

# Toyuncak

www.toyuncakdergisi.com

*Toys, Stationery and Educational Tools Magazine*  
*A Special Supplement to February 2025 issue of Toyuncak Magazine*



**66 Turkish companies will showcase their finest toys at the 74th edition of Spielwarenmesse**



The Land of Plush  
Dreams Opens Its  
Doors to  
Spielwarenmesse:  
PABARO GmbH





# Päbabo



## A First in Turkey: A Production Journey Starting from Yarn

ÖZGÜNER TOYS stands out with its fully integrated production line. The process begins in the weaving factory, where high-quality fabrics are crafted from yarn. These premium fabrics are then carefully transformed into plush toys at the ÖZGÜNER TOYS factory.

This unique journey from yarn to toy is a perfect example of exceptional quality and unparalleled production expertise!







Our story begins with our founder/ CEO Cem Sunman's personal passion for model cars, seeking a business that reflected his love of toys. He founded Sunman in 1985, where he aimed to deal with the highest quality toys.

Today, Sunman is an acting toy manufacturer, exporter, importer, distributor and retailer group of companies, dealing with more than 12.000 SKU's. We carry out over 60+ exclusive distributor's agreements and hold brand rights from Walt Disney, Warner Bros, Mattel, Sanrio, Rainbow MGM. We manufacture dolls, play dough, R/C vehicles and some specific plastic toys in our own toy factory in Türkiye, and own 30 brands manufactured in China and other countries.

In addition to wholesale business, since 2001, Sunman owns Toyzz Shop, a toy specialist retail chain that operates in Türkiye & Northern Cyprus, as the leader with 250 stores. Within the scope of its growth plans, Sunman continues its investments in foreign markets in 2022, launched its first Balkan store in Kosovo and made an important acquisition of Noriel, the largest toy brand with 100 stores in Romania that will propel its name to the top in the Balkan countries. Currently, Sunman owns more than 350 stores in Türkiye, Northern Cyprus and Balkan Countries.

Sunman's motto is "making toys accessible for everyone at all times" and in the light of this vision, we continue our work with the utmost excitement at all times.



Dollz'n  
More

Welcome to My World



Made in Türkiye

Hall 1, A-17B

ZAPP  
TOYS



Little  
chef



BLITZZ  
CONQUER EVERY ROAD

1:14



USB Rechargeable 2.4 GHz





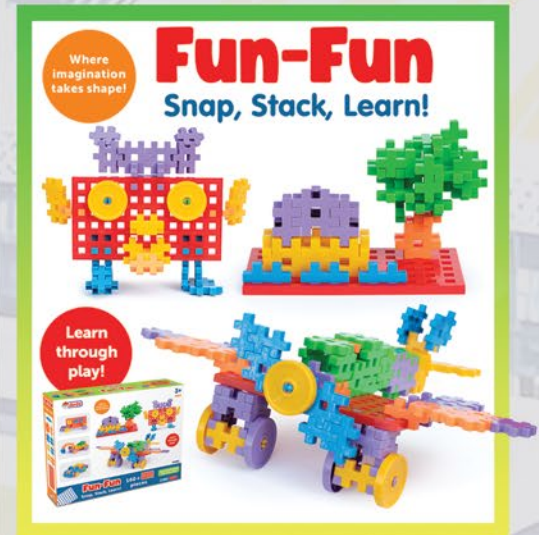
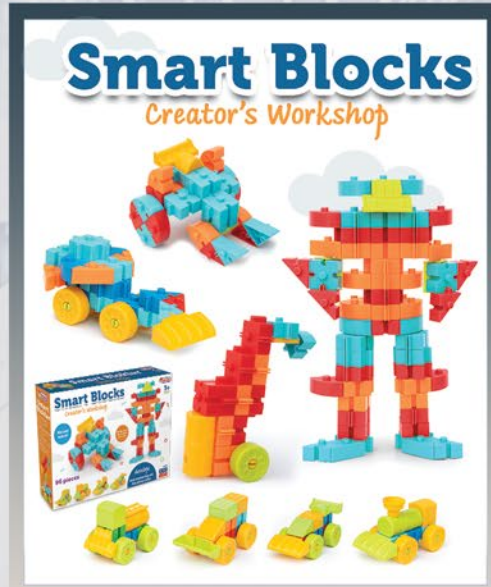


