



The application period for ToyAward 2016 starts from September

- New participation condition: market launch within one year

In order to catch the attention of the trade visitors, 75,000 novelties are presented at the Spielwarenmesse every year, and every fair the winners of the ToyAwards are outstanding. From the 1st September 2015, one month earlier than usual, all the toy fair exhibitors can register their products and apply free for this prize. Spielwarenmesse eG presents the coveted award in four age-group-specific categories:

- Baby&Infant (0-2 years)
- PreSchool (3-5 years)
- SchoolKids (6-10 years)
- Teenager&Family (from 11 years)

Consisting of educationalists, market researchers and trade representatives, an eleven-person expert panel will rate the registered products involving game enjoyment, novelty, safety, finishing & quality, clarity of the product concept, as well as their potential commercial success. Three products per category will be nominated. On the 21st January 2016, the twelve nominees will be introduced to the public during the main press conference. On the 26th January 2016, the award presentation ceremony will take place during the launch party.

At the start of the current application period, a new participation condition will apply: participating products must come onto the market within one year, i.e. up to the 1st September 2016, so that the novelties award ensures the retailers even better market relevance. All information can be found on www.toyaward.com.

318 companies presented 601 products for the novelties award at the Spielwarenmesse 2015 "there has never been so many before". The following product winners of the ToyAwards 2015 were:



Category Baby&Infant (0-2 years): Roll Around Rattles/ Skip Hop

Category PreSchool (3-5 years): Highwayfreak/ Scoot & Ride

Category SchoolKids (6-10 years): Zoomer DINO/ Spin Master International

Category Teenager&Family (from 11 years): Hobbyzone Sport Cub SAFE/
Horizon Hobby

The prize winners immediately noticed an increased demand for the winning products. Christian Nimmervoll, CEO of Scoot & Ride Austria and award-winner with their product Highwayfreak - a scooter with stabiliser function - stated: "The ToyAward vaulted us into new spheres of market potential. The day after the award presentation ceremony, a retailer with whom we were already negotiating for a long time, passed over his purchase order. This award helps bring normally hesitant purchasers to the business table."

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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 2,800 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 70,000 buyers and toy traders from over 120 nations.

Fair date: Spielwarenmesse®, Wednesday to Monday, 27 Jan- 1 Feb 2016