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# the TOY FAIR

NEW TOYS FOR 2025



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BRITISH  
**toy & hobby**  
ASSOCIATION



IMAGE	COMPANY	DESCRIPTION
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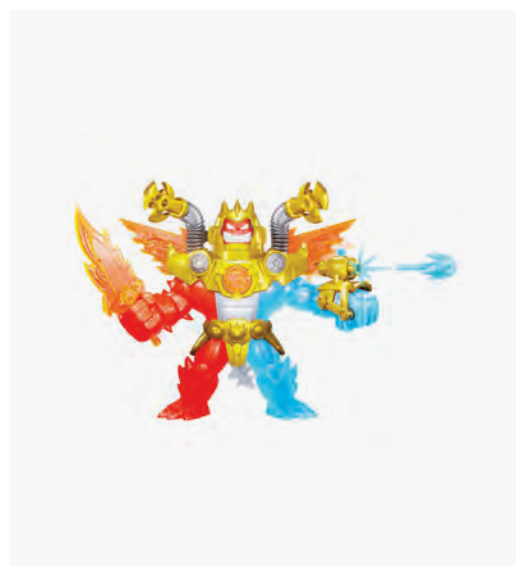


**BASIC FUN! UK**  
 Stand number: **D11**  
 Contact:  
[claire.t@evolution-pr.co.uk](mailto:claire.t@evolution-pr.co.uk)

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Product name: **Stretch Armstrong Next Generation Figure**  
 Launch date: **July 2025**  
 SKU number: **00104**  
 Price: **£16.99**

Get ready to Stretch the limits of what is possible. New generation Stretch Armstrong is coming! Based on the original figure that was launched in 1976, new gen Stretch Armstrong is a thoughtful blend of nostalgia and modern appeal. With the fun retro play pattern at its core, the new figure features an updated design that resonates with today's aesthetics, with hints of Anime caricature, over-sized and accentuated appendages, and an inviting and playful facial expression. This 7 inch figure comes with both arms out for "Try Me" style packaging.



**CHARACTER OPTIONS**  
 Stand number: **N16**  
 Contact:  
[michele@evolution-pr.co.uk](mailto:michele@evolution-pr.co.uk)

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Product name: **Heroes Of Goo Jit Zu Meteor Madness Gootron Supreme**  
 Launch date: **SS25**  
 SKU number: **43028**  
 Price: **£39.99**

It's official... Blazagon, Pantaro and Thrash have combined to become the ultimate hero... this Meteor Madness Gootron Supreme figure brings action stretched beyond all limits, programmed with more than 35 fun phrases! This all-new winged hero features a rotating triple head so kids can switch between heroes, as well as a triple goo body that's stretchy, squishy AND crunchy, with glucose, rheoscopic and pellet fillings. All this PLUS it's got three battle defences, with Blazagon's blazing sword, Pantaro's pop tube shuriken, and Trash's goo blaster!



**DONGGUAN RED COLOR NEW MATERIAL CO., LTD.**  
 Stand number: **GZ3**  
 Contact:  
[cherryshi2012@126.com](mailto:cherryshi2012@126.com)

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Product name: **Castle Figure with Crayon**  
 Launch date: **March 2025**  
 SKU number:  
**CASTLE-CRAY-2503**  
 Price: **TBC**

This is a fairytale castle figure that brings crayon together. It features various towers with roofs and walls, evoking a whimsical, storybook vibe. The design includes two individual towers and a grand castle facade with multiple turrets and a large central entrance. This castle figure will be part of our new product line, designed to bring kids a magical and creative experience to customers with a charming, hand-drawn aesthetic.




IMAGE	COMPANY	DESCRIPTION
 <p>The image shows the packaging for the 'Stargazy Pie' action figure. The box features the text 'STARGAZY PIE' in large, stylized letters at the top. Below the text are illustrations of two fish on the left and a pie with several fish on top in the center. At the bottom of the box, the Chinese characters '仰望星空派' are visible.</p>	<p><b>DONGGUAN RED COLOR NEW MATERIALS CO., LTD.</b>            Stand number: <b>GZ3</b>            Contact: <a href="mailto:cherryshi2012@126.com">cherryshi2012@126.com</a></p> <hr/> <p>Product name: <b>Stargazy Pie</b>            Launch date: <b>March 2025</b>            SKU number: <b>STAR-CRAY-2503</b>            Price: <b>TBC</b></p>	<p>This is a design of the classic British dish known as "Stargazy Pie." The design includes detailed fish in shades of gray and blue that represent crayons, altogether with the other elements comprised the product. This whimsical product captures the quirky charm of Stargazy Pie, blending cultural references with an inviting, hand-drawn aesthetic perfect for creative or educational use.</p>
 <p>The image shows the 'Piratix King Shark' action figure. It is a large, blue shark with a yellow and black striped pattern on its side. A pirate character is riding on its back. The figure is shown next to its packaging, which features the 'PIRATIX' logo and an illustration of the shark.</p>	<p><b>MAGICBOX UK</b>            Stand number: <b>E45</b>            Contact: <a href="mailto:Suzie@magicbox-toys.co.uk">Suzie@magicbox-toys.co.uk</a></p> <hr/> <p>Product name: <b>Piratix King Shark</b>            Launch date: <b>January 2025</b>            SKU number: <b>PPXSP112IN10</b>            Price: <b>£14.99</b></p>	<p>The king of the waters of Shark Island is the King Shark, and now you are the one who controls everything! Together with Captain Hermitt you will capture in a single bite all those who dare to enter your domain. He uses the power of King Shark, whose origin is from the King Shark's Treasure that he accidentally swallowed, to navigate the deep and treacherous waters of the island. Only with the treasure will you be able to free the unwary who have fallen into its jaws. May the Piratix spirit guide you!</p>
 <p>The image shows the 'Piratix Kraken Ship' action figure. It is a red pirate ship with a large, black, tentacle-like structure on the back. A pirate character is on the ship. The figure is shown next to its packaging, which features the 'PIRATIX' logo and an illustration of the ship.</p>	<p><b>MAGICBOX UK</b>            Stand number: <b>E45</b>            Contact: <a href="mailto:Suzie@magicbox-toys.co.uk">Suzie@magicbox-toys.co.uk</a></p> <hr/> <p>Product name: <b>Piratix Kraken Ship</b>            Launch date: <b>July 2025</b>            SKU number: <b>PPXSP112IN20</b>            Price: <b>£29.99</b></p>	<p>Legend has it that one of the legendary Piratix treasures was washed up on a sunken pirate ship where an octopus lived. It is said that the treasure's powers turned it into a gigantic Kraken that now controls the old ship at will. On the Kraken's ship you can use the treasure to aim and fire the cannon, open the prison to free the trapped Piratix and 'wake up' the Kraken, which will appear at the back of the ship, throwing all the treasure inside its mouth into the air. And it is between its jaws that you will find the Kraken's exclusive treasure, the one that so many have searched for without success, now it is yours! Use the catapult to hurl your Piratix rivals into his jaws – now the Kraken and his fearsome crew are your allies! You can take your Piratix collection on board and insert the coins into the various holders found throughout the ship.</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>SCHLEICH UK LTD</b>            Stand number: <b>Upper Level 175</b>            Contact:  <a href="mailto:emma.reader@schleich-s.com">emma.reader@schleich-s.com</a></p> <hr/> <p>Product name: <b>Horse Club Mobile Vet With Trailer</b>            Launch date: <b>March 2025</b>            SKU number: <b>42704</b>            Price: <b>£69.99</b></p>	<p>Oh dear, the Tennessee Walker foal has been injured. It's limping and needs to be examined urgently. It's so lucky that the mobile vet with her trailer is not far away. Mrs. Kramer arrives soon in her pick-up truck. The first thing she does is to take an X-ray. Luckily, nothing is broken. She puts some ointment on the leg and then carefully applies an adhesive bandage. As a reward, she holds out a carrot to the foal. There you go, at least it's eating! The little one will soon be completely healthy again.</p>
	<p><b>SCHLEICH UK LTD</b>            Stand number: <b>Upper Level 175</b>            Contact:  <a href="mailto:emma.reader@schleich-s.com">emma.reader@schleich-s.com</a></p> <hr/> <p>Product name: <b>Horse Club Open Stable "Little Horseshoe"</b>            Launch date: <b>March 2025</b>            SKU number: <b>42703</b>            Price: <b>£54.99</b></p>	<p>The Lakeside Open Stable "Little Horseshoe" can be folded up into a suitcase and taken anywhere. All the accessories, like the hay bales, the bundle of carrots or the finger comb can be safely stored in the extra compartment under the roof. The fence elements for the paddock are also located there. So nothing will get lost on the way.</p>
	<p><b>SCHLEICH UK LTD</b>            Stand number: <b>Upper Level 175</b>            Contact:  <a href="mailto:emma.reader@schleich-s.com">emma.reader@schleich-s.com</a></p> <hr/> <p>Product name: <b>Eldrador Frost Mammoth</b>            Launch date: <b>January 2025</b>            SKU number: <b>70829</b>            Price: <b>£15.99</b></p>	<p>The frost mammoth is an impressive sight. Its white-gray shaggy fur is adorned with shiny ice crystals that glisten in the sun. But it is the two huge tusks made of ice crystal that earn it the most respect. They are flexible and can lift up any attackers with ease. You don't want to make an enemy of the frost mammoth!</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>SCHLEICH UK LTD</b> Stand number: <b>Upper Level 175</b> Contact: <a href="mailto:emma.reader@schleich-s.com">emma.reader@schleich-s.com</a></p> <hr/> <p>Product name: <b>Eldrador Shadow Worm</b> Launch date: <b>January 2025</b> SKU number: <b>70830</b> Price: <b>£19.99</b></p>	<p>The shadow worm is a nasty creature. It has a long, fully mobile body. Its scaly carapace is covered all over with spiky crystals. It has fiery red eyes and a mouth filled with sharp teeth. Not exactly someone you'd want to invite to your birthday party!</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>BLADEZ TOYZ LTD</b>            Stand number: <b>E35</b>            Contact:  <a href="mailto:charlotte@bladeztoyz.co.uk">charlotte@bladeztoyz.co.uk</a></p> <hr/> <p>Product name: <b>Minecraft Maker Kitz – Make Your Own Torch</b>            Launch date: <b>June 2025</b>            SKU number: <b>MC30070</b>            Price: <b>£9.99</b></p>	<p>Light up the room with the Make Your Own Minecraft Torch! This hands-on project lets fans of all ages assemble their very own pixel perfect torch that lights up with an LED glow, capturing the iconic Minecraft look. Simply fold and lock each part together, then hook up on the wall to light the way. The Make Your Own Minecraft Torch can be used as a unique nightlight or accessory that brings the world of Minecraft to life. Combining creativity and engineering, this life sized Minecraft torch is the perfect addition to any Minecraft fan's room!</p>
	<p><b>BRAINSTORM LTD</b>            Stand number: <b>E79</b>            Contact:  <a href="mailto:dtiffany@brainstormltd.co.uk">dtiffany@brainstormltd.co.uk</a></p> <hr/> <p>Product name: <b>Toys Colour Your Own Stickers – Sea Creatures</b>            Launch date: <b>Toy Fair 2025</b>            SKU number: <b>E2098</b>            Price: <b>£6.00</b></p>	<p>Create your own colourful stickers! Colour over 55 sea creature shapes using the paint pens provided, leave overnight to dry, then personalise your things and decorate your room with these fun underwater designs. The pre-drawn lines are a great guide to paint these lovely stickers, grab a friend and create together, so much fun!</p>
	<p><b>BRAINSTORM LTD</b>            Stand number: <b>E79</b>            Contact:  <a href="mailto:dtiffany@brainstormltd.co.uk">dtiffany@brainstormltd.co.uk</a></p> <hr/> <p>Product name: <b>Water Art 10 Pack Sticker Set</b>            Launch date: <b>Toy Fair 2025</b>            SKU number: <b>WA1006</b>            Price: <b>£10.00</b></p>	<p>Make your own magical sticker creations with this unique water crafting activity. So fun and easy to do! Use the stencils or your own imagination to colour the ceramic spoon then simply dip into water and watch the magic happen. Place the sticker paper onto your design and remove. Once dry, cut around your creative designs and stick to your scrapbook, paper or even diary! This fun sensory toy also promotes hand/eye coordination and encourages creativity and imagination. Amaze your friends and play with your creations. Magical, fun &amp; challenging. Squiggle, create and sticker! Perfect for children who like magic and art!</p>






IMAGE	COMPANY	DESCRIPTION
	<p><b>BUDDY AND BARNEY LTD</b>            Stand number: <b>GZ12</b>            Contact:  <a href="mailto:lydia@buddyandbarney.co.uk">lydia@buddyandbarney.co.uk</a></p> <hr/> <p>Product name: <b>Magic Water Drawing Set - Farm</b>            Launch date: <b>13<sup>th</sup> January 2025</b>            SKU number: <b>BB254</b>            Price: <b>£12.99</b></p>	<p>Unleash your inner artist with our Magic Water Drawing Set! The ultimate kit for creatives, including mess-free colouring sheets that only require water, magic water paper, a magic water pen, stencils packed with farm animals, printed paper and colouring pencils. Perfect for encouraging experimentation and creative expression, this set allows for hours of fun and can be reused over and over again!</p>
	<p><b>CANAL TOYS</b>            Stand number: <b>F75</b>            Contact:  <a href="mailto:Tonyg@canaltoys.uk">Tonyg@canaltoys.uk</a></p> <hr/> <p>Product name: <b>Style 4 Ever Mini Stationery Maker</b>            Launch date: <b>February 2025</b>            SKU number: <b>OFG 323</b>            Price: <b>£12.99</b></p>	<p>Get creative with the Mini Stationery Maker, the ultimate kit for crafting your own mini essentials! This compact station includes everything needed to design unique stationery items. Choose a mini pen, fill it with fun decorations, and top it off with colourful beads or cute erasers. Add tape to crayons and use them to write in the adorable mini notebook. Perfect for kids who love personalised creations and expressing their style, this set brings a world of miniature fun to life. Ideal for crafting, collecting, and sharing – an engaging gift for stationery lovers!</p>
	<p><b>CANAL TOYS</b>            Stand number: <b>F75</b>            Contact:  <a href="mailto:Tonyg@canaltoys.uk">Tonyg@canaltoys.uk</a></p> <hr/> <p>Product name: <b>Airbrush Plush Hair'iffic Squish Pals</b>            Launch date: <b>February 2025</b>            SKU number: <b>AIR 040</b>            Price: <b>£16.99</b></p>	<p>Transform your plush with a unique style makeover! This creative kit lets kids design their soft toy in endless ways. Use the battery-powered airbrush, four vibrant chalk-based markers, and over 30 fun stencil patterns to add flair and personality. Get creative with crazy hairstyles and colourful designs using the included accessories. The best part? Simply wash off the colours to start fresh and try a new look. With two plush styles to collect, kids can enjoy hours of imaginative, hands-on fun. Ideal for children who love fashion, art, and endless customisation possibilities!</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>CANAL TOYS</b>            Stand number: <b>F75</b>            Contact:  <a href="mailto:Tonyg@canaltoys.uk">Tonyg@canaltoys.uk</a></p> <hr/> <p>Product name: <b>So Slime Yummy Twist &amp; Slime</b>            Launch date: <b>August 2025</b>            SKU number: <b>SSC 357</b>            Price: <b>£24.99</b></p>	<p>Craft delightfully realistic and yummy-looking slime with this fun, hands-on kit! Kids can mix vibrant dyes into the soft, fluffy slime compound to create unique, colourful effects that look good enough to eat (but remember, it's not edible!). The real spinning mixer and bowl add an extra touch of authenticity, making kids feel like they're working in a real kitchen. Once the slime is perfectly blended, sprinkle in decorations for a satisfying ASMR experience that's sure to delight the senses. Ideal for kids who love sensory play, creativity, and unique slime effects for endless hours of squishy fun!</p>
	<p><b>CRAFT BUDDY LTD</b>            Stand number: <b>E2</b>            Contact:  <a href="mailto:ORARUTH@CRAFTBUDDYLTD.CO.UK">ORARUTH@CRAFTBUDDYLTD.CO.UK</a></p> <hr/> <p>Product name: <b>Harry Potter Crystal Art® Sticker Album &amp; Sticker Packs range</b>            Launch date: <b>March 2025</b>            SKU number: <b>CA-3IHPSALB / CA-3IHPSSTK</b>            Price: <b>Album - £9.99 / Sticker Packs £3.99</b></p>	<p>Our flagship 2025 launch is the Harry Potter Crystal Art® Sticker Album, featuring 102 sparkling, storytelling images bringing the enchanting world of Hogwarts to life through crystal art and crafting creativity. The album relives Harry's story through 102 blind bag crafting stickers that portray his many adventures alongside his friends, and arch enemy Voldemort. From the Sorting Hat to Quidditch, magic and bravery, this unique and exclusive collector's album and blind bag collection celebrates the wizarding world of Harry Potter. Begin the journey with the Harry Potter Crystal Art® Sticker Album Starter Pack (incl two blind bags 3 stickers in each). A HPI02 Community Facebook Page will enable fans to share, chat and swap stickers. Our first Sticker Album celebrating 100 years of Disney sold more than 2 million units in launch year (Aug 23-Sept 24)."</p>
	<p><b>CURIOUS UNIVERSE UK</b>            Stand number: <b>D38</b>            Contact:  <a href="mailto:helenhouston@curiousuniverse.co.uk">helenhouston@curiousuniverse.co.uk</a></p> <hr/> <p>Product name: <b>Nano Tape Magic Classic - Kawaii Creation</b>            Launch date: <b>April 2025</b>            SKU number: <b>9781802499865</b>            Price: <b>£8.00</b></p>	<p>Nano Tape Magic... try the viral craft trend for yourself. This fun kit includes everything you need to make super-cute kawaii nano tape creations... just add scissors! Follow the steps to make a spellbinding nano tape project, then scan the QR code inside the pack for lots more hints, tricks, videos and easy-to-follow instructions for amazing kawaii nano tape crafts.</p>






IMAGE	COMPANY	DESCRIPTION
	<p><b>CURIOUS UNIVERSE UK</b>            Stand number: <b>D38</b>            Contact:  <a href="mailto:helenhouston@curiousuniverse.co.uk">helenhouston@curiousuniverse.co.uk</a></p> <hr/> <p>Product name: <b>Crystalverse Classic - Rokket</b>            Launch date: <b>May 2025</b>            SKU number: <b>9781802498936</b>            Price: <b>£10.00</b></p>	<p>Ready, set ... glow! Quick as a wingbeat, Rokket is the ultimate space racer of the Crystalverse. An exciting toy that fuses current play and craft trends in one incredible package. Bringing together craft, toy and a whole lot of sparkle, children can customise their characters with dazzling crystals. Fully customisable toy – your creation is unique to you! Thousands of dazzling crystals and stand-out shelf presence. Stick, Sparkle and Play!</p>
	<p><b>EDX EDUCATION</b>            Stand number: <b>B36</b>            Contact:  <a href="mailto:heather@edxeducation.com">heather@edxeducation.com</a></p> <hr/> <p>Product name: <b>The Very Hungry Caterpillar String Art</b>            Launch date: <b>February 2025</b>            SKU number: <b>TBC</b>            Price: <b>£19.99</b></p>	<p>Unleash creativity with the Very Hungry Caterpillar Junior String Art from Edx Education. Designed for ages 18 months to 99 years, this set brings Eric Carle's iconic story to life through hands-on fun, STEAM learning, and artistic exploration. It includes colorful pegboards, vibrant strings, and themed activity cards, allowing kids to create simple patterns or intricate designs. This activity nurtures fine motor skills, creativity, and spatial awareness. Safe, durable, and perfect for family fun, it invites everyone to Play, Learn &amp; Create!</p>
	<p><b>EDX EDUCATION</b>            Stand number: <b>B36</b>            Contact:  <a href="mailto:heather@edxeducation.com">heather@edxeducation.com</a></p> <hr/> <p>Product name: <b>The Very Hungry Caterpillar Rainbow Inkpads</b>            Launch date: <b>February 2025</b>            SKU number: <b>TBC</b>            Price: <b>£19.95</b></p>	<p>Introducing the Very Hungry Caterpillar Rainbow Inkpads from Edx Education! Perfect for ages 18 months to 99 years, these vibrant inkpads feature beloved Eric Carle imagery, inspiring creativity and learning. The set includes a fun activity book with projects like stamping, finger painting, and storytelling prompts that help develop fine motor skills and hand-eye coordination. Safe, non-toxic, and washable, these ink pads are ideal for family fun, creative playdates, and artistic expression for all ages. Play, Learn &amp; Create!</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>EPOCH MAKING TOYS</b>            Stand number: <b>N7</b>            Contact:  <a href="mailto:claire@playtimepr.com">claire@playtimepr.com</a></p> <hr/> <p>Product name: <b>Pati-school Disney Princess Creations Kit</b>            Launch date: <b>January 2025</b>            SKU number: <b>32346</b>            Price: <b>£15.99</b></p>	<p>Make the sweetest Pati-school creations inspired by your favourite Disney Princesses with the Disney Princess Creations Kit. The set comes with two keyrings, a ring, a trinket box, beads and paper decorations. Simply pipe the pastel-coloured craft crème that's included, add the decorations, wait for the creations to air dry... and voilà! The finished Pati-school pastisseries look just like the real thing! The Disney Princess treat inspired creations all have a different function, while the creation process encourages concentration and helps develop motor skills too!</p>
	<p><b>EPOCH MAKING TOYS</b>            Stand number: <b>N7</b>            Contact:  <a href="mailto:claire@playtimepr.com">claire@playtimepr.com</a></p> <hr/> <p>Product name: <b>Aquabeads Beginners Craft Studio</b>            Launch date: <b>January 2025</b>            SKU number: <b>35087</b>            Price: <b>£19.99</b></p>	<p>The original stick-with-water bead toy, Aquabeads is super simple to use – just place the beads on the flip tray, spray with water and they magically stick together! The Beginners Craft Studio is ideal for those who are new to Aquabeads. It comes with 900 beads in 25 colours including shiny beads, star beads and new watercolour beads, plus a flip tray, double-sided Aquabeads pen, sprayer, and template sheets. All housed in a handy portable carry case for easy storage, children can take their Aquabeads with them wherever they go! The case can even be personalised with the finished creations!</p>
	<p><b>HOUSE OF MARBLES</b>            Stand number: <b>G50</b>            Contact:  <a href="mailto:mark@houseofmarbles.com">mark@houseofmarbles.com</a></p> <hr/> <p>Product name: <b>Rainbow Sticker Stamper</b>            Launch date: <b>2nd January 2025</b>            SKU number: <b>213266</b>            Price: <b>£7.99</b></p>	<p>This fantastic little thingy ma-jig stamps out sticker after sticker after sticker... after sticker...after sticker! With 160 super stickers, with cute designs of rainbows, butterflies, unicorns and more, children will be entertained for hours. This product is ideal as a party bag treat or stocking filler and it delivers endless fun in a compact, child-friendly design.</p>






IMAGE	COMPANY	DESCRIPTION
	<p><b>HOUSE OF MARBLES</b>            Stand number: <b>G50</b>            Contact:  <a href="mailto:mark@houseofmarbles.com">mark@houseofmarbles.com</a></p> <hr/> <p>Product name: <b>Dino Sand Art</b>            Launch date: <b>2nd January 2025</b>            SKU number: <b>213260</b>            Price: <b>£12.99</b></p>	<p>Create magical artwork with the Dino Sand Art Kit! This all-in-one set includes two pictures and 22 vibrant bags of coloured sand that make your artwork a roar-some master-piece. The kit also has a precision wooden stick for easy application, a protective paper mat to tidy your workspace, and clear, step-by-step instructions.</p>
	<p><b>HOUSE OF MARBLES</b>            Stand number: <b>G50</b>            Contact:  <a href="mailto:mark@houseofmarbles.com">mark@houseofmarbles.com</a></p> <hr/> <p>Product name: <b>Quilling Art Set Women</b>            Launch date: <b>2nd January 2025</b>            SKU number: <b>220226</b>            Price: <b>£19.99</b></p>	<p>Design and create your quilling artwork! This set includes everything you need. With colourful quilling strips, easy-to-use tools, and guided templates, you'll learn to make six intricate designs, each brought to life with hand-rolled paper designs. Perfect for beginners and quilling enthusiasts, each scene teaches new techniques, from basic coils to advanced shapes, helping you grow your skill.</p>
	<p><b>HOUSE OF MARBLES</b>            Stand number: <b>G50</b>            Contact:  <a href="mailto:mark@houseofmarbles.com">mark@houseofmarbles.com</a></p> <hr/> <p>Product name: <b>Origami Paper Craft Set - Bumble Bee</b>            Launch date: <b>2nd January 2025</b>            SKU number: <b>220216</b>            Price: <b>£9.99</b></p>	<p>Create your own origami animal! This fun and engaging kit includes everything you need to craft a beautiful Bumble Bee. With step-by-step instructions and a range of colourful, easy-to-use origami paper, this set is perfect for beginners and experienced crafters. Whether for a solo crafting session or a family project, this set is the ideal way to explore creativity, patience, and the joy of handmade art.</p>






IMAGE	COMPANY	DESCRIPTION
	<p><b>IGLOO BOOKS LIMITED</b>            Stand number: <b>GZ5</b>            Contact:  <a href="mailto:abigailcongreve@igloobooks.com">abigailcongreve@igloobooks.com</a></p> <hr/> <p>Product name: <b>Super Cute Dough Art - Dough Art</b>            Launch date: <b>May 2025</b>            SKU number: <b>9781835447802</b>            Price: <b>£14.99</b></p>	<p>Super Cute Dough Art includes eye-catching pots of colourful dough and everything readers need to make a wide range of fun models, from unicorns to cupcakes!</p>
	<p><b>JOHN ADAMS LEISURE LTD</b>            Stand number: <b>N1, N6</b>            Contact:  <a href="mailto:lynette@johnadams.co.uk">lynette@johnadams.co.uk</a></p> <hr/> <p>Product name: <b>Puffy Pouches</b>            Launch date: <b>AW25</b>            SKU number: <b>TBC</b>            Price: <b>£29.99</b></p>	<p>Create your own squishy fun accessories with Puffy Pouches! Fill Puffy Pouches with super cute decorations, laminate your designs and wear them proudly or share with your bestie. Includes everything you need to make and personalise 20 adorable food themed Puffy Pouches.</p>
	<p><b>JUST PLAY UK</b>            Stand number: <b>B90</b>            Contact:  <a href="mailto:Michele@evolution-pr.co.uk">Michele@evolution-pr.co.uk</a></p> <hr/> <p>Product name: <b>Knotz Animals</b>            Launch date: <b>January 2025</b>            SKU number: <b>42631</b>            Price: <b>£12.99</b></p>	<p>Make a friend with Knotz Animal DIY kids' toys. Unwind the yarn-ball blind capsule to find everything needed to create 1 of 12 soft pals with lots of personality. Follow the included step-by-step instructions (or use the QR code to unlock a how-to video) to knot, twist, and style a cute animal out of bendable faux fur stems and accessories. Series 1 includes Bobo Bowtie, a trendy pooch with red glasses; Hip Hoppity, a rap-loving pink bunny in a hoodie; Ice Ice Beary, a chill blue teddy bear with a fluffy scarf; Prima Giraffina, a dance-loving giraffe in a tutu; and more. Each Knotz figure comes with a ruler to help measure the right length of fur stem arms and legs, chalk for applying blush or spots on fur, a hang tag to personalize, accessories, and more. Collect multiple Knotz toys to share, play with, and display.</p>



IMAGE	COMPANY	DESCRIPTION
	<p><b>ONE FOR FUN LTD</b>            Stand number: <b>E49</b>            Contact:  <a href="mailto:juliep@pittillapr.co.uk">juliep@pittillapr.co.uk</a></p> <hr/> <p>Product name: <b>Pick n Pop Bracelets Love Heart</b>            Launch date: <b>January 2025</b>            SKU number: <b>SV22056</b>            Price: <b>£3.99</b></p>	<p>Introducing Pick &amp; Pop Bracelets – Heart Edition, the latest craze that’s taking social media by storm! These sensory silicone pads are not just a feast for your eyes, they’re a blast to play with, too. Each heart-shaped Pick &amp; Pop silicon pad is filled with a treasure trove of multi-coloured beads, shimmering iridescent heart-shaped beads, and two charming heart charms that will make your DIY bracelets totally one-of-a-kind! With a handy storage tray to keep everything organized, and a crystal string to tie your creations together, this kit offers endless fun and creativity. Plus, the satisfying pop sensation makes it an irresistible sensory experience. Get ready to make some heart-stopping bracelets that pop with personality.</p>

	<p><b>SKILLMATICS</b>            Stand number: <b>Upper Level 152</b>            Contact:  <a href="mailto:Shao@grasperglobal.com">Shao@grasperglobal.com</a></p> <hr/> <p>Product name: <b>Sand-tastic Art Unicorns &amp; Princesses</b>            Launch date: <b>25<sup>th</sup> January 2025</b>            SKU number: <b>SKILL973SAUP</b>            Price: <b>£19.99</b></p>	<p>Watch the stickers come to life as you color them in with colorful sand! Add palaces, princesses, chariots, and more to your works of art! The special tray and magical rainbow pen make your sandy adventures easy and mess-free!</p>
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	<p><b>SKILLMATICS</b>            Stand number: <b>Upper Level 152</b>            Contact:  <a href="mailto:Shao@grasperglobal.com">Shao@grasperglobal.com</a></p> <hr/> <p>Product name: <b>Sand-tastic Art Animals</b>            Launch date: <b>25<sup>th</sup> January 2025</b>            SKU number: <b>SKILL974SAAA</b>            Price: <b>£19.99</b></p>	<p>Watch the stickers come to life as you fill them in with colorful sand! Add monkeys, elephants, seahorses, and more to your works of art! The special tray and magical rainbow pen make your sandy adventures easy and mess-free!</p>
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IMAGE	COMPANY	DESCRIPTION
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**SKILLMATICS**  
 Stand number: **Upper Level 152**  
 Contact: [Shao@grasperglobal.com](mailto:Shao@grasperglobal.com)

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Product name: **Roll-up Beads - Friendship bracelets**  
 Launch date: **15<sup>th</sup> March 2025**  
 SKU number: **SKILL1005RBTP**  
 Price: **£24.99**

Get ready to design and make your own friendship bracelets for all your besties! Roll-Up Beads has everything you need to accessorize in style! Use the roll-up paper tools to create over 200 exciting paper beads of different shapes and sizes! For some extra dazzle, add cute charms and bauble beads as you string your DIY beads into bracelets!