## Welcome to Dede

We are a family-owned company. We are a well known and innovative active toy manufacturer. Our production is located in Çorlu (Tekirdağ) and Hadımköy (Istanbul). We have been offering our quality, and big range of product portfolio to our customers around 65 years. We have two kind of production; plastic toys and play doughs. Fen Toys has more than 350 employees at production as well as sales branche in Itoç Wholesale Market in Istanbul. Thanks to our ongoing product development and growing product portfolio, we are one of the leading manufacturer in the toy industry of Türkiye. We always establish the warmest relations with our customers and they are always our business partners. For the first years of children, besides love and care, the most important thing that parents can give to their children is an environment that encourages their development. Our focus is on development of children. Good toys support learning by curiosity, imagination, creativity and practical knowledge. We try to offer a big range of products that support children's learning and development through play. We believe that our product range meets these requirements. First ideas and conceptual designs are reviewed carefully and are inspired and developed further in close cooperation with both educational sector and parents. All of our products are controlled and tested throughout the production process from first sample up to mass production. Product safety is our priority. All our products are tested with the relevant safety regulations like EN71. These tests will be carried out regularly. Also; We produce from healthy raw materials, that comply with ISO 9001 criteria, respect the environment and contribute to recycling. We export our products to more than 60 countries.



As for our customers; We deliver it through Market Chains, Internet Distributors, Discount Stores, Department Stores and Wholesalers. We try to produce high quality toys that fully meet our customers expectations and the range is reviewed continuously sub to children needs.



### Social Media Accounts

- [www.fentoys.com](http://www.fentoys.com)
- [youtube.com/DedeOyuncakk](https://youtube.com/DedeOyuncakk)
- [instagram/dede\\_oyuncak](https://instagram/dede_oyuncak)





# ART CRAFT®

## TINY RIDER

From First Steps to First Rides

Soft and Safe  
Ride Fun!

Turn every  
moment  
into fun



### KNIGHT AND DRAGON

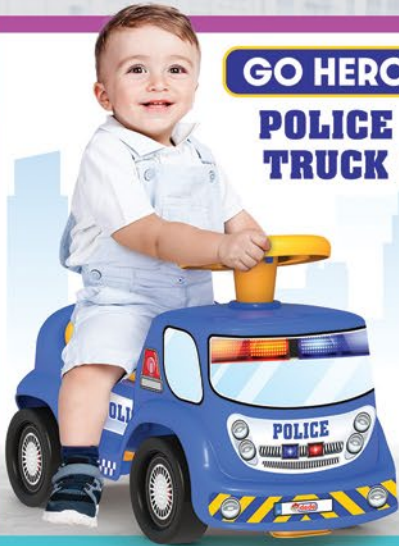


### PLAY DOUGH SET DRESS UP!

YOUR BABY  
WITH PLAY DOUGH  
BY USING TOOLS  
AND YOUR WONDERFUL  
IMAGINATION!



### GO HERO POLICE TRUCK



### GO HERO AMBULANCE



### GO HERO FIRE TRUCK



FEN OYUNCAK

İstoç 6. Ada No.61  
Mahmutbey Bağcılar  
İstanbul/Türkiye

Telefon: +90 212 771 39 79

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# Selay

TOYS®



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Ziraat Mahallesi 658. Sokak,  
No:15 Altındağ Merkez / Ankara  
Telefon : 0312 341 12 11  
Fax : 0312 341 12 12





Our company was established in 1992, and in 1997, Selay Toys Ltd. Co has registered it is trademark with the title. Our company manufactures plush toys, home groups and dolls in it is own 10.000 m2 closed area. Our customers include large chain markets, dealers, wholesalers and retail companies located abroad and in Turkey.



@selaytoys | @jajotoys



@selaytoys | @jajotoys



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www.selaytoys.com



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**Editor**

## Spielwarenmesse 2025 Special Edition

It is with great excitement that we present this special edition of Toyuncak magazine, prepared exclusively for Spielwarenmesse 2025—the world's leading toy and game fair in Nuremberg. As we do every year, we are proud to attend this prestigious event, representing the vibrant Turkish toy industry and ensuring that Turkish exporters gain the visibility they deserve on the global stage.

Our mission has always been to act as a bridge between Turkish manufacturers and international markets. With a dedicated space in the fair's media zone, we are determined to fulfill this role with the utmost efficiency. Through Toyuncak magazine, we aim to showcase the innovative designs, quality craftsmanship, and competitive edge that Turkish toy companies bring to the industry.

Spielwarenmesse is not just a platform to explore new trends and opportunities—it's a celebration of creativity, connection, and the limitless potential of play. We are delighted to be part of this dynamic atmosphere and to distribute complimentary copies of Toyuncak to attendees from around the world.

We extend our heartfelt gratitude to all our advertisers, contributors, and supporters who help make this endeavor possible. Your partnership fuels our commitment to promoting Turkish exporters and enhancing their presence in international markets.

We invite you to explore the pages of this special edition, which highlight the strengths and achievements of Türkiye's toy sector. Together, let's continue to build strong connections and inspire new possibilities.

Wishing everyone a successful and inspiring Spielwarenmesse!



