+! Look for the little cute bugs shown on the cards and point them out on the game board. If you do it before the other players, you are rewarded with an animal figurine. The double-sided game board consists of giant puzzle pieces and is different every time.</p>
 <p>The image shows the box for the 'Frame Game'. The box is white with a blue and orange design and features the text 'FRAME GAME' and 'MATCH the pattern SLAP the card WIN the game!'. Next to the box are several colorful, square frame pieces in various colors (blue, green, yellow, purple) and sizes, along with a card showing a pattern of colored squares.</p>	<p><b>Company name:</b> Tree Toys UK Ltd  <b>Stand number:</b> UN1  <b>Contact name:</b> Pamela Quinn  <b>Telephone:</b> 07462 899786  <b>Email:</b> pamq@kinlea.com.au  <b>Product name:</b> Frame Game  <b>Release date:</b> 1/1/2022  <b>Description:</b> Flip a card and then race your opponents to match the pattern using the correct size and colour frames. Arrange face up or, when a black line appears on the card, be quick to build vertically. Arrange your frames to match the pattern and then be first to slap the card to score it. Score 10 cards first and win!</p>
 <p>The image shows the box for the board game 'Risk: The Game of Conquest - Peaky Blinders'. The box features a black and white illustration of a man in a flat cap and trench coat, likely Tommy Shelby, in a gritty, urban setting. The text on the box includes 'Risk', 'The Game of Conquest', and 'PEAKY BLINDERS'.</p>	<p><b>Company name:</b> Winning Moves  <b>Stand number:</b> F40  <b>Contact name:</b> Jack Probyn  <b>Telephone:</b> 020 3920 8164  <b>Email:</b> Jack.probyn@winningmoves.co.uk  <b>Product name:</b> Peaky Blinders RISK  <b>Release date:</b> March 2022  <b>Description:</b> An epic gangster family saga set in the lawless streets of Birmingham and beyond, Peaky Blinders tells the story of Tommy Shelby, a gangster raised in the slums of Small Heath who returns from the First World War determined to seek a better future for his family – whatever the cost.</p>

 <p>The image shows the 'Kaboom Blocks' game box, which is blue and yellow with the text 'TICK, TICK, TICK...' and 'KABOOM! BLOCKS'. Next to the box is a red base with a yellow dial and a white top holding a 3x3 grid of colorful blocks. Two more 3x3 grids of blocks are shown in front of the base.</p>	<p><b>Company name:</b> Tree Toys UK Ltd  <b>Stand number:</b> UN1  <b>Contact name:</b> Pamela Quinn  <b>Telephone:</b> 07462 899786  <b>Email:</b> pamq@kinlea.com.au  <b>Product name:</b> Kaboom Blocks  <b>Release date:</b> 1/1/2022  <b>Description:</b> Race to roll and place your blocks on the pattern card. Do it successfully and live to roll another day. Take too long, and the spring-loaded board may go KABOOM! Choose one of two ways to play. Race and roll to stop the board from popping or work together to fill the board before it goes KABOOM!</p>
 <p>The image shows the 'Super Mario WHOT!' game box. It features a yellow background with the 'SUPER MARIO' logo in large, colorful letters. A character resembling Mario is shown holding a card. The text 'WHOT!' is written in a stylized font at the bottom. The box also mentions 'The original British favourite!' and 'Match the characters and be the first to get rid of your hand in this Super Mario card game!'.</p>	<p><b>Company name:</b> Winning Moves  <b>Stand number:</b> F40  <b>Contact name:</b> Jack Probyn  <b>Telephone:</b> 020 3920 8164  <b>Email:</b> Jack.probyn@winningmoves.co.uk  <b>Product name:</b> Super Mario WHOT!  <b>Release date:</b> April 2022  <b>Description:</b> That there are so many different versions of the "match and get rid of your cards" format is testament to WHOT!'s enduring appeal. In WHOT! Players have to match the shapes or numbers to get rid of their cards. Play it anywhere except in the library!</p>
 <p>The image shows the 'One Trick Pony' game box. It features a cartoon horse character in a blue shirt and red hat, holding a lasso. The text 'ONE TRICK PONY' is at the top. Below the horse, it says 'Avoid his lasso and bring home the bacon!'. The Goliath logo is at the bottom right.</p>	<p><b>Company name:</b> Vivid Goliath Group  <b>Stand number:</b> B70  <b>Contact name:</b> Emma Weber  <b>Telephone:</b> 01483 449944  <b>Email:</b> e.weber@goliathgroup.com  <b>Product name:</b> One Trick Pony  <b>Release date:</b> July 2022  <b>Description:</b> Yee-hawww! Nobody can steal my animals, I dare you! This lasso-in' horse thinks he's the best in the west - but can you beat his best? Take it in turns to carefully reach your hand through the pony's spinning lasso to see if you can take his animals that are grazing behind them. Be careful though, you don't want to get caught by the lasso. Are you quicker than the lasso of One Trick Pony?</p>

Licensed



**Company name:** Basic Fun! UK  
**Stand number:** D11  
**Contact name:** Claire Tharratt  
**Telephone:** 01327 227010 / 07580 086544  
**Email:** Claire@evolution-pr.co.uk  
**Product name:** Tonka Mighty Dump Truck 75 Years Gold Edition  
**Release date:** July 22  
**Description:** With Tonka celebrating its 75th anniversary this year, Basic Fun! is launching two Special Edition Mighty Tonka Trucks to mark the occasion, including the commemorative Mighty Dump Truck 75 Years Gold Edition. With the iconic Mighty Dump Truck at the heart of the Tonka brand, this gold painted Mighty Dump Truck, which bears a 75th anniversary logo, seemed a fitting tribute! Made with real steel and a movable dump bed, and packaged in special edition packaging, with the brand's story synopsis detailed on the side, this is an item that will prove popular with kids and collectors alike.



**Company name:** Rainbow Designs Ltd  
**Stand number:** B21  
**Contact name:** Sam Reece  
**Telephone:** 01329 227300  
**Email:** sam@rainbowdesigns.co.uk  
**Product name:** The Adventures of Paddington Campervan  
**Release date:** Autumn 2022  
**Description:** Vroom Vroom! It's time to take Paddington on an adventure in his Campervan! Take off the roof to see who else is coming along for the picnic, it's Paddington's friend Jonathan! And when it's time for tea, set up the picnic table with the tea and cake, to make sure Paddington and his friends have the best day out! The Paddington Campervan Set from Rainbow Designs offers space for four characters, as well as music and sounds, a removable roof for easy play and picnic accessories. Created to inspire imaginative play, little ones will love taking Paddington and his friend Jonathan on adventure-packed road trips in their Campervan!



**Company name:** Just Play UK  
**Stand number:** B60  
**Contact name:** Katie Gritt  
**Telephone:** ---  
**Email:** kgritt@justplayproducts.com  
**Product name:** Barbie Pets – Pet Dreamhouse Playset  
**Release date:** AW22  
**Description:** Now you can make your pocket-sized puppies right at home with the Barbie Pet Dreamhouse Playset! The Pet Dreamhouse Playset is beyond what any pet could dream of and includes ample accessories. The house is perfect for two-sided play and features a slide, a swing, and a working elevator to get pets from the first to second floor. This playset gives Barbie’s pets a Dreamhouse of their own!






