



New Product Report on the 65th Toy Fair® 2014

For the premiere of the new TrendGallery at the Toy Fair® 2014 the fair team commissioned an international TrendCommittee to scout the globe. Trade journalists, market researchers and experts have singled out four major trends in the toy markets for 2014, which are presented in the TrendGallery. In addition, exhibitors will be showing many more new products at the Toy Fair in Nuremberg. The following New Products Report represents a small selection of the innovations from all eleven product groups.



Retromania

Playthings and heroes parents remember from their own childhood days are often associated with positive emotions. Parents are keen to pass on these pleasant experiences to their children by buying them the same or similar toys. 2014 rings in a revival of playthings from the past, as well as new products in a retro design.

TechToys

The line between the real and virtual is blurring to an increasing extent, offering the toy industry a host of completely novel opportunities. The trend towards “kids getting older younger” in which traditional games are abandoned an ever earlier age, in particular, can be counteracted. Traditional games and digital worlds create thrilling play scenarios that not only captivate children.



Nowadays parents pay more attention to aspects like material, safety and educational impact during play. In doing so they focus on developing and fostering so-called life skills, i.e. children learn skills for later life in a fun way, mainly in a practical way. While playing at gardening, sewing, doing handicrafts, cooking or doctors and nurses, these toys convey important values and prepare children for life.

Mini is King

Our living space is getting smaller in the wake of growing urbanisation. This poses products, and toys in particular, with special challenges. If you don't want to do without it, you have to downsize it. Increasing mobility also plays a role. Products must be more portable to keep pace with the times.



Product group 1: Model building/hobbies

Futuristic quadro- or multicopters set a trend at the Toy Fair. The motto being simpler than ever, better than ever, and more powerful than ever. However, skilled model builders will also discover lots that is new. The major challenge in the plastic model building sector is the young set. For juniors who have outgrown **Easy Kit** and **Star Wars**, but are still keen plastic model builders, **Harbour Tug Boat Fairplay I, III, X, XIV** by **Revell GmbH** on a scale of 1:144 is the perfect incentive to continue pursuing their obsession, and an inexpensive starter model in the maritime world. The tug boat is also to be seen plying the waters of Hamburg Port. However the market leader has no intention of neglecting its regular clientele, reviving old models by relaunching a limited **Platinum Edition** of the **Battleship U.S.S. New Jersey** onto the market, thus contenting its "Military" fans, the strongest faction in the realm of plastic model building. Highpoints can be relived from the model builder's bench with the **Airbus A400M Grizzly**, a military transport/cargo aircraft with four propeller turbines. Ageing baby boomers are more likely to opt for the **VW Golf 1 Cabrio** to get the right feeling when wielding the glue tube. Revell is also pinning its hopes on the upcoming Star Wars film. However, **Glow2B Germany GmbH** has been doing some growing-up work of its own with **Airfix**. Children aged five upwards are offered **QuickBuild**, a modular system that uses no glue at all, for easy access to the craft. These components can also be combined with other elements. **Tamiya Inc.**, well-known for its military kits and market leader in Japan, treats biker fans to the **Harley Davidson Fat Boy (FLSTFB)** a premium model on a scale of 1:6, which is however hotly contested by the **Moto Guzzi 850V California Classic**, also in 1:6 by **Italeri S.p.A.** **Lemke GmbH** has opted for an exclusive sportster in 1:8. The **Lamborghini Aventador kit** by **Pocher** (Hornby Hobbies Ltd.), consists of 600 parts, completely in metal and ready-painted, however it can be modified or upgraded. At around 7 kg this model is not only a heavyweight in visual terms.



Revell announces what is probably the world's smallest quad at 45 millimetres in length and width, and ten millimetres in height. Its **Nano Quad** soars with a 4-channel 2.4 remote control – MHz is beyond the pale, for the most part only to be found in "toy" section these days. Overall, the company seems to be extremely happy with its comparatively recent hobby sector. The new **at work** series on a scale of 1:28, including fork-lift truck, earthmover, dump truck and tractor are designed to attract a new target group. At the same time the company announced at the end of 2013 that **Revellutions**, to date a brand with sleekly designed RC cars in its range, is to take to the water for the first time in 2014. Among other, a police and coastguard boat is to come out in 2014. **Jamara e.K.** is also set on fun. Its **Qdrone** is a sturdy easy to handle **quadrocopter**. Four gyro system-based motors drive the mite. 360 degree stunts, flips and turns are well within its capabilities, as are simple airborne aerobatics. And that is far from all. **Robbe Modellsport GmbH's Blue Arrow Q** is a **multicopter** likely to remind filmgoers of Matrix Reloaded and the Chosen One – great looks, and of course ideal for camera applications. **Carson-Model Sport** also promises mega action with its **X4 Micro Quadcopter SPY**, thanks to its integrated video module with wide-angle camera. And, of course, there are still beautiful awesome models for real men, one of which is undoubtedly the battleship **USS MISSOURI** by **Graupner/SJ GmbH** with a hull length of 1.8 metres that comes onto the market as an "almost-ready-to run" version. This year one of Graupner's focuses is remote control systems. **Multiplex Modellsport GmbH & Co. KG' MULTiflight plus** is a system with an option of doing dry runs on the PC before putting the experience to the test on the real model. **RESCUE 17** is a freely based yet beautiful replica of an American fireboat from Seattle by **Aquacraft**, in the **Hobbico**