# The International Istanbul Toy Fair Continues to Add Value to Türkiye's Toy Industry!

*The Largest International Toy Fair in the Region: International Istanbul Toy Fair Returns on February 25-28, 2025, at Tüyap!*



One of the most important meeting points in Türkiye's toy industry, the International Istanbul Toy Fair continues to be the heart of national and international trade in 2025. The event, which will be held at the Tüyap Fair and Convention Center between February 25-28, 2025, will bring together both innovative solutions from the Turkish toy industry and major global players in the toy sector. This year, the fair is expected to see a high level of participation from buyers from countries that are prominent in Türkiye's toy exports, such as England, Greece, Spain, Italy, United Arab Emirates and Egypt. This participation aims to provide new collaborations and opportunities for the industry while also boosting Türkiye's export volume. Innovative, educational toys and cutting-edge designs will take center stage at the fair.

## The Hub of Global Trade

The International Istanbul Toy Fair is a strategic platform that brings together key representatives of the toy industry from Europe, the Middle East, and North Africa. The fair offers professional visitors and industry leaders the opportunity to keep up with the latest innovations, establish new partnerships, and strengthen existing connections.

During the fair, a wide range of innovative designs will be showcased, from wooden toys to groundbreaking new concepts. Eco-friendly toys will also be one of the key focal points of the event, aligning with global trends.

## Türkiye's Toy Industry: A Strong Export Potential

In recent years, Türkiye has become a standout player in the growing global toy industry, offering an innovative and high-quality product range. The Turkish toy industry stands out with an export capacity exceeding

300 million dollars as of 2024. The most significant export markets include European and Middle Eastern countries, with Turkish toys being preferred across a broad geography, particularly in England, Italy, Spain, Greece and the United Arab Emirates. Especially wooden, eco-friendly, and educational toys have a significant share in exports.

Deputy General Manager of Tüyap Fairs Group, Yeşim Ulusoy said: "The International Istanbul Toy Fair reinforces Türkiye's leading position in toy exports. With our overseas offices in Moscow, Belgrade, Tehran, Tbilisi, and Ljubljana, and over 80 representatives, we are inviting buyers from 48 different countries to our fair. With more than 150 local brands and thousands of products, we aim to showcase the potential of Turkish toy industry to the world once again."

## Fair Details:

- Date: February 25-28, 2025
- Venue: Tüyap Fair and Congress Center, Istanbul
- Participant Profile: Toy manufacturers, distributors, and designers
- Visitor Profile: International buyers, wholesalers, retailers, and industry professionals

## Join This Major Event!

The International Istanbul Toy Fair is remarkable as one of the key events shaping the future of Türkiye's toy industry. Get your free online ticket to join this excitement. For more information and visitor registration, you can visit <https://www.istanbuloyuncakfuari.com/en/>.

**Important Note: As this is a specialized fair, there will be no retail sales, and therefore, guests under the age of 15 will not be admitted.**





# FULL FUNCTION RADIO CONTROLLED CARS



1:12



26cm

1:16



35cm

## - GARAGE SETS -



NEW PRODUCT



NEW PRODUCT



NEW PRODUCT



Turkey  
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TOYSAN

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Tel: +90 212 689 18 34 www.toysan.com.tr info@toysan.com.tr





# -DOLL-



# - METAL CARS / TRUCK SERIES SET -

-10 PCS-



-20 PCS-



-1 PCS-



-3 PCS-



-5 PCS-



**TOYSAN**

SHOWROOM: İSTOÇ 34.ADA NO:31 BAĞCILAR / İSTANBUL  
Tel: +90 212 689 18 34 [www.toysan.com.tr](http://www.toysan.com.tr) [info@toysan.com.tr](mailto:info@toysan.com.tr)





# FUN FOR ALL FAMILY



LEARN, PLAY **AND GROW** TOGETHER



**JIGSAW PUZZLES**



**BOARD GAMES**



**PRE-SCHOOL**



**CLASSIC GAMES**

## LICENCES







# ABOUT US



Established in 1989 as a family company, KS Games has been operating in the fields of puzzles, game tools, toys, and board games since then. KS Games, which is the leading company in our country, especially in terms of puzzle production, provides services in EU quality with domestic capital from 2 pieces to 4000 pieces in more than 350 models.

**KS Games**, which produces whole automation processes with its 105 employees in a closed area of 21.000 m2, works with all chain stores, discount chains, and wholesalers throughout Turkey. It exports a significant part of its production to countries such as the USA, Italy, Israel, Egypt, Lebanon, Morocco, Greece, Czechia, Jordan, Germany, Romania, Spain, and Iraq. Continuing to work following **Sedex and CE norms** with test reports from internationally accredited companies under the management of Onur Yıldırım, KS Games also provides competent service in special projects with quality, customer satisfaction, and result-oriented business plans. In addition, our company is **FSC® certified**. (FSC® C133848)

## VISION

KS Games is a company with a mission and vision that is truly remarkable. We aim to leave a **zero carbon footprint** and make the world a better place for future generations. We are the leader in our industry of sustainable & environmentally-friendly practices in Turkey. We are seeking to reduce our carbon emissions and **minimize our environmental impact** in every way possible. From using renewable energy sources to implementing recycling programs, this company truly walks the walk regarding being green.