**Company name:** Casdon  
**Stand number:** E30  
**Contact name:** Eleanor Connolly  
**Telephone:** ---  
**Email:** eleanor@casdon.com  
**Product name:** Joseph Joseph Bake  
**Release date:** AW22  
**Description:** This colourful Joseph Joseph Bake Set features four interlocking measuring cups, a large mixing bowl, twist whisk, egg spatula and ergonomic rolling pin. With so much to play with, budding bakers can take to the kitchen ready to roll, measure and stir up a storm.



**Company name:** Just Play UK  
**Stand number:** B60  
**Contact name:** Katie Gritt  
**Telephone:** ---  
**Email:** kgritt@justplayproducts.com  
**Product name:** Ryan's World Ryan's Claw Machine  
**Release date:** AW22  
**Description:** Use the claw to grab 6 Mystery Egg capsules. Find the key to unlock the first hidden compartment. Then use the gold key to unlock more secret surprises. Use the hammer to smash and reveal buildable Combo Robot. So many surprises, including crunchy slime, surprise figures and so much more!



**Company name:** University Games Ltd  
**Stand number:** E50  
**Contact name:** Jane Slatter  
**Telephone:** 07736 819341  
**Email:** janeslatter@ugames.uk.com  
**Product name:** Star Wars Millennium Falcon  
**Release date:** March 2022  
**Description:** Now Star Wars fans can create their very own Millennium Falcon! This superbly detailed 216-piece 3D puzzle makes the ultimate gift for any Star Wars fan. Despite her humble origins and shabby exterior, the ship that made the Kessel Run in less than 12 parsecs has played a role in some of the greatest victories of the Rebel Alliance and the New Republic. The superbly detailed Millennium Falcon model, suitable for age 8 years and over, measures 24.8 x 47.8 x 34.8 cm and can be assembled with no need for scissors and a fun puzzle challenge for any Star Wars fan!

	<p><b>Company name:</b> Bandai  <b>Stand number:</b> N17  <b>Contact name:</b> Claire Down  <b>Telephone:</b> 07786430077  <b>Email:</b> Claire@playtimepr.com  <b>Product name:</b> CoComelon Musical Family Car  <b>Release date:</b> May 2022  <b>Description:</b> Buckle up and get ready for a playtime adventure with JJ and the CoComelon Musical Family Car! The colourful vehicle with fun sounds and music is sure to grab little one's attention!</p>
	<p><b>Company name:</b> Just Play UK  <b>Stand number:</b> B60  <b>Contact name:</b> Katie Gritt  <b>Telephone:</b> ---  <b>Email:</b> kgritt@justplayproducts.com  <b>Product name:</b> Disney Princess - Tiana Styling Head  <b>Release date:</b> AW22  <b>Description:</b> Our beautiful Disney Princess Tiana styling head with natural feeling hair play and accessories is perfect for creating hours of hair play and inspiring creativity.</p>
	<p><b>Company name:</b> Casdon  <b>Stand number:</b> E30  <b>Contact name:</b> Eleanor Connolly  <b>Telephone:</b> ---  <b>Email:</b> eleanor@casdon.com  <b>Product name:</b> Dyson Supersonic &amp; Corrale Deluxe Styling Set  <b>Release date:</b> AW22  <b>Description:</b> This dynamic duo includes miniature versions of the Dyson Supersonic Hairdryer and Dyson Corrale Straighteners - perfect for mini-me styling sessions.</p> <p>Featuring a range of enticing features to keep your little ones occupied for hours, the set comes complete with 2 interchangeable nozzles, a barrel brush and detangling comb.</p>



**Company name:** Simba Smoby Toys UK

**Stand number:** B50

**Contact name:** Ellie Bates

**Telephone:** 01327 227010

**Email:** Ellie@evolution-pr.co.uk

**Product name:** Fast & Furious RC Dodge Charger 1:16

**Release date:** Jan 22

**Description:** Jada Toys' Hollywood Rides range celebrates the best in action film merchandising with scaled replicas of the most memorable wheels. There is plenty of newness within the Fast & Furious die-cast collection for SS22! With a fleet of popular cars from the eight-film, multi-billion-dollar franchise already available to collect, fans will be keen to add to their collections, with the impressive new RC 1:16 scale lines - Dom's Dodge Charger and Brian's Toyota.



**Company name:** Casdon

**Stand number:** E30

**Contact name:** Eleanor Connolly

**Telephone:** ---

**Email:** eleanor@casdon.com

**Product name:** Joseph Joseph Extend

**Release date:** AW22

**Description:** Designed and officially licensed to look just like the real thing, this Joseph Joseph Extend sink takes water play to the next level. Complete with a handy tray to capture small spills, water can be pumped from the bowl through the dispenser and back again for endless play! Includes cleantech brush, extend dish rack, cutlery, plates and bowls (which change colour when added to water).



**Company name:** ToyTopic  
**Stand number:** G94  
**Contact name:** Ashley Holman  
**Telephone:** 07775903223  
**Email:** ashley@toytopicgroup.com  
**Product name:** Baby Shark Mix & Match Swimmer  
**Release date:** Spring 2022  
**Description:** Wind up Baby Shark to make him swim. Add accessories to complete his look – 9 different ones to choose from. Mix him, match him & make him swim. Includes: 9 accessories, Baby Shark Swimmer & mesh storage bag.



**Company name:** Gibsons  
**Stand number:** E15  
**Contact name:** Rebecca Hersee  
**Telephone:** 020 8661 8866  
**Email:** rebecca@gibsonsgames.co.uk  
**Product name:** Adventures on the London Underground jigsaw puzzle  
**Release date:** January 2022 London Toy Fair  
**Description:** Adventures on the London Underground is one of three new jigsaw puzzles launching in the Little Gibsons collection for children. It is also the latest addition to the Gibsons Transport for London franchise. The 250-piece puzzle comes with extra-large pieces, ideal for little hands. The design is a colourful London Underground map, where the stations are animated with fun illustrations of iconic venues and things to see and do, ideal for encouraging children's curiosity and helping them learn about the capital city.





**Company name:** Wind Designs  
**Stand number:** H52  
**Contact name:** Phil Jones  
**Telephone:** 01353724140  
**Email:** phil@wind-designs.com  
**Product name:** Nerf Lock & Load Case  
**Release date:** Spring 2022  
**Description:** Soft transport case gets you and all your gear to the battle in style. Top section features mesh pockets to store ammo clips and BUNKR's. Bottom section has adjustable Velcro straps to securely transport your blasters. Integrated dual handles and shoulder strap. Features elastic loops on the outside for quick ammo access. Item dims – 10 x 45 x 22cm. Packaged in an open face colour box. BKN-3425.

### Outdoor



**Company name:** ToyTopic  
**Stand number:** G94  
**Contact name:** Ashley Holman  
**Telephone:** 07775903223  
**Email:** ashley@toytopicgroup.com  
**Product name:** Twister Splash  
**Release date:** Summer 2022  
**Description:** Play the classic Twister game while being DRENCHED!