Inc. range (represented by Revell GmbH). Anyone with loftier ambitions, and standards, might be well-served with the **Super Stearman** by **Great Planes** (another HOBBICO brand). The aircraft is one of the world's best known biplanes. Anyone looking for something more down-to-the-ground can try Tamiya's **Freightliner Cascadia Evolution** for size. The RC juggernaut on a scale of 1:14 tips the scales at 3 kg. With the optionally available multifunction unit the power machine can simulate virtually all the sound and light functions of the original. Another flashy number is the **Heli Bell 222 Airwolf Compactor 800** by **Skyrush GmbH**, with a propeller span of 1.79 metres. The cockpit instrument panel and roof are illuminated, and along with many extras like camera dummies, turbines, antennae and weapons perfectly rounds off this "Gesamtkunstwerk [total work of art]" as the manufacturer calls it. And then there is **Horizon Hobby GmbH**, and its promise of the ultimate rally experience with the **John Cooper Works Mini Countryman WRC** by **Losi**. The speedy roadster and multi-terrain expert takes on all road challenges with its four-wheel drive, and of course is licensed to go like the wind. Simply a beautiful, detailed model. The company also announces a technical treat with the **Heli 200 SR X RTF**, equipped with exclusive Horizon **Safe Technology**. The panic button, which comes with the Safe Technology and sort of introduces a flight training system (beginner, intermediate and experienced mode) creates a virtual safety net under the heli thus nipping any kamikaze sensations in the bud. The **Transformers Radio Control vehicles** are designed less to satisfy hobby inclinations and more for fun, and still run with MHz. Coinciding with the start of the 4th Transformers cinema film the **Autobots Bumblebee** and **Optimus Prime** are still bound to be objects of desire for RC fans and among the Toy Fair highlights – from **Happy People GmbH & Co. KG**.

Product group 2: Model railways and accessories

Rolling stock. One swallow doesn't make a spring, but what began already in the 4th quarter of last year, seems now to be confirmed. 2013 was a fine year for the model railway sector, in which after years of declining revenues, a measure of stability seems to have established itself. In the run-up to the Toy Fair some market players even mentioned a pick-up in revenues. Legendary trains and engines characterise **Gebr. Märklin & Cie. GmbH's** new products, which includes Deutsche Bahn's (DB) **E 93 series electric freight train locomotive** that has been completely reworked and produced as an insider model. Another comeback is the **Series 41 freight train locomotive** in a detailed retooled design, available in AC and DC versions (**Trix**). A top newcomer is the **VT 95.9 railbus in gauge H0**, a bus-like vehicle that superseded steam engines on secondary lines from 1950 for economic reasons. Another steam classic that has made it into the new products catalogue is the **NoHAB locomotive**, which is available in five national versions. A technical feast for the eyes is provided by the **Series 648.2 diesel commuter rail car** with its four built-in displays, which in digital mode show doors and play back typical commuter traffic scenes. Last but not least, Märklin continues to work on the future. Its **Start up** range is designed to bridge the gap between **myworld** and professional Märklin products to attract schoolgoers, newcomers and returnees. **LGB** is celebrating the 125th anniversary of the **Rhaetian Railway** this year with a **Jubilee package** and numerous cars, not to mention the German Imperial Railway Company (DRG) **Köf II diesel shunting locomotive**, which will be appreciated by Epoch II fans. A couple of years ago **Busch GmbH & Co. KG** pulled off a real coup with the launch of its narrow-gauge **Feldbahn** range. Continuing this success, new products include a **starter set** consisting of the **Feldbahn LKM Ns 2f locomotive** and three **tipper wagons**. Or how about some southern flair from the **Hornby Hobbies Ltd.** range, with the **Mikado tender locomotive**, the **Series 316.011 diesel locomotives** and **Series 592 diesel railcars**. Coinciding with the official launch of DB's **BR 407 Fleischmann** (Roco) is bringing out the **four-piece ICE** with definitive series numbering.



According to the manufacturer the model is packed with innovations. **Roco, Modelleisenbahn München GmbH** has announced 20 large-scale molding projects for 2014, including a long-harboured wish of model railway enthusiasts, DB's **BR 03.10 steam locomotive with new boiler**. The model offers LED lighting, fine metal wheel sets with low flanges and rich detailing. **PIKO Spielwaren GmbH** has discovered the Wild West for its **G scale**, soon to be joined by the **Mogul steam tank locomotive in Santa Fe livery**. The locomotive is already equipped with sound and smoke. Alternatively, Western fans can opt for the **Camelback**. The manufacturer has added a very special model for **N Gauge fans**, the **SBB Ae 3/6 I old-timer electric locomotive**. And because attracting the young is the sector's hot topic, the company is launching a new series called **PIKO mytrain**. The start sets are child-friendly and colourfully designed, close to the original models and fully compatible with the entire PIKO range. **Accessories**. According to Busch all is set for a stunning fireworks display of novelties with original themes in the model railway accessory sector. And the company does in fact offer a bright assortment of models to suit all tastes and pockets. The impressive **paper mill** with steel framework and tiling, and matching gatekeeper's lodge. Related accessories include the **reloading bay** and **vehicles**. The Viernheim company pays tribute to the 25th anniversary of the **Fall of the Berlin Wall** with a series of typical border security buildings. Not to mention the **wildlife park** and its all-purpose accessory products, which are sure to appeal to those model railway fans who although they have no room, always find a corner for something else. You do need to dip deeper into your pocket for the **large gravel works with two rows of silo towers** and **processing plant building** by **Gebr. Faller GmbH**, however if you invest a little more in the **jaw crusher** and **loading tower**, you can create the perfect panorama. Faller hits the high spots with its newly **refurbished prefab**, the designer version by vibrant artist **Carsten Kruse** is guaranteed to supply a dash of colour: everything is lovely and bright, and another tribute to the Fall of the Wall. Founded in 1946 the traditional "little house builder" company **Vollmer GmbH & Co. KG**, due to close down in 2014, enters the home straight with a couple of new products including a small **N Gauge coal and fuel handling business** from the days when strong men used to lug egg coal or briquettes into cellar and engines were coal-fired. An idyllic contrast is supplied by the **Alpine scene set** in **HO scale**, consisting of a church and two original alpine houses. Romantic mountain scenery is also offered by **Kibri**. Its **Sertig-Dörfli** set replicates a typical mountain village near Davos, with seven smaller sets. We can only speculate if DB, famed for always being in the midst of construction work beset by lagging investment, was the inspiration for the technical experts at **Viessmann Modellspielwaren GmbH** to put HO scale construction vehicles on the track. At least in HO modernisation can go ahead with the **Unimog rail/road vehicle with track maintenance**. **Noch GmbH & Co. KG** announces a perfect world– which is nothing spectacular really in an industry that thrives on creating ideal imaginary worlds. They may not be "big" but the **illuminated figures with micro LEDs** first presented by Noch in 2013 are real attention-grabbers. Now the company is presenting a workable **radar trap**, however it does have a built-in loophole. Namely, if you are lucky, you get away with speeding thanks to the microprocessor which operates on a random principle. Having caused a stir in 2013, the stage is now set for all rock fans with a **micro-motion rock concert** for HO scale. What's so special? Any playback device like a MP3 player can be connected: for satisfaction on a different scale. If that's a bit too noisy for people' liking, they can always opt for the peaceful **Hauser Bühler Winery**. Peace is something you're probably not going to find on the factory floor of **Auhagen GmbH**. The company is now supplying an extensive range of **interior accessories** including a **large and small steam hammer, annealing furnace, manipulator, turntable, forging tongs** for the metalworking industry and railway repair shops.

