



Spielwarenmesse honours four innovative products with the ToyAwards

- Play track par excellence, a hungry robot, exciting experiments and a remote-controlled vintage miniature motor
- Awards to be presented at the Opening Ceremony

The official presentation of the ToyAwards is an illustrious climax to the official Opening Ceremony of this year's 69th Spielwarenmesse (31.1.-4.2.2018). Every year, Spielwarenmesse eG awards this coveted accolade to outstanding innovative products in four age-specific categories. In the Baby & Infant category, first place was clinched by the Kullerbü – Car Park-Play Track from Habermaass, whereas Silverlit Toys Manufactory claimed victory in the PreSchool category with its Robo Chameleon. The SchoolKids category was won by Pepper Mint and the Treehouse Adventure experimentation set by Franckh-Kosmos Verlag. Built to a scale of 1:87, the VW T1 Samba by TAMIYA-CARSON Modellbau was first to cross the finish line in the Teenager & Adults category.

A ten-member jury – comprising market researchers, educators, international sales agents and a toy safety expert – selected the four ToyAward winners from 643 entries, up from 635 in 2017. This record number of entries underlines once more the high profile of this prize which ranks among the most important accolades in the toy industry. The prize winners were judged on aspects such as fun factor, originality, safety, sales potential at retail, workmanship & quality and accessibility of the product concept.

Category Baby & Infant (0-3 years):

Kullerbü – Car Park-Play Track, Habermaass

HABA's car park-play track is a genuine multi-talent: Cars find a place to park on different levels; there is a repair shop, a petrol station and a helicopter landing pad on the top level and naturally, a play track on which cars can zoom up and down. The jury commented: "The car park-play track has been made from quality materials and offers a seemingly endless amount of playing options for children."



Category PreSchool (3-6 years):

Robo Chameleon, Silverlit Toys Manufactory

Cute Robo Chameleon with its big wide eyes and robot-like embellishments will conquer the hearts of all pre-school children in no time. A remote control moves the toy through the children's room to train their dexterity in a fun way. At the touch of a button, it quickly unrolls its long tongue covered in magnets which help it snap up the metal food items, only to disappear in its mouth again. "This gives the robot a high play value," concluded the jury.

Category SchoolKids (6-10 years):

Pepper Mint and the Treehouse Adventure, Franckh-Kosmos

Pepper Mint and the Treehouse Adventure is a fascinating game which introduces the world of research in a playful manner to girls. With specific examples, children solve technical or physics-related problems with snazzy Pepper Mint. The concept won over the jury because: "The experimentation set gives girls access to the STEM subjects (science, technology, engineering and maths) – beyond clichés and pink worlds of glitter."

Category Teenager & Adults (from 10 years):

1:87 VW T1 Samba Bus 2.4G 100% RTR, TAMIYA-CARSON Modellbau

Volkswagen's T1 Samba automotive classic now comes as an only five centimetres-large remote-controlled version. The miniature model by TAMIYA-CARSON Modellbau is a 1:87 true-to-the-original replica of the popular old-timer which collectors and model railways fans – the VW bus fits perfectly in with H0 railway landscapes – will be greatly enthusiastic about. The jury concluded: "The steering is high quality, details like the body and paintwork have been lovingly replicated."

This year's ToyAward winners are on display in a designated area in the TrendGallery in Hall 3A. They are representative of the diversity of different ideas shown at the Spielwarenmesse across all product groups.



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Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organised by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for more than 2,850 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 73,000 buyers and toy traders from over 120 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

Fair dates: Spielwarenmesse®, Wednesday to Sunday, 31 Jan – 4 Feb 2018