**TRENDS UK**  
 Stand number: **E66**  
 Contact: [carmelwright@patavenue.co.uk](mailto:carmelwright@patavenue.co.uk)

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Product name: **Paint Pop - Big Activity Set**  
 Launch date: **February/March 2025**  
 SKU number: **CP20**  
 Price: **£15.99**

Unleash your creativity with the Paint Pop Bumper Activity Set! Packed with everything you need for hours of artistic fun, this set includes a wide range of accessories and over 100 activities to keep little ones entertained. The set features Paint Pop's Paint Pens, felt tips, pencils, and a heart-shaped necklace to personalise, as well as 4 sticky notepads, 5 sheets of stickers, and a stamper pad for added fun. Everything comes in a textured velvety storage case that you can decorate to match your own style! With 3x 24-page A4 activity books, the set offers endless creative possibilities. The Dot-to-Dot and Colour-In books are filled with adorable illustrations that are easy to colour, while the Letters & Numbers book provides a fun and educational way to learn while playing. Perfect for young artists, this bumper set is ideal for sparking imagination, creativity, and learning all in one!



**TRENDS UK**  
 Stand number: **E66**  
 Contact: [carmelwright@patavenue.co.uk](mailto:carmelwright@patavenue.co.uk)

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Product name: **Hama 3D Panda**  
 Launch date: **March 2025**  
 SKU number: **10.3258**  
 Price: **£13.49**

Create your very own adorable 3D Panda with the Hama Beads Gift Box! This fun and creative craft set includes approximately 2,500 beads in a range of vibrant colours, allowing you to bring your panda design to life. The set features a large hexagonal pegboard (No. 276) and a colour-printed design sheet to guide your project. Once you've completed your design, use the included ironing paper to fuse the beads together for a sturdy, colourful panda! Best of all, there's no need for connectors to make the design 3D—simply follow the template, and all the pieces will slot together easily. Perfect for children and adults alike, this Hama Beads set promotes creativity, improves fine motor skills, and offers hours of imaginative fun.

## IMAGE

## COMPANY

## DESCRIPTION

**WIND DESIGNS**Stand number: **H52**

Contact:

[phil@wind-designs.com](mailto:phil@wind-designs.com)

Product name:

**Squishmallows Crochet Kits**Launch date: **AW25**SKU number: **228124**Price: **£11.99**

Introducing the Squishmallow Crochet Kit, the perfect blend of creativity and relaxation for crafters of all skill levels! This all-inclusive kit provides everything you need to create your own adorable, squishy crochet companions. With high-quality, soft yarn in a vibrant assortment of colors, you'll enjoy crafting these charming plushies that are both fun to make and cuddle-worthy. The kit includes easy-to-follow, step-by-step instructions, a set of crochet hooks, stuffing, and a yarn needle, ensuring a seamless crafting experience. Create, cuddle, and cherish your handmade Squishmallow today!

**WIND DESIGNS  
ON BEHALF OF HASBRO**Stand number: **H52**

Contact:

[phil@wind-designs.com](mailto:phil@wind-designs.com)Product name: **Play-Doh  
Blooming Flowers**Launch date: **January 2025**SKU number: **G0492**Price: **£16.99**

Let imaginations blossom with the Play-Doh Blooming Flowers kids playset! This indoor garden toy is ready for any season with fun ways to play pretend florist year-round. The garden box and flower pucks can make 4 different Play-Doh flower shapes and the book-mold creates 2 more varieties. Display and hold the blossoms and stems in place with the flower pot and vase. 5 Play-Doh cans and 3 how-to cards help spark their imaginations with this sensory toy. Give a gift for kids 3 and up that helps their creativity bloom!



IMAGE	COMPANY	DESCRIPTION
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**A.B.GEE OF RIPLEY LTD**  
 Stand number: **B40**  
 Contact:  
[anna.vaughan@abgee.co.uk](mailto:anna.vaughan@abgee.co.uk)

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Product name: **Mini Brands Kawaii Capsule by ZURU**  
 Launch date: **February 2025**  
 SKU number: **77624**  
 Price: **TBC**

Get ready to elevate your collection with Mini Brands Kawaii! Discover these adorable mini treasures, each bursting with Kawaii cuteness guaranteed to bring a smile to your face. Uncover rare scented or real liquid-filled minis that add a hint of sweet scented fun and interactive play to your collection. Don't forget about the squishy slime and mini shopping bag that comes in each capsule for that added fun! With over 30 super cute Kawaii Minis available, your Mini Brands collection will be filled with irresistible charm!

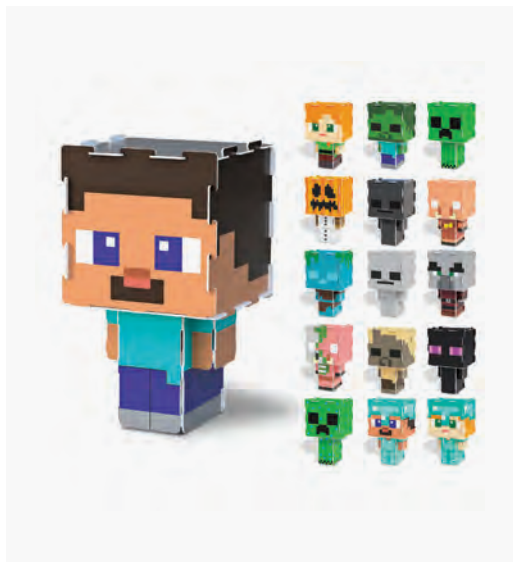


**BASIC FUN! UK**  
 Stand number: **D11**  
 Contact:  
[claire.t@evolution-pr.co.uk](mailto:claire.t@evolution-pr.co.uk)

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Product name: **Micro Teenies SpongeBob Square Pants**  
 Launch date: **February 2025**  
 SKU number: **00380**  
 Price: **£3.99**

Newstalgia is an area in which Basic Fun! UK specialises and, this year, they've met a thirst for all things classic and combined it with the micro trend to bring fans of BIG character brands Micro Teenies. Some of the best-loved Care Bears BFFs are already available as cute, novelty collectibles. And, as of SS25, SpongeBob Squarepants fans can get their hands on the iconic SpongeBob himself, as well as his aquatic friends, as adorable Micro Teenies! Each character will be available as a teeny, tiny character presented in a miniature-sized box.



**BLADEZ TOYZ LTD**  
 Stand number: **E35**  
 Contact:  
[charlotte@bladeztoyz.co.uk](mailto:charlotte@bladeztoyz.co.uk)

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Product name: **Minecraft Make Your Own Chibi Figures**  
 Launch date: **January 2025**  
 SKU number: **MC30039**  
 Price: **£3.49**

The all new Minecraft Chibi Characters are quick and easy to make! Simply fold and lock each part together to create your favourite Minecraft heroes such as Steve and Alex that can be displayed or traded with friends! Designed to capture the classic pixelated look of Minecraft, this Make Your Own Chibi figure, makes for a fun hands-on activity that doubles as a collectible. With 16 characters to collect and more to follow, these Chibi figures are the perfect toy for any Minecraft fan!




IMAGE	COMPANY	DESCRIPTION
	<p><b>BRAINSTORM LTD</b>            Stand number: <b>E79</b>            Contact:  <a href="mailto:dtiffany@brainstormltd.co.uk">dtiffany@brainstormltd.co.uk</a></p> <hr/> <p>Product name: <b>Freak Marbles</b>            Launch date: <b>Toy Fair 2025</b>            SKU number: <b>FM1001</b>            Price: <b>£5.00</b></p>	<p>Freak Marbles are a Freak'N fun collectible with an innovative spin on the traditional game play. They have characterised 360-degree decoration, trading points, gameplay and skins that convert them into figurines for imaginative play and display. There are many different types to collect and the characters have a unique power and skin, find the rare ones and the rarest, Golden Golem! Challenge your friends to a battle – swap, mix and hear the pop!</p>
	<p><b>CRAFT BUDDY LTD</b>            Stand number: <b>E2</b>            Contact:  <a href="mailto:ORARUTH@CRAFTBUDDYLTD.CO.UK">ORARUTH@CRAFTBUDDYLTD.CO.UK</a></p> <hr/> <p>Product name: <b>Crystal Art® Wildlife Buddies</b>            Launch date: <b>March 2025 TBC</b>            SKU number: <b>CAFGR-31GEN058</b>            Price: <b>£4.99</b></p>	<p>Expanding upon the phenomenal popularity of the Crystal Art® Buddies series, is a new range of 20 dazzling animal designs. Featuring five categories: Safari, Ocean, Jungle, Down Under and Misunderstood these 11cm collectible kits include an "EduCard" packed with fascinating facts and fun insights adding a further dimension to create, learn and collect. A dedicated webpage dives deeper into each animal with additional facts and stats. This new collectible series is perfect for young crafting enthusiasts and curious minds, and is a brilliant addition to the Buddies family, combining education, crafting and creativity for ages 6+.</p>
	<p><b>CRAFT BUDDY LTD</b>            Stand number: <b>E2</b>            Contact:  <a href="mailto:ORARUTH@CRAFTBUDDYLTD.CO.UK">ORARUTH@CRAFTBUDDYLTD.CO.UK</a></p> <hr/> <p>Product name: <b>Crystal Art® Pin 2-in-1 Badge</b>            Launch date: <b>March 2025 TBC</b>            SKU number: <b>CAPIN-31DNY01</b>            Price: <b>TBC</b></p>	<p>Leveraging upon the popularity of collectibles and blind bags, Craft Buddy is launching a Pin Badge Crystal Art® collection that taps into the must-have trend which will add sparkling flair to jackets, bags and accessories. This innovative 2-in-1 Disney Pin Badge collection is a must-have for Disney fans with fifteen licensed iconic characters to collect, featuring Mickey &amp; Minnie Mouse, Aladdin, Stitch, Pinocchio, Simba, Elsa and Olaf plus seven others. Each 6cm zinc alloy &amp; crystal finished pin badge is individually packed in a random blind bag and can be displayed as a collection when not worn.</p>

IMAGE	COMPANY	DESCRIPTION
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**HEATHSIDE TRADING**  
 Stand number: **F22**  
 Contact:  
[markus@heathside.biz](mailto:markus@heathside.biz)

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Product name: **Only Fools and Horses Bobble Head Buddies Bobblehead Musical Trotters Three Wheeled Van Reliant Regal Robin Van**  
 Launch date: **January 2025**  
 SKU number: **OFAHTVAN**  
 Price: **£25.00**

Del Boy and Rodney and the Three Wheeled Van  
 Push the Bonnet to Play Theme Tune  
 Two Bobble Figures Inside Van  
 Limited Edition  
 Gift Boxed  
 You Know it Makes Sense



**HEATHSIDE TRADING**  
 Stand number: **F22**  
 Contact:  
[markus@heathside.biz](mailto:markus@heathside.biz)

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Product name: **Kuromi 16cm Figure**  
 Launch date: **January 2025**  
 SKU number: **Y90427**  
 Price: **£24.99**

The Kuromi 16cm Figure is the perfect addition to any Sanrio collection! Standing at 16 cm tall, this detailed figure features Kuromi in all her punk rock glory, with her signature black jester's hat, skull, and mischievous grin. Made with high-quality materials, this figure captures the essence of Kuromi's bold and edgy personality.



**JAZWARES**  
 Stand number: **N8**  
 Contact:  
[ane@wirepr.co.uk](mailto:ane@wirepr.co.uk)

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Product name: **Squish-a-longs Take-a-Long Playset**  
 Launch date: **Q1 2025**  
 SKU number: **SQAL0092**  
 Price: **£14.99**

Time to pack up and take your favorite Squish-a-longs on vaca! Squish-a-longs are your beloved Squishmallows in a brand-new 1" size! These Mini-Squish characters are highly collectible, transform into wearable wonders, and are perfect for on-the-go adventures. The On-the-Go Luggage Playset is a suitcase that transforms into three levels of play – vacation room, bedroom, and smoothie station! Includes:

- (1) Luggage Playset
- (1) 1" Austin the Avocado
- (1) 1" Cailey the Pink Crab
- (3) Accessories
- (2) Play Pieces
- (1) Sticker Sheet








IMAGE	COMPANY	DESCRIPTION
	<p><b>JAZWARES</b>            Stand number: <b>N8</b>            Contact:  <a href="mailto:ane@wirepr.co.uk">ane@wirepr.co.uk</a></p> <hr/> <p>Product name: <b>Figbands - Squishmallows Mystery 2 Pack</b>            Launch date: <b>Q3 2025</b>            SKU number: <b>BNDS00007</b>            Price: <b>£4.99</b></p>	<p>Squishmallows fans, listen up! If you're looking for a fun and unique way to express your love for Squishmallows, FigBands are the newest trend! These 2-in-1 figures can transform into wearable accessories or be displayed on a desk, bookcase, locker, or dorm! You can also accessorize your water bottles, bike handles, and more with FigBands. Each blind bag contains two mystery FigBands featuring your favorite Squishmallows characters! Start collecting, wearing, and displaying your favorite Squishmallows, and add to your collection today! Includes:            (2) Squishmallows FigBands</p>
	<p><b>JUST PLAY UK</b>            Stand number: <b>B90</b>            Contact:  <a href="mailto:Michele@evolution-pr.co.uk">Michele@evolution-pr.co.uk</a></p> <hr/> <p>Product name: <b>Disney Doorables Remember When Lil' Moments Collection Peek</b>            Launch date: <b>January 2025</b>            SKU number: <b>50006</b>            Price: <b>£13.99</b></p>	<p>Behind every door, a surprise is in store with the Disney Doorables Lil' Moments Collection Peek. To unbox figures and a collector photo, open the camera door. Pull out a strip of 4 connected bags. Each strip contains 2 special Doorables figures in 1 of 2 sizes – both with Doorables signature style and glittery eyes. 1.5-inch figures depict classic characters kids know and love – like Disney Stitch. All large figures feature a point of articulation for dynamic poses. Smaller, .65-inch "moments" figures give a glimpse into the past. For example, find Disney Lady as a sweet puppy. After the reveal, open the camera capsule to create a unique display. Stack multiple capsules together to create large dioramas. Chase after 20 different pairs to remember when favorite Disney characters were younger. For maximum Lil' Moments fun, collect all 40 characters in this series.</p>
	<p><b>JUST PLAY UK</b>            Stand number: <b>B90</b>            Contact:  <a href="mailto:Michele@evolution-pr.co.uk">Michele@evolution-pr.co.uk</a></p> <hr/> <p>Product name: <b>Warner Brothers DC Duckalooz</b>            Launch date: <b>January 2025</b>            SKU number: <b>33520</b>            Price: <b>£1.99</b></p>	<p>Get ready for quack-tacular fun with the WB Duckalooz toys. This stylized collection of super cute ducks is inspired by favourite Warner Brothers DC Superheroes stories. Find 2.75-inch-tall kids' toy ducks reimagined as beloved characters. Choose from Wonder Woman, Superman, The Joker, The Flash or Batman. These classic toys make great display items in kids' bedrooms, dorms, offices, or any place that could use a burst of colour. Because birds of a feather look better together, collect multiple Duckalooz to share, play with, and trade. Each sold separately.</p>

IMAGE	COMPANY	DESCRIPTION
	<p><b>KAP TOYS</b>            Stand number: <b>UN66</b>            Contact:  <a href="mailto:claire@kaptoys.com">claire@kaptoys.com</a></p> <hr/> <p>Product name: <b>Hello Kitty Fashion Bags</b>            Launch date: <b>January 2025</b>            SKU number: <b>TBC</b>            Price: <b>£9.99</b></p>	<p>Hello Kitty Fashion Bags are adorable collectible fun. From plush fluffy to trendy transparent, shiny metallic or glittery glitter, there's a bag for every style! What's inside? Just amazing, beautiful, fun and original accessories! Find adorable stickers, trendy combs, mirrors for a touch of glamour, rubber bands and hair clips for fantastic hairstyles, colourful pens to write down your sweetest thoughts, ties to keep everything tidy, and relaxing sleeping masks!</p>

	<p><b>MAGICBOX UK</b>            Stand number: <b>E45</b>            Contact:  <a href="mailto:Suzie@magicbox-toys.co.uk">Suzie@magicbox-toys.co.uk</a></p> <hr/> <p>Product name: <b>Piratix Pirate Ship Assortment</b>            Launch date: <b>Jan 2025</b>            SKU number: <b>PPXSP114IN00</b>            Price: <b>£9.99</b></p>	<p>Pirate ship in the form of a crab with exclusive Piratix Captain Bobster. Use his exclusive treasure coin to move his pincers and shoot the cannon. The pirate ship comes with an exclusive Piratix figure, an accessory, cannon and projectile.</p>
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	<p><b>MIGHTY JAXX UK LTD</b>            Stand number: <b>Upper Level 126</b>            Contact:  <a href="mailto:sales.europe@mightyjaxx.com">sales.europe@mightyjaxx.com</a></p> <hr/> <p>Product name: <b>XXRAY: One Piece Gear 5 Luffy Wanted Series</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>WB24OPJF00601</b>            Price: <b>£34.99</b></p>	<p>Our latest XXRAY One Piece collection has arrived! Dubbed the Wanted Series, this incredible series features your favorite characters, with each one of them taking cues from their own infamous wanted posters. Luffy's undaunting spirit, Zoro's intimidating stare-down, Sanji's samorous nature and Joy Boy's liberating laughter shines through in this collection. Featuring Jason Freeny's signature treatment XXRAY, each character is dissected to reveal what's under! At 6 inches tall, our new line of XXRAY collection brings the spirit of the Grand Line right to your collection.</p>
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IMAGE	COMPANY	DESCRIPTION
 <p>A product display for the 'Kandy Sanrio Floral Daydream Series'. The display features several colorful boxes and figurines. The top box is labeled 'SANRIO CHARACTERS Kandy' and 'FLORAL DAYDREAM SERIES'. Below it are boxes for 'Gudetama's Easter Egg', 'Cinnamoroll's Berry Cream Puff', and 'My Melody and her macarons'. The background is a soft, pastel floral pattern.</p>	<p><b>MIGHTY JAXX UK LTD</b>            Stand number: <b>Upper Level 126</b>            Contact:  <a href="mailto:sales.europe@mightyjaxx.com">sales.europe@mightyjaxx.com</a></p> <hr/> <p>Product name: <b>Kandy: Sanrio Floral Daydream Series</b>            Launch date: <b>1<sup>st</sup> February 2025</b>            SKU number: <b>BB24SRMJ00101</b>            Price: <b>£13.99</b></p>	<p>Experience the sweetness of every season with Kandy x Sanrio's Funboxx series! Each of the four seasons is celebrated with iconic treats. Kandy: Sanrio Floral Daydream series will feature the flowery treats your favourite characters would love on a vibrant sunny day! From Gudetama's Easter Egg to Cinnamoroll's Berry Cream Puff, each character brings their favourite kandy to a spring picnic surrounded by beautiful blooms. The rare appearance of My Melody and her macarons is also a wonderful addition to the garden party that the Sanrio Characters are hosting. No repeats in Tray of 6, rare character not guaranteed. Single-box purchases are random.</p>
 <p>A product display for 'Kandy Land Sanrio - Kuromi'. The central focus is a large, stylized piggy bank character with purple and pink accents, wearing a crown and holding a heart. The background is a soft, purple and pink floral pattern. The text 'Kandy Land' is at the top and 'KUROMI' is at the bottom.</p>	<p><b>MIGHTY JAXX UK LTD</b>            Stand number: <b>Upper Level 126</b>            Contact:  <a href="mailto:sales.europe@mightyjaxx.com">sales.europe@mightyjaxx.com</a></p> <hr/> <p>Product name: <b>Kandyland: Sanrio - Kuromi</b>            Launch date: <b>1<sup>st</sup> February 2025</b>            SKU number: <b>WB24SRMJ00501</b>            Price: <b>£39.99</b></p>	<p>Welcome to Kandyland! This dream-like collection, birthed as an extension from Mighty Jaxx's Kandy universe, takes characters on a journey to a sugary Kandy wonderland, sparked by their own dreams. These dreams are brought to life through a diorama encased within their heads, depicting the rich imagination that each of these Sanrio Characters exemplify. Our first ever Kandyland collection features the ever-endearing characters from the Sanrio universe, with the likes of Hello Kitty, Cinnamoroll, Kuromi, My Melody, Pompompurin &amp; Pochacco. Don't miss out on this chance to experience the sweetest dreams of them all with Hello Kitty and her friends!</p>
 <p>A product display for 'Freeny's Hidden Dissectibles: One Piece Marines Edition'. The display features several colorful figurines of One Piece Marines characters, including a Marine officer, a Marine captain, and a Marine soldier. The background is a dark, blue and black pattern with the characters' names.</p>	<p><b>MIGHTY JAXX UK LTD</b>            Stand number: <b>Upper Level 126</b>            Contact:  <a href="mailto:sales.europe@mightyjaxx.com">sales.europe@mightyjaxx.com</a></p> <hr/> <p>Product name: <b>Freeny's Hidden Dissectibles: One Piece Marines Edition</b>            Launch date: <b>1<sup>st</sup> February 2025</b>            SKU number: <b>BB24OPJF00101</b>            Price: <b>£14.99</b></p>	<p>For the World Government! The Marines are making their grand entrance in the new Freeny's Hidden Dissectibles: One Piece Marines Edition series. From Akainu's Dai Funka to Sengoku's Shōgekiha, it's a clash of titans between the powerful Marine high-ranking officers against the formidable pirates. Designed by the renowned sculptor Jason Freeny, each figurine in this series features his signature dissected art style, showcasing the intricate details and inner workings of each character. No repeats in Tray of 6, rare character not guaranteed. Single-box purchases are random.</p>






IMAGE	COMPANY	DESCRIPTION
	<p><b>MOOSE TOYS</b>            Stand number: <b>N15</b>            Contact:  <a href="mailto:maddi.tiscoe@moosetoys.com">maddi.tiscoe@moosetoys.com</a></p> <hr/> <p>Product name: <b>Cookeez Makery Yum Yumz</b>            Launch date: <b>1<sup>st</sup> January 2025</b>            SKU number: <b>23507</b>            Price: <b>£9.99</b></p>	<p>Cookeez Makery Yum Yumz Twin Pack. Add ingredients &amp; discover 2 super-cute scented surprise plush pets inside an ice cream cone! Stick 'em, style 'em and dress up your stuff! Scoop up the fun and collect every one! Over 30 Yum Yumz to collect.</p>
	<p><b>MOOSE TOYS</b>            Stand number: <b>N15</b>            Contact:  <a href="mailto:maddi.tiscoe@moosetoys.com">maddi.tiscoe@moosetoys.com</a></p> <hr/> <p>Product name: <b>Mystery Single Pack (Fearless and Quirky)</b>            Launch date: <b>1<sup>st</sup> January 2025</b>            SKU number: <b>30405/30400</b>            Price: <b>£9.99</b></p>	<p>XOX Kweenies Premium Figurine &amp; Display Case, 4 Inch tall (approx 10cm) collectible figurine with premium features and finishes, each with their own unique personality, packed in a Surprise Blind Box. There are so many unique Kweenies to collect across 2 different series: Quirky &amp; Fearless, including 2 Limited Edition Kweenies. Every Kweenie is unique!</p>
	<p><b>MOOSE TOYS</b>            Stand number: <b>N15</b>            Contact:  <a href="mailto:maddi.tiscoe@moosetoys.com">maddi.tiscoe@moosetoys.com</a></p> <hr/> <p>Product name: <b>Little Live Pets Adoptables</b>            Launch date: <b>May 2025</b>            SKU number: <b>26660</b>            Price: <b>£9.99</b></p>	<p>Experience all the surprise and delight of Mama Surprise at a micro scale! Mama's having surprise babies – how many babies will you find? Wipe Mama's rosy cheeks and place her in the house, close the door and when you open it up again – reveal a new puppy! Repeat this again and again to find more puppies! Will you find 4, 5, or 6 puppies? Each puppy has its own personality! Find a unique accessory in each pack and open up the house to turn it into a playset! There are over 80 characters to collect in series 1.</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>ONE FOR FUN LTD</b>            Stand number: <b>E49</b>            Contact:  <a href="mailto:juliep@pittillapr.co.uk">juliep@pittillapr.co.uk</a></p> <hr/> <p>Product name: <b>Scrunchems Sugar Sausage Dog</b>            Launch date: <b>January 2025</b>            SKU number: <b>38815</b>            Price: <b>£3.00</b></p>	<p>Unleash the cuteness with Scrunchems Sugar Sausage Dog – the sweetest addition to the Scrunchems gang! Squeeze these sugar-inspired sausage dogs for a delightful sensory experience. Available in four assorted colours – pink, blue, purple, and orange – these adorable pups are ready to bring a dose of squishy joy to your playtime adventures! Perfect for children that need sensory toys. Quells anxiety.</p>
	<p><b>ONE FOR FUN LTD</b>            Stand number: <b>E49</b>            Contact:  <a href="mailto:juliep@pittillapr.co.uk">juliep@pittillapr.co.uk</a></p> <hr/> <p>Product name: <b>Scrunchems Squishy Sushi</b>            Launch date: <b>January 2025</b>            SKU number: <b>38822</b>            Price: <b>£6.00</b></p>	<p>Roll into fun with the Scrunchems Sushi Set – a delightful 3-piece collection of squishy mini sushi characters! Each sushi piece features its own adorable kawaii face, bringing a touch of cuteness to your playtime. Squeeze, squish, and let the good times roll with these irresistibly charming sushi companions! Impossible to put down, tactile, sensory fun with the popular foodie theme.</p>
	<p><b>VIVID GOLIATH</b>            Stand number: <b>B70</b>            Contact:  <a href="mailto:UKPR@goliathgroup.com">UKPR@goliathgroup.com</a></p> <hr/> <p>Product name: <b>Suite Spaces All In One Bedroom Set</b>            Launch date: <b>July 2025</b>            SKU number: <b>TBC</b>            Price: <b>£19.99</b></p>	<p>Your Room – Your Rules! Suite Spaces is the first fully customizable and modular dollhouse program that delivers on trend and aspirational design, allowing kids to create the dollhouse of their dream and unleash their inner interior designer. An on trend and aspirational modular system that allows children to unleash their own creative room decor, again and again. In the bedroom set, build your own shelving, choose from multiple wallpapers including a magic (water) reveal pattern, personalise your bed headboard, carpet and more.</p>

IMAGE	COMPANY	DESCRIPTION
	<p><b>WIND DESIGNS</b>            Stand number: <b>H52</b>            Contact:  <a href="mailto:phil@wind-designs.com">phil@wind-designs.com</a></p> <hr/> <p>Product name: <b>Vanchcard Transformers AR Optimus Prime Beginners Pack</b>            Launch date: <b>March 2025</b>            SKU number: <b>VCTF19105OP</b>            Price: <b>£16.99 TBC</b></p>	<p>Unleash your imagination and bring the iconic Transformers characters to life with the VanchCard Transformers AR Trading Cards Optimus Prime Beginner Pack. This innovative set combines the thrill of collectible cards with cutting-edge augmented reality technology, allowing you to experience the Transformers like never before. With a buildable Optimus Prime which doubles up as your device stand this set will engage all ages of Transformer fans.</p>






IMAGE	COMPANY	DESCRIPTION
	<p><b>EDX EDUCATION</b>            Stand number: <b>B36</b>            Contact:  <a href="mailto:heather@edxeducation.com">heather@edxeducation.com</a></p> <hr/> <p>Product name: <b>The Very Hungry caterpillar Creative Construction Cubes</b>            Launch date: <b>February 2025</b>            SKU number: <b>TBC</b>            Price: <b>£19.99</b></p>	<p>Introducing the Very Hungry Caterpillar Creative Construction Cubes from Edx Education! Designed for ages 18 months to 99 years, these vibrant cubes inspire creativity, imagination, and STEAM learning. Sized for little hands, they come with activity cards offering fun challenges that promote building, pattern-making, and problem-solving. Kids develop skills in spatial reasoning, fine motor coordination, and early math. Safe, durable, and perfect for family play, these cubes let everyone Play, Learn &amp; Create together!</p>
	<p><b>MOOKIE TOYS</b>            Stand number: <b>E21</b>            Contact:  <a href="mailto:lucy.burton@mookie.co.uk">lucy.burton@mookie.co.uk</a></p> <hr/> <p>Product name: <b>Build My First RC Digger</b>            Launch date: <b>AW25</b>            SKU number: <b>81300</b>            Price: <b>£24.99</b></p>	<p>The Build My First RC Digger is an adorable easy to use RC. This kit comes with 25+ parts to build and has a 2-in-1 battery operated screwdriver that both builds and powers the RR Digger! Once built the handheld devise transforms into the remote control and the battery powers the vehicle. Playing fun music little ones will never tire of this adorable RC.</p>
	<p><b>RAVENSBURGER</b>            Stand number: <b>NI3</b>            Contact:  <a href="mailto:charlotte.bird@ravensburger.com">charlotte.bird@ravensburger.com</a></p> <hr/> <p>Product name: <b>BRIO Builder: NASA Apollo Saturn V</b>            Launch date: <b>August 2025</b>            SKU number: <b>#34607</b>            Price: <b>£39.99</b></p>	<p>One giant leap for preschooler-kind! Build the legendary NASA Apollo Saturn V rocket with this out-of-this-world addition to the BRIO Builder collection. The first NASA licensed product in the BRIO range, this set features 91 play pieces that children can use to construct a towering 60cm rocket, even including a flashing nose cone. The parts can also be combined to make an air shuttle or aircraft designs, or they can used to make endless imaginative constructions. The set is compatible with other sets in the BRIO Builder system. Suitable from age three years. Includes FSC Certified wood.</p>

IMAGE	COMPANY	DESCRIPTION
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**SKILLMATICS**  
 Stand number: **Upper Level 152**  
 Contact:  
[Shao@grasperglobal.com](mailto:Shao@grasperglobal.com)

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Product name: **Marble Run Space**  
 Launch date: **10<sup>th</sup> April 2025**  
 SKU number: **SKILL976MCK**  
 Price: **£24.99**

The first of its kind – The Marble Run Craft Kit brings craft and engineering together! Design every turn, slope, and drop for your marble to run down! With a sturdy board and over 50 pieces – including spirals, a landing base, wooden blocks, straws, and more – build unique tracks from the ground up. Once your marble run is assembled, decorate it with stickers, and race your marble down in style!