## MISSION

KS Games continues to progress with its experienced staff and stable growth strategy, which aims to develop and grow in the game and toy sector, where innovation emerges every day. With the unconditional quality principle, KS Games has always taken quality as a duty. With this sense of responsibility, KS Games strives to become a bigger, better quality, more diverse, and better company in the years to come. While executing this task, KS Games does not make any concessions from the principle of **environmental awareness**, organizes all production procedures accordingly, and guarantees this principle with **all necessary certificates**.

REVIEW US



CATALOG

Get in touch

Selimpaşa Mahallesi, 6093. Sokak No: 100 Silivri / İstanbul

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www.ksgames.com.tr • Email: export @ksgames.com.tr





PRODUCT CODE  
**5062**

### 8PCS + DOLL SELENA DREAM HOME

PRODUCT SIZE  
25x52x42 cm



PRODUCT CODE  
**5642**

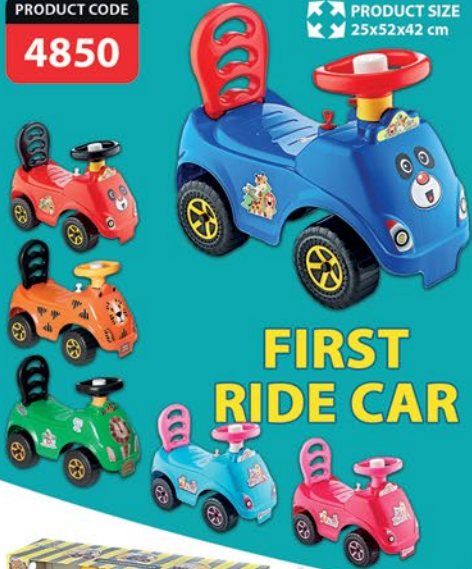
PRODUCT SIZE  
48x135x52 cm



### JUMBO PEDAL TRACTOR WITH TRAILER

PRODUCT CODE  
**4850**

PRODUCT SIZE  
25x52x42 cm



### FIRST RIDE CAR



PRODUCT CODE  
**1217**

### TRIPPLE CONSTRUCTION SET



PRODUCT SIZE  
47x42x19 cm



### ROCKING HORSE

PRODUCT SIZE  
36x75x50 cm

PRODUCT CODE  
**5352**

### PRINCESS BIKE



PRODUCT SIZE  
46x68x56 cm

PRODUCT CODE  
**4607**



### LUX SWING

PRODUCT CODE  
**5314**

PRODUCT SIZE  
37x41x31 cm



PRODUCT CODE  
**5475**

### SWEET CAR SHAPE SORTERS

PRODUCT SIZE  
17x26x16 cm



PRODUCT CODE  
**5505**

### G-TRIX 124 PCS SHAPES

PRODUCT SIZE  
23x33x10 cm



PRODUCT CODE  
**4355**

PRODUCT SIZE  
26x26x3 cm

DEVELOPING INTELLIGENCE  
WITH 60 DIFFERENT TASKS

### TANGRAM



ÜRÜN KODU  
**3488**



PRODUCT SIZE  
26x26x3 cm

### ARE YOU GENIUS?



PRODUCT CODE  
**5451**

PUSH  
& GO

PRODUCT CODE  
**5437**



FABRİKA: Adnan Kahveci  
Mahallesi Gümüşsuyu Cad.  
No : 3 - Beylikdüzü / İSTANBUL