Product group 3: Technical toys, educational toys, action toys

This product group is by far the widest again at the Nuremberg Toy Fair. It is impossible to give due attention to all its highlights and trends in this report. So here's a selection. The **Lion Knights' Castle** enhances the **PLAYMOBIL** fun world of **geobra Brandstätter GmbH & Co. KG** in **PLAYMOBIL's** 40th anniversary year. Two resplendent castles in different price classes offer elaborate play functions including a ghost with colour-changing LED. **BOTI (Big On Toy Innovation)** presents its plans for the **K'NEX** brand relaunch for the first time. The **K'NEX** series offers a colourful selection of different sets that can be combined with one another. This year **Schleich GmbH** intends to take a decisive step in the direction of Playworld Company and is presenting a true-to-life **stable** with a wide range of accessories. The **3-in-1 Magical Desk** by **VTECH Electronics Europe GmbH** is a write, learn and paint desk rolled into one. With the help of its interactive elements children learn basic skills and knowledge. The same company produces **Switch&Go Turbo Dinos**, a blend of sporty vehicle and cool dino, propelled by a flywheel drive. **Mattel GmbH** conquers further elements with its Hot Wheels range. It can be a wet experience on the **Shark Attack Track** with diving pool, water pool and colour shifter car. **Street Hawk**, on the other hand, takes to the air. The powerful RC model impresses both on the ground and in the air as a flying car. **Zoomer** is an interactive dog robot by **Spin Master International S.a.r.l.** Once trained, it can perform over 15 voice-based commands. If practice isn't kept up, it forgets what it has learned. The same provider offers the new boys' action line **Tenkai Knights by IONIX** accompanying the TV series with the help of the new **IONIX** modular system. Stones change into fighters, weapons and tools. **THE LEGO MOVIE** is **LEGO GmbH's** new 2014 concept. The sets, named after the film to be shown in German cinemas in April 2014, reconstruct and continue the action-packed scenes in the playroom. The new **LEGO JUNIORS** series bridges the gap between **LEGO DUPLO** and **LEGO** play themes with Quick-Start readymade elements. An app is available for iOS and Android. **KlikCarz**, an innovation launched by **Majorette (Simba-Dickie-Group GmbH)** is a multimedia show with cartoons, TV, website and online game about the new toy line in which children built their own toy cars. Over 30 years ago **Fischertechnik GmbH** presented the first computer-controlled models, and is now continuing the success story with the new **Robotics TXT Discovery Set**. The robots explore their surroundings with lots of sensors and a colour camera. They are controlled by touch panel over WLAN with a smartphone or tablet. Last but not least, let's step into the world of ball roller coasters, which are allegedly only for children. One glance at **Invento's Spacerrail ball roller coaster** proves this assumption wrong. It is a real challenge for young and adult building fans alike. The ball roller coaster with its metal elements, flexible plastic tubes, switches, swivel motions and loop-the-loops looks as if it came straight out of the lab of Craig Venter, the code cracker of the human genome.



Product group 4: Dolls, cuddly toys

Dolls and cuddly toys are among the classics of the toy assortment. And they are coming in ever more varied shapes and sizes. The range of dolls covers classic play and dressing dolls to mini dolls for scene sets. Cuddly animals also double nowadays as designer objects, some of them gracing living-rooms. The football World Cup has also made its mark in the world of dolls. **Fritz Canzler GmbH** presents **little male and female football players** based on various national colours. As part of its Harumika concept for aspiring fashion designers **Bandai GmbH Toys & Entertainment** is first launching dolls, the **Locksies** onto the market. They can be styled without needles, thread or scissors. **Mattel** is treating Barbie to a **hair tattoo set** and house-trained **pets**. At the press of a button **Barbie Lumina** changes from a mermaid into a princess. The new **Wonderland** doll concept by **NICI GmbH** enchants us with the world of ballet. Little girls can re-enact their ballet