**THAMES AND KOSMOS**  
 Stand number: **F15**  
 Contact:  
[libby@thamesandkosmos.co.uk](mailto:libby@thamesandkosmos.co.uk)

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Product name: **Gecko Run: Marble Run Spinners Expansion Pack**  
 Launch date: **January 2025**  
 SKU number: **TBC**  
 Price: **£12.99**

With the Spinners expansion, the vertical marble run Gecko Run becomes even more exciting: Experiment with speed and explore when the cogs turn to the right or left. Skilfully build the two different sized wheels into gearbox and variety to Gecko Run.



**THE LEGO® GROUP**  
 Stand number: **UW10-30**  
 Contact:  
[rebecca.eneh@lego.com](mailto:rebecca.eneh@lego.com)

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Product name: **LEGO® Friends Heartlake City Candy Store**  
 Launch date: **1<sup>st</sup> January 2025**  
 SKU number: **42649**  
 Price: **£24.99**

A visit to the candy store is such a sweet treat! Leo brings his little sister, Alba, to choose her own candy. Pluto the kitten comes along too. They meet the store owner, Gigi, who shows them all the sweet treats on offer. Use the scoop to select from the pick 'n' mix. Or try out the giant lollipop, then see where the candy is made. Remember to wave to the cute chocolate bar and candy mascots!




IMAGE	COMPANY	DESCRIPTION
	<p><b>THE LEGO® GROUP</b>            Stand number: <b>UW10-30</b>            Contact:  <a href="mailto:rebecca.eneh@lego.com">rebecca.eneh@lego.com</a></p> <hr/> <p>Product name: <b>LEGO® DUPLO Balancing &amp; Stacking Tree</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>10440</b>            Price: <b>£17.99</b></p>	<p>Bring dynamic, wobbling fun to playtimes with the Balancing &amp; Stacking Tree (10440) educational toy. Packed with endless learning moments, this colourful building set lets toddlers aged 18 months and up learn skills and have fun with the baby owls in their cute tree house.</p>
	<p><b>THE LEGO® GROUP</b>            Stand number: <b>UW10-30</b>            Contact:  <a href="mailto:rebecca.eneh@lego.com">rebecca.eneh@lego.com</a></p> <hr/> <p>Product name: <b>LEGO® Botanicals Pretty Pink Flower Bouquet</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>10342</b>            Price: <b>£54.99</b></p>	<p>Cultivate creativity with the LEGO® Botanicals Pretty Pink Flower Bouquet (10342) building kit for adults. Bursting with authentic blooms and lovely colors that will never fade, this LEGO® flower decor set is a delightful gift for women, men and nature-lovers. Budding florists can relax and unwind as they build the bouquet, which consists of 15 LEGO flower stems, including daisies, cornflowers, eucalyptus, elderflowers, roses, ranunculus, cymbidium orchids, a waterlily dahlia and a campanula. All the stems are adjustable, encouraging builders to arrange a bespoke bouquet that they can use as floral home or office decor.</p>
	<p><b>THE LEGO® GROUP</b>            Stand number: <b>UW10-30</b>            Contact:  <a href="mailto:rebecca.eneh@lego.com">rebecca.eneh@lego.com</a></p> <hr/> <p>Product name: <b>LEGO® Mario Kart™ – Baby Mario vs. Baby Luigi</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>72034</b>            Price: <b>£24.99</b></p>	<p>Bring on the balloon-busting and racing action with this Baby Mario vs. Baby Luigi toy playset for kids (72034). An exciting Mario Kart™ birthday gift idea for boys, girls and gamers aged 8+, the set features 2 collectible Nintendo® figures – Baby Mario and Baby Luigi – and their Biddybuggy and Tri-Speeder toy vehicles. Each car can launch shells, and there are 6 balloons (3 red, 3 green) to aim at. Who will knock over their balloons first?</p> <p>Place LEGO® Mario™, LEGO® Luigi™ or LEGO® Peach™ figure (from sets sold separately) in either kart for interactive play, triggering sounds &amp; visual effects.</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>THE LEGO® GROUP</b>            Stand number: <b>UW10-30</b>            Contact:  <a href="mailto:rebecca.eneh@lego.com">rebecca.eneh@lego.com</a></p> <hr/> <p>Product name: <b>LEGO® City Helicopter, Fire Truck &amp; Submarine Remix</b>            Launch date: <b>1<sup>st</sup> January 2025</b>            SKU number: <b>60462</b>            Price: <b>£54.99</b></p>	<p>Dive into a world of endless action and adventure with the LEGO® City Remix! Take command of an iconic fire truck, explore the ocean depths in a deep-sea submarine or thunder through the skies aboard a powerful police helicopter. Then mix and match your vehicles to craft your own custom creations for any mission that comes your way. Each model comprises 3 modular parts that can be combined, allowing kids to mix and match an array of action vehicles ready for exciting missions. Your City, No Limits!</p>

IMAGE	COMPANY	DESCRIPTION
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**ASMODEE UK**  
 Stand number: **N12**  
 Contact:  
[Lynsey@mason-williams.com](mailto:Lynsey@mason-williams.com)

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Product name: **Piles!**  
 Launch date: **1st January 2025**  
 SKU number: **ASMLBEPIL0101**  
 Price: **£19.99**

Piles! is a thrilling, fast-paced set collecting game that keeps everyone on their toes. Perfect for kids, families, and friends for non-stop, high-energy entertainment. Whether you're 8 or 80, Piles! is simple to pick up but offers endless replayability and challenge. Learn in minutes and dive into the action!



**BASIC FUN! UK**  
 Stand number: **D11**  
 Contact:  
[claire.t@evolution-pr.co.uk](mailto:claire.t@evolution-pr.co.uk)

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Product name: **Arcade Classics Handheld WWE**  
 Launch date: **July 2025**  
 SKU number: **09682**  
 Price: **£24.99**

This Arcade Classics Handheld WWE Wrestle Mania Game brings the magic of the iconic classic retro gaming to life with meticulously crafted mini arcade games that will captivate both young gamers and nostalgic collectors. With a commitment to authenticity, this Arcade Classics Handheld WWE toy features the original graphics, sounds, and gameplay that defined the arcade era. And its colour graphics make it so much like the original! This mini arcade handheld game is designed to evoke fun childhood memories while introducing a new generation to the timeless excitement of retro gaming. Use the joystick to navigate the fun! It's perfect for both play and display, adding a touch of nostalgic style to any home.



**EPOCH MAKING TOYS**  
 Stand number: **N7**  
 Contact:  
[claire@playtimepr.com](mailto:claire@playtimepr.com)

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Product name: **Super Mario Cap Stacker**  
 Launch date: **January 2025**  
 SKU number: **7554**  
 Price: **£14.99**

Stack the caps! Featuring the iconic caps and crowns of the most well-known characters from the world of Super Mario, the Super Mario Cap Stacker from Epoch Games, is super fun to play! Players select a card at random and place the corresponding hat on the wobbly tower! But they must be careful... if the caps aren't stacked correctly, the tower will come crashing down, the hats will be sent flying, and that player will lose!

IMAGE	COMPANY	DESCRIPTION
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**GALT TOYS, PART OF JUMBO GROUP**  
 Stand number: **E9**  
 Contact: [jacqueline.taylorfoo@jumboplay.com](mailto:jacqueline.taylorfoo@jumboplay.com)

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Product name: **Hitster - Guilty Pleasures**  
 Launch date: **AW25**  
 SKU number: **8710126199534**  
 Price: **£22.99**

The music party game of the century that creates an instant party! Take a trip down memory lane with 300 hits from the last 100 years. The DJ scans a music card with the free app and players take turns guessing when the songs were released, artist names and song titles. First player to have a timeline of 10 songs wins this digitally integrated party game!



**GIBSONS**  
 Stand number: **E15**  
 Contact: [gemma@gibsonsgames.co.uk](mailto:gemma@gibsonsgames.co.uk)

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Product name: **Swapple**  
 Launch date: **28th February 2025**  
 SKU number: **G9034**  
 Price: **£11.99**

Switch, swap, and swipe cards to outwit fellow gardeners and be the first to plant your dream garden. Beware of sneaky snails and cheeky caterpillars as you fill your garden with buzzing bees and beautiful butterflies. With stunning illustrations from the Royal Horticultural Society, this game is a must-play for green-fingered flower fans.

Designed for 3-8 players ages 6 and up, the game is perfect for quick 20-minute rounds and is travel-friendly, with a compact box that's easy to carry along wherever you go. Swapple offers endless fun for gardeners of all ages and skill levels!



**GIBSONS**  
 Stand number: **E15**  
 Contact: [gemma@gibsonsgames.co.uk](mailto:gemma@gibsonsgames.co.uk)

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Product name: **Tegula**  
 Launch date: **28th February 2025**  
 SKU number: **G9035**  
 Price: **£19.99**

Step into the world of Tegula, where strategy and a bit of luck help you create a stunning mosaic! Inspired by Roman tile work, this game is all about skilful tile-matching and clever actions that give you an edge. Use action cards to swap, give, or play extra tiles, giving you a strategic advantage. Be the first to get rid of all your tiles to claim victory in this fast-paced, family-friendly game that's perfect for 2-6 players, ages 8 and up. With a game time of just 20 minutes, Tegula is easy to learn, quick to play, and endlessly fun.



IMAGE	COMPANY	DESCRIPTION
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**GIBSONS**  
 Stand number: **E15**  
 Contact:  
[gemma@gibsonsgames.co.uk](mailto:gemma@gibsonsgames.co.uk)

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Product name: **Grab Bag Jungle**  
 Launch date:  
**28<sup>th</sup> February 2025**  
 SKU number: **G9037**  
 Price: **£19.99**

Embark on a thrilling jungle adventure with friends and family in this immersive animal rescue game! Together, you'll race against the clock to save jungle animals by reaching into the Grab Bag, feeling for the right animal, and placing it on its matching habitat card. With 8 unique challenge modes, there's a perfect game for every skill level, providing hours of excitement and teamwork. Discover 24 beautifully shaped wooden animals, 12 habitat cards, 4 challenge cards, 2 timer cards, a sand timer, and instructions to guide your journey. Let the animal rescue mission begin!



**GIBSONS**  
 Stand number: **E15**  
 Contact:  
[gemma@gibsonsgames.co.uk](mailto:gemma@gibsonsgames.co.uk)

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Product name: **Bean Counters Inc.**  
 Launch date:  
**28<sup>th</sup> February 2025**  
 SKU number: **G9036**  
 Price: **£13.99**

You'll have to work hard and play hard to survive in the competitive business environment with a learning curve that gets steeper as the company's CEO dreams up new, bizarre rules for you to follow. Slam cards down as you count and slam to snap, however, the CEO will make this harder and harder with more and more rules. Chaotic Counting. Relentless Rules. It's time to find out who's got what it takes to count beans!



**GIBSONS**  
 Stand number: **E15**  
 Contact:  
[gemma@gibsonsgames.co.uk](mailto:gemma@gibsonsgames.co.uk)

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Product name: **RHS Floral Fantasy 500 Piece Gift Jigsaw Puzzle**  
 Launch date:  
**6<sup>th</sup> January 2025**  
 SKU number: **G3446**  
 Price: **£11.49**

Immerse yourself in the beauty of gardening with Floral Fantasy, a 500 piece puzzle in partnership with the RHS. Explore a vibrant array of garden life, showcasing flowers, animals, and the rich tapestry of horticulture! It's a perfect way to immerse yourself in the magic of gardening, right from the comfort of your home. Nestled within the elegant headquarters, the RHS Lindley Library is a horticultural treasure trove. The RHS is the UK's leading gardening charity. Their aim is to enrich everyone's life through plants, and make the UK a greener and more beautiful place. Also available in 1000 pieces!

IMAGE	COMPANY	DESCRIPTION
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**GOLDEN BEAR TOYS**

Stand number: **E69**

Contact:

[A.Murray@GoldenBearToys.co.uk](mailto:A.Murray@GoldenBearToys.co.uk)

Product name: **Beak & Seek**

Launch date: **June 2025 for A/w 2025**

SKU number: **2626**

Price: **£14.99**

The peck-tacular game for the whole family. Wear your coloured beak and get ready to seek worms of the same colour. Here's the catch, you can only use your beak to grab your worms. Will you be the quickest? Remember the early bird catches the worm! Kids from 4yrs+ will love the hilarious feeding frenzy. It's frantic fun, and very competitive as all the seekers try to catch their worms at the same time! Includes 5 different ways to play. Great fun, great price, great for playing at home, and compact design makes it a great game for travelling with.



**GOLDEN BEAR TOYS**

Stand number: **E69**

Contact:

[A.Murray@GoldenBearToys.co.uk](mailto:A.Murray@GoldenBearToys.co.uk)

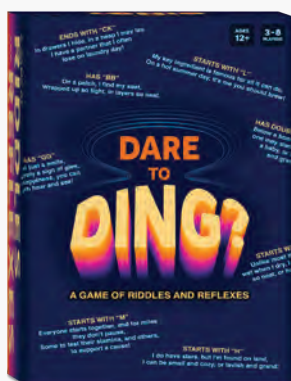
Product name: **No Brainer**

Launch date: **June 2025 for A/w 2025**

SKU number: **2624**

Price: **£24.99**

No Brainer is the hilarious electronic family game where you need super-fast reactions. Hold the brain and shake it forward to answer yes and tap it for no. You'll know the answers, but can your reactions pass the test? It seems like a No Brainer but the longer the game goes on the trickier it gets. Play in 4 modes - alone or in teams: Solo, Party, Speed or Expert. Boast that you have the best IQ by beating your score. Fun for family games nights, children from 8yrs+.



**SKILLMATICS**

Stand number: **Upper Level 152**

Contact:

[shao@grasperglobal.com](mailto:shao@grasperglobal.com)

Product name: **Dare To Ding**

Launch date: **15th March 2025**

SKU number: **SKILL969DTD**

Price: **£19.99**

Dare to Ding is a first of its kind, fast-paced game of riddles and quick reflexes! Roll the die, read the corresponding riddle and let the games begin! Think you know the answer? Race to slam the dinger and answer within 5 seconds! Get it right, win the card! Win 7 cards to win the game. But watch out, it's likely you will find yourselves hooked and dinging much longer! Each card has 3 riddles, so the game solves for high repeatability too!

## IMAGE



## COMPANY

### HACHETTE BOARDGAMES UK

Stand number: **UL123**

Contact:

[rtrounce@hachetteboardgames.co.uk](mailto:rtrounce@hachetteboardgames.co.uk)

Product name: **MicroMacro Kids**

Launch date: **March 2025**

SKU number: **TBC**

Price: **£25.99**

## DESCRIPTION

The kids edition of MicroMacro is coming – the same intriguing puzzle in which players must search for clues on a giant map and deduce the answers to various mysteries, but now in a family friendly package like never before. With four MicroMacro games already on the market, as well as a jigsaw, this is the latest addition to the line.



### HACHETTE BOARDGAMES UK

Stand number: **UL123**

Contact:

[rtrounce@hachetteboardgames.co.uk](mailto:rtrounce@hachetteboardgames.co.uk)

Product name: **Gwent (The Witcher 3)**

Launch date: **June 2025**

SKU number: **TBC**

Price: **£44.99**

The Witcher 3, a game with over 50 million copies sold, introduced Gwent—a beloved ‘game within a game’ that, after a decade and its own digital spin-offs, is finally arriving on tabletops. Gwent is a card game that captured the attention of millions, being a significant part of the 9th best selling video game of all time, The Witcher 3.



### HACHETTE BOARDGAMES UK

Stand number: **UL123**

Contact:

[rtrounce@hachetteboardgames.co.uk](mailto:rtrounce@hachetteboardgames.co.uk)

Product name: **Quoridor PAC-MAN**

Launch date: **1st June 2024**

SKU number: **GCPAC-EN**

Price: **£36.00**

PAC-MAN Quoridor brings the beloved arcade to tabletops in a stunning wooden edition with two exciting modes:

Quoridor: A strategic, head-to-head game with a 30-year legacy. Race your piece to the opposite side of the board, using walls to outmaneuver your opponent and navigate their maze.

PAC-MAN Mode: Up to 4 players control Ghosts competing against PAC-MAN. PAC-MAN must gobble Power Pellets while avoiding capture, with only 3 lives to succeed.



IMAGE	COMPANY	DESCRIPTION
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**HACHETTE BOARDGAMES UK**  
 Stand number: **UL123**  
 Contact: [rtrounce@hachetteboardgames.co.uk](mailto:rtrounce@hachetteboardgames.co.uk)

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Product name: **Spy Guy Fantasy**  
 Launch date: **January 2025**  
 SKU number: **TR-SPYFAN**  
 Price: **£25.00**

A stunning cooperative game where players take on the role of sharp-eyed detectives, racing against the clock to solve mysteries on a sprawling, visually engaging board. This edition has players exploring a fantasy realm packed with fun finds and characters.



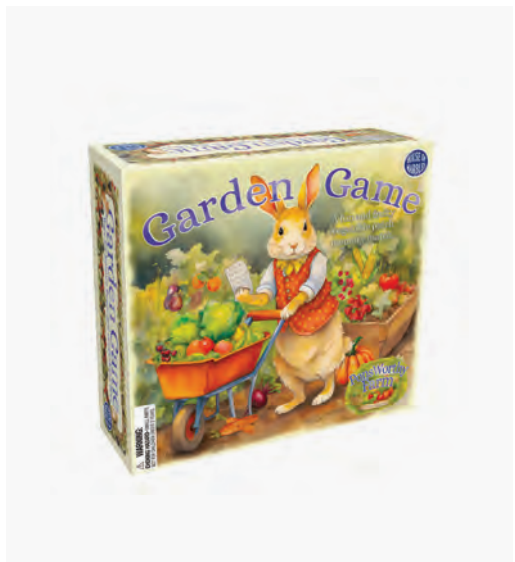
**HACHETTE BOARDGAMES UK**  
 Stand number: **UL123**  
 Contact: [rtrounce@hachetteboardgames.co.uk](mailto:rtrounce@hachetteboardgames.co.uk)

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Product name: **Gigantosaurus: The Adventure Game**  
 Launch date: **January 2025**  
 SKU number: **MNKY-GIG**  
 Price: **£20.00**

Gigantosaurus is board game based on the hit Netflix show. For ages 3 and upwards, this is a racing game set in the world of Cretacia. Players control their favourite characters from the show, and must collect items. The bullies are lurking and will try to thwart your progress. Luckily, Gigantosaurus is there to lend a hand.

This is a game for 2-4 players, and the highlight is that you can jump on top of a huge wooden Gigantosaurus' back to get a speed boost around the board.

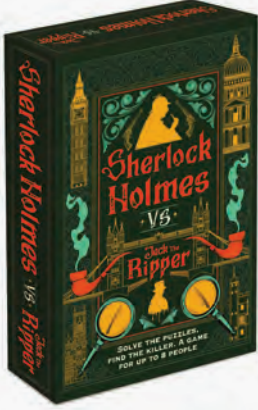




**HOUSE OF MARBLES**  
 Stand number: **G50**  
 Contact: [mark@houseofmarbles.com](mailto:mark@houseofmarbles.com)

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Product name: **Garden Game**  
 Launch date: **2nd January 2025**  
 SKU number: **222168**  
 Price: **£12.99**

A fun and fruity, vegetable-patch, memory-match game! Be the first to load up your wheelbarrow according to your list. Will you score runner beans, or will your opponent 'beat' you to it? Perfect for up to 4 players, this game brings families together for laughs, strategy, and friendly competition.

IMAGE	COMPANY	DESCRIPTION
	<p><b>IGLOO BOOKS LIMITED</b>            Stand number: <b>GZ5</b>            Contact:  <a href="mailto:abigailcongreve@igloobooks.com">abigailcongreve@igloobooks.com</a></p> <hr/> <p>Product name: <b>Game Box – Sherlock Holmes and The Ripper</b>            Launch date: <b>August 2025</b>            SKU number: <b>9781835448540</b>            Price: <b>£19.99</b></p>	<p>Step into Sherlock Holmes' shoes and solve the mystery of the Ripper with this game box, featuring a book, magnifying glass, solution wheel, map, notice board, pen, playing cards and clues for a fully immersive detective experience</p>
	<p><b>JOHN ADAMS LEISURE LTD</b>            Stand number: <b>N1, N6</b>            Contact:  <a href="mailto:lynette@johnadams.co.uk">lynette@johnadams.co.uk</a></p> <hr/> <p>Product name: <b>Magic Tooth Fairy Board Game</b>            Launch date: <b>AW25</b>            SKU number: <b>TBC</b>            Price: <b>£19.99</b></p>	<p>The classic Magic Tooth Fairy Game is back and more magical than ever! Spin the spinner and journey around the gameboard. Press the fairy and she will flutter her wings and magically transform a tooth into a gold coin. Be the first to swap 4 teeth for golden coins to win! Includes a redesigned magic bed with tooth-swap mechanism and a new fairy with fluttering wings.</p>
	<p><b>ORCHARD TOYS</b>            Stand number: <b>E10</b>            Contact:  <a href="mailto:ali.brown@orchardtoys.com">ali.brown@orchardtoys.com</a></p> <hr/> <p>Product name: <b>Under The Sea Nesting Puzzle</b>            Launch date: <b>21st January 2025</b>            SKU number: <b>135</b>            Price: <b>£12.00</b></p>	<p>The fun educational learning brand Orchard Toys, loved and trusted by parents, teachers and children, launches a new baby and toddler range of games and puzzles. Leading the collection is beautifully illustrated Under the Sea, a wooden nesting puzzle designed for inquisitive little ones from 1yr+. It's fun and hands-on, and helps with developmental motor skills such as hand-eye coordination. Engaging for little ones it offers lots of repeat play value. Perfect for the eco-shopper made from sustainable materials and recyclable packaging, Under the Sea themed puzzle champions the quality and educational fun, that is synonymous with Orchard Toys.</p>

## IMAGE

## COMPANY

## DESCRIPTION



### ORCHARD TOYS

Stand number: **E10**

Contact:

[ali.brown@orchardtoys.com](mailto:ali.brown@orchardtoys.com)

Product name: **Peter Rabbit™ Posting Game**

Launch date:

**21st January 2025**

SKU number: **WPR009**

Price: **£12.00**

Following the success of Orchard Toys Peter Rabbit™ range, is a new addition to the pack; Peter Rabbit™ Posting Game. A 3D game designed for tiny tots from age 2, with three ways to play to adapt to children's different developmental stages, ensuring the game remains challenging and enjoyable as they grow and develop. The 3D stackable houses add to the attraction, making it even more fun for little ones! Teacher tested and made using sustainable and recycled materials Peter Rabbit™ Posting Houses champion the quality and educational fun, that is synonymous with Orchard Toys brand.



### ORCHARD TOYS

Stand number: **E10**

Contact:

[ali.brown@orchardtoys.com](mailto:ali.brown@orchardtoys.com)

Product name: **Dinosaur Number Eggs**

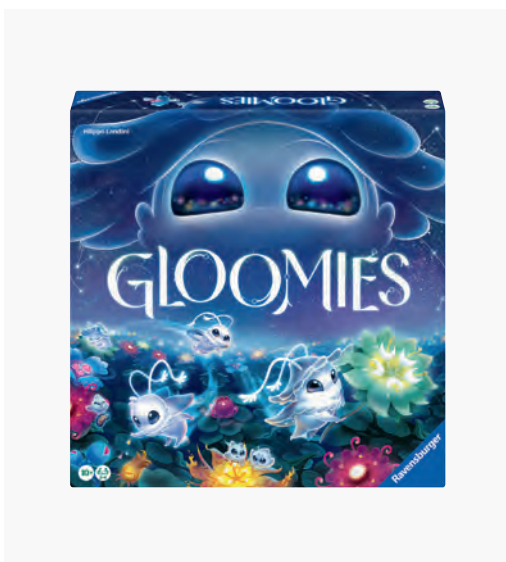
Launch date:

**21st January 2025**

SKU number: **130**

Price: **£9.50**

A must have for young Dinosaur fans, educational games and jigsaws brand Orchard Toys have launched a brand-new number and counting game. With a fun Dinosaur theme, the game combines learning and fun and captivates the imagination of children who love all things prehistoric. The T-rex wild card featured in the game will keep little ones on their toes and encourage lots of dinosaur roars throughout the game!! Teacher tested and designed for children 3yrs+ it helps develop number recognition and counting skills while promoting social interaction and friendly competition.



### RAVENSBURGER

Stand number: **N13**

Contact:

[charlotte.bird@ravensburger.com](mailto:charlotte.bird@ravensburger.com)

Product name: **Gloomies**

Launch date: **March 2025**

SKU number: **24617**

Price: **£27.99**

From the creators behind 2024's multi-award winning game Mycelia, Gloomies is set to bring a captivating new take on 'cosy' gameplay. With outstanding two-phase gameplay, Gloomies invites you into the world of the Garden Gloomies - beings from a distant galaxy who love colourful flowers. As you play, you'll take on the roles of the Garden Gloomies to grow and harvest flowers during the two phases of the game. You'll use your flowers to decorate yourself or other Gloomies. With stunning artwork and enchanting worldbuilding format, Gloomies is designed for players from age ten to adult.



IMAGE	COMPANY	DESCRIPTION
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**RAVENSBURGER**  
 Stand number: **N13**  
 Contact:  
[charlotte.bird@ravensburger.com](mailto:charlotte.bird@ravensburger.com)

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Product name: **Speedy Puzzle**  
 Launch date: **September 2025**  
 SKU number: **TBC**  
 Price: **£19.99**

Children can now flex their puzzling skills in a new, game-like take on jigsaws. As the sport of speed puzzling continues to grow across the world, Ravensburger brings the concept to young puzzle fans in Speedy Puzzle. Inside the box find four 35-piece themed puzzles, along with a buzzer and action tokens. Who can complete their puzzle first? The race is on! But your themed action tokens might mean you have to try to complete your puzzle with one hand, or even while making animal noises! This fast-paced fun activity is designed for children from age six years.



**SMART TOY AND GAMES**  
 Stand number: **F42**  
 Contact:  
[chloe@bumprr.co.uk](mailto:chloe@bumprr.co.uk)

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Product name: **Counting Sheep**  
 Launch date: **Spring 2025**  
 SKU number: **SG 452**  
 Price: **£14.99**

Counting Sheep is a compact puzzle game suitable for all ages 7+, easy to carry and play on the go! The aim of the game is to find the right position for your flock of sheep in this delightful puzzle game. Can you solve all 60 challenges? As you progress, the challenges will become more difficult, so you won't fall asleep while counting these sheep! The game includes a compact game board with lid, 7 transparent puzzle pieces with 12 sheep and 1 ram, 1 puzzle piece with a shed, challenge booklet with 60 challenges and solutions, leaflet with game rules



**SMART TOY AND GAMES**  
 Stand number: **F42**  
 Contact:  
[chloe@bumprr.co.uk](mailto:chloe@bumprr.co.uk)

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Product name: **IQ Bubbles**  
 Launch date: **Spring 2025**  
 SKU number: **SG 493**  
 Price: **£11.99**

Can you solve these 120 sparkling challenges and fit all transparent puzzle pieces on the game board? This Grand Cru puzzle game is sure to bring a smile to your face — no hangover required! Players must choose a challenge from the challenge booklet and then place the puzzle pieces on the board as shown in the challenge. Each puzzle piece is made of a combination of big and small bubbles. Each size will only fit on half of the positions on the game board, creating a checkerboard pattern of big and small bubbles. Players must then place the remaining puzzle pieces on the game board – All pieces are double sided and either side can be used. There is only one solution for each challenge, which can be found at the end of the challenge booklet.