#### GAME RULES

- Sprinkler connects to the mat, so each colour spot has a hole which sprays a little water.
- As you play and block water access on one colour, the water pressure will redirect to others for more soaking fun!
- The last player standing wins!
- Comes with supersized inflatable splash pad format 63 X 94 in with twice the spots, spinning wheel and hose connector.



**Company name:** MV Sports & Leisure  
**Stand number:** E75  
**Contact name:** Charlie Howarth  
**Telephone:** 01217488065  
**Email:** charlie.howarth@mvsports.com  
**Product name:** Batmobile Deluxe Pop-up Tent  
**Release date:** 1<sup>st</sup> January 2022

- Description:**
- Ideal for promoting imaginative play
  - Fully printed panels with authentic graphics and Batmobile shape
  - Durable 190T polyester material with steel wire structure
  - Integrated floor and closed top
  - Tie back doors for open play space or closed off hideaway
  - Instant assembly and fast breakdown
  - Comes with handy carry bag for compact transportation and storage
  - Built dimensions H70 x W68 x L120cm
  - Water and UV resistant suitable for indoor and outdoor use



**Company name:** MV Sports & Leisure  
**Stand number:** E75  
**Contact name:** Charlie Howarth  
**Telephone:** 01217488065  
**Email:** charlie.howarth@mvsports.com  
**Product name:** Bluey Switch-it Multi-character Tri-scooter  
**Release date:** 1<sup>st</sup> January 2022

- Description:**
- Includes 4 plaques with 4 designs so you can choose which character to have on the scooter plaque
  - Sturdy three wheeled scooter giving extra stability to beginners.
  - Puncture proof tyres.
  - Adjustable handlebar height 63.5-69cm
  - Fully printed anti-slip footplate with smooth sides
  - Comfortable moulded handlebar grips
  - Clamp cover



**Company name:** MV Sports & Leisure  
**Stand number:** E75  
**Contact name:** Charlie Howarth  
**Telephone:** 01217488065  
**Email:** charlie.howarth@mvsports.com  
**Product name:** CoCoMelon Interactive School Bus Ride-on  
**Release date:** 1<sup>st</sup> January 2022  
**Description:**

- 36 interactive buttons to help kids learn the ABC's and 123's
- Features 5 authentic CoCoMelon songs
- Interactive stop sign and horn
- Under seat storage
- Anti-tip feature
- Rear handle for use as a walker
- Built dimensions 54.4x35.4x24cm
- Maximum user weight 25k



**Company name:** MV Sports & Leisure  
**Stand number:** E75  
**Contact name:** Charlie Howarth  
**Telephone:** 01217488065  
**Email:** charlie.howarth@mvsports.com  
**Product name:** Spider-man 6v Web Slinger Light-up Quad  
**Release date:** 1<sup>st</sup> January 2022  
**Description:**

- Comes with 5 x web discs which shoot from quad
- Working headlight
- Iconic decals and moulded features
- Easy to use foot operated pedal controls
- Forward and reverse gears
- Chunky deep tread tyres for stability and grip
- Comfort moulded handlebar grips
- Maximum speed 2.5km/h
- 6v battery and charger included
- Estimated playtime 60 minutes
- Built dimensions 65 x 39.5 x 46.5cm
- Maximum user weight 25kg



**Company name:** TKC Sales  
**Stand number:** E90  
**Contact name:** Simon Valins  
**Telephone:** 07941 369745  
**Email:** simonvalins@gmail.com  
**Product name:** Stomp Racers™  
**Release date:** January 2022

**Description:** The next generation of STEM-inspired toys from Stomp Rocket® is the exciting new Stomp Racers™. They work indoors and out, are easy to assemble and do not require any technology, batteries or fuels. It is the perfect opportunity to take a break from screens and enjoy hours of play while learning scientific concepts. Jump on the pressure pad and the Stomp Racer will whizz through the air. Hit the ramp at full speed and lift off the racers to witness sensational jumps and stunts. Each set includes a Stomp Launcher, race car and ramp, plus stickers for customising your car.



**Company name:** UNITED WHEELS UK LTD  
**Stand number:** B90  
**Contact name:** Azaria Ltd  
**Telephone:** 01604 217 000  
**Email:** Emma.waterfield@azariapr.co.uk  
**Product name:** Huffy Spider-Man 16" Bike  
**Release date:** 1<sup>st</sup> January 2022

**Description:** A new bike with training wheels is exciting for everyone. Huffy includes wide training wheels for added stability. It won't be long until it's time to put the training wheels aside! These bikes make BIG memories. Action-packed Marvel Spider-Man graphics, plus matching handlebar plaque  
 Marvel Spider-Man pattern on web accents add to the look  
 Quick and easy assembly means it's ready to ride in minutes  
 Durable steel frame and chainguard dazzle with fun graphics  
 Padded seat, wide training wheels, easy-to-use coaster brake



**Company name:** Wilton Bradley  
**Stand number:** E89 - E98  
**Contact name:** Anna Howard  
**Telephone:** 01626 835400  
**Email:** anna.howard@wiltonbradley.com  
**Product name:** Playhouse Waterwall  
**Release date:** 15<sup>th</sup> December 2021  
**Description:** Water Wall is a must have for households with imaginative toddlers. Teaching kids about gravity, angles and water flow, this wall is packed with limitless combinations for them to enjoy a different creation every time they move the pieces.



With a multitude of modular accessories included, kids can have fun creating their own water flows and seeing their problem-solving skills come to life as they pour water from the top.

This weather resistant Water Wall can be used outdoors or indoors thanks to the included bucket which catches the water when it reaches the bottom.

### Plush



**Company name:** Golden Bear  
**Stand number:** E69  
**Contact name:** Mary Bobroff  
**Telephone:** 07968996782  
**Email:** mary@playtimepr.com  
**Product name:** Curlimals  
**Release date:** July 2021  
**Description:** These cute woodland creatures come in three colour-ways. Each has its own unique sounds to reflect their personality. A gentle stroke on the head will awaken each Curlimal. Initially a little shy, the Curlimals respond with more attention and uncurl, ready to play. The characters will then giggle sing, hum...and burp. Stroke the top of their nose to hear cute sneezing and tickle their tummy to make them belly-laugh! When they are tired and ready to nap, Curlimals will uniquely curl up into a sleepy ball in your hand and begin to softly snore.