dreams with **Miniclara**. Fairies especially, of all kinds, are highly popular with girls. **Character Options** is reviving the **Skydancers**, which actually do take off and hover in the air like fairies. **Famosa** presents the original mini doll series **Pinypon**. Their hair, head and body can be swapped. The head has two faces, expressing different emotions. The successful **BABY born** concept by **Zapf Creation AG** has been extended to include the new **My Little Baby born** line. **VTech Electronics Europe GmbH** adds a new playmate in the shape of **Little Love – Lara learns to speak**. The doll grows in three stages: whether newly born, or a two- or three-year old, the doll's language skills are automatically adapted to its respective age. Licences are playing an increasingly important role for cuddly toys. They are simply the best way to turn favourite media heroes into playmates. Great examples are **Vickie** and **Halva** from **Vickie and the Strong Men** by **Studio 100 Media GmbH** or **Maya the Bee** from the same provider. More prominent examples are figures from the **Peanuts universe**, now appearing as cuddly toys in the range of **HEUNEC Plüschspielwarenfabrik GmbH & Co. KG**. Functional soft toys – i.e. cuddly toys that can do something – make playing interactive. **Hasbro Deutschland GmbH** introduces **FurRealFrindsGoGo**, the walking dog. GoGo responds to touch by moving and making authentic dog sounds. Thanks to an integrated remote control in the dog lead, its owner can go walkies with it. **Furby Edition Wild Colors** by Hasbro speaks Furbish and German, can sing, dance, eat and constantly switch between five characters. The top-selling Filly ponies are coming onto the market this year as butterflies (**Filly Butterfly**). **Dracco Company Ltd.** and **Universal Trends GmbH** present the new characters with velvety soft flocking, transparent wings and at least one Swarovski crystal. **Sekiguchi** is celebrating **Monchhichi's** 40th anniversary with a classic set of cuddly twins. A total of ten new screwball characters are lined up in **sigikid's Beasts-range** by **H. Scharrer & Koch GmbH & Co. KG**. And now there are accessories as well: quirky smartphone covers in Beasts style and golf club headcovers. **Big sit-up animals** are new at **Happy People GmbH & Co. KG**. The design has been reworked. Licensors now include **Mattel (Barbie and her Sisters in a Pony Tale)** and **Schleich (bayala)**.

Product group 5: Games, books, learning & experimenting, multimedia

Bookworms can look forward again in 2014 to a range of exciting, gripping and touching books. Millions of audio-digital **tiptoi** pens from **Ravensburger Buchverlag** have meantime been sold, turning it into a bestseller and the idea has also long taken hold in **Wieso? Weshalb? Warum?**. **Tessloff Verlag Ragnar Tessloff GmbH & Co. KG** announced that it intended to boost business in 2014 with its **TING pen** and a **TING Edition**. The Nuremberg publishing house also has titles to suit more traditional tastes. This is demonstrated by the company with its emblematic classic in the non-fiction educational book market, **Was ist was**, which it has given a complete makeover: it is now younger, fresher, more modern. The upgrade was worth it: more colour, shorter texts, encouraging the desire to read. The series also focuses on special interest themes like **fashion** and **snakes**. Ravensburger sends children aged 6 and older on a **language rally through Europe** with **tiptoi** by Kai Haferkamp, and to the World Cup. After all, **football is the biggest deal**, which is why there are heaps of football books with the blue triangle (and a matching football activity picture book). The publishing house intends to dribble its way to the top in 2014 with four titles, **Wir wollen ins Finale** by **Thilo**, an ambition shared naturally by **Coppenrath Verlag GmbH & Co. KG** with its World Cup football series **Samba Kicker**. However, apart from football in the selections of (practically) all publishing houses, young readers can still look forward to lots of interesting stories. Although **Carlsen Verlag GmbH** has now also put **Lego Friends** into print, with the 20th anniversary of **Ritter Rost [Rusty Knight]**, celebrated in special editions, mini Pixi book, a paperback and a new volume, **Ritter Rost is set to become a film star** and



feature in a new musical, so the Hamburg publisher certainly has a very hot iron in the fire this year. **Stardom also awaits Rico and Oskar** by **Andreas Steinhöfel**, so they are bound to be another highlight for Carlsen and the book and toy business. The film will be in the cinemas in July, and with it, the book of the film. **moses. Verlag GmbH** is also celebrating, in this case the 10th anniversary of its **black stories series**, which is why you might say that at last an **Office Edition** is coming onto the market that picks up on the insanity of daily office life. Hair-raising dark secrets about abruptly ended careers, colleagues wielding too much power, and all too communicative conferences in the office, kitchen and at the printer. More interesting for kids, though, is the new general knowledge series **Quiz-O-Lino**, co-devised with the children's magazine **GEOLino** – so non-fiction children's books remains an interesting field for publishers. **Oetinger Verlag** heralded no less than a world premiere. It's the first time a Findus story for very small children is coming on the market. **Kennst du Petterson und Findus?** is for children aged 24 months and older, while **Nina Weger Die sagenhafte Saubande** is for readers from the age of 8. **Die Jungs vom S.W.A.P.** also has the makings of a bestseller, the heroes being as cool as Bond, and as funny as Bud Spencer. Love of the country life, for years a top-seller on the book shelves, has obviously bubbled over into children's books. **Naturkind** is a book label launched by **Loewe Verlag GmbH** for value-conscious parents. So read consciously, live consciously! **Bastei Lübbe AG Baumhaus Verlag, Boje Verlag** offers an insect as star. Why? Because these modest creepy-crawlies are the true heroes of evolution, at least in terms of quantity. In **Das Supertalentier**, inspired by all those casting shows, the little beetle girl Luna wants to take part in a big animal talent competition, unfortunately her family talent seems to be smelly poops – a real dilemma. For children aged 6 and older.