IMAGE	COMPANY	DESCRIPTION
	<p><b>SMART TOY AND GAMES</b>            Stand number: <b>F42</b>            Contact:  <a href="mailto:chloe@bumprr.co.uk">chloe@bumprr.co.uk</a></p> <hr/> <p>Product name: <b>IQ Pentagon</b>            Launch date: <b>September 2025</b>            SKU number: <b>SG 313</b>            Price: <b>£14.99</b></p>	<p>IQ Pentagon is a gem of a puzzle game for discerning adults. Inside the luxurious booklet and packaging await 120 captivating challenges that will intrigue even the most demanding puzzler. Can you skillfully fit all the transparent game pieces on this enigmatic pentagon game board?</p>
	<p><b>SMART TOY AND GAMES</b>            Stand number: <b>F42</b>            Contact:  <a href="mailto:chloe@bumprr.co.uk">chloe@bumprr.co.uk</a></p> <hr/> <p>Product name: <b>Apple Puzzler</b>            Launch date: <b>Spring 2025</b>            SKU number: <b>SG 417</b>            Price: <b>£12.99</b></p>	<p>A puzzle a day keeps the doctor away! Suitable for ages 8+, in Apple Puzzler, players must fit all the worms inside the three-sliced apple by stacking the different layers on top of each other. Find the correct position of the worms and arrange the slices to close the apple and complete each of the 80 challenges! This fun game challenges logic, visual perception, problem solving, spatial insight and concentration.</p>
	<p><b>SMART TOY AND GAMES</b>            Stand number: <b>F42</b>            Contact:  <a href="mailto:chloe@bumprr.co.uk">chloe@bumprr.co.uk</a></p> <hr/> <p>Product name: <b>Graveyard Shift</b>            Launch date: <b>Spring 2025</b>            SKU number: <b>SG 108</b>            Price: <b>£19.99</b></p>	<p>Graveyard Shift is a brand new 1 player puzzle game from Smart Games. Maybe searching for your cat at the graveyard after midnight wasn't such a good idea... the skeletons are awake and have a bone to pick with you! Players must plan a route to try and escape them and reach the exit by moving and rotating the puzzle pieces to an adjacent empty spot - one by one- to create a path. This sequential puzzle comes with 80 spooky challenges.</p>




IMAGE	COMPANY	DESCRIPTION
 <p>The image shows the 'Seek &amp; Find Toys' game box, which is colorful and features a teddy bear. Next to the box is a large pile of yellow wooden tokens, each with a different toy illustration on it. There are also several cards scattered around the tokens.</p>	<p><b>TACTIC GAMES UK</b>            Stand number: <b>F25</b>            Contact:  <a href="mailto:vicki@elmermarketing.co.uk">vicki@elmermarketing.co.uk</a></p> <hr/> <p>Product name: <b>Seek &amp; Find Toys</b>            Launch date: <b>February 2025</b>            SKU number: <b>60553</b>            Price: <b>£24.99</b></p>	<p>After hours of fun play time the toy room is a big mess and someone has to find the missing toys. Piece together the puzzle board, turn over a card and quickly spot the depicted toy on the game board to collect a wooden toy token. Which toys will you be able to spot the quickest? The player who finds the most toys wins! For players age 3+.</p>
 <p>The image shows the 'Let's Learn Our Amazing Body' game box, which features a cartoon doctor and a human body diagram. Next to the box is a human body diagram with various organs highlighted in different colors. There are also several cards and a small game board with a path.</p>	<p><b>TACTIC GAMES UK</b>            Stand number: <b>F25</b>            Contact:  <a href="mailto:vicki@elmermarketing.co.uk">vicki@elmermarketing.co.uk</a></p> <hr/> <p>Product name: <b>Let's Learn Our Amazing Body</b>            Launch date: <b>February 2025</b>            SKU number: <b>60545</b>            Price: <b>£24.99</b></p>	<p>The first player to reach the finish becomes a doctor! Move your figure on the game board, answer fun questions about the human body and how it works, and try out different movements yourself by completing different tasks. There are three types of challenges in this educational game: search, know and try. For players age 7+.</p>
 <p>The image shows the 'Read My Mind' game box, which is colorful and features a large question mark. Next to the box are several circular cards with different questions and a small game board with a path.</p>	<p><b>TACTIC GAMES UK</b>            Stand number: <b>F25</b>            Contact:  <a href="mailto:vicki@elmermarketing.co.uk">vicki@elmermarketing.co.uk</a></p> <hr/> <p>Product name: <b>Read My Mind</b>            Launch date: <b>February 2025</b>            SKU number: <b>59622</b>            Price: <b>£24.99</b></p>	<p>Read the question and write down your answer, but don't reveal it to the others! Now the other players reveal their suggestions and you rank them. Pick your favourite and least favourite and add an extra twist with the decoy. Can they read your mind and rank them the same way? For 3-6 players, age 12+</p>



IMAGE	COMPANY	DESCRIPTION
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**TACTIC GAMES UK**  
 Stand number: **F25**  
 Contact:  
[vicki@elmermarketing.co.uk](mailto:vicki@elmermarketing.co.uk)

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Product name: **Wanna Bet Jackpot**  
 Launch date: **September 2025**  
 SKU number: **59853**  
 Price: **£26.99**

Pair up and win bigger than ever! It's time to put your brains and brawn to good use. The stakes are higher than ever, but so is the reward! Get ready to play together like never before. You'll be relying on your own and your partner's skills and wit to conquer exciting challenges. Make bets on how the other players will do and chase the Jackpot to win big! Are you up for the challenge? Fun party game for 3-6 players, age 8+.



**THAMES AND KOSMOS**  
 Stand number: **F15**  
 Contact:  
[libby@thamesandkosmos.co.uk](mailto:libby@thamesandkosmos.co.uk)

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Product name: **Exit: Adventures in Catan**  
 Launch date: **May 2025**  
 SKU number: **TBC**  
 Price: **£16.99**

Set off for Catan! Sailors tell of the beautiful, resource-rich island. In the hope of a better life, one to four players set off to discover this distant world and settle down there. However, numerous challenges and puzzles await them on their adventurous journey. Will the group succeed in building a new life in a foreign country? Ideal for fans and newcomers to the EXIT® and CATAN game brands



**THAMES AND KOSMOS**  
 Stand number: **F15**  
 Contact:  
[libby@thamesandkosmos.co.uk](mailto:libby@thamesandkosmos.co.uk)

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Product name: **Australis**  
 Launch date: **May 2025**  
 SKU number: **TBC**  
 Price: **£34.99**

Competition based off the breathtaking east coast of Australia! In this strategy game, players can look forward to skilfully choosing dice in order to grow schools of fish or influence the course of the game with the help of advantage cards. At the end of each stage, there is a dice competition in which more points can be collected for the next stages. The decisive factors for victory are the size of the schools of fish, the most magnificent coral reefs and the position of the sea turtle. Who will win the competition in the East Australian Current? A successful combination of dice selection and dice competition, simple rules and high-quality wooden game materials.




IMAGE	COMPANY	DESCRIPTION
	<p><b>UNIVERSITY GAMES</b>                      Stand number: <b>E50</b>                      Contact:  <a href="mailto:gemmal@ugames.uk.com">gemmal@ugames.uk.com</a></p> <hr/> <p>Product name: <b>Easy Cheesy</b>                      Launch date: <b>Summer 2025</b>                      SKU number: <b>U08679</b>                      Price: <b>£14.95</b></p>	<p>Hide and Seek with a BITE of a challenge! In this amusing and entertaining children's game "Easy Cheesy" everything revolves around cheese and a small biting mouse. Hide the mouse in the cheese and place the flexible cheese spaces over the top to hit its hiding spot! As she hides, players pick which hole to put their finger in! Will you avoid the mouse or find her hiding? The mouse has teeth, so she will nibble you as soon as you disturb her hiding place, so watch out! The winner is the first to secure three pieces of cheese before being nibbled! This easy to pick up and play game has simple rules and guarantees laugh for the whole family. For 2-6 players age 4 years and over.</p>
	<p><b>UNIVERSITY GAMES</b>                      Stand number: <b>E50</b>                      Contact:  <a href="mailto:gemmal@ugames.uk.com">gemmal@ugames.uk.com</a></p> <hr/> <p>Product name: <b>Buying Time Game</b>                      Launch date: <b>Summer 2025</b>                      SKU number: <b>TBC</b>                      Price: <b>£22.99</b></p>	<p>Buying Time is a Game of Risk and Reward! Unlike any other board game, Buying Time is the game where you decide how much time you and your team need to answer the questions, but how much are you willing bet to earn more money! Use the clever money counter to insert your money, the money converts to time. BUT how much time do you really need for your team mates to answer all the questions on the card? With a variety of card levels, and a mix of question and charades, how will you decide how much to bet? The time ticks away, but players don't want to overspend on easy cards or waste too much money on hard cards. This is a smart thinking game for the most competitive board game players! For 4-10 player age 8 years and over</p>
	<p><b>UNIVERSITY GAMES</b>                      Stand number: <b>E50</b>                      Contact:  <a href="mailto:gemmal@ugames.uk.com">gemmal@ugames.uk.com</a></p> <hr/> <p>Product name: <b>Roald Dahl Matilda Extraordinary Challenges Board Game</b>                      Launch date: <b>Spring 2025</b>                      SKU number: <b>U08679</b>                      Price: <b>£18.95</b></p>	<p>Joining University Games best-selling Roald Dahl games collection in 2025 will be the Matilda, The Extraordinary Challenges Board Game. The games spinner is the famous Amanda Thripp and her rule breaking pigtails, players spin to move around the board, undertaking mental and physical challenges in order to collect all the books before Miss Trunchball catches them! Designed to get children (and adults) using their minds and bodies, this board game will get the whole family up and playing! For 2-4 players for age 6 years and over.</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>WINNING MOVES</b>            Stand number: <b>F40</b>            Contact:  <a href="mailto:jack.probyn@winningmoves.co.uk">jack.probyn@winningmoves.co.uk</a></p> <hr/> <p>Product name: <b>Squid Game Top Trumps Limited Editions</b>            Launch date: <b>31<sup>st</sup> March 2024</b>            SKU number: <b>WM05140-ENI-6</b>            Price: <b>£10.00</b></p>	<p>Get in the game of all dangers with this limited edition Squid Game Top Trumps. You'll find all the highlights of the series from season 1 like Red Light Green Light, Ddakji, Dalgona candy game and even those from season 2 like Gonggi and Jegi. With the colourful, unique design of the series inspired by Korean children's games, you'll rediscover the contrast between reality and the game that fascinated the whole world. Are you ready to risk it all and count on your luck to win the jackpot? Can you survive the Squid Game and come out trumps?</p> <ul style="list-style-type: none"> <li>• Entertaining educational card game loved for bringing your favourite subjects to life</li> <li>• Play Top Trumps anytime, anywhere, with as many people as you like</li> <li>• Find out how risky is the Tug of War, or how much you should rely on skill to win the Marbles game.</li> <li>• Easy-to-carry plastic case means there are no limits on gameplay</li> <li>• Prepare to outsmart your opponents, discover new and exciting facts and duel your way to becoming the Top Trump</li> </ul>
	<p><b>WINNING MOVES</b>            Stand number: <b>F40</b>            Contact:  <a href="mailto:jack.probyn@winningmoves.co.uk">jack.probyn@winningmoves.co.uk</a></p> <hr/> <p>Product name: <b>Hello Kitty WHOT!</b>            Launch date: <b>January 2025</b>            SKU number:  <b>WM05099-MLI-6</b>            Price: <b>£8.00</b></p>	<p>Sanrio has partnered with Winning Moves to produce this fantastic new Hello Kitty edition of WHOT!, the classic matching game. WHOT! contains 53 playable cards featuring Hello Kitty herself, her sister Mimmy, her boyfriend Daniel, and many other friends, which players must match using the images, icons or numbers. WHOT! is a fast-moving classic card game that's been around for generations, and now a new wave of Hello Kitty lovers can enjoy it as well. Be the first to empty your hand by playing all of your cards, and deploy the special WHOT! cards to bend the rules to your advantage. With Sanrio artwork and recognisable characters, WHOT! is ideal for young children to learn shapes, colours and numbers, although we certainly won't blame any grown-up players who want to play as well. Hello Kitty is adorably fun and can be enjoyed by all, in this wonderful new edition of WHOT!</p>
	<p><b>WINNING MOVES</b>            Stand number: <b>F40</b>            Contact:  <a href="mailto:jack.probyn@winningmoves.co.uk">jack.probyn@winningmoves.co.uk</a></p> <hr/> <p>Product name: <b>Party Trivial Pursuit</b>            Launch date: <b>AW25</b>            SKU number: <b>WM03917-ENI-6</b>            Price: <b>£14.99</b></p>	<p>The party edition of Trivial Pursuit. Perfect for adults hosting party evenings with their friends and families.</p>






IMAGE	COMPANY	DESCRIPTION
 <p>The image shows the packaging for the Barbie Beauty Bar toy set. The box is pink and white with the Barbie logo at the top left. The title 'Beauty Bar' is prominently displayed. A list of included items is on the right: Beauty Bar with LED lights and removable mirror, Hairbrush, Lip Stick, Eye Shadow, Brush, Nailers, Clippers, Shampoo, 32 Barbie 31 Magazine. The central image shows the assembled toy set, which includes a pink and white vanity unit with a mirror, a pink stool, and various beauty accessories.</p>	<p><b>8TH WONDER LTD</b>            Stand number: <b>N5</b>            Contact:  <a href="mailto:nicola.flynn@8thwonder.co.uk">nicola.flynn@8thwonder.co.uk</a></p> <hr/> <p>Product name: <b>Barbie Beauty Bar</b>            Launch date: <b>SS25</b>            SKU number: <b>371E</b>            Price: <b>£74.99</b></p>	<p>Transform playtime with the Barbie Floor Standing Beauty Bar, complete with a built-in hairdresser station! This stylish set includes a removable mirror with LED lights for a touch of glam, a sink, and a shower head for realistic salon play. A sturdy stool and a collection of wooden and plush beauty accessories let kids create endless hairstyles and beauty routines. The set also comes with an activity magazine to inspire fun and creativity. Perfect for little stylists, this beauty bar brings the excitement of a salon into your home and guarantees hours of engaging Barbie-themed play.</p>
 <p>The image shows the Bluey Chattermax DJ Decks toy set. It features a central DJ console with a colorful, bird-like character on top. Surrounding the console are two pink speakers, a pair of colorful headphones, a watermelon-shaped scratching disc, and a pink microphone. The set is designed to be vibrant and fun, reflecting the Bluey character's personality.</p>	<p><b>8TH WONDER LTD</b>            Stand number: <b>N5</b>            Contact:  <a href="mailto:nicola.flynn@8thwonder.co.uk">nicola.flynn@8thwonder.co.uk</a></p> <hr/> <p>Product name: <b>Bluey Chattermax DJ Decks</b>            Launch date: <b>SS25</b>            SKU number: <b>366E</b>            Price: <b>£24.99</b></p>	<p>Experience the magic of Bluey's world with the Bluey Wooden Chattermax DJ Decks, inspired by her favourite, vibrant toy! Music is a core part of Bluey's show, enriching stories and sparking imagination, and now kids can bring that musical excitement home. This colourful set features LED flashing lights and plays 4 beloved songs from the series, perfect for young music lovers. It comes with a wooden microphone, plush headphones, and built-in speakers for full DJ fun. Press the disks to activate Chattermax inspired scratching audio whilst the LED lights illuminate the room. This lively set is perfect for sparking creativity in every Bluey fan!</p>
 <p>The image shows the Bluey Plush Sofa toy set. It is a red and blue plush car designed to look like a sofa. The front of the car has a printed scene of the Healer family. Callouts point to various features: 'PRINTED SCENE APPLIED TO FRONT', '33 WHEEL ON BACK', 'LONG PILE UPPER', 'WHEELS', and 'APPLIQUE DETAILING'. The Bluey logo is in the top right corner.</p>	<p><b>8TH WONDER LTD</b>            Stand number: <b>N5</b>            Contact:  <a href="mailto:nicola.flynn@8thwonder.co.uk">nicola.flynn@8thwonder.co.uk</a></p> <hr/> <p>Product name: <b>Bluey Sofa</b>            Launch date: <b>SS25</b>            SKU number: <b>379E</b>            Price: <b>£64.99</b></p>	<p>Crafted from recycled materials, this innovative plush sofa is not only eco-friendly but also irresistibly soft and huggable. Inspired by Bobo, the Healers' iconic family car in the beloved show Bluey, this sofa captures the whimsical fun of Bluey's world. The design features the whole Healer family seated in the car, turning playtime into a delightful, immersive adventure for children. Perfect for fans of the show, this plush sofa brings imaginative play and sustainable comfort together, making it a must-have for young adventurers and Bluey enthusiasts alike.</p>






IMAGE	COMPANY	DESCRIPTION
 <p><b>Stitch Transforming Vehicle</b></p> <p>Includes/2pac          X1 Transforming Vehicle          X2 Ice-Cream Cones          X2 Ice-Cream Scoops          X1 Sausage          X1 Ice Lolly          X2 Surfboards          X2 3D Figures          X2 Food Items          X8 piece puzzle mat</p>	<p><b>8TH WONDER LTD</b>                  Stand number: <b>N5</b>                  Contact:  <a href="mailto:nicola.flynn@8thwonder.co.uk">nicola.flynn@8thwonder.co.uk</a></p> <hr/> <p>Product name: <b>Stitch Transforming Vehicle</b>                  Launch date: <b>SS25</b>                  SKU number: <b>263E</b>                  Price: <b>£18.99</b></p>	<p>Ride the waves of fun with the Stitch Beach Shack Transforming Vehicle! This vibrant vehicle opens to reveal an exciting beach shack playset complete with a puzzle playmat showcasing the ocean and sandy shore. Kids can dive into imaginative play with Stitch and Angel figures, ready to hit the waves on their surfboards. The set includes delightful accessories like wooden ice creams, Ice Lollies, felt sausages, pineapples, and a set of wooden tongs for beachside BBQ fun. Perfect for Stitch fans, this playset combines creative play and adventure, bringing the beach and the fun-loving spirit of Stitch into your home.</p>
	<p><b>BANDAI UK</b>                  Stand number: <b>N17</b>                  Contact:  <a href="mailto:louise@playtimepr.com">louise@playtimepr.com</a></p> <hr/> <p>Product name: <b>Miraculous Stack Shack Assortment</b>                  Launch date: <b>February 2025</b>                  SKU number: <b>P50581</b>                  Price: <b>£4.99</b></p>	<p>Introducing Miraculous Stack Shacks! Fans of the number one children's show on Netflix and Disney can enter the Miraculous Chibi world with these mystery blind boxes! Collect each shack and stack them to create your own world! Each stack features a themed environment and comes with one stylized Miraculous character plus two accessories. There are six themes in wave one - collect and stack them all!</p>
 <p><b>STRANGER THINGS 5   COLLAB</b></p> <p><b>Rockin' Robin Pony</b>          Stranger Things 5          Rockin' Robin Pony WSQK Radio</p> <p>Rockin' Robin is a fun and vibrant character from the My Little Pony franchise, particularly known as part of the "Sister" ponies group. She is characterized by her musical theme, complete with a charming bird symbol on her flank perfect for a Stranger Things makeover!</p> <p>21cm in size includes headphones style comb</p> <p><b>SPECIFICATION:</b></p> <ul style="list-style-type: none"> <li>Item Code: 35355</li> <li>Case Pack: 6</li> <li>SRP: £12.99</li> </ul>	<p><b>BASIC FUN! UK</b>                  Stand number: <b>D11</b>                  Contact:  <a href="mailto:claire.t@evolution-pr.co.uk">claire.t@evolution-pr.co.uk</a></p> <hr/> <p>Product name: <b>My Little Pony Stranger Things Rockin' Robin Pony</b>                  Launch date: <b>AW25</b>                  SKU number: <b>35355</b>                  Price: <b>£12.99</b></p>	<p>Rockin' Robin is a fun and vibrant character from the My Little Pony franchise, particularly known as part of the "Sister" ponies group. She is characterised by her musical theme, complete with a charming bird symbol on her flank perfect for a Stranger Things makeover!</p> <p>She's 21cm in size and comes with headphone style comb.</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>BLADEZ TOYZ LTD</b>            Stand number: <b>E35</b>            Contact:  <a href="mailto:charlotte@bladeztoyz.co.uk">charlotte@bladeztoyz.co.uk</a></p> <hr/> <p>Product name: <b>Superman 1:10 Ultimate Metrolopolis City Racer</b>            Launch date: <b>January 2025</b>            SKU number: <b>DC30072</b>            Price: <b>£69.99</b></p>	<p>The all new 2.4GHz full control Superman 1:10 Ultimate Metrolopolis City Racer is the perfect crime fighting machine! With speeds of up to 25kmph, LED lights, real rubber tyres, and exo-guard armour, this racer can take on the fiercest of villains! Modeled in Superman's iconic colours and equipped with his famous emblem, this RC combines bold design with high performance! Built for power and speed, the City Racer is perfect for both Superman fans and RC enthusiasts. With its unique style, smooth handling, and extra large tyres this RC is perfect for both indoor and outdoor use.</p>
	<p><b>HEATHSIDE TRADING</b>            Stand number: <b>F22</b>            Contact:  <a href="mailto:markus@heathside.biz">markus@heathside.biz</a></p> <hr/> <p>Product name: <b>Sonic Cars 9cm Asst</b>            Launch date: <b>January 2025</b>            SKU number: <b>SCCAR2</b>            Price: <b>£6.99</b></p>	<p>The Sonic the Hedgehog Pull-Back Calamitti Cars bring high-speed action and adventure to your hands! Inspired by the iconic Sonic universe, these pull-back cars feature colorful designs based on Sonic and his friends, ready to race at lightning-fast speeds. Simply pull them back, let go, and watch them zoom across the floor in a blur of motion. Perfect for both Sonic fans and collectors, these mini cars offer endless fun and are great for recreating epic races or adding to your collection of Sonic-themed toys.</p>
	<p><b>IGLOO BOOKS LIMITED</b>            Stand number: <b>GZ5</b>            Contact:  <a href="mailto:abigailcongreve@igloobooks.com">abigailcongreve@igloobooks.com</a></p> <hr/> <p>Product name: <b>Disney Fairies Tinkerbell: Story Book &amp; Money Box</b>            Launch date: <b>August 2025</b>            SKU number: <b>9781836500391</b>            Price: <b>£12.99</b></p>	<p>The Disney Fairies franchise appeals to a whole new customer base. This Story Book and Money Box set features the most popular fairy, Tinker Bell, whilst offering fans a collectable model and six paints.</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>IGLOO BOOKS LIMITED</b>            Stand number: <b>GZ5</b>            Contact:  <a href="mailto:abigailcongreve@igloobooks.com">abigailcongreve@igloobooks.com</a></p> <hr/> <p>Product name: <b>Disney Stitch: Sponge Art Book &amp; Paint Set</b>            Launch date: <b>March 2025</b>            SKU number: <b>9781836503545</b>            Price: <b>£12.99</b></p>	<p>Join Stitch and his mischievous friends for a fun painting adventure.</p> <p>With three pots of paint, three paint sponges and a book full of creative activities, get ready for a painting playtime that is out of this world!</p>
	<p><b>JUST PLAY UK</b>            Stand number: <b>B90</b>            Contact:  <a href="mailto:Michele@evolution-pr.co.uk">Michele@evolution-pr.co.uk</a></p> <hr/> <p>Product name: <b>Sesame Street Nom Nom Cookie Monster</b>            Launch date: <b>January 2025</b>            SKU number: <b>57844</b>            Price: <b>£24.99</b></p>	<p>Cookie Monster is a ticklish monster! The Sesame Street Nom Nom Cookie Monster plush toy shakes and makes cookie monster munching sounds when kids press his belly. Preschoolers will laugh along as Cookie says, "nom nom," and wiggles with excitement. Made with super-soft plush fabrics and recycled polyester fill, this cuddly, 13.5-inch Cookie Monster stuffed animal is perfect for anytime snuggles and a whole lot of fun. This Sesame Street toy is recommended for toddlers and children ages 18 months and up. Requires 2 x AAA (included). Sesame Street and associated characters, trademarks, and design elements are owned and licensed by Sesame Workshop.</p>
	<p><b>KAP TOYS</b>            Stand number: <b>UN66</b>            Contact:  <a href="mailto:claire@kaptoys.com">claire@kaptoys.com</a></p> <hr/> <p>Product name: <b>Magnetic Creations</b>            Launch date: <b>January 2025</b>            SKU number: <b>TBC</b>            Price: <b>£9.99</b></p>	<p>Magnetic Creations are perfect for portable play! Create from anywhere. The tin doubles as play space and storage for magnetic play pieces. Each set includes 2 Magnetic sheets, 40 pop-out magnet pieces and includes a Tic-Tac-Toe grid for added play factor. They are wonderful for encouraging creative thinking, children can spend hours creating their own world and story with their favourite characters. The range consists of great licenses such as Barbie, My Little Pony, Disney Princess, Peppa, Paw Patrol, Spongebob, Hot Wheels, Teenage Mutant Ninja Turtles and Spidey &amp; Friends.</p>






IMAGE	COMPANY	DESCRIPTION
 <p>The image shows the packaging for the 'Stitch Transforming Vehicle' toy set. The box features the character Stitch and an ice cream truck. Text on the box includes 'Includes: 1 Truck, 33 Transforming Vehicle, 32 Ice-Cream Cones, 32 Ice-Cream Scoops, 31 Dishes, 1 Ice Ladd, 32 Softballs, 32 3D Figures, 32 Pizza Slices, 32 Pizza Slices (not shown)'. There are also three small inset images showing the truck in different configurations.</p>	<p><b>LEARNING RESOURCES®</b>            Stand number: <b>D30</b>            Contact:  <a href="mailto:nsparrow@learningresources.com">nsparrow@learningresources.com</a></p> <hr/> <p>Product name:  <b>Numberblocks™ Add It Up Mini Market Figure Playset</b>            Launch date: <b>February 2025</b>            SKU number: <b>HM96936-UK</b>            Price: <b>TBC</b></p>	<p>Let's go on a shopping adventure in Numberland! Numberblock Four is the friendly shopkeeper ready to teach children about addition and maths with money. Grab the baskets of snacks and place them in the shopping trolley. When you're ready to pay, place your baskets on the checkout counter. Add up the numbers on the baskets to see how much your shopping costs. Turn the wheel on the interactive till to show how much you need to pay, and then place your coins in the till. There are numberly features at every turn to reinforce early years maths principles through fun, purposeful play.</p>
 <p>The image shows the packaging for the 'MrBeast Lab Hero Creator' toy set. The box features MrBeast and a yellow stretchy figure. Text on the box includes 'MrBEAST LAB', '3 in 1', '95', and 'MAKE YOUR OWN MRBEAST!'. There are also three small inset images showing the figure in different poses.</p>	<p><b>MOOSE TOYS</b>            Stand number: <b>NI5</b>            Contact:  <a href="mailto:maddi.tiscoe@moosetoys.com">maddi.tiscoe@moosetoys.com</a></p> <hr/> <p>Product name: <b>MrBeast Lab Creation Station</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>24774</b>            Price: <b>£29.99</b></p>	<p>Introducing the all-new MrBeast Lab Hero Creator! Unleash your creativity and craft your very own MrBeast stretchy figure. Simply connect the figure to the playset, then mix in Feastables chocolate bars and stacks of green cash! Pump it full of goo and watch as your MrBeast stretchy figure comes to life! Experiment with different ingredients to create unique versions of Jimmy. What fillings will you use?</p>
 <p>The image shows the packaging for the 'Peter Rabbit Play Set' toy set. The box features Peter Rabbit and a wooden cottage. Text on the box includes 'Peter Rabbit' and 'Play Set'. There are also three small inset images showing the cottage in different configurations.</p>	<p><b>ORANGE TREE TOYS</b>            Stand number: <b>F65</b>            Contact:  <a href="mailto:Phoebe@orangetreetoys.com">Phoebe@orangetreetoys.com</a></p> <hr/> <p>Product name: <b>Peter Rabbit™ Play Set</b>            Launch date: <b>January 2025</b>            SKU number: <b>OTT11218</b>            Price: <b>£34.99</b></p>	<p>This wooden Peter Rabbit play set is the perfect toy for any little fan! This lovely little wooden cottage contains a selection of Beatrix Potter characters and lots of other pieces, which kids will love setting up &amp; creating endless stories while getting lost in the World of Beatrix Potter! The pieces all pack back down inside the house, &amp; has an easy grip handle making it great for travel. The removable magnetic front sets the perfect scene for setting up the garden &amp; picking some radishes!</p>






IMAGE	COMPANY	DESCRIPTION
	<p><b>RAINBOW DESIGNS</b>            Stand number: <b>B21, B25</b>            Contact:  <a href="mailto:Zara.Hynes@rainbowdesigns.co.uk">Zara.Hynes@rainbowdesigns.co.uk</a></p> <hr/> <p>Product name: <b>Harry Potter WIZARDING WORLD HOGWARTS BOOK OF SPELLS</b>            Launch date: <b>Autumn 2025</b>            SKU number: <b>WB2324</b>            Price: <b>£15.99</b></p>	<p>Time for magical adventures with Harry Potter! The fun-packed new Harry Potter Hogwarts Book of Spells from Rainbow Designs' new Wizarding World infant toy collection, has been designed to stimulate little one's senses and encourage developmental play. The textured soft activity book features the young wizard, Harry and his friends Ron Weasley and Hermione Granger, as well as the famous Hogwarts Express train! Complete with a hook for easy attachment to a buggy or car seat for magical moments on the go, the Harry Potter Book of Spells is a wonderful gift for the youngest witches and wizards. Suitable from birth.</p>
	<p><b>RAINBOW DESIGNS</b>            Stand number: <b>B21, B25</b>            Contact:  <a href="mailto:Zara.Hynes@rainbowdesigns.co.uk">Zara.Hynes@rainbowdesigns.co.uk</a></p> <hr/> <p>Product name: <b>Guess HOW MUCH I LOVE YOU ACTIVITY CUBE</b>            Launch date: <b>Spring 2025</b>            SKU number: <b>GH2315</b>            Price: <b>£9.99</b></p>	<p>Little ones will love to grip and twist the super soft Guess How Much I Love You Activity Cube. Created in soft tones, each side of the Cube offers a stimulating activity with different textures and shapes as well as a self-discovery mirror, to help develop little ones' senses as well as providing endless entertainment. Suitable from birth.</p>
	<p><b>SIMBA SMOBY UK</b>            Stand number: <b>B50</b>            Contact:  <a href="mailto:ben.hogg@simbasmoby.com">ben.hogg@simbasmoby.com</a></p> <hr/> <p>Product name: <b>Jada Toys Lilo &amp; Stitch RC Surfer Stitch</b>            Launch date: <b>February 2025</b>            SKU number: <b>253074009</b>            Price: <b>£39.99</b></p>	<p>Surf's up with Jada Toys' latest RC sensation! The Lilo &amp; Stitch live action movie is coming in 2025, driving huge volume sales throughout the year, for RC Surfer Stitch. Available from January, RC Surfer Stitch is an absolute dude! Everyone's favourite genetically engineered alien stands on a surfboard with red paddle in-hand. Fans will love controlling Stitch's board to make it look as though he's catching waves wherever he goes. This super-rad RC item spins 360-degrees and is even self-righting!</p>