### CONTACT US

+90 212 856 0920  
sales@guclutoys.com

+90 506 480 71 19  
@guclutoys

www.guclutoys.com  
guclutoys



PRODUCT CODE  
**5185**

9PCS WITH DISPLAY BOX  
**SWEET CHEF SET**



PRODUCT SIZE  
28x31x7 cm

PRODUCT CODE  
**5529**

8PCS FENCE + 8PCS STAND  
**PLAY FENCES**

PRODUCT SIZE  
3x47x59 cm



PRODUCT CODE  
**2818**



**FABULOUS LOADER  
EXCAVATOR**

PRODUCT SIZE  
21x54x28 cm

PRODUCT CODE  
**4348**

**BIG SUPER  
FOOTED  
BASKETBALL  
SET**

PRODUCT SIZE  
24x88x50 cm



**SUPER DOZER**

PRODUCT CODE  
**1248**



PRODUCT SIZE  
26x64x34 cm



**PEDAL CAR**

PRODUCT SIZE  
48x84x38 cm

PRODUCT CODE  
**2887**



we are at the fair

HALL 5 B 26

spielwarenmesse®



PRODUCT CODE  
**1262**

PRODUCT SIZE  
19x64x23 cm



**BIG TRACTOR  
WITH TRAILER**

**FOUR STOREY KITCHEN SET**

PRODUCT CODE  
**2436**

PRODUCT SIZE  
15x25x40 cm



PRODUCT CODE  
**1514**

PRODUCT SIZE  
29x72x24 cm



**BIG WHEELBARROWS**

**LUX BEACH PAIL  
WITH FULL ACCESSORIES**

PRODUCT CODE  
**1354**

PRODUCT SIZE  
19x26x32 cm



**THE BIGGEST  
GREAT TRUCK**

PRODUCT SIZE  
29x108x46 cm



PRODUCT CODE  
**2288**

**Kidsma**  
DIŞ TİC. VE SAN. LTD. ŞTİ.

SHOWROOM: İstoç 34.  
Ada No:12 Mahmutbey  
Bağcılar/İSTANBUL



SCAN THE QR CODE  
FOR OUR CATALOG





As Micromax, we are in the first place among the big toy manufacturers in Turkey with our Management and Production staff specialized in the Toy Industry for more than 30 years. Our Vision is to be a Global Brand in the Toy Industry.



As Micromax Team, we are aware of the fact that exceeding the expectations of our valued children, our customers, goes through offering high quality, innovative, functional, ergonomic, durable and innovative products.

Our products are designed and manufactured in Turkey after a meticulous R&D Process.

Innovation, quality and trust form is the basis of Micromax.

Initial ideas and conceptual designs are carefully studied and we further develop our products in close collaboration with both our design team and parents.

#### Our Product Quality

All of our products are meticulously checked and tested from the first sample to mass production and throughout the production process. Product safety is our priority. Moreover; In ISO 9001 and EN-71 standards, We produce our products in accordance with children's health and safety and respectful to the environment.

We export our products to more than 20 countries all over the world. We strive to produce good and quality toys that fully meet the expectations of our customers, and we tailor our product range to the needs of our children and constantly updating ever since long time.



**STRAWBERRY CARDBOARD SINGLE MAKEUP SET**



**STRAWBERRY CARDBOARD DOUBLE MAKEUP SET**



**DAISY CARDBOARD SINGLE MAKEUP SET**



**DAISY CARDBOARD DOUBLE MAKEUP SET**

#### Micromax Plastik Makina Sanayi Ticaret Limited Şirketi

Address: Beylikdüzü O.S.B. Mermerciler San. Sit. 2.Cd. No:23 Beylikdüzü / İSTANBUL - TÜRKİYE  
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Global Gıda Pazarlama Sanayi ve Tic. A.Ş. It is a group company.



**MICROMAX**  
**TOYS**

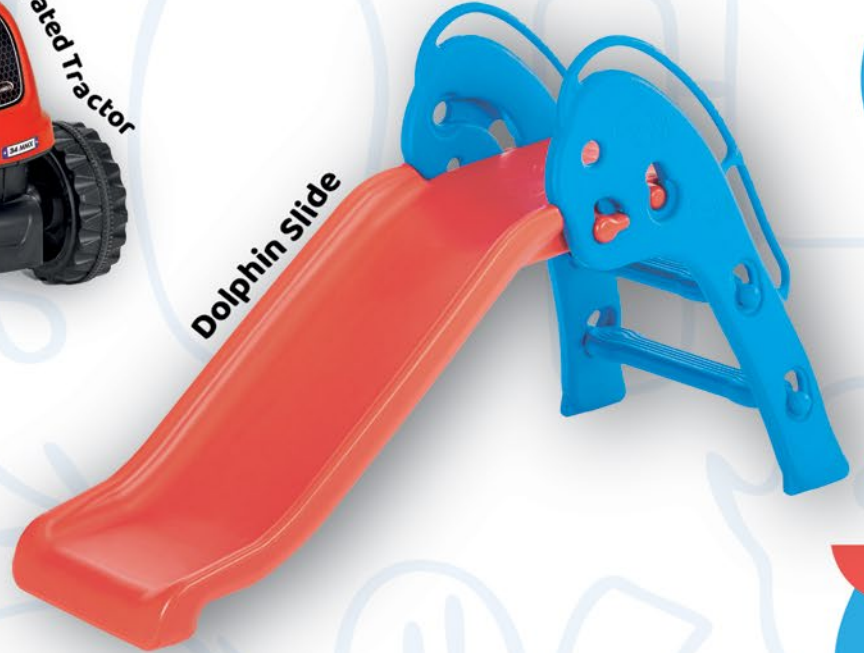
MMX PEDAL OPERATED TRACTOR



MMX Pedal Operated Tractor



Dolphin Slide



Sit & Swing



Sit & Swing



Usable  
ergonomic design







# PAFF Toys and Chemical

Welcome to PAFF Toys, Turkey's leading toy manufacturer. With over 25 years of industry experience, we produce 28 tons of playdough and 6 tons of sand daily, meeting the demands of our clients across the globe from our Istanbul-based facility.