Traditional parlour games enjoy continued popularity with children and adults alike. This includes educational games fostering basic knowledge. New from **Ravensburger Spieleverlag GmbH** is **Was ziehe ich an? [What am I going to wear?]**. Children place cards with items of clothing into a magic wardrobe, turn it round, and a fully dressed child appears. The same publisher also brings us **Schlag den Raab** [German TV contest] now in a children's version. An approach also followed by **Franckh-Kosmos Verlags-GmbH & Co.KG** with a junior version of **Settlers of Catan**. Games with electronic components again number strongly among the new products of **VTech Electronics Europe GmbH**. Children aged between four and nine communicate with friends and parents over the **Storio 3S** learning tablet with parent-controlled WLAN access and play the app games of their choice on the device. **Sonic Games Ltd.** has devised **iball4**, an electronic game that permits mental/manual dexterity and strategy games. **moses Verlag GmbH** presents an original manual dexterity game. **Zieh Leine, Flynn** is based on the whip off the tablecloth trick. **Last Letter** by **ThinkFun Inc.** combines the classic last letter game with uniquely illustrated playing cards. The surrealistic drawings sharpen attention to detail. **TIPP-KICK** celebrates its 90th birthday in the World Cup year. **Edwin Mieg OHG** immortalises the Brazilian national player Dante, who also plays for FC Bayern, as the first personalised TIPP-KICK figure. The new TIPP-KICK **half-time clock** can be additionally equipped with sound chips to play national anthems. In the **Alien Alarm** board game by **Goliath Toys GmbH** an UFO gobbles up whole farms. **Hasbro** cooperated with **Cartamundi/ ASS Altenburger** on a series of card games based on some of Hasbro's bestselling global brands to offer an intensive gaming experience including a digital upgrade option.

Product group 6: Party, carnival and festive articles

Life is just one long party, with non-stop festivities throughout the year. At theme parties, children's birthday parties, and of course at Hallowe'en people really go to town. Quite literally assuming new personalities as they slip into costumes and apply make-up to



re-invent themselves. The Carnival period is the time of year in many religions that precedes a time of fasting, during which people take to the streets in colourful processions around the world. The Toy Fair promotes the trappings of these festivities in the Party, carnival and festive article product group. Exhibitors display costumes, makeup, party and firework articles – in brief everything you need for a roaring party. And it's still huge fun for children in particular, even in a world of parallel virtual worlds. **Neat-Oh! International LLC** offers a **cardboard knights' castle**, on the other hand, that flexibly adapts to suit the available space. **Bodysuits in elastic material** (second skin) are increasingly popular with adults, providing complete cladding in all possible colours, Blue Man Group-style. **Rubies Masquerade**, for instance, offers a wide selection of such morph suits. The same supplier and lots of other exhibitors offer **fan articles related to the football World Cup** in Brazil, modelled on the national teams. The subject of licences also plays an increasingly important role in this merchandise group. Stars of the media world are popular choices, and of course, the look must be authentic. **Hasbro** offers all **Star War fans** the **DarthVader colour-changing light sabre**. Fans can enter combat with Anakin's blue light sabre or, at the push of a button, with Darth Vader's illuminated red one. **The Amazing Spider-Man 2: Rise of Electro**, in the cinemas as of April 2014, will guarantee that children and adults will be keen to don the webbed costume of Spider Man (**Rubies Masquerade**). Some exhibitors meanwhile offer sets with everything you need for your theme party metamorphosis. **MAMMUT Spiel & Geschenk Vertriebs GmbH** exhibits the **Aqua Make-Up Princesses Party Set**. It contains everything true princesses require, from brushes and paints to sponges and six diadems. What's a costume without matching **accessories**? Clowns need a rubber nose, princesses a crown, knights a sword and Red Indians a bow and arrow. **Andrea Moden GmbH** stocks a wide section of such accessories. **Fireworks** makers also traditionally sell their wares through toy retailers. For a dazzling start to the New Year or other events, some of the front-runners include more powerful battery and combination fireworks with a longer burning duration, supplied by firework manufacturers like **NICO - Lünig Event GmbH**.

Product group 7: Wooden toys and arts and crafts

That architecture is the mother of all arts couldn't be more obvious than in the wooden toy sector. This year it is overrun with building systems and construction toys. And, of course, the designers haven't neglected basics like touch toys, rattling figures and chains. Children, according to toy inventor **HABA - Habermas GmbH** need high quality playthings, but as we all know ideas about what high quality is, tend to differ greatly. Its **magic balls** at any rate are **touch toys** of purist beauty, their colour design a success, both delighting children and impressing in aesthetic terms: less is simply more. Haba's frequent educational aspirations are once more reflected in its **insect hotel kit**. With its **playing blocks in beech and plywood**, which can be assembled to build a **knights or fairytale castle**, it also challenges the superiority of comparable products in plastic. Playing is always about educating, and the **rocking horse** from **Riga Chair-Rigas Kreslu fabrika SIA** is an instinctively sure contribution to a child's appreciation of beauty. A playroom classic is distilled to its very essence – an archetypal gem for parents accustomed for years to the style of Apple and its designer-in-chief Jonathan Ive. Long-standing disciples of minimalism are also the **Naseweiss Samariterstiftung Ostalb-Werkstätten**. The "Keep-it-simple" strategists are launching an **air surfer**. Air streaming out from a balloon propels a beech wood body – it's as simple as that. Long ranked as one of the classics of the ball tracks, the **cuboro** marble track is crafted with Swiss precision. Can you take the idea of shooting marbles into as complex a journey as possible even further than this track already does with its sophisticated tunnel functions? Yes, you can! The next level is called **cuboro tricky ways**, combining