IMAGE	COMPANY	DESCRIPTION
	<p><b>UNIVERSITY GAMES</b>            Stand number: <b>E50</b>            Contact:  <a href="mailto:gemma@ugames.uk.com">gemma@ugames.uk.com</a></p> <hr/> <p>Product name: <b>Bullseye Board Game</b>            Launch date: <b>Summer 2025</b>            SKU number: <b>U08696</b>            Price: <b>£24.95</b></p>	<p>You can't beat a bit of 'Bully'! The Bullseye Board Game is the perfect family board game based on an absolute TV Classic! Will you be the dart player or will you be answering the questions in this game based on television's classic darts quiz? Play through the rounds, get to the final and try to win Bully's Star Prize. All the categories represent the ones seen in the world famous Bullseye! Such as Science, Sport, Spelling, Music, Films, TV, History, Places, Books and Words, and with a dartboard, darts and hundreds of questions players can have a super, smashing, great time! For 2-8 players age 14 years.</p>
	<p><b>UNIVERSITY GAMES</b>            Stand number: <b>E50</b>            Contact:  <a href="mailto:gemma@ugames.uk.com">gemma@ugames.uk.com</a></p> <hr/> <p>Product name: <b>Dog Man - Big Jim Begins Dice Game</b>            Launch date: <b>Summer 2025</b>            SKU number: <b>U07019</b>            Price: <b>TBC</b></p>	<p>Get ready for some paw-some fun with Dog Man: Big Jim Begins Dice Game, based on the latest Dog Man book release, Dog Man: Big Jim Begins! This quick and easy, pick-up and play game, will see players roll the dice and match them to the cards, to try and be the first to complete 6 cards. Dog Man fans can Join their favourite characters from the book in this fast-paced, action-packed game that's perfect for 2-4 players age 6 years and up.</p>
	<p><b>WIND DESIGNS</b>            Stand number: <b>H52</b>            Contact:  <a href="mailto:phil@wind-designs.com">phil@wind-designs.com</a></p> <hr/> <p>Product name: <b>Squishmallows Premium Slime Topper Jar</b>            Launch date: <b>AW25</b>            SKU number: <b>225212</b>            Price: <b>£7.99 TBC</b></p>	<p>Introducing the Squishmallow Premium Cloud Slime Topper Jar, a delightful sensory experience. Each jar comes topped with your favourite Squishmallow characters, wo-tone slime, deliciously scented and collectible character inside. The slime is non-toxic, easy to clean, and packaged in a convenient, resealable container to keep it fresh and ready for play. Dive into a world of squishy, stretchy fun with Squishmallow Premium Cloud Slime, and let your creativity soar!</p>

IMAGE	COMPANY	DESCRIPTION
 <p>The image shows a red and white package for 'Zimpli Kids Miraculous Surprise Baff Bombz'. The package features the 'Miraculous' logo and an illustration of a character. Below the package are seven small, colorful figurines representing different characters from the series.</p>	<p><b>ZIMPLI KIDS</b>            Stand number: <b>D2</b>            Contact:  <a href="mailto:obi@zimplikids.com">obi@zimplikids.com</a></p> <hr/> <p>Product name: <b>BAFF BOMBZ</b>  <b>MIRACULOUS SURPRISE</b>            Launch date: <b>April 2025</b>            SKU number: <b>7186</b>            Price: <b>£5.99</b></p>	<p>Miraculous Surprise Baff Bombz turns bath time into fun time, every time! With 7 Miraculous mystery figures to collect. Skin safe - Drain safe - Easy clean - Stain free</p>


 <p>The image shows a colorful package for 'Zimpli Kids Care Bears Surprise Baff Bombz'. The package features the 'Care Bears' logo and an illustration of a pink bear. Below the package are seven small, colorful figurines representing different Care Bears characters.</p>	<p><b>ZIMPLI KIDS</b>            Stand number: <b>D2</b>            Contact:  <a href="mailto:obi@zimplikids.com">obi@zimplikids.com</a></p> <hr/> <p>Product name: <b>CARE BEARS</b>  <b>SURPRISE BAFF BOMBZ</b>            Launch date: <b>April 2025</b>            SKU number: <b>7145</b>            Price: <b>£5.99</b></p>	<p>Care Bears Surprise Baff Bombz turns bath time into fun time, every time! With 7 Care Bears mystery figures to collect. Skin safe - Drain safe - Easy clean - Stain free</p>
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IMAGE	COMPANY	DESCRIPTION
	<p><b>A.B.GEE OF RIPLEY LTD</b>            Stand number: <b>B40</b>            Contact:  <a href="mailto:anna.vaughan@abgee.co.uk">anna.vaughan@abgee.co.uk</a></p> <hr/> <p>Product name: <b>XSHOT Insanity Motorized Clip Mania by ZURU</b>            Launch date: <b>1<sup>st</sup> January 2025</b>            SKU number: <b>36786</b>            Price: <b>£29.99</b></p>	<p>Insane combos, ammo and action with XSHOT Insanity! Take your blaster battles to the NEXT LEVEL with The XSHOT Insanity Motorized Clip Mania! This blaster comes with 4 clips, and clip extenders so you'll never have to reload! Full motorized for even more blasting power, firing up to 30m / 98 feet away in seconds! Plus it comes with an insane amount of accessories and darts to keep you in the game longer! Combine with any other XSHOT Insanity blasters!</p>
	<p><b>BRAINSTORM LTD</b>            Stand number: <b>E79</b>            Contact:  <a href="mailto:dtiffany@brainstormltd.co.uk">dtiffany@brainstormltd.co.uk</a></p> <hr/> <p>Product name: <b>Greepz</b>            Launch date: <b>Toy Fair 2025</b>            SKU number: <b>GPZ4948</b>            Price: <b>£15.00</b></p>	<p>GREEPZ are collectable plush designed for those who dare to collect. Their faces transform, expressing their two souls, using unique lenticular technology. GREEPZ are far more than mere collectibles; they are relics of a botched digital exodus. Each one holds a tale darker than the last, a tangible fragment of a nightmare that has slipped from the virtual into the real. Each GREEPZ come with a collector card detailing its name, genre, Greep date, Greepy fact and unique file</p>
	<p><b>BTL DIFFUSION UK LTD</b>            Stand number: <b>Upper Level 190</b>            Contact:  <a href="mailto:graeme@btl-diffusion.co.uk">graeme@btl-diffusion.co.uk</a></p> <hr/> <p>Product name: <b>Cloud B/ Mother &amp; Baby Tranquil Turtle</b>            Launch date: <b>25<sup>th</sup> January 2025</b>            SKU number: <b>9001-GR</b>            Price: <b>£44.99</b></p>	<p>The Cloud B x Mother &amp; Baby Tranquil Turtle is a charming nightlight designed to calm and comfort little ones. This adorable turtle gently glows with a soft light and projects soothing, moving ocean waves on the ceiling. Perfect for babies from birth and ideal for children who fear the dark, the Tranquil Turtle provides both a plush companion during the day and a magical nightlight at night. The enchanting underwater light effect creates a peaceful ambiance with its constantly moving waves. It also features four calming sounds: two underwater melodies and two ocean wave sounds. Equipped with a built-in cry sensor, the turtle automatically restarts when needed, offering continuous comfort throughout the night. Features a Night Light, Sound Soother and white noise.</p> <ul style="list-style-type: none"> <li>- 23 min Sleep Timer.</li> <li>- Underwater Melodies, sounds and wave projections. Patented Technology.</li> <li>- Fabrics and stuffing are made from 100% recycled polyester.</li> <li>- Rechargeable</li> <li>- Suitable from birth</li> </ul>

IMAGE	COMPANY	DESCRIPTION
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**BTL DIFFUSION UK LTD**  
 Stand number: **Upper Level 190**  
 Contact:  
[graeme@btl-diffusion.co.uk](mailto:graeme@btl-diffusion.co.uk)

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Product name: **Speedy Monkey Musical Piano FSC Wood**  
 Launch date:  
**25<sup>th</sup> January 2025**  
 SKU number: **SP5012**  
 Price: **£52.99**

Ignite Your Child’s Musical Journey with Speedy Monkey’s Piano Keyboard. Let your child’s creativity and musical talent flourish with our elegant black piano. Expertly crafted from premium wood, this timeless instrument combines durability with exceptional sound quality, delivering rich, melodious tunes that enchant listeners of all ages. Whether your little one is a beginner or an aspiring musician, this piano offers the perfect foundation for endless hours of musical exploration. FSC Certified for sustainability and quality.



**BUDDY AND BARNEY LTD**  
 Stand number: **GZ12**  
 Contact:  
[lydia@buddyandbarney.co.uk](mailto:lydia@buddyandbarney.co.uk)

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Product name: **Grand Prix Bath time Set**  
 Launch date:  
**13<sup>th</sup> January 2025**  
 SKU number: **BB243**  
 Price: **£14.99**

Turn the bathtub into a racetrack with our Grand Prix Bath Time set. With two water-squirting racing cars, a floating infinity track that fits together like a jigsaw puzzle, and all the accessories needed to create your very own mini grand prix, this set is perfect for young racers! Our carefully designed bath time stickers stick to the side of the tub when they come in contact with water, and are easy to dry and store, including a mesh bag to keep things tidy.



**BUDDY AND BARNEY LTD**  
 Stand number: **GZ12**  
 Contact:  
[lydia@buddyandbarney.co.uk](mailto:lydia@buddyandbarney.co.uk)

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Product name: **Silicone Sticker Set Silly Faces**  
 Launch date:  
**13<sup>th</sup> January 2025**  
 SKU number: **BB232**  
 Price: **£11.99**

Get creative and have a laugh with our reusable Silly Faces Silicone Sticker Set! With eight adorable characters and two pages of reusable silicone stickers, you can make plenty of different silly faces. Perfect for encouraging children’s creativity and expression skills without the mess of regular crafts. Built to last, these sticker books will provide hours of fun for the whole family!

IMAGE	COMPANY	DESCRIPTION
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**BUDDY AND BARNEY LTD**  
 Stand number: **GZ12**  
 Contact:  
[lydia@buddyandbarney.co.uk](mailto:lydia@buddyandbarney.co.uk)

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Product name: **Colour Changing Bath Book and Stickers Dress Up**  
 Launch date:  
**13<sup>th</sup> January 2025**  
 SKU number: **BB248**  
 Price: **£11.99**

Our fan-favourite bath stickers now come accompanied by a bath book that changes colour in the water ! The perfect play and story time hybrid encourage creativity whilst developing early reading skills. Bring the pages of the bath book to life by dipping them in water and watching the bright colours appear like magic! Play dress up by using the bath stickers and match the outfits that are in the book. Book and stickers are easy to dry and store due to the mesh bags with suction cups packed with the set. This is a perfect toy for the littlest of fashion fanatics.



**BUDDY AND BARNEY LTD**  
 Stand number: **GZ12**  
 Contact:  
[lydia@buddyandbarney.co.uk](mailto:lydia@buddyandbarney.co.uk)

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Product name: **Farts in Space**  
 Launch date:  
**13<sup>th</sup> January 2025**  
 SKU number: **BB250**  
 Price: **£8.99**

This is our newest addition to our best-selling (and award winning) scratch 'n' sniff Fart Books. Farts in Space offers a unique and pungent sensory experience that is sure to tickle your funny bone! Each spread features a different character, a flap to lift and a delicious smell to scratch and sniff! Farts in Space is perfect for story time with the whole family whilst encouraging curiosity, imagination and sensory development, with smells that are simply out of this world!



**CHARACTER OPTIONS**  
 Stand number: **N16**  
 Contact:  
[michele@evolution-pr.co.uk](mailto:michele@evolution-pr.co.uk)


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Product name: **Ollyball Classic**  
 Launch date: **SS25**  
 SKU number: **BH10IBX**  
 Price: **£9.99**

Discover Ollyball! This ultimate indoor play ball hits the back of the net with families, every single time! It's no wonder this 12-inch reinflatable ball won a Toy of the Year. With Patented KrunchCOR® construction, it absorbs the impact from a full-speed hits and kicks, meaning kids can now play ball in the house without causing chaos! Hit it hard, kick it full-speed indoors without breaking windows, marking up your walls, or leaving a nasty bruise! What's more, the outside cover, can be personalised, with any coloured pen, marker or crayon!





IMAGE	COMPANY	DESCRIPTION
	<p><b>EPOCH MAKING TOYS</b>            Stand number: <b>N7</b>            Contact:  <a href="mailto:claire@playtimepr.com">claire@playtimepr.com</a></p> <hr/> <p>Product name: <b>Sylvanian Families Dip Dip Donuts Wagon</b>            Launch date: <b>July 2025</b>            SKU number: <b>5808</b>            Price: <b>£39.99</b></p>	<p>The newest, must have food stall in the Sylvanian Families Amusement Park, the Dip Dip Donuts Wagon is run by Deer Mother, Primose. Dressed in the cutest donut themed outfit, Primose's treats are the sweetest in the park! Options can be selected from the menu and chosen desserts found on the donut shaped shelves. Offering plenty of opportunity for role-play, the donuts can be fried before adding the colourful toppings and the shelves can be turned into a table and chairs set.</p>



<p><b>INSECT LORE</b>            Stand number: <b>G30</b>            Contact:  <a href="mailto:bex@insectlore.co.uk">bex@insectlore.co.uk</a></p> <hr/> <p>Product name: <b>Ladybird Wings</b>            Launch date: <b>January 2025</b>            SKU number: <b>04900</b>            Price: <b>£10.99</b></p>
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Transform into a ladybird!

Fly into a world of fun with Insect Lore's Ladybird Wings! Perfect for pretend play, these cute wings will transform your little one into a red ladybird for hours of fun. Printed on both sides with a realistic ladybird design these wings are made for kids and are a perfect accessory for any playtime adventure!



<p><b>INSECT LORE</b>            Stand number: <b>G30</b>            Contact:  <a href="mailto:bex@insectlore.co.uk">bex@insectlore.co.uk</a></p> <hr/> <p>Product name: <b>Blue Morpho Butterfly Wings</b>            Launch date: <b>January 2025</b>            SKU number: <b>04810</b>            Price: <b>£10.99</b></p>
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Let their minds soar with Insect Lore's NEW Butterfly Wings!

Designed with children in mind, our NEW Blue Morpho Butterfly Wings feature a 44" wingspan with a brightly coloured design on both sides. Your little one's Blue Morpho Butterfly Wings will stay secure with elastic shoulder and thumb straps to keep the wings in place through hours of play!




IMAGE	COMPANY	DESCRIPTION
	<p><b>JOHN ADAMS LEISURE LTD</b>            Stand number: <b>N1, N6</b>            Contact:  <a href="mailto:lynette@johnadams.co.uk">lynette@johnadams.co.uk</a></p> <hr/> <p>Product name: <b>Fairy Wand</b>            Launch date: <b>AW25</b>            SKU number: <b>TBC</b>            Price: <b>£19.99</b></p>	<p>Step into a world of magic and adventure with 'Of Dragons, Fairies and Wizards'! Embark on an enchanting journey with your talking fairy guide! Experience magic with the interactive Fairy Wand that lights up as you cast fantastical spells, guiding you with dazzling lights, fun sounds and animations, all while your fairy resides inside the wand! Available in two different fairy characters.</p>
	<p><b>KAP TOYS</b>            Stand number: <b>UN66</b>            Contact:  <a href="mailto:claire@kaptoys.com">claire@kaptoys.com</a></p> <hr/> <p>Product name: <b>BEANO Whooppee</b>            Launch date: <b>January 2025</b>            SKU number: <b>TBC</b>            Price: <b>£2.99</b></p>	<p>You think you know what a whooppee cushion is, but this is a BEANO whooppee! with 3 whooppee funnels it makes the most amazing whooppee sound. You have to try it to believe it! BEANO with its cheeky prank-tastic characters, have brought joy and laughter to children for over 85 years. The Whooppee is the ultimate BEANO prank and a must-have for all BEANO fans.</p>
	<p><b>LEMIEUX</b>            Stand number: <b>Upper Level 140</b>            Contact:  <a href="mailto:asimmen@lemieux.com">asimmen@lemieux.com</a></p> <hr/> <p>Product name: <b>LeMieux Toy Rider Chloe</b>            Launch date: <b>July 2025</b>            SKU number: <b>IT06956001</b>            Price: <b>£49.95</b></p>	<p>Three interactive, fully articulated, high-quality equestrian dolls with individual personalities and matching outfits in LeMieux core colours. Luscious, real-feel, brushable long hair and natural eyelashes. Removable replica LeMieux riding wear, helmet and boots. Rides posture-correctly on an accessorised Toy Pony, holding the reins with feet in the stirrups. Self-supporting when standing and when correctly positioned on the Toy Pony reins/saddle. Enacts authentic equestrian play scenarios, teaching children about equine care through educational, imaginative, and sensory role play. Compatible with a collectable, colourful range of realistic and mixy-matchy Toy Rider outfits and Toy Pony accessories, allowing children to explore their creativity.</p>



IMAGE	COMPANY	DESCRIPTION
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**LEMIEUX**

Stand number: **Upper Level 140**  
 Contact:  
[asimmen@lemieux.com](mailto:asimmen@lemieux.com)

Product name: **LeMieux Wooden Stables**  
 Launch date: **September 2025**  
 SKU number: **IT07720001**  
 Price: **£49.95**

Classic, wooden stable play scene designed by equestrians with authentic, realistic design details printed on. The perfect size for LeMieux Toy Ponies and their stable accessories, for children to set up and enact authentic play scenarios. Individual flat-packed stables slot together to create a stable block to house a Toy Pony collection (currently 17 individual Toy Ponies). Features include a hinged stable door with a working latch, a rubber floor, a detachable wooden saddle rack, bridle hooks, and a rug hanging rail. Teaches children about equine care through educational, constructive, imaginative, and sensory role play.



**LEMIEUX**

Stand number: **Upper Level 140**  
 Contact:  
[asimmen@lemieux.com](mailto:asimmen@lemieux.com)

Product name: **LeMieux Toy Pony Puissance Jump Wall**  
 Launch date: **September 2025**  
 SKU number: **IT07770001**  
 Price: **£29.95**

In showjumping, the puissance is a knockout-style competition that sees horses and riders jump a solid wall, which increases in height with each round – a dramatic test of skill, bravery and agility. This mini replica is the perfect size for LeMieux Toy Ponies, allowing children to enact an authentic play scenario and play the competition as a game. Bricks will fall if knocked, meaning elimination – just like in the real event! Made with wooden wings and individual wooden printed bricks to construct the wall, this toy jump sets the scene for competitive, constructive, imaginary role play. Who will win?



**VEG WITH A PLEDGE**  
 Little Pledgers


**LITTLE PLEDGERS**

Stand number: **GZ17**  
 Contact:  
[littlepledgers@hotmail.com](mailto:littlepledgers@hotmail.com)

Product name: **Veg with a Pledge**  
 Launch date: **21st January 2025**  
 SKU number: **0**  
 Price: **TBC**

Veg with a Pledge is an innovative 'pea' which transforms healthy eating into an exciting adventure for children! Our magical peas mysteriously appear in homes to monitor childrens mealtimes. When they observe some fruit and veggies being eaten, their magical legs grow a colourful stripe overnight, creating a thrilling surprise for children to discover each morning. After a week of healthy eating, marked by the growth of seven vibrant stripes, your magical pea will disappear, leaving behind a special reward. The legs can be retracted to be used time and time again whenever a veggie reset is needed.

IMAGE	COMPANY	DESCRIPTION
	<p><b>MAGICBOX UK</b>            Stand number: <b>E45</b>            Contact:  <a href="mailto:Suzie@magicbox-toys.co.uk">Suzie@magicbox-toys.co.uk</a></p> <hr/> <p>Product name: <b>SuperThings Mr King's Truck</b>            Launch date: <b>July 2025</b>            SKU number: <b>PSTSP112IN260</b>            Price: <b>£29.99</b></p>	<p>The city of Kaboom City will be yours thanks to Mr King's truck from the Clan TV series 'Kazoom Power! Ready for battle? Press the front to go into 'attack mode' and blast anyone who gets between you and the Kazoom Power – it has to be yours no matter what! With the projectile launcher you can knock down anyone who tries to stop you, and if not, launch the Robotoxics with the catapult to inflict even more mayhem! With its mechanical arm, the vehicle will trap the heroes and you can put them in its built-in prison. From his throne atop the vehicle, Mr King controls all the action – and he's not alone! There's room in his truck for 12</p>

	<p><b>MAGICBOX UK</b>            Stand number: <b>E45</b>            Contact:  <a href="mailto:Suzie@magicbox-toys.co.uk">Suzie@magicbox-toys.co.uk</a></p> <hr/> <p>Product name: <b>SuperThings Combat Vehicles</b>            Launch date: <b>July 2025</b>            SKU number: <b>PSTSP116IN180</b>            Price: <b>£12.99</b></p>	<p>Ready for a fight with Multy? Knock out the villains with the fists of his combat vehicle and blast your way through at full speed – you'll have no match! With Kid Fury's combat vehicle, nothing will stand between you and your target. His powerful saw will cut in two all obstacles that stand in your way. Hop into Kid Kazoom's vehicle and blast your way through Kaboom City! His powerful drill will blast through any obstacle and clear the way to your target. Three Combat vehicles to collect; each comes with the combat vehicle, exclusive figure, accessory and weapon. SuperThings villains ready to do anything for their boss. Will he win the battle? You decide!</p>
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	<p><b>MARVIN'S MAGIC (DISTRIBUTOR)</b>            Stand number: <b>G60, G90</b>            Contact:  <a href="mailto:lorraine@marvinsmagic.co.uk">lorraine@marvinsmagic.co.uk</a></p> <hr/> <p>Product name: <b>ZipString Luma</b>            Launch date: <b>January 2025</b>            SKU number: <b>MM ZIP 005</b>            Price: <b>£29.99</b></p>	<p>Glow-in-the-dark magic: ZipString Luma comes with 5 strings with different lengths and colors. 3 Neon Strings and 2 Ultra glow strings. Luma's built-in LED charges the ultra glow string for endless glow. Create shapes and tricks in the light and at night!</p>
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IMAGE	COMPANY	DESCRIPTION
	<p><b>ONE FOR FUN LTD</b>            Stand number: <b>E49</b>            Contact:  <a href="mailto:juliep@pittillapr.co.uk">juliep@pittillapr.co.uk</a></p> <hr/> <p>Product name: <b>Micro Fidgetz (Series 2)</b>            Launch date: <b>January 2025</b>            SKU number: <b>SV21852</b>            Price: <b>£4.99</b></p>	<p>Brand-new series to collect of our fabulous Micro Fidgetz! Series 2 features a further 25 fully functional micro fidgets to collect including new infinity cubes, clickers, fidget slugs and more!</p> <p>An assortment of 5 collectable micro fidget toys packaged inside a surprise container pod. Each pod comes with 5 items inside from 25 total options. One visible, the other four blind bagged for a surprise! Each of the items included is a popular micro version of bestsellers in their own right, all of which are designed to occupy fidgeting fingers with something that's hard to put down.</p>
	<p><b>PAPER PROJECTS LTD</b>            Stand number: <b>B75</b>            Contact:  <a href="mailto:francesca.murphy@paperprojects.co.uk">francesca.murphy@paperprojects.co.uk</a></p> <hr/> <p>Product name: <b>Peter Rabbit Baby Milestone Stickers</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>01.70.46.001</b>            Price: <b>£5.99</b></p>	<p>Celebrate your baby's special milestones with these charming Peter Rabbit Baby Milestone Stickers. This set includes 24 beautifully designed stickers featuring beloved Beatrix Potter illustrations, capturing moments such as "Today I am 1 Month Old," "My First Christmas," and many more. Simply peel, stick, and snap a photo to treasure your baby's growth and achievements with Peter Rabbit's timeless charm. These high-quality, easy-peel stickers are designed to look great in photos, making them perfect for sharing memories with family and friends. The classic design brings a touch of storybook magic to each milestone, creating keepsakes you'll cherish forever.</p>
	<p><b>SIMBA SMOBY UK</b>            Stand number: <b>B50</b>            Contact:  <a href="mailto:ben.hogg@simbasmoby.com">ben.hogg@simbasmoby.com</a></p> <hr/> <p>Product name: <b>Majorette BP Petrol Garage</b>            Launch date: <b>AW25</b>            SKU number: <b>8502006001</b>            Price: <b>£17.99</b></p>	<p>Majoette is the popular diecast vehicle brand that lets action vehicle fans celebrate their passion by putting pedal to the metal with some extra-special diecast lines!</p> <p>The brand turned 60 last year and is renowned for its affordable, intricately detailed diecast vehicles, with fun features including suspension, opening doors, rubber tyres, and more! And now, there's an extra special new licensed playset line confirmed for AW25 - the Majorette BP Petrol Station that lets kids zoom their cars up and down ramps, filling their tanks for imaginative play that just keeps on giving.</p>



IMAGE	COMPANY	DESCRIPTION
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**TKC SALES LTD**  
 Stand number: **E90**  
 Contact:  
[daisy.woodruffe@tkcsales.co.uk](mailto:daisy.woodruffe@tkcsales.co.uk)

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Product name: **Waboba Bounceback**  
 Launch date: **February 2025**  
 SKU number: **815075-18C**  
 Price: **£8.99**

Take your Moon Ball for a walk and Bounceback whenever you need a break. Strap in and experience the Moon Ball in a whole new way. Bounceback features a Moon Ball on a leash you wear with an adjustable wristband. It's addictive to bounce everywhere! Simply throw it in front of you so it bounces and catch it on the rebound!



**TRENDS UK**  
 Stand number: **E66**  
 Contact:  
[carmelwright@patavenue.co.uk](mailto:carmelwright@patavenue.co.uk)

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Product name: **2 in 1 Plasma Globe & Energy Stick**  
 Launch date: **February/March 2025**  
 SKU number: **SM74**  
 Price: **£14.99**

Explore the fascinating world of plasma with this 2-in-1 Plasma Kit! Plasma is an exciting state of matter made up of ionized gas, including positive ions and free electrons, with no overall electric charge. This kit provides a fun and safe way to learn about high-voltage electricity and see plasma in action within a sealed, low-pressure container. The battery-powered plasma globe and energy bar let you control and manipulate colorful plasma bolts with just your fingertips, creating a mesmerizing light display. It's a fantastic educational tool that sparks curiosity, encouraging children to learn more about science and electricity. An illustrated instruction manual is included, providing easy-to-understand information about plasma and how it works, making it perfect for both hands-on fun and learning.



**VIVID GOLIATH**  
 Stand number: **B70**  
 Contact:  
[UKPR@goliathgroup.com](mailto:UKPR@goliathgroup.com)

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Product name: **Tasty Tinies Petite Bakery**  
 Launch date: **July 2025**  
 SKU number: **TBC**  
 Price: **£34.99**

Tasty Tinies is THE miniature bake shop toy line that allows kids to experience the fun and nostalgia of baking in a way that is easy, safe and most importantly, delicious to eat! The range capitalises on the mini food trend that is actually edible! A new giftable Bakeshop Playset allows kids the ultimate in choice of cakes, cookies, shapes, flavours and frostings. as well as your own miniature kitchen with a real working mixer, a working water tap that dispenses the right amount for each bake, mini baking accessories, sprinkles and more.