Our BSCI-certified facilities include 25 injection machines, 3 CNC machines, and a fully equipped mold workshop, allowing us to ensure precision and consistency in every product we produce.

Backed by years of experience and innovation, we have built a reputation as a reliable partner for clients seeking premium-quality products and flexible manufacturing solutions.

Explore our diverse toy categories and discover our streamlined, efficient operations, which enable us to provide a wide range of product groups while maintaining the highest standards of quality and efficiency.

**DISCOVER THE PAFF WORLD  
AT HALL 4  
STAND E-84**



**BSCI**

An initiative of the Foreign  
Trade Association (FTA)

Business Social Compliance Initiative

**amfori**



Trade with purpose

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**Play Dough**



**SUPER SAND**



**Nikola Tesla**



**SLIME**



The most creative way to learn



**BEACH SET**



**PLAY BLOX**



**OUTDOOR TOYS**



**MEGA DINOSAURS**





# LET THE GAME BEGIN

## CLK TOYS®

We believe that the path to success follows quality. In line with this belief, we produce every product in the highest quality standards. However, quality is not sufficient alone for success..

You need to meet with the correct final consumer at the correct sales point. For this reason, we have differentiated the content and presentation of our products. We have developed alternatives such as economic options, higher product content and different packaging in different price ranges. Your target customer will definitely match with one of these options...



Oyun  
başlasın  
Let the game  
begin



Karaağaç Mah. Hadımköy İstanbul Cd. No:10/1B  
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ALTERNATIVE PACKAGE



ALTERNATIVE PACKAGE







## Panda Sanayi ve Dış Ticaret A.Ş.

Established in 2005, Panda Sanayi was reorganized 2007 and got back on the road with a team having great experiences, became rowing, developing and known company.

We enlarged our premises from 500 m2 to 3500 m2 and we expanded Panda Sanayi manufacture goods such as cork boards, drawing tables, etc., sell and do marketing these goods via distributors. Our company increased its machinery capacity ten times which is the priority and reached numbers of customers.

Enhancing unusual models and putting emphasis on research and development, we became innovator and qualified company. Our aim is to make research and development and to create new products every year.

Expanding its limits with the inovative thinking, we import magnetic surface, and we bring innovation to our production. Making innovation with wooden products, we renew the vision of nostalgia products and abacus models. In addition to these, we became popular and followed with the single dual glazed drawing table with guillotine light.

Our company has 5 corporation, and each one is the best in his field. Our aim is to manufacture qualified one and to be the followed every time. Our first priority is always customer satisfaction. Today, we export 32 different countries, we aim to reach more countries and more companies by introducing our products. We are honored to announce our new production line "Endless Pencil PanPen"! Please discover our new designs and feel our energy!

PAN 299



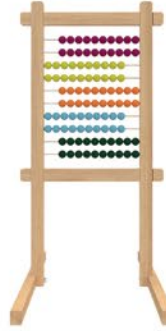
Wooden Stand  
Roof-Style Whiteboard

PAN 367



Magnetic Surface Abacus  
Wooden Stand Whiteboards  
with 50 Beads

PAN 310

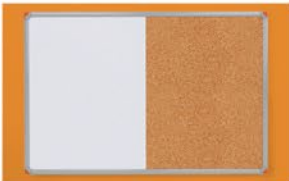


Abacus Wooden Stand  
Whiteboards with 100 Beads

PAN 232



Laminated Surface  
Telescopic Leg Whiteboard



İFF İSTANBUL FURNITURE FAIR

İSTANBUL - TÜRKİYE

21.01.2025 - 25.01.2025  
7. HALL 713C



SPIELWARENMESSE

NÜREMBERG - GERMANY

28.01.2025 - 01.02.2025  
2.HALL E-05



AMBIENTE

FRANKFURT - GERMANY

07.02.2025 - 11.02.2025  
4.2 HALL A-40



İSTANBUL STATIONERY  
SCHOOL AND OFFICE FAIR

İSTANBUL - TÜRKİYE

19.02.2025 - 22.02.2025  
HALL 8 STAND 863-864

INCOMING FAIRS / PLEASE MEET US AT :



# Endless Pencil



Write, Draw  
it never ends!