building and the principles of a board game. While on the subject of building, the joys of which **Brio AB** also discovered two years ago with **Builder**. The Swedish company is now going further. Gone are the days of instructions on what to build, now the name of the game is: design and build your own structures. So vive la liberté. **nature** is the name of a new line by wooden toy maker **Gollnest & Kiesel KG**, whose intention is exactly what the Green party is currently planning: back to the roots. Like **HEIMESS touch rings** and **mini trapezes** the wood is coloured by eco-friendly heat treatment, and not prettied up by varnish. Wood treated in this fashion can be identified by a typical smoky fragrance. Apart from toys, playrooms do need furniture, and many parents would prefer it to be enduring. **Castello** by **wohnstuecke** is a **bespoke chest of drawers** that customers can configure as they like in terms of colour and drawers – an option we are familiar with from other sectors. So, here too, the principle of customised mass production is gaining a foothold, although this manufacturer focuses on craftsmanship rather than mass production. However the message is plain: more individualisation, also in the world of children's products. **Dieters, dieter stein e.k.** sweeps into Nuremberg with three in-house designed wooden vehicles, a **fork-lift truck, dump truck and earthmover**, all are equipped with a function rod for pushing, steering, driving and operating. This concept is patented. All vehicles are in oiled natural wood. After disposable nappies, the velcro fastener is probably the most sensational invention in parent's eyes. The principle of "secure, simple and easy to undo" is also exploited to a certain extent by Heros for its **new brick system**, only in this case round studs are used to hold everything together. The big advantage in comparison to traditional building bricks is that they can be connected together securely, but can be moved and pushed about without losing any stability. **ERZI GmbH** celebrates the upcoming football World Cup with **football ghosts**, ideal for stacking games and dominoes. Green Toys traditionally spearheads wooden toy suppliers' self conception, after all the term sustainability derives from a concern about our forests. Aside from producing products that are sustainable, enduring and save resources, it also aims to arouse environmental awareness in the playroom. **Plan Creations Co., Ltd. PlanToys®** therefore presents **Play Park**, where children are introduced to living with solar energy and cycling in an entertaining fashion – a subject also dear to the heart of **HaPe International (Ningbo) Ltd.** with its high quality bamboo collection. Hape presents a host of new products, including a **discovery box on wheels**, an educational toy and storage box rolled into one. **mingo** is extremely versatile, children have to assemble it first before they can race off in it. It was developed in Austria. Frequently interpreted but never rivalled – **Skwisch** by **Manhattan Toy Europe Ltd.** Now the Americans have taken a shot at their own classic, and put it on its feet, so to speak. **Skwisch Stix** contains the same elements as **Skwisch**, however introduces the concept of cause and effect into play. Finally, **Zibos** by **ZIGWIGWI** is aimed at very young architects, who can create imaginative objects in the spirit of Post Modernism and Deconstructivism that look more like sculptures than adhering to the rules of the Golden Ratio. The wooden bricks are five-sided, each side with drill holes into which little steel springs are inserted. The balls, if you like, give the whole a face. While some prefer a chain concept, and others studs, Helmut Piller opts for **Flockistone**. These wooden blocks feature flocking to prevent slipping. They can be assembled into very complex shapes. Smart: you can pop them in the washing machine, and freshen up your Flockis in a delicates programme.

Product group 8: Lifestyle and trend articles

As of 2014 the Toy Fair will provide retailers with valuable insights into its new product sector of lifestyle and trend articles. Here is a summary of exhibitors who display particular attention to product design, and who consciously appeal to specific lifestyle types. This also includes offerings popular with children like on-trend

Toy Fair © 2014 – New Products Report



accessories for adorning both themselves and their surroundings. **NICI GmbH** heralds the spring with its **Happy Springtime Collection**. Bumble bees and ladybirds decorate bean bags, key rings, small cuddly toys, cushions, purses and porcelain cups. **Out of the Blue (HK) Ltd.** shows colourful silicone **loom bands**. Children aged eight and older can hone their creative skills and design on-trend bracelets. Suppliers in this product group also use successful licences. **Aside from a host of Pokémon figures Tomy** also features **Pokémon key rings in plush** in its selection. **BOTI Europe BV** offers **Bendastix Bracelets**. Plastic bands are creatively plaited to make bracelets, rings or hair bands. **Ravensburger** also turns kids into jewellery designers. **So Styly – Creative Jewellery Workshop** contains modelling mass, modelling moulds, paints, glitter, rubber thread and the appropriate tools. **H. Scharrer & Koch GmbH & Co. KG** with **sigikid** celebrates the comeback of Knight Radish and Florentine, each with a new collection of **bags and accessories**. Kids can also express their own lifestyle with the **micro spirograph** by **Goldfish & Bison (Grant and Bowman Limited)**. It can be used to create geometrical patterns that are then transposed onto fingernails or pieces of jewellery. Hardly any other realm of life influences lifestyle as much as music. **SAKAR International Inc.** has special headphones for child-friendly music appreciation, decorated with popular licensed themes. Volume is limited to protect hearing. **Individualisation** is a trend that can be observed in practically all consumer articles. **Hasbro's My Monopoly** is a very personal monopoly for families. Board, figures and event cards can be individually designed with pictures and wording. If you want a stylish surveillance system for the playroom, an impressive number is **Dino Torch** by **Brainstorm Ltd.** It projects a T-Rex onto the wall and sounds the alarm when uninvited guests enter the room. People with tattoos make a special kind of lifestyle statement. **Trends UK Ltd.** shows a stunning version of this body art with its innovative **Glitza Glitter Tattoos**.