IMAGE	COMPANY	DESCRIPTION
	<p><b>WILTON BRADLEY LTD</b> Stand number: <b>E89, E98</b> Contact: <a href="mailto:alexandra.crouch@wiltonbradley.com">alexandra.crouch@wiltonbradley.com</a></p> <hr/> <p>Product name: <b>Xootz - Unicorn Bumper Car</b> Launch date: <b>21<sup>st</sup> January 2025</b> SKU number: <b>TY6457-U</b> Price: <b>£129.99</b></p>	<p>The Xootz Unicorn Bumper Car combines adventure and fun for kids 18 months+. Featuring a colorful unicorn design, LED lights, and 360-degree spins, it sparks imagination and excitement. Easy joystick controls let kids steer, while parents can control safety with a remote. The adjustable seat belt ensures security, and with speeds up to 1.2 km/h, it's great for both indoor and outdoor play. With over an hour of battery life, the Xootz Unicorn Bumper Car is perfect for endless fun and exploration!</p>






IMAGE	COMPANY	DESCRIPTION
	<p><b>BOLDCUBE SCOOTERS</b>            Stand number: <b>Upper Level 192</b>            Contact:  <a href="mailto:mona.kalantar@boldcube.co.uk">mona.kalantar@boldcube.co.uk</a></p> <hr/> <p>Product name: <b>Fairyland - Teeny Fold 3 Wheel Scooter</b>  <b>Outdoor Toys</b>            Launch date: <b>21st January 2025</b>            SKU number:  <b>BC-TF3WS-Fairyland</b>            Price: <b>£54.99</b></p>	<p>Our latest scooter celebrates inclusivity, individuality, a fun twist on the classic 'Fairy &amp; Castle'. Featuring models with diverse skin tones, hair colors, and even a big hearted dragon 'Fairyland' inspires kids to be bold, unique, and proud of who they are. These little twists make it inviting for little ones celebrate however they look and break the "norm" on the classic story characters.</p>
	<p><b>GOLDEN BEAR TOYS</b>            Stand number: <b>E69</b>            Contact:  <a href="mailto:A.Murray@GoldenBearToys.co.uk">A.Murray@GoldenBearToys.co.uk</a></p> <hr/> <p>Product name: <b>Power Launcher</b>            Launch date: <b>AW25</b>            SKU number: <b>1003</b>            Price: <b>£129.99</b></p>	<p>Power Launcher is set to revolutionise football training, it's a unique piece of sports tech and a real game changer – guaranteed to excite football mad children! Load the Launcher with a football, and it launches the ball at the player to enhance their ball control, and finesse striking skills. Brilliantly innovative features, including:</p> <ul style="list-style-type: none"> <li>• Smart Technology - precise control, motivating clap activation, 5 second countdown.</li> <li>• Elevate your game - enhance ball control and striking technique.</li> <li>• Simple set up - sleek, lightweight, waterproof launcher with easy loading.</li> <li>• Versatile launching - fires the ball up to 4m (size dependent), 6 different launch angles</li> </ul>
	<p><b>MV SPORTS &amp; LEISURE</b>            Stand number: <b>E75</b>            Contact:  <a href="mailto:charlie.foulkes@tandemgrouptrading.co.uk">charlie.foulkes@tandemgrouptrading.co.uk</a></p> <hr/> <p>Product name: <b>MoVe Star Wars Inline Scooter with Grogu Squishle</b>            Launch date: <b>January 2025</b>            SKU number: <b>M005059</b>            Price: <b>£39.99</b></p>	<p>Adventure awaits with the MoVe Star Wars Grogu Inline Squishle Scooter! Designed for young Jedis on the move, this scooter includes a cute, washable, detachable Grogu pouch that can be worn on the wrist and features a water-resistant lining for safe treasure-carrying. The colour-printed anti-slip grip tape and responsive rear footbrake offer a smooth ride. Built with a durable steel frame and puncture-proof tyres, this scooter boasts iconic Star Wars graphics for extra charm. Perfect for explorers ready to embrace the Force!</p>



IMAGE	COMPANY	DESCRIPTION
	<p><b>MV SPORTS &amp; LEISURE</b>            Stand number: <b>E75</b>            Contact:  <a href="mailto:charlie.foulkes@tandemgrouptrading.co.uk">charlie.foulkes@tandemgrouptrading.co.uk</a></p> <hr/> <p>Product name: <b>MoVe Tilt &amp; Glow with Lights</b>            Launch date: <b>January 2025</b>            SKU number: <b>M005269</b>            Price: <b>£27.99</b></p>	<p>Step into adventure with the MoVe Tilt &amp; Glow Scooter with Lights! This vibrant scooter lights up the journey with motion-activated wheels and a stunning rainbow light stem with three glowing modes. Responsive “tilt ‘n’ turn” steering makes it easy for little riders to master balance and coordination, while the anti-slip footplate and smooth PVC wheels ensure a steady, fun-filled ride. With modern accents and a sleek black frame, this scooter is ready to inspire thrilling outdoor play.</p>

	<p><b>SIMBA SMOBY UK</b>            Stand number: <b>B50</b>            Contact:  <a href="mailto:ben.hogg@simbasmoby.com">ben.hogg@simbasmoby.com</a></p> <hr/> <p>Product name: <b>Smoby Life Mud Kitchen</b>            Launch date: <b>February 2025</b>            SKU number: <b>7600840208</b>            Price: <b>£79.99</b></p>	<p>The Smoby Life Mud Kitchen is made from 89 per cent recycled plastic, and not only looks great, in a new trend-led colour palette, but it’s also easy to clean and resistant to outdoor conditions. The mud kitchen work area includes two large mixing trays, a lid to extend the work surface or store “food”, a cooking zone, and low shelf for organising. The slatted backing conveniently holds the water tank, removable containers, hanging pots, utensils and more!</p>
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	<p><b>SIMBA SMOBY UK</b>            Stand number: <b>B50</b>            Contact:  <a href="mailto:ben.hogg@simbasmoby.com">ben.hogg@simbasmoby.com</a></p> <hr/> <p>Product name: <b>Smoby Life Nature House + Kitchen</b>            Launch date: <b>February 2025</b>            SKU number: <b>7600810739</b>            Price: <b>£154.99</b></p>	<p>Sure to be a hit this spring and beyond, the Smoby Life Nature House + Kitchen is made from 51 per cent recycled plastic, and not only looks great, in a new trend-led colour palette, but it’s also easy to clean and resistant to outdoor conditions. It features a bright, fun design and cute shuttered windows. Meanwhile, the small barn door can be opened up, with the panel slid open to let in all the loveliness of nature!</p>
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IMAGE	COMPANY	DESCRIPTION
	<p><b>WILTON BRADLEY LTD</b>                      Stand number: <b>E89, E98</b>                      Contact:  <a href="mailto:alexandra.crouch@wiltonbradley.com">alexandra.crouch@wiltonbradley.com</a></p> <hr/> <p>Product name: <b>Wilton Bradley - Xootz - Stinger 3 Wheel Ride-On</b>                      Launch date: <b>21<sup>st</sup> January 2025</b>                      SKU number: <b>TY6608</b>                      Price: <b>£299.99</b></p>	<p>Experience the thrill of racing with the Xootz Stinger 3 Wheeled Go Kart, designed for young thrill-seekers aged 6+! This sleek go-kart reaches speeds up to 14km/h, delivering an exciting ride with an 8km range for extended fun. With an easy-to-use twist throttle, the Stinger gives riders precise speed control, while its reliable mechanical brake ensures smooth stopping power. The 'tilt &amp; turn' technology lets kids navigate corners with ease, enhancing stability and safety on every turn. Perfect for outdoor adventures, the Xootz Stinger is the ultimate blend of speed, control, and fun for active kids.</p>


	<p><b>WILTON BRADLEY LTD</b>                      Stand number: <b>E89, E98</b>                      Contact:  <a href="mailto:alexandra.crouch@wiltonbradley.com">alexandra.crouch@wiltonbradley.com</a></p> <hr/> <p>Product name: <b>Xootz - Co-Bolt - Electric Motorbike Ride-On</b>                      Launch date: <b>21<sup>st</sup> January 2025</b>                      SKU number: <b>TY6468-WH</b>                      Price: <b>£299.99</b></p>	<p>The Xootz Cobolt E-Bike perfect ride for adventurous kids looking to explore the outdoors with style and ease. Designed with young riders in mind, the Cobolt E-Bike is packed with features that make it a thrilling and enjoyable experience for kids aged 6 and above. The Cobolt is equipped with a powerful and durable 14.4V Lithium battery that delivers hours of continuous fun. This high-capacity battery ensures that riders can enjoy extended adventures without frequent recharging. With the Cobolt, kids can take their outdoor adventures to the next level. Offering the perfect balance of speed, safety, and comfort, it's the ultimate electric bike for young riders who want to experience the thrill of riding while staying in control.</p>
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IMAGE	COMPANY	DESCRIPTION
	<p><b>A.B.GEE OF RIPLEY LTD</b>            Stand number: <b>B40</b>            Contact:  <a href="mailto:anna.vaughan@abgee.co.uk">anna.vaughan@abgee.co.uk</a></p> <hr/> <p>Product name: <b>Fuggler Lord of the Rings by ZURU</b>            Launch date:  <b>30<sup>th</sup> January 2025</b>            SKU number: <b>15715</b>            Price: <b>£9.99</b></p>	<p>Introducing the Fugglership of the Ring! When Middle Earth put out the call for a bunch of heroes to return the One Ring to the fires of Mount Doom, well, the usual crew were out to lunch and missed the memo. Unfortunately, a team of Fugglers stepped in, dressed for the part and ready to wreck mischief on the world. Maybe the One Ring will get to its destination. Maybe it won't. What's certain is that there are bound to be a slew of misadventures. Our 9" Fugglers are the perfect size, made from super soft plush with creepy human-like teeth. Check their rarity by looking for rare "butt-on" holes. There are 3 Lord of the Rings Fugglers to collect!</p>
	<p><b>AURORA WORLD</b>            Stand number: <b>D35</b>            Contact:  <a href="mailto:alanna.slocombe@auroraworld.co.uk">alanna.slocombe@auroraworld.co.uk</a></p> <hr/> <p>Product name: <b>Spudster Hamish Highland Cow 10In</b>            Launch date: <b>1<sup>st</sup> January 2025</b>            SKU number: <b>34261</b>            Price: <b>£22.99</b></p>	<p>Get ready to fall in love with Hamish Highland Cow, a delightful addition to the Spudsters Collection, where the charm of the Scottish Highlands meets the playfulness of a potato! Hamish is no ordinary plush; he boasts a unique potato-like body and an irresistibly fluffy mane that captures the essence of a Highland cow. This plush toy is meticulously crafted with premium soft materials for the most comfortable cuddles. This plush is approx. 8.5" x 10.5" x 6.5" in size. Suitable for all ages.</p>
	<p><b>AURORA WORLD</b>            Stand number: <b>D35</b>            Contact:  <a href="mailto:alanna.slocombe@auroraworld.co.uk">alanna.slocombe@auroraworld.co.uk</a></p> <hr/> <p>Product name: <b>Spudsters Ladybird</b>            Launch date: <b>1<sup>st</sup> January 2025</b>            SKU number: <b>77214</b>            Price: <b>£22.99</b></p>	<p>Spudsters Ladybird designs to bring a touch of nature's splendour into your world, all while embracing the whimsical Spudsters charm. This Ladybird's sleek black body serves as the perfect backdrop to her striking grey face and vibrant red wings, which are delicately adorned with classic black spots to capture the enchanting allure of a real ladybird. The attention to detail and softness of her design make it a captivating addition to any plush collection. This plush is approx. 10" x 7" x 7" in size. Suitable for all ages.</p>






IMAGE	COMPANY	DESCRIPTION
	<p><b>AURORA WORLD</b>            Stand number: <b>D35</b>            Contact:  <a href="mailto:alanna.slocombe@auroraworld.co.uk">alanna.slocombe@auroraworld.co.uk</a></p> <hr/> <p>Product name: <b>Dart Dragonfly Palm Pals</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>33889</b>            Price: <b>£7.99</b></p>	<p>Let's meet our Palm Pals Dart Dragonfly Soft Toy from Aurora's popular Palm Pals Collection. This adorable dragonfly plush is blue and silver in colour, and filled with beans. It fits perfectly into your palm, making it great for small cuddling, and it makes a wonderful gift for any occasion! Suitable from birth, the Dart Dragonfly measures 13cm. Super gorgeous and irresistibly cute and is a hugely collectable range.</p>
	<p><b>AURORA WORLD</b>            Stand number: <b>D35</b>            Contact:  <a href="mailto:alanna.slocombe@auroraworld.co.uk">alanna.slocombe@auroraworld.co.uk</a></p> <hr/> <p>Product name: <b>Airy Avocado Palm Pals 13in</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>33973</b>            Price: <b>£29.99</b></p>	<p>Say Hello to our Bigger Airy Avocado Palm Pals, measuring 13 inches and filled with recycled plastic beans, designed for endless cuddles and comforting moments. Crafted from soft green and beige plush materials, this large Avocado features a playful smile that is sure to bring joy wherever it goes. Its adorable design makes it the perfect gift or collectable for all ages. Suitable for all ages, this plush toy is part of our Eco-Friendly initiative, featuring inner fibre fill and beans made from recycled plastic materials. Our hangtags are recyclable, and cloth labels are also made from recycled materials.</p>
	<p><b>AURORA WORLD</b>            Stand number: <b>D35</b>            Contact:  <a href="mailto:alanna.slocombe@auroraworld.co.uk">alanna.slocombe@auroraworld.co.uk</a></p> <hr/> <p>Product name: <b>Palm Pals Dolce Ice Cream Bar</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>33939</b>            Price: <b>£7.99</b></p>	<p>Let's meet our Palm Pals Dolce Ice Cream Bar Soft Toy from Aurora. This charming brown and white ice cream bar plush is filled with beans and fits perfectly into your palm, making it great for small cuddling and a wonderful gift for any occasion! Suitable from birth, the plush measures 13cm. Dolce Ice Cream Bar is as refreshing as a cool breeze on a hot summer day. She embodies the essence of summer fun, making her a favourite pal to be around and reminding everyone of the joy and refreshment a simple ice cream bar can bring.</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>AURORA WORLD</b>            Stand number: <b>D35</b>            Contact:  <a href="mailto:alanna.slocombe@auroraworld.co.uk">alanna.slocombe@auroraworld.co.uk</a></p> <hr/> <p>Product name: <b>Hideouts Otter</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>34241</b>            Price: <b>£14.99</b></p>	<p>Explore the enchanting world of Hideouts by Aurora, where plushies find comfort in their cosy corners. This adorable Hideouts Otter plush set features a delightful otter with soft, huggable fur and a charming expression that will surely win the hearts of both children and otter lovers. The included plush kelp forest offers a hidden refuge for our otter friend, enhancing imaginative play while providing educational value by simulating its natural habitat. Crafted from high-quality, soft materials, this set is built for comfort and durability, making it the perfect companion for young ocean adventurers.</p>
	<p><b>BANDAI UK</b>            Stand number: <b>N17</b>            Contact:  <a href="mailto:louise@playtimepr.com">louise@playtimepr.com</a></p> <hr/> <p>Product name: <b>Littlest Pet Shop Cuddle Plush Beanie Assortment</b>            Launch date: <b>1st April 2025</b>            SKU number: <b>BF00670</b>            Price: <b>£9.99</b></p>	<p>After a hugely successful launch of Littlest Pet Shop Generation 7 in 2024, Series 3 of the original pet collectible offers a host of new pets including an assortment of cute Cuddle Plush Beanies! There are six unique pets to collect including a panda, dog, cat, turtle, ladybird and cow. Each plush comes with their own pet profile collector card revealing their level, rarity type and purr-sonality, as well as a virtual code which unlocks exclusive rewards in the ROBLOX Littlest Pet Shop game including rare pets and accessories.</p>
	<p><b>BASIC FUN! UK</b>            Stand number: <b>D11</b>            Contact:  <a href="mailto:claire.t@evolution-pr.co.uk">claire.t@evolution-pr.co.uk</a></p> <hr/> <p>Product name: <b>Care Bears Sweet Serenity Bear</b>            Launch date: <b>SS25</b>            SKU number: <b>22596</b>            Price: <b>£19.99</b></p>	<p>Sweet Serenity Bear is here to promote personal wellness and find positive ways to “keep calm and care on!” She is the FIRST bear in the Care Bears line to have a belly badge with a neurodiverse SENSORY EXPERIENCE belly badge! A first of its kind! SO UNIQUE! The sensory belly badge is fantastically calming. Neurodivergent kids and adults can calm their anxiety by stroking Sweet Serenity’s belly badge.</p>

IMAGE	COMPANY	DESCRIPTION
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**CASDON LTD**

Stand number: **E30**

Contact:  
simone@casdon.com

Product name: **Build-a-Bear Workshop Stuffing Station**

Launch date: **Summer 2025**

SKU number: **11050**

Price: **£35.00**

There's only one thing that can match the joy of the build-a-bear workshop and that's experiencing the excitement at home. the play set comes with a mini light-up stuffing station, filling, and a duo of teddies, hearts, clothes, and birth certificates. So, your little one can invite their bestie round to bring their furry friends to life, together.



**CURIOUS UNIVERSE UK**

Stand number: **D38**

Contact:  
helenhouston@curiousuniverse.co.uk

Product name: **Colour Me, Cuddle Me - Big Hugs (Axolotl)**

Launch date: **March 2025**

SKU number: **5056820699998**

Price: **£11.00**

No two cuddles are ever the same... That's why every Colour Me, Cuddle Me plush comes with four felt-tip pens, so you can customise your squishy, squashy animal friend to make them truly unique. Draw patterns, write messages, add rainbow spots or stripes. Doodle to match your mood! Your doodles will disappear in water, so the fun never stops. Simply wash and start again. Let's cuddle it out!



**DUBIDO FACTORY**

Stand number: **Upper Level 155**

Contact:  
sivan@dubidofactory.com

Product name: **Eco- Friendly Panda Plush Toy**

Launch date: **January 2025**

SKU number: **4262450040159**

Price: **£32.95**

In 2025 DubiDo Factory is expanding its collection of stuffed animals with an eco-friendly line, redefining sustainable play. This Eco- Friendly Panda Plush Toy is crafted entirely from recycled bottles and involves zero new plastics - even the eyes are sewn on. Gradually, the entire Dubido Factory collection of stuffed animals will be made of these recycled fabrics, to reflect our dedication to quality, creativity, and environmental responsibility. Our mission is to build a greener future for our children, one plushie at a time.






IMAGE	COMPANY	DESCRIPTION
 <p>The image shows a brown plush monkey sitting next to its yellow packaging box. The box features a cartoon bear holding a red heart. An 'ECO FRIENDLY' logo is visible in the top right corner of the image area.</p>	<p><b>DUBIDO FACTORY</b>            Stand number: <b>Upper Level 155</b>            Contact:  <a href="mailto:sivan@dubidofactory.com">sivan@dubidofactory.com</a></p> <hr/> <p>Product name: <b>Eco- Friendly Monkey Plush Toy</b>            Launch date: <b>January 2025</b>            SKU number: <b>4262450040081</b>            Price: <b>£32.95</b></p>	<p>In 2025 DubiDo Factory is expanding its collection of stuffed animals with an eco-friendly line, redefining sustainable play. This Eco- Friendly Monkey Plush Toy is crafted entirely from recycled bottles and involves zero new plastics - even the eyes are sewn on. Gradually, the entire Dubido Factory collection of stuffed animals will be made of these recycled fabrics, to reflect our dedication to quality, creativity, and environmental responsibility. Our mission is to build a greener future for our children, one plushie at a time.</p>
 <p>The image shows a brown plush bunny sitting next to its yellow packaging box. The box features a cartoon bear holding a red heart. An 'ECO FRIENDLY' logo is visible in the top right corner of the image area.</p>	<p><b>DUBIDO FACTORY</b>            Stand number: <b>Upper Level 155</b>            Contact:  <a href="mailto:sivan@dubidofactory.com">sivan@dubidofactory.com</a></p> <hr/> <p>Product name: <b>Eco- Friendly Bunny Plush Toy</b>            Launch date: <b>January 2025</b>            SKU number: <b>4262450040081</b>            Price: <b>£32.95</b></p>	<p>In 2025 DubiDo Factory is expanding its collection of stuffed animals with an eco-friendly line, redefining sustainable play. This Eco-Friendly Bunny Plush Toy is crafted entirely from recycled bottles and involves zero new plastics - even the eyes are sewn on. Gradually, the entire Dubido Factory collection of stuffed animals will be made of these recycled fabrics, to reflect our dedication to quality, creativity, and environmental responsibility. Our mission is to build a greener future for our children, one plushie at a time.</p>
 <p>The image shows a grey plush elephant sitting next to its yellow packaging box. The box features a cartoon bear holding a red heart. An 'ECO FRIENDLY' logo is visible in the top right corner of the image area.</p>	<p><b>DUBIDO FACTORY</b>            Stand number: <b>Upper Level 155</b>            Contact:  <a href="mailto:sivan@dubidofactory.com">sivan@dubidofactory.com</a></p> <hr/> <p>Product name: <b>Eco- Friendly Elephant Plush Toy</b>            Launch date: <b>January 2025</b>            SKU number: <b>4262450040081</b>            Price: <b>£32.95</b></p>	<p>In 2025 DubiDo Factory is expanding its collection of stuffed animals with an eco-friendly line, redefining sustainable play. This Eco- Friendly Elephant Plush Toy is crafted entirely from recycled bottles and involves zero new plastics - even the eyes are sewn on. Gradually, the entire Dubido Factory collection of stuffed animals will be made of these recycled fabrics, to reflect our dedication to quality, creativity, and environmental responsibility. Our mission is to build a greener future for our children, one plushie at a time.</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>DUBIDO FACTORY</b>            Stand number: <b>Upper Level 155</b>            Contact:  <a href="mailto:sivan@dubidofactory.com">sivan@dubidofactory.com</a></p> <hr/> <p>Product name: <b>Eco- Friendly Brown Teddy Bear Plushie</b>            Launch date: <b>January 2025</b>            SKU number: <b>4262450040081</b>            Price: <b>£32.95</b></p>	<p>In 2025 DubiDo Factory is expanding its collection of stuffed animals with an eco-friendly line, redefining sustainable play. This Brown teddy bear plushie is crafted entirely from recycled bottles and involves zero new plastics - even the eyes are sewn on. Gradually, the entire Dubido Factory collection of stuffed animals will be made of these recycled fabrics, to reflect our dedication to quality, creativity, and environmental responsibility. Our mission is to build a greener future for our children, one plushie at a time.</p>
	<p><b>GOLDEN BEAR TOYS</b>            Stand number: <b>E69</b>            Contact:  <a href="mailto:A.Murray@GoldenBearToys.co.uk">A.Murray@GoldenBearToys.co.uk</a></p> <hr/> <p>Product name: <b>Foodibles</b>            Launch date: <b>June 2025</b>  <b>for AW25</b>            SKU number: <b>2745</b>            Price: <b>£7.99</b></p>	<p>Foodibles is a collection of adorable scented plushies in an assortment of six of your favourite fruity foods blended with super cute and quirky animal characters. Choose from Strawberry Elephant, Banana Dog, Cherry Mouse, Peach Pig, Watermelon Frog and Lemon Cat. Give your Foodibles a sniff, they smell irresistible, just like the fruit! An on-trend collectible plush, presented in fun food-inspired packaging, each Foodible stands at 10cm-15cm. Consumer testing shows Foodibles is the perfect gift for all ages - children, kidults and adults. Also launching are three large Foodibles, scented plushies sprinkling a little more fun and cuteness.</p>
	<p><b>HEATHSIDE TRADING</b>            Stand number: <b>F22</b>            Contact:  <a href="mailto:markus@heathside.biz">markus@heathside.biz</a></p> <hr/> <p>Product name: <b>South Park Talking Cartman Plush 11.5in</b>            Launch date: <b>January 2025</b>            SKU number: <b>STPPTPL01</b>            Price: <b>£35.00</b></p>	<p>Capture Cartman's charm with 6 iconic quotes from South Park. Hear famous lines like "Screw you guys, I'm going home!". Squeeze for Cartman's hilarious sayings and classic catchphrases. Plush toy combines comfort with Cartman's larger-than-life personality. Perfect gift for South Park fans seeking playful nostalgia and humour.</p>

IMAGE	COMPANY	DESCRIPTION
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**HEATHSIDE TRADING**  
 Stand number: **F22**  
 Contact:  
[markus@heathside.biz](mailto:markus@heathside.biz)

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Product name: **Molang Scented Plush Bag Clips 8in**  
 Launch date: **January 2025**  
 SKU number: **MLNG009**  
 Price: **£9.99**

The Molang 8” Scented Plush Clip in Blind Bag is a delightful surprise for collectors and fans of the adorable Molang character! Each blind bag contains a soft, huggable 8-inch plush with a delightful scent, perfect for cuddling and displaying. The plush also features a handy clip for attaching to bags, backpacks, or keychains. With a variety of characters to collect, each plush is a sweet, scented mystery waiting to be discovered!



**JAZWARES**  
 Stand number: **N8**  
 Contact:  
[ane@wirepr.co.uk](mailto:ane@wirepr.co.uk)

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Product name: **Original Squishmallows - 12” Sleep -A-Mallows**  
 Launch date: **AW25**  
 SKU number: **SQSP00066**  
 Price: **£19.99**

Cuddle up with Squishmallows Sleepamallows! These super-soft plush make great bedtime buddies and won't even mind if you snore. Joelle and the rest of the Sleepamallows Squad are only by Original Squishmallows. Join the Squad today!

Includes:  
 (1) Squishmallows Sleepamallows Joelle Teal Bigfoot 12-Inch Plush



**JAZWARES**  
 Stand number: **N8**  
 Contact:  
[ane@wirepr.co.uk](mailto:ane@wirepr.co.uk)

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Product name: **Amazing Flip Spidey**  
 Launch date: **AW25**  
 SKU number: **SNF0209**  
 Price: **£39.99**

The Amazing Flip Spidey is an 11” talking plush. It includes: Over 50 sounds and phrases, 360 degree flip, 2 web darts, Lights and sounds.






IMAGE	COMPANY	DESCRIPTION
	<p><b>JOHN ADAMS LEISURE LTD</b>            Stand number: <b>N1, N6</b>            Contact:  <a href="mailto:lynette@johnadams.co.uk">lynette@johnadams.co.uk</a></p> <hr/> <p>Product name: <b>Zhu Zhu City</b>            Launch date: <b>AW25</b>            SKU number: <b>TBC</b>            Price: <b>£12.99 – £29.99</b></p>	<p>The original Zhu Zhu hamsters you love are back in the Zhu Zhu City! Build and connect a Zhu Zhu Pet city filled with action-packed playsets for endless exploration! With a fire truck, police car and even a ferris wheel – there’s so much to explore! Create your own city and expand it by connecting with other Zhu Zhu sets. Jilly, Chunk, NumNums, Pipsqueak and Mr Squiggles are here to build a bustling city, filled with playful antics and endless adventures – just like real pets!</p>
	<p><b>JOHN ADAMS LEISURE LTD</b>            Stand number: <b>N1, N6</b>            Contact:  <a href="mailto:lynette@johnadams.co.uk">lynette@johnadams.co.uk</a></p> <hr/> <p>Product name: <b>ALOT-O-LOTLS</b>            Launch date: <b>AW25</b>            SKU number: <b>TBC</b>            Price: <b>£49.99</b></p>	<p>ALOT-O-LOTLS are the cutest new mamas around! This adorable axolotl mummy reacts to your touch, bringing surprise babies to life that she’ll recognise and adore time after time. With interactive sounds that make playtime magical, watch as Mama Axolotl delivers her little ones again and again! Give each baby a sweet kiss by placing them next to Mama’s cheek for a heartwarming name-recognition moment. Each set includes 1 Mama Axolotl and 3 adorable Baby Lotls, all ready for endless fun!</p>
	<p><b>JUST PLAY UK</b>            Stand number: <b>B90</b>            Contact:  <a href="mailto:Michele@evolution-pr.co.uk">Michele@evolution-pr.co.uk</a></p> <hr/> <p>Product name: <b>SuperKitties Oopsie Kitty Bitsy Feature Plush</b>            Launch date: <b>January 2025</b>            SKU number: <b>67088</b>            Price: <b>£29.99</b></p>	<p>Children can pounce into action for paw-some, “paws out, claws out” plush playtime with this dancing Bitsy feature plush toy, from Just Play’s Disney Junior’s SuperKitties toy collection. The 12-inch Su-Purr Charged Bitsy interactive soft toy sees Bitsy wearing a super-charged version of her superhero suit and she dances and sings along to the “Oopsie Kitty” tune, just like in the show!</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>LEMIEUX</b>            Stand number: <b>Upper Level 140</b>            Contact:  <a href="mailto:asimmen@lemieux.com">asimmen@lemieux.com</a></p> <hr/> <p>Product name: <b>LeMieux Clipping Pony Gracie</b>            Launch date: <b>September 2025</b>            SKU number: <b>IT071300001</b>            Price: <b>£59.95</b></p>	<p>Freestanding interactive 'clippable' Toy Pony with a deep pile coat, and cord mane and tail. Teaches fundamental horse care skills safely. Learn and practice plaiting, quarter marking and clipping styles with included clippers and stencils. The 'clipped' look is achieved through tonal change of the pile reversal in the fabric, which mimics natural horsehair. Pile-reversing play clippers, grooming brush, stencils and genuine skills instructions for authentic clip, plait and quarter mark styles are included. Fits the collectable LeMieux Toy Pony accessory range of headcollars, rugs and other tack. Offers educational skill development through creative, nurturing, sensory role play.</p>
	<p><b>MAPED JURATOYS</b>            Stand number: <b>N2</b>            Contact:  <a href="mailto:lisa@bumprr.co.uk">lisa@bumprr.co.uk</a></p> <hr/> <p>Product name: <b>Baby Jasmine</b>            Launch date: <b>January 2025</b>            SKU number: <b>K222004</b>            Price: <b>£19.99</b></p>	<p>Providing comfort for all little ones in 2025, Kaloo will unveil the adorable new Baby Jasmine (alongside 6 other dolls in the series), truly encompassing grace, beauty and daintiness just like its namesake. With the softest body, featuring a delicate woven butterfly on the chest and matching cream hat, the charming doll is perfect for soothing little ones from day one. Made from 98% recycled fabric, the sweet doll is sure to become any child's new best friend as they provide endless amounts of cuddles. A set of colours.</p>
	<p><b>POSH PAWS INTERNATIONAL</b>            Stand number: <b>B60</b>            Contact:  <a href="mailto:srussell@poshpawsinternational.co.uk">srussell@poshpawsinternational.co.uk</a></p> <hr/> <p>Product name: <b>Swizzels Love Hearts "Love You Alotl" Axolotl Plush</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>38055</b>            Price: <b>£12.99</b></p>	<p>Who do you love a lot? Whether they are a friend, loved one, family member or colleague, show them how special and how much they mean to you this super-cute Swizzels Love Hearts Axl the Axolotl soft plush toy.</p> <p>Anyone lucky enough to receive this cute Swizzels Love Hearts Axl the Axolotl soft plush toy that is holding a lilac Love Hearts sweet with the text 'LOVE YOU ALOTL' embroidered inside of it, is sure to absolutely love it...and have a huge smile on their face.</p> <p>Officially licensed Swizzels Love Hearts soft toy from Posh Paws.</p>

IMAGE	COMPANY	DESCRIPTION
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**POSH PAWS INTERNATIONAL**  
 Stand number: **B60**  
 Contact:  
[russell@poshpawsinternational.co.uk](mailto:russell@poshpawsinternational.co.uk)

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Product name: **Swizzels Love Hearst "Love You To The Moon And Back" Plush**  
 Launch date: **1<sup>st</sup> January 2025**  
 SKU number: **38057**  
 Price: **£14.99**

Who do you love to the moon and back? Whether they are a friend, loved one, family member or colleague, show them how special and how much they mean to you this super-cute Swizzels Love Hearts Moon & Star soft plush toy pairing. Anyone lucky enough to receive this cute Swizzels Love Hearts Moon & Star soft plush toy pairing that is holding a light green Love Hearts sweet with the text 'LOVE YOU TO THE MOON AND BACK!' embroidered inside of it, is sure to absolutely love it...and have a huge smile on their face. Officially licensed Swizzels Love Hearts soft toy from Posh Paws.



**POSH PAWS INTERNATIONAL**  
 Stand number: **B60**  
 Contact:  
[russell@poshpawsinternational.co.uk](mailto:russell@poshpawsinternational.co.uk)

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Product name: **Kawaii Kuties Surprise Plush Capsules 6 Asst**  
 Launch date: **1<sup>st</sup> March 2025**  
 SKU number: **49492**  
 Price: **£5.99**

The Kawaii Kuties plush soft toy collection has been specially designed to help spread plenty of love, cuddles and be the perfect snuggle buddies, with their adorable characters that fans of all ages can love and enjoy. There are six mini Kawaii Kuties plushies to collect in the surprise capsules, but which little kutie will you open up first? This adorable Kawaii Kuties plush soft toy has been produced using the highest quality and most luxurious velvety fabrics, the softest and squishiest stuffing and is finished with high-quality detailing to bring this little kutie to life in your hands. Suitable from birth.



