



Four proud winners start Spielwarenmesse 2014 with ToyAward

The ToyAward at Spielwarenmesse 2014 was highly sought after this year. 271 companies entered 491 products. Four happy winners accepted the award with its worldwide appeal at the opening ceremony. They challenge children and teenagers as wood designers, managers of funfair rides, directors and helicopter pilots.

The winners of the ToyAward 2014

Baby&Infant (0–2 years)

Heros Building Block Chain / Simba Toys GmbH & Co. KG

PreSchool (3–5 years)

Playmobil Leisure Park / geobra Brandstätter GmbH & Co. KG

SchoolKids (6–10 years)

Cartoon Workshop / Dorling Kindersley Verlag GmbH

Teenager&Family (11 years plus)

Revell Control Nano Quad / Revell GmbH

The winning products convinced the jury with their originality, safety, play fun, workmanship and quality. The jury comprised educators, market researchers, international trade representatives and a toy safety expert. Toy traders can see the winners and candidates nominated for the ToyAward at Spielwarenmesse in the new hall 3A of the Nuremberg exhibition centre until 3 February 2014. More information about the new product award at Spielwarenmesse is available on the Internet at www.toyaward.de.

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Photos of the ToyAward: www.spielwarenmesse.de/photos

Spielwarenmesse

Spielwarenmesse, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,700 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for some 72,500 buyers and toy traders from over 100 nations.

The name Spielwarenmesse has been a protected word mark in Germany since 2013.

Fair date: Spielwarenmesse, Wednesday to Monday, 29.1-3.2.2014