	<p><b>Company name:</b> Jazwares  <b>Stand number:</b> N8  <b>Contact name:</b> Alexandra Painter  <b>Telephone:</b> 07765174386  <b>Email:</b> apainter@jazwares.com  <b>Product name:</b> Squishville by Original – Sweet Tooth Squad 6 Pack  <b>Release date:</b> Feb 2022  <b>Description:</b> Call your Sweet Tooth Squad and get ready to squish into the Squishville plush world. This adorable dessert themed 6-pack assortment features your favourite Squishmallows plush characters in a 2-inch size. The Sweet Tooth Squad includes 6 Squishmallows characters, 2 of which are a mystery from a different squad. With vehicles, playsets, and your favourite characters, the Squishville plush toy world is bursting with personality.</p>
	<p><b>Company name:</b> Keel Toys  <b>Stand number:</b> F10  <b>Contact name:</b> Patrick Downs  <b>Telephone:</b> 01233 506363  <b>Email:</b> Patrick.downs@keeltoys.com  <b>Product name:</b> Keeleco Adoptable World  <b>Release date:</b> January 2022  <b>Description:</b> In just two years after launching Keeleco, Keel Toys now offer a complete sustainable soft toy solution. Starting with Traditional and Nursery toys and now launching the First Fashion range of eco soft toys with Adoptable World!</p> <p>With happy expressions and wide expressive eyes, the collection of 12 characters in two sizes (16cm and 25cm) simply beg to be picked up and adopted by a loving new owner. The luggage label feature on the toy and supporting point of sale depicts sustainable world travel by sailing boat, hot air balloon and bicycle.</p> <p>Soft Toys that do not cost the earth.</p>



**Company name:** Posh Paws International  
**Stand number:** D90  
**Contact name:** Steven Russell  
**Telephone:** +44(0) 1268 567317  
**Email:** ---  
**Product name:** BBC Earth Woodland Animals Soft Toys

**Release date:** 01.01.2022  
**Description:** The BBC Earth Woodland Animals collection is new to Posh Paws premium gifting range and fans can now cuddle up to the beautiful: European Rabbit, Fallow Deer, Barn Owl, Red Squirrel and adorable little Fox.

Each animal shas been made using the highest quality fabrics and softest, eco-friendly stuffing, to ensure these toys have been made to last and can be loved for a lifetime. Each BBC Earth Woodland Animal soft toy measures approximately 25cm on its longest side.

Suitable from birth.



**Company name:** Posh Paws International  
**Stand number:** D90  
**Contact name:** Steven Russell  
**Telephone:** +44(0) 1268 567317  
**Email:** ---  
**Product name:** Gabby's Dollhouse Soft Toys  
**Release date:** 01.03.2022

**Description:** Gabby's Dollhouse is a brand new animated tv series that kids are loving and Posh Paws will be releasing a range of soft toys in 2022 that fans will love.

There are four brightly coloured soft toy characters to collect: Gabby, Pandi Paws, Cakey Cat and Kitty Fairy, that have all been made from the highest quality fabrics and softest stuffing to make them the perfect cuddle companions for young kids.

Each Jurassic World dinosaur soft toy measures approximately 25cm on its longest side.

Suitable from birth.



**Company name:** Posh Paws International  
**Stand number:** D90  
**Contact name:** Steven Russell  
**Telephone:** +44(0) 1268 567317  
**Email:** ---  
**Product name:** Jurassic World Dinosaur Egg Soft Toy Assortment  
**Release date:** 01.03.2022  
**Description:** Dinosaur fans will love opening these mini plastic dino eggs and playing with the super-soft and highly detailed Jurassic World dinosaur soft toy that is inside each an egg and waiting to hatch.

Inside each of the mini plastic dinosaur eggs is a cute and colourful 5" (18cm) Jurassic World dinosaur soft toy that children can cuddle up and play with when they open the egg. There are four Jurassic World dinosaurs to collect in this assortment: T-Rex, Raptor, Indominus Rex and Mosasaurus.

Each Jurassic World dinosaur soft toy measures approximately 18cm on its longest side.

Suitable from birth.








**Company name:** Posh Paws International  
**Stand number:** D90  
**Contact name:** Steven Russell  
**Telephone:** +44(0) 1268 567317  
**Email:** ---  
**Product name:** Swizzels Love Hearts Soft Toys  
**Release date:** 01.03.2022  
**Description:** New to Posh Paws popular licensed Swizzels Love Hearts gifting range is Steve the Sloth with his "Let's Hang Out" message and Kevin the Koala with his "You're Koality" message.

Both these adorable cuddly companions have been produced using luxury fabrics, the softest stuffing and finished with high-quality detailing that adds a loveable personality to these Love Hearts toys.



The Swizzels Love Hearts soft toy collection have been specially designed to help spread positivity and kindness with their fun and sentimental messages. Each soft toy measures approximately 20cm in height.



	<p><b>Company name:</b> Posh Paws International  <b>Stand number:</b> D90  <b>Contact name:</b> Steven Russell  <b>Telephone:</b> +44(0) 1268 567317  <b>Email:</b> ---  <b>Product name:</b> Swizzles Squashies Reversible Soft Toys  <b>Release date:</b> 01.06.2022  <b>Description:</b> Swizzles Squashies are the brand new reversible soft toys that let you flip your Drumstick buddies, to reveal a different colour combination and sad or happy emotion. Made from super-soft and squishy materials, these toys are great for fans of all ages and great to cuddle up with. There are four Drumstick Squashies to collect. Suitable for children from birth.</p>
	<p><b>Company name:</b> Bandai  <b>Stand number:</b> N17  <b>Contact name:</b> Claire Down  <b>Telephone:</b> 07786430077  <b>Email:</b> Claire@playtimepr.com  <b>Product name:</b> CoComelon Cody Doll  <b>Release date:</b> April 2022  <b>Description:</b> CoComelon fans can celebrate friendship this spring with the new 35cm 'My Friend Cody' plush doll – JJ's best friend from pre-school! Featuring a soft plush body with roto head, Cody wears his dinosaur t-shirt. Press his tummy to hear and sing along to the 'Cody's Special Dino Day' song, as well as six other iconic phrases!</p>
	<p><b>Company name:</b> Basic Fun! UK  <b>Stand number:</b> D11  <b>Contact name:</b> Claire Tharratt  <b>Telephone:</b> 01327 227010 / 07580 086544  <b>Email:</b> Claire@evolution-pr.co.uk  <b>Product name:</b> Care Bears I Care Bear  <b>Release date:</b> SS22  <b>Description:</b> With the Care Bears brand celebrating its 40th anniversary this year, New for 2022 is I Care Bear. Made from recyclable materials, I Care Bear is designed to resemble the earth. She is the perfect balance of colour – green for the land, blue for the water. And I Care Bear's belly badge is a nod to recycling and the environment, too.</p>