**POSH PAWS INTERNATIONAL**  
 Stand number: **B60**  
 Contact:  
[russell@poshpawsinternational.co.uk](mailto:russell@poshpawsinternational.co.uk)

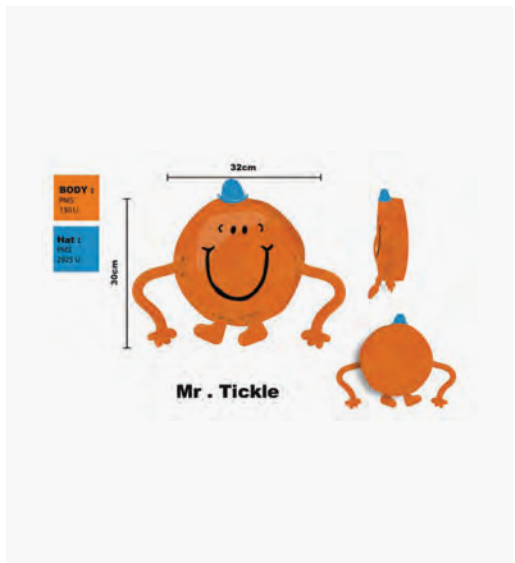
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Product name: **Kawaii Kuties Penguin Costumes Plush Toys**  
 Launch date: **1<sup>st</sup> March 2025**  
 SKU number: **49470**  
 Price: **£13.99**

There are three super-cute and adorable Penguins in costumes to collect. The Kawaii Kuties plush soft toy collection from Posh Paws has been specially designed to help spread plenty of love, cuddles and be the perfect snuggle buddies, with their adorable characters that fans of all ages can love and enjoy. This adorable Kawaii Kuties plush soft toy has been produced using the highest quality and most luxurious velvety fabrics, the softest and squishiest stuffing and is finished with high-quality detailing to bring this little kutie to life in your hands. Suitable from birth.



IMAGE	COMPANY	DESCRIPTION
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**RAINBOW DESIGNS**  
 Stand number: **B21, B25**  
 Contact:  
[Zara.Hynes@rainbowdesigns.co.uk](mailto:Zara.Hynes@rainbowdesigns.co.uk)

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Product name: **Mr Tickle Large Cushion**  
 Launch date: **Summer 2025**  
 SKU number: **MM2358**  
 Price: **£14.99**

Rainbow Designs' series of Mr Men cuddly Large Cushions includes the renowned Mr Tickle with his long arms and big smiley face! The Mr Tickle book, written by Roger Hargreaves and first published in 1971, was the first book in the Mr Men series. In 2026 Mr Tickle will celebrate his 55th Anniversary, and this vibrant super soft Mr Tickle cushion is a wonderful way to celebrate this fun-loving character!



**RAINBOW DESIGNS**  
 Stand number: **B21, B25**  
 Contact:  
[Zara.Hynes@rainbowdesigns.co.uk](mailto:Zara.Hynes@rainbowdesigns.co.uk)

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Product name: **Once Upon a Time Playtime Peter Rabbit**  
 Launch date: **Spring 2025**  
 SKU number: **PO2025**  
 Price: **£12.99**

Time to Play Peter!, this adorable Peter Rabbit soft toy from Rainbow Designs to ready to head out on adventures but he's also super soft, and loves a big squeazy cuddle! Beatrix Potter's Peter Rabbit, is one of the most-loved children's characters, and this 24cm lovable bunny, with his famous blue jacket and big floppy ears, makes a wonderful playtime friend as well as super soft and cuddly night time companion. This special cuddly friend, that is suitable from birth, will be by your little one's side throughout their childhood.



**SIMBA SMOBY UK**  
 Stand number: **B50**  
 Contact:  
[ben.hogg@simbasmoby.com](mailto:ben.hogg@simbasmoby.com)

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Product name: **Disney Munchlings Plush Wave 1**  
 Launch date: **February 2025**  
 SKU number: **6315870482106**  
 Price: **£6.99**

A totally fresh addition to the Disney plush range is Disney Munchlings! There's nothing sweeter than these popular Disney characters that have been reimagined in the design of delicious, colourful treats. The Munchlings collection comprises six different characters, including Olaf as ice cream and Minnie as a chocolate strawberry, with each one more delightful than the last! Each cuddly toy from the Munchlings range is around 10cm tall and has intricately embroidered facial features and lovingly created designs. Perfect for cuddling and irresistibly collectable – they make the sweetest of Disney displays!

IMAGE	COMPANY	DESCRIPTION
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**TEAM TOYS ENTERTAINMENT AND MARKETING L.L.C. – FZ**  
 Stand number: **B78**  
 Contact: [accounts@team-toys.com](mailto:accounts@team-toys.com)

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Product name: **Bubblepops**  
 Launch date: **January 2025**  
 SKU number: **2312004**  
 Price: **TBC**

12 assorted lovely plushs. High is 34cm. Bubblepops are not just toys; they are a multisensory delight, ingeniously designed to transition from a flat, bubble-gum-strip look to an enchanting, full-sized plush toy upon opening. And they have their irresistible fragrances.



**TEAM TOYS ENTERTAINMENT AND MARKETING L.L.C. – FZ**  
 Stand number: **B78**  
 Contact: [accounts@team-toys.com](mailto:accounts@team-toys.com)

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Product name: **Candypops**  
 Launch date: **January 2025**  
 SKU number: **2407001**  
 Price: **TBC**

30 assorted lovely plushs. High is 13cm. Candy Pops are not just toys they are a multisensory delight, ingeniously designed to transition from a flat chocolate look to an enchanting, full-sized plush toy upon opening.



**THE PUPPET COMPANY**  
 Stand number: **Upper Level 122**  
 Contact: [lisa@bumprr.co.uk](mailto:lisa@bumprr.co.uk)

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Product name: **Jumbo Friends**  
 Launch date: **March 2025**  
 SKU number: **PC004806, PC004807, PC004808, PC004809, PC004810, PC004811**  
 Price: **£28.99**

In association with its partners at London Zoo, The Puppet Company are delighted to be launching a collection of super large animal head puppets, all with excellent working mouth movement and wonderful attention detail. Best suited to older children or adult sized hands, these are certain to appeal to any animal enthusiast! Living up to their 'Jumbo' name, they are 40cm in height, making for the perfect zoological companions.


IMAGE	COMPANY	DESCRIPTION
	<p><b>VTECH</b>            Stand number: <b>N9</b>            Contact:  <a href="mailto:sophie.taylor@vtecheu.com">sophie.taylor@vtecheu.com</a></p> <hr/> <p>Product name: <b>Magical Makeover Fairy Fox</b>            Launch date: <b>July 2025</b>            SKU number: <b>80-582603</b>            Price: <b>£49.99</b></p>	<p>Meet Magical Makeover Fairy Fox! Using her interchangeable make up brush you'll become her complete makeover super stylist! First use the magic makeup brush to apply 7 fantastic colours to her eyes, ears or horn. Then attach the magic hair straighteners for an amazing hair colour transformation! Complete her look by clipping beautiful accessories in her hair. Press her buttons to play music and hear phrases to encourage you to change her look!</p>









IMAGE	COMPANY	DESCRIPTION
 <p>The image shows a collection of colorful Disney Princess roleplay books. One book is open, revealing a scene with a princess and a kitchen set. The books are arranged in a row, and the set includes various accessories like a teapot, cups, and a fabric oven glove.</p>	<p><b>8TH WONDER LTD</b>            Stand number: <b>N5</b>            Contact:  <a href="mailto:nicola.flynn@8thwonder.co.uk">nicola.flynn@8thwonder.co.uk</a></p> <hr/> <p>Product name: <b>Princess Role Play Collectable Books</b>            Launch date: <b>SS25</b>            SKU number: <b>375E</b>            Price: <b>£14.99</b></p>	<p>The Disney Princess Collectable Role Play Books are uniquely designed to celebrate each beloved Disney Princess, offering children immersive role-play experiences. Snow White's book includes a delightful apple pie baking set complete with wooden fruit, ingredients, felt pastry, and a fabric oven glove. Belle's book invites children to host an enchanting tea party with a teapot, cups, and themed sweet treats. Upcoming releases will feature Jasmine with a mini market full of jewellery and sweet treats, sparking creativity and fun. Collecting these books allows children to build a magical play library that encourages storytelling, imaginative play, and shared adventures.</p>
 <p>The image shows a bright blue plastic casserole dish with a matching lid. Inside the dish are several wooden vegetable pieces, including a tomato, a broccoli, and a carrot. A black spoon is placed inside the dish. The lid is slightly ajar, revealing the contents.</p>	<p><b>BIGJIGS TOYS</b>            Stand number: <b>G39</b>            Contact:  <a href="mailto:Liz.Ireland@Bigjigstoys.com">Liz.Ireland@Bigjigstoys.com</a></p> <hr/> <p>Product name: <b>Casserole Dish Set</b>            Launch date: <b>February 2025</b>            SKU number: <b>37046</b>            Price: <b>£24.99</b></p>	<p>Little chefs can cook the family a delicious pretend play meal with our child-size Casserole Dish Set. Lift the lid of the stylish blue dish and you'll find a stock of wooden vegetables inside, including an onion, broccoli, tomatoes, and more. This realistic food set also comes with a ladle, so kiddies can serve up their tasty stews. Our wooden food toys offer children lots of opportunities to gain new skills. Through open-ended imaginative play, kids will develop their social skills, language, creativity, and confidence. It can also familiarise youngsters with different foods, possibly even reducing fussiness at real-life mealtimes!</p>
 <p>The image shows a wooden fish and chips play set. The fish is a large, flat, yellow piece with a wooden chip fork inserted into it. The chips are several yellow, rectangular pieces. The set is served on a spread of newspaper, with a small bowl of mushy peas and a salt sachet nearby.</p>	<p><b>BIGJIGS TOYS</b>            Stand number: <b>G39</b>            Contact:  <a href="mailto:Liz.Ireland@Bigjigstoys.com">Liz.Ireland@Bigjigstoys.com</a></p> <hr/> <p>Product name: <b>Fish and Chips</b>            Launch date: <b>February 2025</b>            SKU number: <b>37028</b>            Price: <b>£19.99</b></p>	<p>Tots can tuck into crispy cod and chips with this wooden Fish and Chips play food set, served on a spread of the Gull Gazette! This interactive newspaper features playful stories and activities to add an extra element to playtime. The set also comes with a bowl of mushy peas, a wedge of lemon, a salt sachet, and a takeaway box, and the cod is divided into three pieces so kids can slice it up with the wooden chip fork.</p> <p>This Fish and Chips set is sustainably made from premium quality and ethically sourced FSC® Certified wood.</p>

IMAGE	COMPANY	DESCRIPTION
	<p><b>BIGJIGS TOYS</b>            Stand number: <b>G39</b>            Contact:  <a href="mailto:Liz.Ireland@Bigjigstoys.com">Liz.Ireland@Bigjigstoys.com</a></p> <hr/> <p>Product name: <b>London Pull Along Tube</b>            Launch date: <b>February 2025</b>            SKU number: <b>37047</b>            Price: <b>£21.99</b></p>	<p>Mind the gap! Capturing the essence of the city's historic underground, this London Pull Along Tube features three wooden carriages and a red pull along cord. Travelling on the tube is a bunch of wild passengers en route to London Zoo! Spot giraffes, elephants, penguins, sloths, hippos, and more on board.</p> <p>Our pull along toys are designed to motivate babies and young toddlers to take their first steps, while helping to improve their balance, coordination, and gross motor skills as they engage in active play. Part of our new London range. Sustainably made from premium quality FSC® Certified wood.</p>
	<p><b>BIGJIGS TOYS</b>            Stand number: <b>G39</b>            Contact:  <a href="mailto:Liz.Ireland@Bigjigstoys.com">Liz.Ireland@Bigjigstoys.com</a></p> <hr/> <p>Product name: <b>Post Office Set</b>            Launch date: <b>February 2025</b>            SKU number: <b>37061</b>            Price: <b>£54.99</b></p>	<p>Petite posties can enjoy a busy day sorting and delivering mail with their own Post Office Set! Kitted out with everything kids need for their imaginative play sessions, the set includes a post box, till station, weighing scales, chalkboard, parcel sack, parcels, letters, postcards, a stamper, and more. Our role play toys are excellent for boosting children's imagination, creativity, social skills, and language development. Acting as post office employees or customers will also enhance kids' communication abilities as they practice speaking, listening, reading, and writing. The Post Office Set is sustainably made from premium quality FSC® Certified wood.</p>
	<p><b>BTL DIFFUSION UK LTD</b>            Stand number: <b>Upper Level 190</b>            Contact:  <a href="mailto:graeme@btl-diffusion.co.uk">graeme@btl-diffusion.co.uk</a></p> <hr/> <p>Product name: <b>Speedy Monkey My Little Dog Set</b>            Launch date: <b>January 2025</b>            SKU number: <b>SP3010</b>            Price: <b>£34.99</b></p>	<p>Embark on Adventures with Speedy Monkeys Dog Grooming kit! This charmingly designed suitcase has everything children need to care for their favourite plush dog (included). Inside, they'll find dog snacks, a bowl, brush, collar, clippers and other fun accessories. Whether at home or on the go, young caregivers can plan exciting trips and create unforgettable adventures with their furry companion! Made from sustainably sourced wood from FSC® certified forests and finished with non-toxic paint for safe and eco-friendly play.</p>

## IMAGE

## COMPANY

## DESCRIPTION



### **BTL DIFFUSION UK LTD**

Stand number: **Upper Level 190**

Contact:

[graeme@btl-diffusion.co.uk](mailto:graeme@btl-diffusion.co.uk)

Product name: **Speedy Monkey My First Doll Set**

Launch date: **January 2025**

SKU number: **SP4007**

Price: **£34.99**

Introducing My First Doll Set! Explore the enchanting world of imaginative play with our My First Doll Set. Ideal for children aged 3 and above, this delightful set is designed to spark creativity and nurture early role-playing skills. Let your little one's imagination soar as they engage in hours of interactive play with this charming doll set. Crafted from high-quality wood, this set is not only durable but also safe for your child. Includes a rabbit doll, baby meal accessories, bib and diaper changing pad with a storage suitcase.»



### **BTL DIFFUSION UK LTD**

Stand number: **Upper Level 190**

Contact:

[graeme@btl-diffusion.co.uk](mailto:graeme@btl-diffusion.co.uk)

Product name: **Speedy Monkey My First Musical Set**

Launch date: **January 2025**

SKU number: **SP5005**

Price: **£39.99**

Music plays a key role in nurturing various aspects of a child's development, such as creativity and sensory stimulation. This suitcase is packed with five delightful musical instruments: an eight-key xylophone with vibrant metal keys, a tambourine that creates a gentle and fun sound, a wooden rainmaker that mimics the soothing sound of rainfall as beads cascade inside, a colourful recorder painted with non-toxic, tasteless paint, perfect for beginners, and a harmonica that promises hours of enjoyment with no prior experience required. Crafted from sustainably sourced wood from FSC® certified forests and finished with safe, non-toxic paint, this set ensures both fun and peace of mind.



### **CASDON LTD**

Stand number: **E30**

Contact:

[simone@casdon.com](mailto:simone@casdon.com)

Product name: **Casdon Build-a-Bear Workshop Shop & Checkout Set**

Launch date: **Summer 2025**

SKU number: **11150**


Price: **£20.00**


Unlock non-stop fun while fuelling essential numeracy and measurement skills with the Build-a-Bear Workshop Shop & Checkout set. Whether your little one wants to play shops, or if spending is more their forte, this roleplay set includes a number of adorable features to fuel their imagination — including an electronic cash register, scanner, and outfit display stand.



IMAGE	COMPANY	DESCRIPTION
	<p><b>CASDON LTD</b>            Stand number: <b>E30</b>            Contact:  <a href="mailto:simone@casdon.com">simone@casdon.com</a></p> <hr/> <p>Product name: <b>Heinz Fish and Chips Takeaway Set Preschool Toys</b>            Launch date: <b>Summer 2025</b>            SKU number: <b>81350</b>            Price: <b>£10.00</b></p>	<p>Little ones can take roleplay to new heights with the Heinz fish &amp; chips takeaway set – complete with a Heinz takeaway box (lined just like the real thing!), Heinz tomato ketchup (in a super squeezey bottle), Heinz malt vinegar (that makes a unique sound when shaken), fish and chips play food, mushy peas and ketchup flip &amp; dip pots, and a salt shaker for added seasoning. oh, and let's not forget the takeaway fork so they can tuck straight in!</p>
	<p><b>CASDON LTD</b>            Stand number: <b>E30</b>            Contact:  <a href="mailto:simone@casdon.com">simone@casdon.com</a></p> <hr/> <p>Product name: <b>Heinz Fast Food Diner Set</b>            Launch date: <b>Summer 2025</b>            SKU number: <b>81450</b>            Price: <b>£12.00</b></p>	<p>Children can explore the joys of diner life with burger and filling play food, hot dog and sauce toppings, fries, crinkle-cut chips, salt and pepper shakers, striking food baskets, and a duo of drinks cups that are just soda-rn cute. Plus, the signature squeezey Heinz tomato ketchup bottle.</p>
	<p><b>CASDON LTD</b>            Stand number: <b>E30</b>            Contact:  <a href="mailto:simone@casdon.com">simone@casdon.com</a></p> <hr/> <p>Product name: <b>Toxic Waste Hazardously Sour Candy Store</b>            Launch date: <b>Summer 2025</b>            SKU number: <b>91050</b>            Price: <b>£15.00</b></p>	<p>Whether putting their tastebuds to the test or leading the charge on the other side of the counter, this seriously sour sweet set is the real deal for any candy-crazed youngster. the Toxic Waste Hazardously Sour Candy Store features a candy store, rotating tray, scoop, play money storage area, pretend coins and notes, and a Toxic Waste barrel loaded with real treats.</p>



IMAGE	COMPANY	DESCRIPTION
	<p><b>CRAFT BUDDY LTD</b>            Stand number: <b>E2</b>            Contact:  <a href="mailto:ORARUTH@CRAFTBUDDYLTD.CO.UK">ORARUTH@CRAFTBUDDYLTD.CO.UK</a></p> <hr/> <p>Product name: <b>Crystal Art® JUNIOR</b>            Launch date: <b>March 2025</b>            SKU number: <b>CAJK-31DNY003, CAJK-31DNY005, CAJK31SWS006, CAJK-31MCU007, CAJK-31PRBT008</b>            Price: <b>£8.99</b></p>	<p>A successful innovator in Crystal Art® crafting kits, 2025 sees the launch of our first ever innovative range for younger crafters. With bigger 10-12mm gems and a larger pick-up pen that make it easier to pick up and place, the bright and fun introductory range features five favourite characters adored by little creatives. Perfect for the 4+ age group, Craft Buddy has developed this product with a specific focus on ensuring it supports the hand-eye coordination of young children and little fingers. Each kit comes ready-to-make with family &amp; friends and on completion can be hung or displayed.</p>

	<p><b>HALIT</b>            Stand number: <b>E16</b>            Contact:  <a href="mailto:marketing@halit.co.uk">marketing@halit.co.uk</a></p> <hr/> <p>Product name: <b>Glo Pals Sensory Jar - Teal</b>            Launch date: <b>February 2025</b>            SKU number: <b>GPJARTEAL</b>            Price: <b>£22.99</b></p>	<p>Transform sensory play with these innovative Sensory Play Jars! Add water to watch the jar light up in vibrant colours, perfect for creating a calming, engaging atmosphere. Tapping the jar rotates the colours, offering soothing sensory stimulation. Designed for little hands, the jars feature large, soft-touch handles and spill-proof lids, making them safe for children 18 months and older. Kids can fill and display treasures, sparking creativity and fun during sensory play or show and tell. To turn the lights off, simply flip the jar upside down—easy and mess-free! A must-have for sensory exploration and imaginative play.</p>
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	<p><b>KAP TOYS</b>            Stand number: <b>UN66</b>            Contact:  <a href="mailto:claire@kaptoys.com">claire@kaptoys.com</a></p> <hr/> <p>Product name: <b>Creativity for Kids - Sensory Bin Assortment</b>            Launch date: <b>January 2025</b>            SKU number: <b>6284000</b>            Price: <b>£24.99</b></p>	<p>Toddlers will go on many an adventure and enjoy hours of imaginative play as they scoop, sort and explore the treasures inside the Creativity for Kids Sensory Bin range! The themed sensory bins are filled with thoughtfully selected and safety-tested materials, providing toddlers an opportunity to discover, imagine, learn and create. While kids actively engage their senses practicing fine motor movement, they'll enjoy hands-on pretend play in these self-contained bins. The sensory toys come conveniently packed in a bin with a lid for easy storage. They can be upcycled by storing small toys and keepsakes inside, also recycled after use.</p>
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IMAGE	COMPANY	DESCRIPTION
	<p><b>LEARNING RESOURCES®</b>            Stand number: <b>D30</b>            Contact:  <a href="mailto:nsparrow@learningresources.com">nsparrow@learningresources.com</a></p> <hr/> <p>Product name: <b>Ocean Emotion Seashells™</b>            Launch date: <b>February 2025</b>            SKU number: <b>LER 3611</b>            Price: <b>TBC</b></p>	<p>These 6 fun undersea friends help children build social emotional learning skills every time they come out of their shells! Open the clam shells to reveal the creatures hiding inside. There's a jellyfish, pufferfish, octopus, starfish, crab and axolotl. Each double-sided creature has two expressions for comparing and contrasting feelings. Their pop-apart clam shells as well as the beach bucket have fun tactile features for sensory play. Includes bucket, 6 x 2-piece clam shells, and 6 ocean creatures.</p>
	<p><b>LEARNING RESOURCES®</b>            Stand number: <b>D30</b>            Contact:  <a href="mailto:nsparrow@learningresources.com">nsparrow@learningresources.com</a></p> <hr/> <p>Product name:  <b>Numberblocks™ One to Five Wooden Blocks</b>            Launch date: <b>February 2025</b>            SKU number: <b>HM96931-UK</b>            Price: <b>TBC</b></p>	<p>Stack, play and learn with the Numberblocks! Children practise their fine motor skills, spatial awareness and reasoning skills, as well as their counting and colour recognition skills as they build Numberblocks One to Five with wooden blocks. One to Five even have their Numberlings! The set includes 15 wooden blocks, 5 wooden Numberlings, and a storage bag.</p>
	<p><b>MAPED JURATOYS</b>            Stand number: <b>N2</b>            Contact:  <a href="mailto:lisa@bumppr.co.uk">lisa@bumppr.co.uk</a></p> <hr/> <p>Product name: <b>Unicorn Beauty Set</b>            Launch date: <b>January 2025</b>            SKU number: <b>J06465</b>            Price: <b>£29.99</b></p>	<p>Bringing hours of imaginative fun to playtime, iconic wooden toy brand, Janod, offers the new Unicorn Beauty Suitcase, perfect from 3 years+. Sure to spark excitement, this role-play set is perfect for any little beauty enthusiasts. Featuring 10 wooden accessories, a lipstick, hairbrush, mirror and much more, the pastel set is beautifully presented in a pink case with a fabulously fun unicorn design - ideal for keeping everything together.</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>MAPED JURATOYS</b>            Stand number: <b>N2</b>            Contact:  <a href="mailto:lisa@bumprr.co.uk">lisa@bumprr.co.uk</a></p> <hr/> <p>Product name: <b>Small Dressing Table</b>            Launch date: <b>January 2025</b>            SKU number: <b>J06463</b>            Price: <b>£49.99</b></p>	<p>Iconic French toy brand, Janod is thrilled to unveil its brand-new Small Dressing Table, launching in 2025. Super stylish, this fun role-play set is perfect for any playroom or bedroom to inspire imaginative play! The sweetest table, it features a mirror to help perfect the makeover, a cute drawer to keep everything safe and a magnetic star to add a touch of fun! Including 7 wooden accessories – an eye shadow palette, blusher and hairbrush, as well as the brilliant unicorn themed hairspray!</p>
	<p><b>MAPED JURATOYS</b>            Stand number: <b>N2</b>            Contact:  <a href="mailto:lisa@bumprr.co.uk">lisa@bumprr.co.uk</a></p> <hr/> <p>Product name: <b>Playmats</b>            Launch date: <b>January 2025</b>            SKU number: <b>J05910 / J05920 / J05930 / J05940</b>            Price: <b>£24.99</b></p>	<p>Introducing the most exciting collection of playmats. From an enchanted kingdom to the rolling countryside, busy city vibes and the cutest valley, the awesome anti-slip playmats will offer children 2+ a wonderfully engaging way to play. A great way for little ones to imagine all kinds of stories and discover different worlds through play. Learning about colours, shapes, numbers, instruments, shapes, jobs, emotions and more, across the themes. The unique mats (120 x 78), which are bursting with things to seek and find, can be connected to other mats in the collection to create an epic Janod wonderland!</p>
	<p><b>MELISSA &amp; DOUG</b>            Stand number: <b>UW50</b>            Contact:  <a href="mailto:ASanders@melissaanddoug.com">ASanders@melissaanddoug.com</a></p> <hr/> <p>Product name: <b>Blockables Safari Play Set</b>            Launch date: <b>1st July 2025</b>            SKU number: <b>6074903</b>            Price: <b>£19.99</b></p>	<p>Melissa &amp; Doug Blockables™ are linkable, stackable, and playable wooden building blocks, perfect for helping children aged 2+ develop fine motor skills, problem-solving abilities, matching, storytelling, and self-esteem. The smooth, colourful wooden blocks snap together with easy-to-use connectors, making assembly simple for little hands. With felt details, children can build safari animals such as a zebra, lion and giraffe or create their own characters! The 34-piece Safari Play Set is also compatible with other Blockables™ sets. Plus, the packaging doubles as a fun play surface and a sturdy storage box with a handle for easy cleanup and portability.</p>






IMAGE	COMPANY	DESCRIPTION
	<p><b>MOOKIE TOYS</b>            Stand number: <b>E21</b>            Contact:  <a href="mailto:lucy.burton@mookie.co.uk">lucy.burton@mookie.co.uk</a></p> <hr/> <p>Product name: <b>Active-Tots Play Table</b>            Launch date: <b>AW25</b>            SKU number: <b>TBC</b>            Price: <b>TBC</b></p>	<p>Active-Tots have a lot of exciting developments for 2025, designed to fit perfectly into your home and inspire confidence and improve strength from an early age. The Active Tots Play Table aids motor skills with activities and sensory play for little ones. Combining functionality with fun this multiuse Play Table will keep little ones busy as they grow. Children can enjoy using the play tub for sensory and messy play, switch to the build block board or as they grow it turns into a functional desk. The Play Table legs can be packed into the play tub easy storage.</p>
	<p><b>MOOSE TOYS</b>            Stand number: <b>NI5</b>            Contact:  <a href="mailto:maddi.tiscoe@moosetoys.com">maddi.tiscoe@moosetoys.com</a></p> <hr/> <p>Product name: <b>Bluey's Dump Truck With Exclusive Hard-Hat Bluey and Muddy Bingo Figures</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>17673</b>            Price: <b>£24.99</b></p>	<p>Go on an adventure with Bluey and Bingo to get some work done with Bluey's Dump Truck! Bluey has her hard-hat on and Bingo has been having some fun in the mud. These exclusive figures are articulated so they can sit in the cabin of the Dump Truck! Load and unload 3 big rocks by moving the lever on the side of the truck to make the built-in bed tilt up and down. Includes safety signs fun sticker sheet.</p>
	<p><b>ORANGE TREE TOYS</b>            Stand number: <b>F65</b>            Contact:  <a href="mailto:Phoebe@orangetreetoys.com">Phoebe@orangetreetoys.com</a></p> <hr/> <p>Product name: <b>Animal Balancing Game</b>            Launch date: <b>January 2025</b>            SKU number: <b>OTT12157</b>            Price: <b>£14.99</b></p>	<p>In celebration of 25 years of Orange Tree Toys, this product features all our favourite original characters including Lion &amp; Pink Mouse. Kids will have fun balancing all the different pieces as high as they can on top of the crocodile!</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>ORANGE TREE TOYS</b>            Stand number: <b>F65</b>            Contact:  <a href="mailto:Phoebe@orangetreetoys.com">Phoebe@orangetreetoys.com</a></p> <hr/> <p>Product name: <b>Fairy House Play Set</b>            Launch date: <b>January 2025</b>            SKU number: <b>OTT11891</b>            Price: <b>£29.99</b></p>	<p>Immerse yourself in the magical world of fairies, with this gorgeous Fairy House play set. The set is perfect for encouraging imaginative play, with a variety of pieces that children will love setting up &amp; creating magical stories! The pieces all pack back down inside the house, &amp; has an easy grip handle making it great for travel. The removable magnetic front sets the perfect scene for setting up a fairy tea party!</p>
	<p><b>ORANGE TREE TOYS</b>            Stand number: <b>F65</b>            Contact:  <a href="mailto:Phoebe@orangetreetoys.com">Phoebe@orangetreetoys.com</a></p> <hr/> <p>Product name: <b>Adventure Play Set</b>            Launch date: <b>January 2025</b>            SKU number: <b>OTT11846</b>            Price: <b>£29.99</b></p>	<p>Fuel the imagination with an epic adventure and discover ancient secrets hidden away, there may even be some rare treasure to find! Children will love using the compass and map to take their adventurer pals on a trek across the desert, or enter the ancient tomb where you might come across a spooky mummy in a sarcophagus!</p>
	<p><b>ORCHARD TOYS</b>            Stand number: <b>E10</b>            Contact:  <a href="mailto:ali.brown@orchardtoys.com">ali.brown@orchardtoys.com</a></p> <hr/> <p>Product name: <b>See and Sound Giant Flashcards</b>            Launch date:  <b>21st January 2025</b>            SKU number: <b>132</b>            Price: <b>£10.00</b></p>	<p>Orchard Toys fresh new baby and toddler range heroes this set of beautifully illustrated over-sized giant flashcards, featuring big chunky cards, perfect for little hands from 9mths+!</p> <p>Designed to support parents it features an 8-page booklet with a step-by-step guide and range of activities to using the flashcards, to encourage the development of their baby and toddler. This versatile set, from leaders in educational games and activities Orchard Toys is perfect for new conscientious parents featuring two of each card offering both activity and gameplay options.</p>