Product group 9: School articles, stationery, creative design

This product group reveals intensive attention to product management and portfolio development. Creativity and handicrafts – making jewellery or pictures – is fostered at virtually every age. It won't come as a surprise that ergonomics, safety and cool designs are the dominating themes in school bags. The New Zealand educator John Hattie can bring out as many meta surveys as he likes, insisting that the teacher is crucial to results – however modern school life and afternoon work is inconceivable without technology. Augmented Reality helps you understand better. So it's no wonder that **Clementoni S.p.A.** is offering an interactive **Discover-the-World globe**. It teaches children with a wireless pen about geography and ethnology. Parents with iPads will welcome the **iPadding mini** by **Ndevr Corp.**, following the solution developed two years ago for iPhone. Thanks to the supports the iPad protector also offers children ergonomic benefits. Digitisation may be omnipresent but first-graders still cart books, pencil cases and snack boxes to school. And they can do it with **Scooli**, a new school bag line from **Undercover GmbH**. The **Nuremberg licence specialist** is treading new ground for the first time. With **Wild Horses** for girls and **Fire Dragon** for boys Undercover is bringing its own designs onto the market. The school bags adapt to different back shapes and sizes. **Outdoor specialist Tatonka GmbH** hasn't been idle either though, as illustrated by its **School Pack Plus** model. Anatomically shaped, this model features a carry system that grows with you. Tatonka's **School Pack Light** is a narrower, lighter-weight model for slightly built backpackers. The new porcelain pen **PorcelainPEN easy with brush tip** by **C. Kreul GmbH & Co. KG** makes painting on porcelain, glass and glazed pottery child's play: just remove the cap and get going! All you need is an oven to bake on the motifs. **Lässig GmbH**, the maker of baby changing and laptop bags, backpacks, pencil cases, textiles and accessories, has been very busy, at least in its wild new **Kids collection**, designed with elephants, ostriches, rhinos, turtles,



tigers and giraffes. Each series features **kid's trolleys, backpacks, toilet bags, tableware and bibs**. The company supports the Tanzanian NGO Momella Foundation with the **4Kids line**. Thanks to **ISYbe** every gulp is worry-free because it contains no harmful substances or additives at all. With its licensed motif **Raven Sock**, ISYbe promises to be a hit on the toy trade this year. **Staedtler Mars GmbH + Co. KG** allows children to let their imagination run wild with its **FIMO kids modelling clay**. It has a soft texture. Children can model various theme worlds with the form & play, create & play sets and work & play tools. Once modelled, the objects are simply baked in the oven at 110° C. The crocheting trend of 2013 is still going strong. You can see and feel it if you keep your eyes open on the streets. Now **dieters** is even offering XXL crochet hooks. With ultra-thick cotton yarn and mega-size crochet hooks children aged nine and older can get in on the act. In **Frech Verlag's Zeich Mal!** studio seven famous children's book illustrators got together. Their mission: to revolutionise the world of traditional painting and drawing instruction for children. **SES Nederland BV** also seems to be involved in the revolution if its **spray chalk** is anything to go by. With it and the stencils artwork can be created on the pavement as if by magic: so abracadabra! However for girls who are more critical about their performance, the company has developed a completely new product series called **Pink City**, with a range of craft sets to make various items of jewellery. SES's promise is "Made in Love". **Crayola** also follows the trend towards batch size 1. Kids can make up their own felt pens with the **felt pen designer**, either guided by a colour table or any way they like. Simply add paint to the measuring cup and mix – more personal freedom of choice is hard to imagine. The **design studio** by **Creativity Hub Ltd.** turns children into creative problem-crackers, working on behalf of fictitious customers. The game promotes design and presentation skills.

Product group 10: Sport, leisure, outdoors

Topping manufacturers' agenda again in 2014 is the drive to get moving on all levels, and in every conceivable fashion. Imagination and creativity are set no bounds. Products often switch between play, sport and fun. And since every age has an urge to play with the past, producing retro products, at Nuremberg you can see a **3 in 1 cart** that combines the best of past and present – this wagon, soapbox cart or push car recalls an age when men still wore hats and women didn't wear the trousers as they fought for equal rights. Retro is also the theme of **rolly toys-Franz Schneider GmbH & Co.KG** and its new starter series **rollyKiddy** with the two **Futura** and **Classic lines**. **rollyKiddy Classic's** design is modelled on the look of a traditional tractor from the 1960s. An unusual design paired with high practicality is also offered by **authentic sports & toys GmbH** with its **Zycom** three-wheel scooter, whose new chassis promises an exciting ride as bends are manoeuvred by shifting weight. **Air Raiders** is a bit different, as not spectacular design, but flying fun is focused on in these aircraft by **HCM Kinzel GmbH**. The planes do loop-a-loops and stunts as soon as they take off. Their repertoire numbers up to 12 different tricks. Throwing and catching games seem to hold a special attraction this year for the outdoor specialists among the exhibitors. The Dutch company **Inti Games B.V.** exhibits a new kind of racket sport which allows an exchange of balls in winds of up to gale force 4. The wind-blown Dutch also offer a motion-controlled LED ball that enables night-time playing with **Helix**. Anyone under the illusion that boomerangs have to be a typical L-shape, will have it shattered by the **Wicked Boomerang** by **Wicked Vision Limited**. **Wicked Boomerang** is a flying ring with three arms that is indeed supposed to return! **Daydream Toy** focuses on fun and an unusual kind of glider. Its exceptional design makes **SkyTrix** a slingshot, glider and boomerang rolled into one, and it does lots of acrobatic stunts as well. And that's not all. **Targit** by The Toy Company HK Ltd. is another throwing and catching game that is not only