 <p>The image shows a plush Wildcat toy being styled with an airbrush. The Wildcat is white with colorful patterns in purple, blue, and yellow. A hand is using a blue airbrush to apply purple paint to its head. Next to the Wildcat are four colored markers (purple, blue, yellow, black) and several stencil patterns, including one with a lightning bolt and another with a paw print. The logo 'Airbrush Plush' is in the top left corner.</p>	<p><b>Company name:</b> Canal Toys UK  <b>Stand number:</b> F90  <b>Contact name:</b> Jenny Smith  <b>Telephone:</b> 07817983225  <b>Email:</b> jenny@adrenalinsolutions.co.uk  <b>Product name:</b> Airbrush Plush Wildcat  <b>Release date:</b> June 2022  <b>Description:</b> Give your Wildcat a jungle style makeover! Stick on the patterned stencils and style your 25cm high Wildcat toy with the pens and airbrush to get them ready to play. Simply wash-off the patterns when you want to style them again! Use your imagination and let the fun begin with the battery-operated airbrush, select from 4 brightly coloured chalk-based markers and over 100 re-usable stencil patterns! Simply wash off and create new styles for your wonderful Wildcat again and again.</p>
 <p>The image shows a plush Mickey Mouse toy. Mickey is wearing a red and white striped long-sleeved shirt, blue shorts, and yellow shoes with white laces. He has his hands raised to his ears, mimicking the 'Head, Shoulders, Knees and Toes' nursery rhyme.</p>	<p><b>Company name:</b> Just Play UK  <b>Stand number:</b> B60  <b>Contact name:</b> Katie Gritt  <b>Telephone:</b> ---  <b>Email:</b> kgritt@justplayproducts.com  <b>Product name:</b> Mickey Mouse – Mickey Head, Shoulders, Knees and Toes  <b>Release date:</b> AW22  <b>Description:</b> This singing Mickey feature plush teaches children the popular nursery rhyme 'Head, Shoulders, Knees and Toes' as Mickey does the actions to the song.</p>

**Preschool Toys**

	<p><b>Company name:</b> Golden Bear  <b>Stand number:</b> E69  <b>Contact name:</b> Mary Bobroff  <b>Telephone:</b> 07968996782  <b>Email:</b> mary@playtimepr.com  <b>Product name:</b> Bing &amp; Biteysaurus  <b>Release date:</b> July 2022  <b>Description:</b> It's a Bing thing!" It certainly is a Bing thing with this fantastic Biteysaurus Bing! The ever-popular Bing's a snuggly soft delight in his Biteysaurus costume! Here, Bing wears snug green pyjamas, removable mask and slippers to look like his toy dinosaur, Biteysaurus. But there's more to this than meets the eye!</p>
 <p>Push-along Fun!</p> <p>2 Modes: Learning &amp; Music</p> <p>Press STOP Sign to release tokens!</p>	<p><b>Company name:</b> Just Play UK  <b>Stand number:</b> B60  <b>Contact name:</b> Katie Gritt  <b>Telephone:</b> ---  <b>Email:</b> kgritt@justplayproducts.com  <b>Product name:</b> CocoMelon Learning Adventure Bus  <b>Release date:</b> AW22  <b>Description:</b> The CocoMelon Learning Adventure Bus helps little ones learn through play with songs and themes from the popular pre-school show. With lights and sounds to teach numbers, colours and songs as well as encouraging children as they learn to stand and walk with the push along design.</p>



**Company name:** Just Play UK  
**Stand number:** B60  
**Contact name:** Katie Gritt  
**Telephone:** ---  
**Email:** kgritt@justplayproducts.com  
**Product name:** Mickey Mouse – Mickey’s Funhouse Backpack  
**Release date:** AW22  
**Description:** No adventure is too big with the Mickey Mouse Funhouse Adventures Backpack. Featuring Mickey Mouse’s signature ears and communicator attachment, this backpack looks just like the one from the Disney Junior series and has everything pre-schoolers need for a fun adventure! Kids will love using the play compass and binoculars to lead them on their fantastical journey! This adventurous role play set also comes with a multi-tool with four sliding attachments, including a pretend knife, pretend magnifying glass, ruler, and key. Press the button on the communicator for lights, sounds, and fun Mickey Mouse phrases! When the adventure is over, kids can open the backpack to store all the accessories.



**Company name:** Just Play UK  
**Stand number:** B60  
**Contact name:** Katie Gritt  
**Telephone:** ---  
**Email:** kgritt@justplayproducts.com  
**Product name:** Mickey Mouse – Mickey’s ‘Funny the Funhouse’ playset  
**Release date:** AW22  
**Description:** Kids can create their own exciting adventures with the Funny the Funhouse Playset from the Disney Junior series Mickey Mouse Funhouse! This lights and sounds playset has everything little fans need to recreate imaginative adventures and includes Mickey Mouse and Donald Duck figures!



**Company name:** Just Play UK  
**Stand number:** B60  
**Contact name:** Katie Gritt  
**Telephone:** ---  
**Email:** kgritt@justplayproducts.com  
**Product name:** Minnie Mouse – Minnie Fabulous Fashion Doll  
**Release date:** AW22  
**Description:** Little fashionistas know that Disney Minnie Mouse has a style of her own. With the Disney Junior Minnie Mouse Fabulous Fashion Doll Sweet Party set, kids can dress Minnie Mouse for a celebration! This 6-inch-tall poseable Minnie Mouse doll comes with 3 dresses and a variety of accessories. Her outfits are easy to put on and take off, so little ones can have fun trying out different combinations.



**Company name:** Simba Smoby Toys UK  
**Stand number:** B50  
**Contact name:** Ellie Bates  
**Telephone:** 01327 227010  
**Email:** Ellie@evolution-pr.co.uk  
**Product name:** Smoby Sweet Corner Playhouse  
**Release date:** SS22  
**Description:** The company's trusted Smoby brand is a one-stop shop for tots, with its large collection of playhouses, ride-ons, outdoor activity toys, and more! New for 2022 is Smoby's Sweet Corner Playhouse. This themed set looks just like an ice cream parlour and comes packed with fun features to make roleplay as realistic as possible. This set up comes complete with a "Sweety Corner" sign with sprinkles, as well as a sliding exterior sign to draw up the menu. Customers will be invited to place their orders at the window; then kids can pretend play at preparing and serving their treats.



**Company name:** Character Options  
**Stand number:** N16  
**Contact name:** Michele Bates  
**Telephone:** 01327 227010 / 07725 616059  
**Email:** Michele@evolution-pr.co.uk  
**Product name:** Peppa Weebles  
**Release date:** SS22  
**Description:** A classic return in 2022 with Peppa Weebles. There will be eight cute wobbly characters to collect in series one, as well as two-figure packs, a four-figure pack that comes with Peppa and Friends, and the feature-packed Cute Wobbly House Playset, where the Weebles can wobble up the stairs, across the wobbly floor and down the slide, before spinning around on the roundabout and swinging on the swing! There are also some cute vehicle sets that will be must-haves for any Peppa fan. There is the Push-along Wobbly Car and the Pull-Along Wobbly Train.



**Company name:** Golden Bear Products  
**Stand number:** E69  
**Contact name:** Mary Bobroff  
**Telephone:** 07968996782  
**Email:** mary@playtimepr.com  
**Product name:** Transforming Duggee Space Rocket  
**Release date:** AW22  
**Description:** 3-2-1- Blast off on an outer space adventure with Duggee and the squirrels. This amazing 2 in 1 transforming toy sees astronaut Duggee magically transform into a space rocket with loads of fun features and surprises. Slide the hatch and Duggee appears in his spaceman outfit ready to drive the spaceship. There are silly space sounds from the show as well as the new psychedelic 'space song!' Press the button on the handle and the Squirrels will count you down to blast off as the jets light up, little ones will have hours of fun roleplaying flying the rocket!