**1 Panpen = 5 Pencils**



30<sup>years</sup>



**KING KIDS®**  
BİR ÖZYILDIRM GRUPOU MARKASIDIR

### Öz Yıldırım Plastic : Shaping the Future of Play with King Kids

Founded in 1995, Öz Yıldırım Plastic quickly established itself as a leading force in the Turkish plastics industry. However, it was the launch of King Kids in 2005 that truly marked a turning point, propelling the company to new heights in the children's products sector.

King Kids combines Öz Yıldırım's extensive experience with cutting-edge innovation to create a unique range of products designed to enhance children's development. Featuring outdoor and indoor playsets, garden toys, sports toys, plastic playhouses, and educational sets, the brand offers an extensive array of high-quality toys that inspire creativity, physical activity, and cognitive growth.

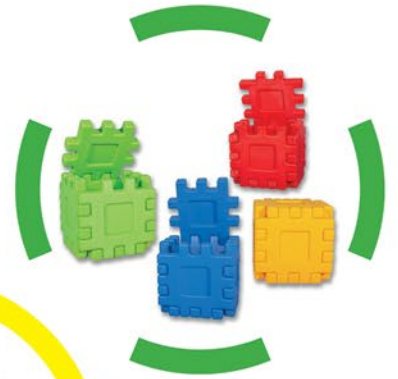
Each product under the King Kids brand is manufactured using advanced blow-molding and injection molding technologies, ensuring durability and safety. All items are produced in full compliance with EN 71 CE safety standards, providing parents with the peace of mind that their children are playing with products that are as safe as they are fun.

With a focus on both enjoyment and education, King Kids has become a trusted name among parents, offering not only hours of entertainment but also tools to foster children's motor skills, creativity, and problem-solving abilities. The brand's commitment to health and safety, along with its holistic design philosophy, has made King Kids a standout in the market.

Today, King Kids continues to shape the future of play, becoming a symbol of innovation, safety, and quality in the global market. With its forward-thinking approach, Öz Yıldırım Plastic is redefining playtime for the next generation.







www.kingkids.com.tr



**ÖZ YILDIRIM**  
GROUP



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# MY FRIEND TOYS

## Welcome to My Friend Toys: Where Imagination Meets Comfort and Joy!

At My Friend Toys, we believe in the magic of play and the power of comfort. We're more than just a toy company; we're creators of joy, innovators of design, and champions of versatility.

### **Our Products:**

**Staffy Toys for Kids and Animals:** Our collection of staffy toys is designed to ignite imagination and spark endless adventures for children and their furry friends. Crafted with care and creativity, our toys are not just playthings; they're companions on exciting journeys.

**Home-Use Pillows as Home Accessories:** Elevate the ambiance of your home with our exquisite range of home-use pillows. They're not just accessories; they're statements of style and comfort, offering a touch of luxury to every room.

### **Variety That Suits Your Needs:**

**Big Brand Name Products:** For those who appreciate the finest quality and brand recognition, we offer a curated selection of top-tier products that meet the highest standards of excellence.

**Wholesale Retail Store Solutions:** Partner with us to explore a world of possibilities for your retail store. Our wholesale options are designed to help you provide the best to your customers while maximizing your business potential.

### **Our Strengths:**

**Design Excellence:** Our dedicated team of designers brings dreams to life through their innovative concepts, ensuring each product is a masterpiece of creativity and imagination.

**State-of-the-Art Equipment:** With CNC machines and specialized equipment at our disposal, we maintain

precision and quality at every step of the production process.

**Rapid Turnaround:** Our industry-leading lead times are a testament to our commitment to serving you promptly. We understand the value of time, and we ensure your orders are fulfilled swiftly and efficiently.

### **Our Team:**

**More than 200 Employees:** Behind every My Friend Toys creation stands a team of over 200 skilled and passionate individuals who pour their hearts into making each product exceptional.

At My Friend Toys, we don't just make toys; we create memories. Our mission is to enrich the lives of children, families, and their pets with products that bring smiles, spark imagination, and offer the ultimate in comfort. Join us on this journey of joy, creativity, and quality. Explore our wide range of offerings and let us be a part of your story. Because at My Friend Toys, we're not just a company; we're your friends in play and comfort.





# MY FRIEND TOYS



## My Friend Toys

Battalgazi Mh. Hacegan Sk. No:12, 34935 Sultanbeyli / İstanbul

Tel: 0532 059 00 76 Web: [myfriendtoys.com](http://myfriendtoys.com) e-mail: [info@myfriendtoys.com](mailto:info@myfriendtoys.com)



# Star®

## Game Sets

*Since 1977*

Founded in Istanbul in 1977, Star Game Sets company first broke off Turkey's status of being an importer country in this field and then became one of the world's leading brands in a very short time. Having its production facility located in Esenyurt, Istanbul As of 1999 with a closed area of 10 thousand square meters and an open area of 4 thousand square meters, equipped with the latest technology machinery, the company manufactures approximately 700 types of games, mainly playing cards, rummy sets, backgammon, chess, board games, jigsaw puzzles and publishing items.