intended for children, but also for (young) adults. Mounted on the launch stick a foam rocket is spun into the air to a height of up to 40 metres. What's special is that the rocket lights up. The professional version has a range of up to 60 metres. Tiny tots have to be or get fit, too, which is why Chicco Artsana SPA is bringing a 3-in-1 all-rounder onto the market for toddlers aged 18 months and over in the Fit & Fun segment. It is a balance board when the wheels are folded away, scooter when the steering column is mounted, and skater without. Digging is easier now, at least for children that is. The New York company Handtrux Europe presents a digging machine that transforms children's arms into a digger arm. The patented Digging Arm is put on like a glove and then work can begin. Some years ago handcarts were taken out of the **Puky GmbH & Co. KG** range on the grounds that they were too expensive to produce. It is now enjoying a renaissance as the **H25 Ceety handcart**. A slick looker, slightly reminiscent of a **carry bag**, this mate for modern mums is easily packed away thanks to its integrated folding mechanism. Football has long achieved the status of the games in Ancient Rome. Brazil is a big attraction this year – which is why **Hudora GmbH** is celebrating the occasion with a **World Cup scooter** in Brazilian and German design. **However Big Wheel 205**, with its new heavy duty folding mechanism, is not only best equipped for the big event in visual terms; combined with a **water gun**, it can crack the toughest defence line or pressure the player with the ball.

Product group 11: Baby and toddler articles

Declining birth rates are a problem for manufacturers and retailers in practically all key consumer goods markets. So it is amazing and ironic that suppliers of baby and toddler articles have been able to keep revenues at a steady level, and in some markets to even record encouraging growth on a regular basis. An original gift for new babies is the **Body Impression Set** by **Kaufmann GmbH**. It can be used to easily make relief impressions of baby hands and feet. **Kiddy GmbH** introduces the new **Kiddy evolution pro** this year, a baby carrier with a special lying function. The innovative aspect of kiddy evolution is concealed inside: at the turn of a hand baby is moved into an ergonomic restful lying position. **Pamper24 GmbH & Co. KG** presents **Bumbleride** from California with **Indie Twin** the flexible pram for twins and siblings in an attractive range of colours and innovative details: resilient outer material in 50% recycled material, on the inside a soft woven bamboo blend that absorbs moisture. Another highlight: the **ultra-lightweight baby bath**. The **Candy kids bedroom suite** by **Georg Schardt KG Kindermöbelwerk** demonstrates that clear consistent style and a cosy familiar atmosphere are not mutually exclusive. The distinctive design is combined with highly practical functions. The cot, 70x140 cm, transforms into a convenient children's bed. The bar side panels can be effortlessly removed and replaced by suitable conversion panels. A special feature of **children's tableware** by **Sterntaler GmbH** is that it is also microwave-proof, and of course especially break proof. The design team at **sigikid, H. Scharrer & Koch GmbH & Co. KG** has come up with three new gift series for babies: **Leonora Mouse**, **Kangaroo Honey Stripes** and **Wild and Berry Bears**. **Mattel GmbH's Laugh & Learn Puppy's Playhouse** is a typical educational toy that entertains children as young as six months old. The company has given the cosmetics manufacturer **Beauty & Care AG** the licence to produce **care products for children under the Fisher-Price brand**. Eleven new products join the **ministeps** baby and toddler series by **Ravensburger Spieleverlag GmbH**, including **My Goodnight Friend**, a small cuddly teddy with a nappy and sleeping bag, which accompanies toddlers on their nightly go-to-bed routine, and **Mein Erstes Aua-Aua-Buch** a board book with red sound button and touching stories on the subject of comforting. **Tomy** has added some animal friends to its **Lamaze** toy series. Babies love exploring fabrics by touch, and nuzzling on toys. That is why the Lamaze figures are sewn in wide range of materials like wool and



satin. **Clementoni S.p.A.** presents **Dein Geschichten-Tom**. He changes into five different characters. 10 interactive accessories bring the stories to life. And when Tom goes along on journeys, there is room for him in the backpack. **Lässig GmbH** presents **six new children's backpacks** for the first time in a quilted look. Young trendsetters will love the jazzy colours, striking contrasting seams, camouflage, striped or floral patterns. They are made of polyester and are particularly lightweight (less than 300 g). **MEGA Brands International** gives the very young a taste of construction fun with **First Builders**. **LEGO DUPLO** has also added products for the very young to its assortment: building blocks for toddlers from one-and-a-half years old with very large, easy-to-handle elements. The classics of the DUPLO pre-school segment remain the **sets for creative role-playing with themes like the city, zoo and farm**. **VTech Electronics Europe GmbH** races cars through the **Toot Toot Drivers Multi-Storey Car Park**. A moving barrier and spiral exit add to the fun. The same manufacturer supplies the **Tip Tap Baby Treehouse** with lots of moving elements and the new talking **Tip Tap Baby Panda**. **B.toys** offers unusual colours and design. For instance an **orchestra**, in which 13 instruments can also be combined individually with one another by **Battat/Branford Limited**. The **BIG Baby Bobby-Car** by **Simba-Dickie-Group GmbH** looks like the original model. Four openings with different shapes are available for popping in the matching blocks. A **BIG Bobby Car teething ring** is also new to the range. **Wishbone Design Studio**, New Zealand, has ambitious aspirations. With their design the "Kiwis" aim to reduce consumption, create a positive ecological footprint and encourage users of their products to rethink their views. Their **push bike**, reminiscent of a Harley Davidson, is not new as far as design is concerned. However this easy rider comes in a **recycled edition**, made of 100 % recycled carpets. Thanks to a patented system for easy adjustability the frame grows with the rider.

Lots more new products at the Toy Fair® 2014 can be found in the TrendGallery ProductGuide at www.spielwarenmesse.de/online-katalog.