**Company name:** H Grossman Ltd  
**Stand number:** E49  
**Contact name:** Julie Pittilla  
**Telephone:** 07860 542559  
**Email:** juliep@pittillapr.co.uk  
**Product name:** BB JUNIOR DRIVE N ROCK FIRE TRUCK WITH KEYBOARD  
**Release date:** 2022  
**Description:** Fire truck vehicle with a detachable ladder section that becomes a keyboard. Push the vehicle around and it rolls on its wheels, making vehicle sounds whenever the buttons on its back are pressed. Remove the back section however, and it becomes an instrument that mimics and makes sounds just like the real thing. Part of the BB Junior range of toy cars, vehicles and playsets.



**Company name:** H Grossman Ltd  
**Stand number:** E49  
**Contact name:** Julie Pittilla  
**Telephone:** 07860 542559  
**Email:** juliep@pittillapr.co.uk  
**Product name:** DINOSAUR LARGE HEAD T-REX TUB  
**Release date:** Toy Fair  
**Description:** Large tyrannosaurus rex dinosaur head that also acts as a storage tub. This impressive bust looks like a fantastic display piece, showing off a detailed t-rex baring its teeth. Flip it over and pop off the lid to find a stash of six assorted dinosaur figures.





**Company name:** Rainbow Designs Ltd  
**Stand number:** B21  
**Contact name:** Sam Reece  
**Telephone:** 01329 227300  
**Email:** sam@rainbowdesigns.co.uk  
**Product name:** Elmer Wooden Balance Toy  
**Release date:** Autumn 2022  
**Description:** Wibble wobble, wibble wobble! Little ones will have lots of fun with this colourful Elmer Balance Toy, trying to balance Elmer the Patchwork Elephant and his animal friends on the vibrantly, wooden moon, and giggling away when they all come tumbling down! Featuring David McKee's funny and cheerful elephant, Elmer, who celebrates everyone's differences, this high-quality wooden toy encourages social interaction and learning through play as well as helping to develop their hand eye coordination and fine motor skills. Suitable for age 2 years and over.



**Company name:** Rainbow Designs Ltd  
**Stand number:** B21  
**Contact name:** Sam Reece  
**Telephone:** 01329 227300  
**Email:** sam@rainbowdesigns.co.uk  
**Product name:** Peter Rabbit Once Upon a Time Wooden Pullalong Toy  
**Release date:** Spring 2022  
**Description:** Hop along little bunnies! It's play time with this beautiful new Peter Rabbit and Flopsy Bunny Wooden Pullalong Toy from Rainbow Designs! Created from FSC wood and featuring the beautiful Beatrix Potter illustrations, this bright and colourful pullalong toy, recreates the much-loved Beatrix Potter story of Peter Rabbit and his sister, Flopsy Bunny. The Wooden Pullalong promotes coordination and aids the development of fine motor skills as well as encouraging those first steps. Little ones will have plenty of fun taking this duo for a walk and watching to see if Peter and Flopsy can keep their balance too!



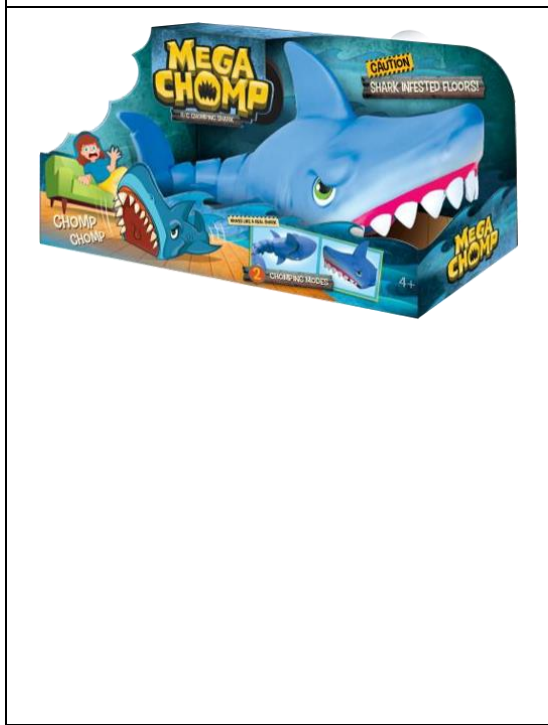
**Robots & Tech Toys**

	<p><b>Company name:</b> Character Options  <b>Stand number:</b> N16  <b>Contact name:</b> Michele Bates  <b>Telephone:</b> 01327 227010 / 07725 616059  <b>Email:</b> Michele@evolution-pr.co.uk  <b>Product name:</b> SpyBots T.R.I.P  <b>Release date:</b> AW22  <b>Description:</b> Introducing SpyBots, the hi-tech security robots that give kids the tech power to create a space where they're in control! Combining fantasy play with simple tech, kids can become secret spies with the help of the SpyBots Cybernetic Security Robots! T.R.I.P.'s invisible motion sensors provide 24/7 room security! Power up T.R.I.P. and he projects his security logo on the wall, warning trespassers that the area is under the protection of Spybots! Trip the invisible beam and trigger a screeching alarm and flashing lights. T.R.I.P. will even chase down the trespasser! T.R.I.P. is one of three Spybots Cybernetic Security Robots.</p>
	<p><b>Company name:</b> Mookie Toys  <b>Stand number:</b> N10  <b>Contact name:</b> Christina Aikman  <b>Telephone:</b> 01525722722  <b>Email:</b> Christina.Aikman@Mookie.co.uk  <b>Product name:</b> Silvelrit, Biopod Inmotion Battle  <b>Release date:</b> AW22  <b>Description:</b> Biopod InMotion Battle is an electronic walking creature, ready to ROAR and come to life when released from its mega pod! Hidden inside a mega pod, piece him together to discover the frightening creature inside. Including articulated joints, LED eyes, rumbling sound effects and gesture control.</p>

	<p><b>Company name:</b> Mookie Toys  <b>Stand number:</b> N10  <b>Contact name:</b> Christina Aikman  <b>Telephone:</b> 01525722722  <b>Email:</b> <a href="mailto:Christina.Aikman@Mookie.co.uk">Christina.Aikman@Mookie.co.uk</a>  <b>Product name:</b> Silverlit Tooko Bumper Car  <b>Release date:</b> AW22  <b>Description:</b> The fair ground will come straight to your house with the Tooko My First Bumper Car! With an easy-to-use remote control whizz the Bumper Car anywhere and everywhere. If your driving skills aren't the best, do not worry, when your bumper hits any obstacle, it will simply spin away! Also featuring a bump and eject effect as well as lights this is the ultimate first remote-control toy.</p>
	<p><b>Company name:</b> Ravensburger  <b>Stand number:</b> N13  <b>Contact name:</b> Cornee Marlow  <b>Telephone:</b> 07796240634  <b>Email:</b> <a href="mailto:cornee.marlow@ravensburger.com">cornee.marlow@ravensburger.com</a>  <b>Product name:</b> GraviTrax C  <b>Release date:</b> September 2022  <b>Description:</b> GraviTrax C is all about connecting. GraviTrax is an interactive marble run that allows players to design and construct tracks whilst experimenting with gravity, magnetism and physics. Each of the GraviTrax C Extensions has an electronic element that allows you to communicate with your GraviTrax track and control the course that your marbles will take. Learn the basics of coding as you can communicate on the red, blue and green channels. With this STEM construction toy, you can now discover the world of programming and gravity in a playful way!</p>



**Company name:** Redlands Distribution  
**Stand number:** F72  
**Contact name:** Mark Handley  
**Telephone:** 07927552423  
**Email:** mark.handley@redlandsdistribution.com  
**Product name:** Sharper Image RC Gravity Rover  
**Release date:** February 2022  
**Description:** Drive into the future and control the action! The RC Gravity Rover from Sharper Image is the ONLY ceiling climbing RC in the World. With gravity defying patent protected technology, downforce propellers, over-sized wheels, LED light effects and multi-directional operation, the RC Rover easily transitions from floor, to wall, to ceiling and back. While magical in the day time, the Gravity Rover also comes alive at night and unleashes lights that dance across the walls as you drive across vertical surfaces.



