



Four ToyAward winners in the Spielwarenmesse spotlight

- Winners announced during the opening ceremony
- A scooter that grows with your child, timeless model construction enjoyment, instant water-throwing fun and programmable experiments
- www.toyaward.com

It marks the highpoint of the opening ceremony held the evening before the Spielwarenmesse, taking place from 27 January to 1 February in Nuremberg - the announcement of the ToyAward winners. The global toy industry's coveted award was bestowed in four different age-specific categories. The Globber 5 in 1 from GLOBBER TEMPLAR came out on top in the Baby&Infant segment, while Revell's Junior Kit triumphed in the PreSchool category. The Bunch O Balloons product from the company ZURU won out in the SchoolKids segment, while KOSMOS Verlag took victory in the Teenager&Family category with KosmoBits.

The winners prevailed in spite of another record-breaking level of submissions (616, compared with 601 in 2015), impressing a ten-member expert jury made up of educators, market researchers, international sales agents and an expert in toy safety. All products met the required criteria – play fun, originality, safety, finish and quality, comprehensibility of the product concept and potential for success:

Baby&Infant category (0 to 2 years):

Globber 5 in 1, GLOBBER TEMPLAR

The Globber 5 in 1 helps the very young find their feet and subsequently transforms into a fully-fledged scooter with just a few adjustments. It can be easily converted in keeping with the child's age and abilities, helping to develop their motor skills. The jury was not only impressed by the design, but also how simply the product could be adjusted for the various stages, its high-quality finish and its value for money. Its verdict: "The Globber 5 in 1 is suitable for girls and boys throughout all of infancy and beyond."



PreSchool category (3 to 5 years):

Junior Kit, Revell

The Revell Junior Kit is the perfect entry point into model construction. Young constructors can choose from five assembly kits, including a police car, jeep and fire engine. Thanks to the screw mechanism (patent pending), the cars can be built using a screwdriver, no force required. And best of all, the models are so robust that they can even withstand high-speed chases in the child's room. The jury also praised the product's "solid workmanship and added value".

SchoolKids category (6 to 10 years):

Bunch O Balloons, ZURU

If Bunch O Balloons are nearby, you had better find cover fast if you do not want to get wet! It takes less than 60 seconds to fill and seal 100 water balloons in one go, ready for throwing. The process is simple - just attach the product to the tap or garden hose, "load" with water, shake briefly and all of the water balloons tie at once. Let the water fight commence! The sure-fired fun also won over the jury, who thought this money-spinner in the making was "a superb product at a reasonable price".

Teenager&Family category (11 years and older):

KosmoBits, KOSMOS Verlag

Thanks to KosmoBits, teenagers can learn to program through play. With a controller board and four sensor characters, they play through the app, level by level, solving programming puzzles. All with the aim of soon writing their own first programs for the four characters so that they can be used outside of the game. Countless interesting projects await here – from a light-sensitive drawer alarm system to an LED disco which responds to movement. "A top-class science kit!" was the jury's verdict.



The winners of the ToyAward are presenting innovative components in traditional toys, while illustrating the technical progress made in the industry. Exhibited within the TrendGallery in Hall 3A, they are representative of the versatile range on offer in all product groups at the Spielwarenmesse.

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Spielwarenmesse®

The trade fair and marketing service provider Spielwarenmesse eG organises the Spielwarenmesse®, the leading international trade fair for toys, hobbies and leisure. The trade fair creates a comprehensive communication and order platform for 2,800 national and international manufacturers. The presentation of innovations and the comprehensive industry overview form a valuable pool of information for the annual market orientation of 70,000 buyers and retailers from more than 120 countries. The Spielwarenmesse® name has also been protected as a word mark in Germany since 2013.

Trade fair dates: Spielwarenmesse® Wednesday to Monday, 27 Jan - 1 Feb 2016