IMAGE	COMPANY	DESCRIPTION
	<p><b>PLAYMOBIL</b>            Stand number: <b>Upper Level 206</b>            Contact:  <a href="mailto:adam_moore@playmobil.de">adam_moore@playmobil.de</a></p> <hr/> <p>Product name: <b>PLAYMOBIL 71742 Pet Grooming Animal Hotel</b>            Launch date: <b>February 2025</b>            SKU number: <b>71742</b>            Price: <b>£49.99</b></p>	<p>In the new pet hotel, the animals that have been entrusted to the care of the hotel are lovingly looked after while their owners are on holiday. Whether dogs, cats or parrots – they all have their own area and feel completely cosy.</p>
	<p><b>RAINBOW DESIGNS</b>            Stand number: <b>B21, B25</b>            Contact:  <a href="mailto:Zara.Hynes@rainbowdesigns.co.uk">Zara.Hynes@rainbowdesigns.co.uk</a></p> <hr/> <p>Product name: <b>Disney Baby Lion King Stacking Rings</b>            Launch date: <b>Autumn 2025</b>            SKU number: <b>DN2248</b>            Price: <b>£19.99</b></p>	<p>Joining the award-winning Disney Baby Lion King range for 2025 is the fun baby soft Simba Plush Stacking Rings Toy. Developed to keep inquisitive babies entertained for hours, this brilliant Simba stacking-ring toy, features five different rings, each with a different shape, texture and sound, to encourage early counting as well as hand eye coordination. Suitable from birth.</p>
	<p><b>RAVENSBURGER</b>            Stand number: <b>NI3</b>            Contact:  <a href="mailto:charlotte.bird@ravensburger.com">charlotte.bird@ravensburger.com</a></p> <hr/> <p>Product name: <b>BRIO World Mega Spiral Set</b>            Launch date: <b>August 2025</b>            SKU number: <b>36114</b>            Price: <b>£124.99</b></p>	<p>The action in BRIO World is about to hit new heights! The Mega Spiral Set delivers all the fun of the ever-popular railway system and adds a whole new way to play. The 73 track and support pieces in this fire rescue-themed set, enable children to unleash their imagination and construct taller, more complex tracks than ever before. Construct multi-level and spiral tracks and then just add unlimited imagination! The BRIO World Mega Spiral Set is designed for children from age three years and is compatible with other sets in the BRIO World. With FSC Certified wood.</p>






IMAGE	COMPANY	DESCRIPTION
	<p><b>SPIN MASTER</b>            Stand number:  <b>Upper Level UW50</b>            Contact:  <a href="mailto:tillyj@spinmaster.com">tillyj@spinmaster.com</a></p> <hr/> <p>Product name: <b>Vida The Vet's Vet Bag</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>6069852</b>            Price: <b>£24.99</b></p>	<p>In the new pet hotel, the animals that have been entrusted to the care of the hotel are lovingly looked after while their owners are on holiday. Whether dogs, cats or parrots – they all have their own area and feel completely cosy.</p>
	<p><b>SPIN MASTER</b>            Stand number:  <b>Upper Level UW50</b>            Contact:  <a href="mailto:tillyj@spinmaster.com">tillyj@spinmaster.com</a></p> <hr/> <p>Product name: <b>Paw Patrol - Adventure Bay Airport</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>6071249</b>            Price: <b>£29.99</b></p>	<p>Create awesome adventures in the Adventure Bay Airport Playset. This playset features over 7 play areas; when it's time for action, head to the command centre to view the mission monitor. Have no fear, Chase is on the case. Attach your PAW Patrol vehicle to the rotating flight arm and spin it around to catch Humdinger before it's too late. After your rescue, visit the carwash, then fill-up at the petrol station, before hopping into the vehicle launcher for another high-speed rescue. PAW Patrol pre-school toys are gifts for kids that foster imaginative pretend play and enhance fine motor skills.</p>
	<p><b>SPIN MASTER</b>            Stand number:  <b>Upper Level UW50</b>            Contact:  <a href="mailto:tillyj@spinmaster.com">tillyj@spinmaster.com</a></p> <hr/> <p>Product name: <b>Gabby's Dollhouse Kitty Care Playset</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>6071538</b>            Price: <b>£24.99</b></p>	<p>Create babysitting adventures with Gabby and baby kitties in the Kitty Care Playset. This 17-piece set includes a Gabby figure, 3 baby kitties, and a nursery with surprises. Slide with the pushcart, and use the high chair for meals. Unbox a dollhouse delivery to find a surprise toy and scan the QR code for a reward in the Gabby's Dollhouse App. After playtime, rock them to sleep in their bassinets. Perfect for kids who love imaginative dollhouse play, it's a great gift to expand their Gabby world.</p>

IMAGE	COMPANY	DESCRIPTION
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**SPIN MASTER**  
 Stand number: **Upper Level UW50**  
 Contact: [tillyj@spinmaster.com](mailto:tillyj@spinmaster.com)

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Product name: **Ms Rachel Potty Time with Bean Playset**  
 Launch date: **January 2025**  
 SKU number: **6072987**  
 Price: **£29.99**

Make potty training fun, approachable, and interactive with the Ms. Rachel Potty Time with Bean set! Join Ms. Rachel's friend Bean, an adorable teddy bear plush, as he learns potty skills using his own play toilet with reversible flap for Number One's and Two's. The set includes play toilet paper, a detachable nappy, and felt accessories like a banana, sippy cup, and soap to encourage fine motor skill development. A visual chart with stickers guides little ones through potty steps, plus there's a bonus learning card with helpful tips and activities to keep learning fun and engaging!



**SQUEEK**  
 Stand number: **GZ21**  
 Contact: [pip@squeektoys.com](mailto:pip@squeektoys.com)

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Product name: **DAISY - HIGHCHAIR TOY**  
 Launch date: **January 2025**  
 SKU number: **TBC**  
 Price: **£24.99**

Daisy marks the debut of a new brand of toys which incorporate a unique innovation, providing something novel and exciting to the early years' market. Inspired by vintage optical-illusion devices, Daisy brings the magic of moving pictures to life! Daisy's 'movie' shows a little bee, buzzing around. The pictures are spun manually - no need for batteries. The bee spinner and lower horizontal leaves click & sound as they turn. Cute insect characters adorn the flower, giving it loads of character. Daisy has lots of play benefits too. Patent & design protected. Made in recycled plastic; fully recyclable packaging.




**TEAM TOYS ENTERTAINMENT AND MARKETING L.L.C. - FZ**  
 Stand number: **B78**  
 Contact: [accounts@team-toys.com](mailto:accounts@team-toys.com)

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Product name: **Stretcheez Ramen Sloodles**  
 Launch date: **January 2025**  
 SKU number: **2408005**  
 Price: **TBC**

Collect all 6 sets - Smiling Mushroom, Pumpkin Puppy, Unicorn Dream, Unicorn BearHug, Valentine Shrimp, Rainbow Swirl. 6 different ramen models in a PDQ. Each includes ramen noodles, 5-6 soft TPR food-like pets, and slime powder. Just add water and mix with chopsticks for a fun, slimy surprise.

IMAGE	COMPANY	DESCRIPTION
	<p><b>VTECH</b>            Stand number: <b>N9</b>            Contact:  <a href="mailto:sophie.taylor@vtech.eu.com">sophie.taylor@vtech.eu.com</a></p> <hr/> <p>Product name: <b>Switch &amp; Mow Tractor</b>            Launch date: <b>July 2025</b>            SKU number: <b>80-576503</b>            Price: <b>£49.99</b></p>	<p>The Switch and Mow Tractor is a fantastic 3-in-1 that transforms from a foot-powered ride-on tractor to a walk behind mower for little landscapers! Conversion is easy! Simply flip the handle up for mowing and down for riding! Hitting the road? The detachable driver panel can travel on-the-go with you! The driver panel features light and sound effects, light up buttons, a weather slider, a turning wheel with horn button, a gear stick and more. Take the learning along, everywhere you go with immersive role play content that teaches safety and encourages driving and mowing through fun phrases, 12 catchy sing-along songs and 24 playful melodies!</p>





	<p><b>VTECH</b>            Stand number: <b>N9</b>            Contact:  <a href="mailto:sophie.taylor@vtech.eu.com">sophie.taylor@vtech.eu.com</a></p> <hr/> <p>Product name: <b>Brain Box TV</b>            Launch date: <b>1st July 2025</b>            SKU number: <b>80-578703</b>            Price: <b>£24.99</b></p>	<p>A truly classic and retro form factor, the Brain Box TV provides entertainment and learning, screen-free! This retro-inspired television set with spinning antenna carry handle features light up press buttons, as well as a working remote control! Change the channels one-by-one, or use the remote control to change channels by category too! With 3 categories to choose from; news, sports, and entertainment. Discover 10 learning channels that introduce food, weather, sports, animals, letters, numbers, French and more! Enjoy your viewing with 8 catchy sing-along songs and 9 groovy melodies. Channels change using a wonder split-flap transition, adding to the truly cool and retro experience!</p>
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IMAGE	COMPANY	DESCRIPTION
	<p><b>BANDAI UK</b>            Stand number: <b>NI7</b>            Contact:  <a href="mailto:louise@playtimepr.com">louise@playtimepr.com</a></p> <hr/> <p>Product name: <b>Tamagotchi Original Angel</b>            Launch date: <b>1st January 2025</b>            SKU number: <b>42989GTNP / 42994GTNP</b>            Price: <b>£19.99</b></p>	<p>Ready for a 2020's resurgence is the Tamagotchi Angel! The Original Gen 3 device first seen in 1998, includes unique features such as angel-themed Tamagotchi pets as opposed to traditional alien characters, and capabilities that allow the user to tap the device with their finger to drive away the bat Battchis. Depending on how users care for their Tamagotchi Angels, determines which character they raise. The new Tamagotchi Angel models launch with the Tamagotchi Original Lovely Angel, and Tamagotchi Original Dreamy Angel styles, complete with embossed angel wings on the shells, and an on-trend pastel colour palette.</p>
	<p><b>BLADEZ TOYZ LTD</b>            Stand number: <b>E35</b>            Contact:  <a href="mailto:charlotte@bladeztoyz.co.uk">charlotte@bladeztoyz.co.uk</a></p> <hr/> <p>Product name: <b>Bladez RPM R/C 1:10 Road Trip Monster Truck</b>            Launch date: <b>June 2025</b>            SKU number: <b>BT30112</b>            Price: <b>£59.99</b></p>	<p>The RPM Road Trip Monster Truck is the perfect vehicle for the ultimate road trip! With real working LED lights, a rechargeable battery allowing a 25 minute run time, extra large rubber tyres and space to fit 2x30cm dolls, the RPM dream machine reinvents doll play, sparking creativity, excitement and stylish adventures during playtime! With its vibrant pink and blue finish, rugged design and open top, the dream machine is at home in the city streets or overcoming the toughest terrain in off-road expeditions!</p>
	<p><b>CANAL TOYS</b>            Stand number: <b>F75</b>            Contact:  <a href="mailto:Tonyg@canaltoys.uk">Tonyg@canaltoys.uk</a></p> <hr/> <p>Product name: <b>Photo Creator Pop Camera</b>            Launch date: <b>February 2025</b>            SKU number: <b>CLK 041</b>            Price: <b>£29.99</b></p>	<p>Encourage creativity and capture memories with this compact digital camera, designed in a stylish pop colour that appeals to today's young users. Perfectly sized for easy portability, this camera is ideal for budding photographers who want to capture every moment, from everyday adventures to special occasions. Featuring both photo and video capabilities, it lets users create diverse content with ease. Included is a memory card, so it's ready to use straight out of the box, providing instant access to on-the-go photography and video recording. An all-in-one package that blends style, functionality, and fun for young creators.</p>

IMAGE

COMPANY

DESCRIPTION



**CANAL TOYS**

Stand number: **F75**

Contact:

[Tonyg@canaltoys.uk](mailto:Tonyg@canaltoys.uk)

Product name: **So Chill Infinity Fridge**

Launch date: **February 2025**

SKU number: **INF 041**

Price: **£44.99**

Perfect for keeping drinks and more chilled, the So Chill Infinity Fridge is a stylish, versatile accessory for gamers, influencers, students, teens, and tweens alike! Featuring a cool light-up mirror with colour-changing LED lights, this mini fridge doubles as both functional storage and a decorative piece. The removable shelf adds extra flexibility for storing snacks or skincare items, and it includes power cables for both home and car use—ideal for on-the-go convenience. Plus, it comes with fun, customisable stickers for a personal touch, allowing each user to make it truly their own. A unique gift for any occasion!



**GOLDEN BEAR TOYS**

Stand number: **E69**

Contact:

[A.Murray@GoldenBearToys.co.uk](mailto:A.Murray@GoldenBearToys.co.uk)

Product name: **Soccer Dash**

Launch date: **AW25**

SKU number: **1007**

Price: **£39.99**

A unique footBCII reaction training ball, with challenges to test a player's reactions - thanks to the in-built smart technology. It comes with the Soccer Dash ball and 4 smart discs that house the tech behind the innovative features:

- Reaction based training - enhance ball control with fast paced challenges
- Adaptive AI - increases the speed mode as a player's skill improves
- All weather gameplay - for indoor use and outdoor use, the ball is water-resistant

Children - and teens - mad about playing footBCII will love the skill of Soccer Dash to improve their footie reactions on the pitch.



**LEARNING RESOURCES®**

Stand number: **D30**

Contact:

[nsparrow@learningresources.com](mailto:nsparrow@learningresources.com)

Product name: **Cooper™ the STEM Robot**

Launch date: **April 2025**

SKU number: **LER 3118**

Price: **TBC**

Meet Cooper™ the STEM Robot that is ready to bring collaborative coding to classrooms! This clever bot introduces children to the fundamentals of programming through 100% screen-free, push-button coding, and fun interactive features. Cooper can communicate, so children can code multiple Cooper robots to solve collaborative STEM challenges and build their teamwork skills along the way. Switch to Communication Mode and discover Cooper's playful side as the bots tell jokes, dance together and more! Advanced sensor technology helps it follow black lines, detect objects and even see in the dark. Rugged wheels allow for precise movements and turns on a flat surface, and it can hold and carry items with its articulated arms and grippy claws.

## IMAGE



## COMPANY

### MOOKIE TOYS

Stand number: **E21**

Contact:

[lucy.burton@mookie.co.uk](mailto:lucy.burton@mookie.co.uk)

Product name: **Jiggo**

Launch date: **AW25**

SKU number: **88497**

Price: **£29.99**

## DESCRIPTION

Jiggo is an innovative and reactive robot from robotic experts, Silverlit. Jiggo expresses emotions through colours and sound, each colour represents a different sound and the child has to figure out the best way respond to Jiggos emotion by touch and shake. Little ones can use Jiggos touch sensor for different reactions or the smart remote, perfect for single hand control and shake. Moving just like a real dog Jiggo moves can move forward, left, right and shakes his butt!



### MOOKIE TOYS

Stand number: **E21**

Contact:

[lucy.burton@mookie.co.uk](mailto:lucy.burton@mookie.co.uk)

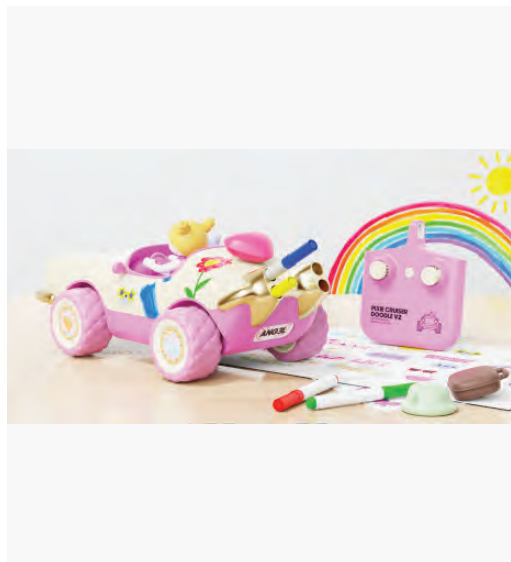
Product name: **Talkimon**

Launch date: **AW25**

SKU number: **88494**

Price: **£12.99**

Combining children's love for aliens, robots and the growing trend in sensory toys this cute robotic item is completely unique to robotics. Children can poke Talkimons body and face to see how it reacts to touch as it glows different colours. Or listen as you talk into Talkimons microphone style head and it will talk back with its funny voice changing feature!



### SHARPER IMAGE (MARVIN'S MAGIC DISTRIBUTOR)

Stand number: **G60, G90**

Contact:

[lorraine@marvinsmagic.co.uk](mailto:lorraine@marvinsmagic.co.uk)

Product name: **Toy RC Bella Buggy**

Launch date: **September 2025**

SKU number: **1261022200**

Price: **£39.99**

Embark on creative adventures with the Sharper Image® Toy RC Bella Buggy, a customisable RC car designed for expressive play. This unique cruiser allows for endless personalisation with erasable markers, stickers, and playful accessories. Experience the thrill of driving with omnidirectional control and a long-range remote, making every journey an expression of your style. Perfect for kids and collectors alike, the Toy RC Bella Buggy combines the excitement of RC action with the joy of DIY customisation, offering a truly unique play experience.

IMAGE



COMPANY

**WILTON BRADLEY LTD**

Stand number: **E89, E98**

Contact:

[alexandra.crouch@wiltonbradley.com](mailto:alexandra.crouch@wiltonbradley.com)

Product name: **Mi-Mic Live - Media Maker Kit**

Launch date: **21<sup>st</sup> January 2025**

SKU number: **TY6629**

Price: **£29.99**

DESCRIPTION

This wireless vlogging kit includes a microphone, hub connector (compatible with Apple Lightning or USB-C for Android & iPhone 15), and an LED Ring Light, designed for young content creators. With a 30-meter range and 2.4 GHz connection, Mi-Mic Live offers minimal latency for smooth audio recording. The microphone features a built-in Li-ion battery for up to 3 hours of use and built-in compression for clear sound. The compact hub connector also allows use while charging your device, making it portable and easy to set up.



## IMAGE



## COMPANY

**BIGJIGS TOYS**Stand number: **G39**

Contact:

[Liz.Ireland@Bigjigstoys.com](mailto:Liz.Ireland@Bigjigstoys.com)Product name: **Wobbly  
Peg Board**Launch date: **January 2025**SKU number: **37007**Price: **£19.99**

## DESCRIPTION

Stack, wobble, and roll! Part of Bigjigs Toys' Montessori range, the Wobbly Peg Board is a wonderfully wiggly stacking toy for babies, toddlers, and young children. The set features 16 brightly coloured tubes with pegs inside that can be stacked atop the wooden base to create wibbly-wobbly towers. As children figure out how to stabilise the pieces, the playful wobble makes each stacking attempt a fun learning experience. This introduces tots to crucial STEM concepts such as balance and spatial reasoning, and fosters the development of their grasping skills, dexterity, and coordination. Sustainably made from premium quality FSC® Certified wood.

**BRAINSTORM LTD**Stand number: **E79**

Contact:

[dtiffany@brainstormltd.co.uk](mailto:dtiffany@brainstormltd.co.uk)Product name: **NHM Dinosaur  
Projector Watch**Launch date: **Toy Fair 2025**SKU number: **N5203**Price: **£10.00**

A cool 2-in-1 item, not only is this a watch but an image projector too! Use the easy-to-follow instructions to set the time and date, fit onto your preferred wrist and simply press the projection button to click through the 24 well illustrated dinosaur images. Project onto walls, ceilings or even inside your den, create your own imaginative stories to go with the images. Remove the watch face from the strap to use in handheld mode or simply place on a bedside table as a clock. Includes 24 fascinating dinosaur images including T-Rex, Stegosaurus, Triceratops and more.

**CLEMENTONI UK**Stand number: **N14**

Contact:

[kelly@thebutterflyconsultancy.co.uk](mailto:kelly@thebutterflyconsultancy.co.uk)Product name: **Science & Play  
Smart-Tech Greenhouse from  
Clementoni**Launch date: **July 2025**SKU number: **75144**Price: **£29.99**

Introducing the Science & Play Smart-Tech Greenhouse from Clementoni – the coolest way to grow plants and experiment with nature! This high-tech greenhouse has everything you need to watch your plants grow and thrive. With LED lights and an electronic module to let you monitor and control the temperature and humidity, making sure your plants are always in the perfect environment. You can experiment with different ways to grow plants – in pots with soil, in test tubes with cotton, or even in special gels like agar-agar and the large, clear window and big door make it easy to see inside and watch your plants grow in real-time. Perfect for young scientists, gardeners, or anyone who loves nature, this greenhouse makes growing plants feel like a real adventure.

## IMAGE

## COMPANY

## DESCRIPTION

**GALT TOYS, PART OF JUMBO GROUP**Stand number: **E9**

Contact:

[jacqueline.taylorfoo@jumboplay.com](mailto:jacqueline.taylorfoo@jumboplay.com)Product name: **Unlock Science - Fire Fire**Launch date: **March 2025**SKU number: **5063439000220**Price: **TBC**

There has been a fire in the jungle! Can you help us solve this crime? Our science detectives have found evidence and clues. We need your help - learn the science, complete the experiments, solve the clues and eliminate the 10 suspects to crack the case!

**GALT TOYS, PART OF JUMBO GROUP**Stand number: **E9**

Contact:

[jacqueline.taylorfoo@jumboplay.com](mailto:jacqueline.taylorfoo@jumboplay.com)Product name: **Unlock Science - Water Worry**Launch date: **March 2025**SKU number: **5063439000237**Price: **£14.99**

Someone is putting waste in the river! Can you help us solve this crime? Our science detectives have found evidence and clues. We need your help - learn the science, complete the experiments, solve the clues and eliminate the 10 suspects to crack the case!

**GREAT GIZMOS LIMITED**Stand number: **D25**

Contact:

[emma@greatgizmos.co.uk](mailto:emma@greatgizmos.co.uk)Product name: **Fizzy Bubble Colour Lab**Launch date: **January 2025**SKU number: **403491**Price: **£17.99**

Discover the magic of mixing colours! Amaze your friends with incredible water tricks. Have a blast creating loads of fizzy fun! Just add household baking soda and vinegar.

## IMAGE

## COMPANY

## DESCRIPTION

**GREAT GIZMOS LIMITED**Stand number: **D25**

Contact:

[emma@greatgizmos.co.uk](mailto:emma@greatgizmos.co.uk)Product name: **Spider Spy Motion Detector**Launch date: **January 2025**SKU number: **403473**Price: **£18.99**

Secure your space with this techy light beam alarm. Challenge your friends by setting up reflective mazes to test their agility.

**INSECT LORE**Stand number: **G30**

Contact:

[bex@insectlore.co.uk](mailto:bex@insectlore.co.uk)Product name: **Ant Hill**Launch date: **January 2025**SKU number: **03550**Price: **£21.99**

Dig into endless fun with Insect Lore's Ant Hill!

Kids will love this up-close look at the fascinating life of ants! Watch them tunnel, explore, and forage throughout the rugged mountain environment. A great STEM learning opportunity, our 3D Double-Sided Ant Habitat includes lightweight 'digging sand' which helps the ants form their own tunnels. Also included is a STEM Ant Journal, full of fun educational activities to complete.

**INSECT LORE**Stand number: **G30**

Contact:

[bex@insectlore.co.uk](mailto:bex@insectlore.co.uk)Product name: **BugLand**Launch date: **January 2025**SKU number: **02101**Price: **£16.99**

Observe bug behaviour up close with Insect Lore's BugLand

A private island habitat for your buggy friends to explore! Observe creatures up close while they venture around the island and drink from the volcano. Then, lift the dome to let 'em go. With built in magnifier lid for close-up viewing and a super clear dome habitat, this NEW and improved BugLand is perfect for fun and educational learning.



## IMAGE



## COMPANY

**KAP TOYS**Stand number: **UN66**

Contact:

[claire@kaptoys.com](mailto:claire@kaptoys.com)Product name: **Creativity for Kids - Mini Garden Assortment**Launch date: **January 2025**SKU number: **6243000**Price: **£9.99**

## DESCRIPTION

Experience the wonder of nature all year long, by taking the fun of gardening indoors with the Creativity for Kids Mini Garden kits. Available in 6 popular themes: Princess, Pony, Unicorn, Mermaid, Dinosaur and Axolotl. Every egg-shaped terrarium is one-of-a-kind, as kids personalise their gardens with colourful stickers, decorative sand, sparkling rhinestones and pearls in their own unique style. The Mini Garden kits offer an enjoyable experience, blending arts, crafts and science through STEAM. Cultivating a mini indoor garden not only allows kids to explore the wonders of nature, but also helps them develop nurturing skills, responsibility and creative confidence.

**LEAPFROG**Stand number: **N9**

Contact:

[sophie.taylor@vtecheu.com](mailto:sophie.taylor@vtecheu.com)Product name: **LeapStart Reading Buddies**Launch date: **July 2025**SKU number: **80-621103**Price: **£39.99 for Starter Pack (+ £12.99-£17.99 for new characters)**

LeapStart Reading Buddies is the Newest Edition to LeapFrog's reading range, offering introductory reading with the fun of storytelling and the educational content of LeapStart. Cute collectible figures snap on top of the Reading Buddies pen to make your own personal reading buddy. Each trigger a friendly greeting and play 2 original learning audio stories. Each story magically brings the story characters to life within scenarios relating to the included book, enhancing learning through storytelling. Easy to use and transportable, all audio content is in the figure so no downloads and required.

**LEARNING RESOURCES®**Stand number: **D30**

Contact:

[nsparrow@learningresources.com](mailto:nsparrow@learningresources.com)Product name: **GeoSafari® Microscope Science Set**Launch date: **July 2025**SKU number: **EI-5308**Price: **TBC**

Young scientists can set up their own laboratory and examine specimens up close with this microscope set. It's an ideal way to introduce older children to working with realistic laboratory equipment similar to what they would find in a real lab. Youngsters can view the included prepared slides at 50x to 400x magnification or prepare their own slides using the kit's blank slides, petri dish and pipettes. The set includes a microscope, Activity Journal with experiment guide, 10 prepared slides, 5 blank slides, petri dish, test tube with stopper, pipette, and 10x and 20x magnifying eyepieces.



## IMAGE

## COMPANY

## DESCRIPTION


**MARVIN'S MAGIC  
(DISTRIBUTOR)**
Stand number: **G60, G90**

Contact:

[lorraine@marvinsmagic.co.uk](mailto:lorraine@marvinsmagic.co.uk)Product name: **Clixo Tropical  
Birds Pack**Launch date: **January 2025**SKU number: **CL-TRBD-TR-1**Price: **£39.99**

Fly high with Clixo's Tropical Birds Pack! Specially designed wings, feathers, and beaks in vibrant new colors and patterns bring this pack to life. Clixo's flexible, magnetic pieces inspire creative confidence, foster STEAM learning, and let you build endless bird creations—from majestic toucans to elegant hummingbirds. Unleash your imagination, explore new worlds, and discover the power of play with Clixo.


**ONE FOR FUN LTD**
Stand number: **E49**

Contact:

[juliep@pittillapr.co.uk](mailto:juliep@pittillapr.co.uk)Product name: **Sensory  
Surprise Vending Machine**Launch date: **January 2025**SKU number: **SV22042**Price: **£7.99**

Introducing the Sensory Surprise Vending Machine, a delightful mini vending machine offering a unique sensory experience with 12 surprise eggs! Inside, you'll find 6 adorable mochis and 6 fun fidgets to collect, perfect for engaging sensory play. Ideal for holiday gifting, each turn of the handle brings a new surprise, making every moment one of excitement and discovery.


**RAVENSBURGER**
Stand number: **N13**

Contact:

[charlotte.bird@ravensburger.com](mailto:charlotte.bird@ravensburger.com)Product name: **ThinkFun  
Crash Cats**Launch date: **August 2025**SKU number: **76650**Price: **£24.99**

This action-packed logic game from ThinkFun takes the fun to an exciting new level. Players must slide the adventurous Cats around the board, until they crash into objects and go flying into the air with spring-loaded action! There are 40 challenges, increasing in difficulty level included in the game: for each one, players set up the obstacles and cats as shown in the diagram. Then they'll need to use their smarts and logic skills to tilt the game grid, sending the cats zooming around the board, trying to ensure the cat with the red helmet is the last one remaining.

## IMAGE

## COMPANY

## DESCRIPTION

**THAMES AND KOSMOS**Stand number: **F15**

Contact:

[libby@thamesandkosmos.co.uk](mailto:libby@thamesandkosmos.co.uk)Product name: **T&K Microscope (with Smartphone Adapter)**Launch date: **February 2025**SKU number: **678005**Price: **£44.99**

Travel deep into the microscopic realm! With this high-quality student microscope, Thames & Kosmos unlocks wonders of the world that are too small to see with the naked eye. Plus, the universal smartphone adapter lets you use your own smartphone camera to capture photos and videos of your observations to document and share. Start your journey by learning to use the microscope to view the three prepared slides. Then, learn how to use the 45-piece accessory set to prepare your own collected specimens for viewing under the microscope. What will you discover?

**THAMES AND KOSMOS**Stand number: **F15**

Contact:

[libby@thamesandkosmos.co.uk](mailto:libby@thamesandkosmos.co.uk)Product name: **Gecko Bot 2.0**Launch date: **June 2025**SKU number: **TBC**Price: **£24.99**

From the inventors of the original wall-climbing robot, GeckoBot. Easier to assemble and 3rd gen technology. Adorable design. Climbs up smooth surfaces on its own.

**TRENDS UK**Stand number: **E66**

Contact:

[carmelwright@patavenue.co.uk](mailto:carmelwright@patavenue.co.uk)Product name: **Bing Flip & Learn Phone**

Launch date:

**February/March 2025**SKU number: **BG01**Price: **£11.49**

Bring the fun of Bing's world to life with this chunky, classic flip-up phone! Perfect for little hands, kids can call Bing and his friends from the popular TV series, hearing their friendly greetings and messages. The phone also features a pretend camera with a fun "Say cheese!" prompt—just click to take pictures. Children can press the quiz key to hear questions and then choose a number or colour key to answer, helping to encourage early number and colour recognition. This interactive phone not only builds communication and vocabulary skills but also improves hand-eye coordination. It's a great way to help develop memory, concentration, and attention skills while promoting imaginative play. Ideal for young fans of Bing, this Flip-Up Phone is the perfect tool for engaging children in fun, educational play that supports essential early learning."