**Company name:** Skyrocket Toys UK  
**Stand number:** UL 140  
**Contact name:** Edel Siddle  
**Telephone:** 1489668442  
**Email:** edels@skyrockettoys.com  
**Product name:** Mega Chomp  
**Release date:** AW22  
**Description:** Just when families thought it was safe, Mega Chomp strikes from the depths of the living room. Beware of shark infested floors! Kids will have great fun plotting shark attacks and terrorising parents/siblings with this 16-inch RC shark! Mega Chomp can travel easily on land, moving his multi-segmented articulated tail and chomping his jaws in a hilariously realistic way that looks like he is swimming half-submerged in water! Place his jaw in the Mega Chomp position and this blue beast will snap shut on anything that crosses his path. He features multiple sound effects to ramp up the fun.



**Company name:** Skyrocket Toys UK  
**Stand number:** UL 140  
**Contact name:** Edel Siddle  
**Telephone:** 1489668442  
**Email:** edels@skyrockettoys.com  
**Product name:** Beastie Buds  
**Release date:** AW22  
**Description:** Beastie Buds are evolved from a warming world of environmental strife! This exotic, electronic species will arise from the dirt of his potted habitat for a delectable treat of bugs and slugs! This gross-out toy will delight kids as he chews and swallows his meal, washing it down with toxic waste! Tap them to wake them and pet them to keep them happy but rub the wrong way and they might bite! This savage beast can be soothed by his musical boom box; he'll dance to his tunes. Beastie Buds feature 50 sounds and reactions, with three styles to collect.



**Company name:** Skyrocket Toys UK  
**Stand number:** UL 140  
**Contact name:** Edel Siddle  
**Telephone:** 1489668442  
**Email:** edels@skyrockettoys.com  
**Product name:** My Fuzzy Friends: Winks the Sleepy Kitty  
**Release date:** AW22  
**Description:** Get ready to welcome Winks the Sleepy Kitty, the second pet to be added to the My Fuzzy Friends collection. This pussycat is the purr-fect addition to any family home. Super life-like, with tonnes of sounds and reactions, children can affectionately scratch and pet their feline friend to help him drift off to sleep. He features multiple touch sensors for plenty of interactive fun. Super soft and fluffy this cat is asking to be cuddled and cared for. With weighted paws he flops and rests anywhere he's placed.

	<p><b>Company name:</b> ToyTopic  <b>Stand number:</b> G94  <b>Contact name:</b> Ashley Holman  <b>Telephone:</b> 07775903223  <b>Email:</b> ashley@toytopicgroup.com  <b>Product name:</b> Got2Glow Fairy Finder  <b>Release date:</b> Spring 2022  <b>Description:</b> Catch the magic glow, with the Got2Glow Fairy Finder by WowWee! With 30+ virtual fairies to collect in this Fairy Finder jar and 100+ fairies to collect in total, finding fairies never ends! Search for fairies in your bedroom, in the kitchen, outside in the garden, and even upside down – there’s always a fairy around! The more you play with your Fairy Finder jar, the more fairies you will catch! Increase your chances of collecting ultra-rare fairies by playing games and bringing your jar to new locations! Grow your collection by trading fairies with friends!</p>
	<p><b>Company name:</b> Vivid Goliath Group  <b>Stand number:</b> B70  <b>Contact name:</b> Emma Weber  <b>Telephone:</b> 01483 449944  <b>Email:</b> e.weber@goliathgroup.com  <b>Product name:</b> Animagic Get Along Gecko  <b>Release date:</b> July 2022  <b>Description:</b> Get Along Gecko is your new hurrying, scurrying best friend who sits in the palm of your hand. Full of personality, he is a curious creature but a little shy to start with but very keen to learn! Play with your Gecko and his series of sensors and see him really start to come alive; his LED eyes express a number of emotions and there are over 50 sounds inside to discover! Enjoy his ability to walk over your palm, up your arm or running freestyle on the floor! There’s even a party mode to discover too, where he’ll show you all his skills and walk forwards, back, play music and this eyes flash though the various colours.</p>



**Company name:** Canal Toys UK  
**Stand number:** F90  
**Contact name:** Emily Harrison  
**Telephone:** 01904 379123  
**Email:** Emilyh@canaltoys.uk  
**Product name:** Photo Creator Instant Camera  
**Release date:** May 2022  
**Description:** Have hours of fun and get creative with photography! Find the angle, take the shot and customise your creations with the Photo Creator Instant Camera set. Snap up to 1000 pictures with friends, pets, family or just your favourite items! Let the creativity continue as you add special effects including borders and filters, then once you are happy with your fantastic picture print it out! Add even more finishing touches using the coloured markers and stickers to make your prints unique, then show-off those special memories. Decorate your room, scrapbook or noticeboard with your collection of fun photos.



**Company name:** Canal Toys UK  
**Stand number:** F90  
**Contact name:** Emily Harrison  
**Telephone:** 01904 379123  
**Email:** Emilyh@canaltoys.uk  
**Product name:** Studio Creator Video Maker Kit LED Deluxe  
**Release date:** February 2022  
**Description:** Transform your video content and design something bright, colourful and professional with the Studio Creator Video Maker LED Deluxe Kit. Create amazing videos with stylish, colourful backdrops using a range of fabulous accessories! Kit includes a remote controlled 5m strip of LED lights to add extra atmosphere to your background, a multi-mode colour LED ring light to create the right setting for your content, with over 8 colour modes and a 2x2m large green screen. Film from the perfect angle with built in phone holder and adjustable tripod. Use your favourite apps to edit and upload your video content.



**Company name:** Smart Toys and Games

**Stand number:** F42

**Contact name:** Karen Clarke

**Telephone:** 01903885669

**Email:** karen.clarke@smart.be

**Product name:** SmartMax - Roboflex

**Release date:** January 2022

**Description:** Who said robots aren't flexible? Get creative and make your own colourful, crazy robots. The new, flexible, extendable magnetic bars add an extra dimension to the SmartMax collection. Choose your parts, bend, extend, assemble, and play! Will your robot fly, jump, grab, wobble, or drive? The twelve-piece set including inspirational poster helps develop fine motor skills and stimulates fantasy. Roboflex works and can be combined with all other SmartMax sets. Are you ready to meet these flexible friends? Age 3+



**Company name:** Tonies

**Stand number:** C42

**Contact name:** Gemma Stokes

**Telephone:** 07791959113

**Email:** gemma.stokes@tonies.com

**Product name:** Toniebox by Tonies

**Release date:** AW22

**Description:** Toniebox, the screen free, portable audio speaker for children. Simply pop a Tonie figurine on top of the Toniebox to enjoy a whole new world of stories, music and educational content.

## STEM



**Company name:** Tree Toys UK Ltd

**Stand number:** UN1

**Contact name:** Pamela Quinn

**Telephone:** 07462 899786

**Email:** pamq@kinlea.com.au

**Product name:** Medical Science

**Release date:** 1/1/2022

**Description:** Explore incredible chemistry and biology of the human body with laboratory tools, chemicals, and full-colour step by step instructions for over 50 activities. Create colour-changing reactions in a test tube digestive system and see enzyme reactions in action. Make a blood typing simulation, disgusting fake snot, and DNA and protein extractions. Investigate the unique properties of water that make it essential for life, make realistic anatomical models, and experiment with muscles, bones, and sensory perception.



**Company name:** Trends UK

**Stand number:** H42

**Contact name:** Lindsay Hardy

**Telephone:** 07881925120

**Email:** lindsay@trendsuk.co.uk

**Product name:** Numberblocks Number Box

**Release date:** Summer 2022

**Description:** Numberblocks helps children to see how numbers work and allows them to master a new key maths skill with every adventure. Join the Numberblocks with 8 fun activities:- Meet the Numberblocks (1-10) insert a numberblock and find out some fun number facts. Let's play hide and seek! Find the correct numberblock and insert into the cube.

Numberblock is the top BAFTA\* award winning revolutionary maths brand created by Joe Elliot and made by Blue Zoo Animation Studios. It uses humour, music, inventive animation, delightful characters and engaging storylines to show children under the age of 6 how numbers really work.





**Company name:** Buena Onda Games  
**Stand number:** GH11  
**Contact name:** Dan Allen  
**Telephone:** 07504551441  
**Email:** danallen@buenaondagames.com  
**Product name:** MayaFlya  
**Release date:** UK October 2021  
**Description:** Brand new to the UK, having sold millions in the US for more than a decade, is the MayaFlya from Buena Onda Games. The versatile all cotton flying disc is handmade in Guatemala by Mayan artisans in a variety of colours under a strict Fair-Trade partnership and comes with a lifetime guarantee. Each crocheted disc has a colourful design, which looks great when it's flying through the air. The discs are soft so you can use them indoors too. Ideal for the garden, at the campsite or beach, as well as your living room this Christmas.



**Company name:** Buena Onda Games  
**Stand number:** GH11  
**Contact name:** Dan Allen  
**Telephone:** 07504551441  
**Email:** danallen@buenaondagames.com  
**Product name:** YippaYappa  
**Release date:** UK October 2021  
**Description:** The YippaYappa game set is handmade in Guatemala by Mayan artisans under a strict Fair-Trade partnership and comes with a lifetime guarantee. The YippaYappa is an environmentally friendly alternative to traditional throwing game sets, and contains a premium quality crocheted dump basket and two teams of 4 color-coded Peloties (mini sacks). The game can be played in more than 15 different ways (and even more with a child's imagination). Every purchase supports projects in Guatemala that help the Mayan people. The company's 'Play For Good' motto, really does mean something for the people who make these great products.



**Company name:** Paper Engine Ltd – Build Your Own  
**Stand number:** UL 191  
**Contact name:** Louise Clasby  
**Telephone:** 07977 263257  
**Email:** louise@paperengine.com  
**Product name:** Build Your Own-Mini Builds Series 2 (WWF/endangered species)  
**Release date:** 1 March 2022  
**Description:** Build Your Own’s new Endangered Animals Mini Builds are a set of four exciting eco-friendly kits that children will have great fun building with their grownups. Made from 100% sustainable cardboard and paper, once assembled these kits deliver maximum fun! Easy to build using slot-together techniques – there’s no glue, no mess, no fuss. Everything you need is provided in the kit. There are four endangered animals to collect – White Rhino, Snowy Owl, Mountain Gorilla and Hawksbill Turtle; each has a unique pull-tab action. Giving back to protect: For every kit purchased, Build Your Own will donate a percentage of the profit to the WWF to support their work.



**Company name:** Marvin’s Magic  
**Stand number:** H65  
**Contact name:** Lorraine Rosi  
**Telephone:** +441582849000  
**Email:** lorraine@marvinsmagic.co.uk  
**Product name:** Marvin’s Signature Magic Collection – 8 Magic Sets  
**Release date:** Easter 2022  
**Description:** Marvin’s Magic is proud to present a collectable range of tricks which cover the entire spectrum of magic principles. Guaranteed to impress - these ingenious tricks require little skill but never fail to astonish. Cool and sophisticated enough for teenagers and adults, each magic trick in the Signature Magic Collection bears the official recommendation from The Magic Circle, plus the packaging is a trick in itself! Tricks in this range include Lights From Anywhere, Miracle Magic Cards, Dynamic Coins, Impossible Coin Matrix, Vanishing Handkerchief, Svengali Magic Cards, Pen Through Banknote and the Deluxe Magic Wallet.



**Company name:** Toynamics UK & Ireland  
**Stand number:** E46  
**Contact name:** David Allan  
**Telephone:** 01164785231  
**Email:** david.allan@toynamics.co.uk  
**Product name:** Hape Learn with Lights Piano (Black)  
**Release date:** Toy Fair January 2022  
**Description:** This new play-along, 25-key electric piano comes with light-up keys for children to follow, so they learn how to play. It's great for encouraging creativity and building confidence in younger musicians, and preparing for advanced musical learning. The piano features 15 demo tunes; a smart play function - any key a child hits will play the correct note, so children can pretend to play along; and a record and playback function lets children hear what they've played! The electric piano can be used plugged into the mains or with batteries – and reverts to rest mode when not played.



**Company name:** University Games Ltd  
**Stand number:** E50  
**Contact name:** Jane Slatter  
**Telephone:** 07736 819341  
**Email:** janeslatter@ugames.uk.com  
**Product name:** Purple Cow Crazy Scientist LAB Young Survivor  
**Release date:** March 2022  
**Description:** Experiment and Learn with the Purple Cow Crazy Scientist LAB Young Survivor kit! This fun and educational kit will see budding young scientists learn how to distil and purify water, how to generate water from plants, light fire without matches as well as learn Morse Code and how to build a solar stove, a sundial and a compass! There are over a dozen experiments in this kit for youngsters, age 8 years and over, to become real researchers for a few hours and to experiment with their own private laboratory. The LAB Young Survivor Kit comes equipped with the necessary equipment and include a clear guide accompanied with photos of the processes as well as fascinating scientific explanations and facts.