Star Game Sets company has the title of being the sole enterprise in Turkey and Europe that manufactures the entire line of game products in an integrated structure under a single roof for products made of plastic, wood, cardboard and metal. Star, being the largest company in Turkey in the sector with its high quality production and wide range of products, meets 60% of the game products demand alone with a wide sales network including chain stores, hobby and toy wholesalers, stationeries and large wholesalers locally. Being proud of the undebatable leader in the sector, Star Game Sets company has also become a preferred global brand by continuously increasing its export capacity each year. Star Game Sets company keeps marketing its products successfully in many countries from all over the world and has been placed among the top 5 successful companies in the world in its sector.

As Star Game Sets company, we owe this earned success to our quality production and customer satisfaction which we have had full concentration on. Star Game Sets company, operated under ISO 9001 Quality Assurance System Certificate, has become an indispensable game brand by offering quality products to consumers at affordable prices. Basic keys to this success are our high quality production; the support behind it is constant follow up of technological innovations, fully integrated production facilities and the workforce of our valuable staff behind the scenes putting their hearts in our work with their experience and expertise.

**HALL:10.0**  
**BOOTH:G-01**





**COME  
VISIT US  
AND  
LET  
THE  
GAME  
BEGIN!**



**CARDS**  
**CHESS**  
**RUMMY SETS**  
**BACKGAMMON**  
**DICE**  
**PUZZLE**  
**GAME DART**  
**RUMMY**  
**JIGSAW**  
**POKER**  
**KIDS**  
**BOARDGAME**  
**BINGO**  
**GAME SETS**  
**DOMINO**  
**PUZZLE KIDS**  
**PLAY**  
**PUZZLE**  
**GAME**  
**CHESS**  
**BACKGAMMON**  
**DICE**  
**BOARDGAME**



# ENHANCE IMAGINATION WITH CREATIVE GAMES!

Creative Games is a toy and mind development game manufacturer committed to contributing to children's development. With over 30 years of experience, we design innovative and entertaining products that add excitement to children's learning processes. Our product range includes Block Table Sets, Slide Block Sets, Block Floors, and various Mind and Intelligence Games. Each product is meticulously crafted and the result of extensive R&D efforts to foster children's imagination and problem-solving skills.



Our mission is to contribute to children's healthy and happy growth, make their learning processes enjoyable, foster their creativity, and build their self-confidence. To this end, we emphasize the educational aspects of our games, offering children the opportunity to unleash their imagination.

Our vision is to support all children in their journey of learning and exploration, enhancing their creativity and self-confidence.

Fancy Toys is a brand of Creative Games.



At Creative Games, child safety is our top priority. During production, we ensure the safety of all our products by certifying them to international standards and conducting comprehensive testing. Our toys not only provide entertainment but also offer educational benefits.

Our company boasts a highly skilled and professional team. Comprising expert designers, child development specialists, and engineers, our team stays up-to-date with the latest trends and scientific advancements to deliver continuous innovative solutions. Our goal is to enhance children's learning processes while providing families with safe and high-quality products.





# FUNCY®

## Meet Funcy's fun games!"



The most fun  
way to learn





**"You are mostly  
welcome to our  
booth Hall 5, D-60"**

## BY TOYS ABOUT US

What is a toy? At BY Toys, we believe that all materials that shape the lives of children, by helping them improve their imaginations and develop mentally, physically, and psycho-socially, are toys.

BY's toys assist in fulfilling a large portion of a child's pre-education cycle. They augment the natural imaginative abilities that accompany childhood, and help children improve their abilities of evaluation and consideration.

In so doing this, BY Toys help children learn how to make choices, express themselves, and concentrate on the specific areas that they most enjoy. BY's toys help children master shapes, dimensions, and colors, and they familiarize them with alphanumeric characters.

### TOYS FACTORY

BY toys can be integral part of child development at a variety of stages and can, therefore, be used productively by children of different ages and different levels of intelligence. BY Toys products are imaginative toys that teach children different ways of thinking, but they are also a vital part of a child's social life. Our Company understands that playtime should be instructive as well as fun and we are proud to produce high-tech products that are educational and entertaining, dynamic and delightful.

BY Toys takes your child's safety seriously, and precaution is our priority. All BY products are tested in the prestigious toy-testing centers, SGS. For your child's safety and your piece of mind, we make sure all our toys meet or exceed European Union EN-71 safety standards, and that all of them carry CE Labels. Since 1978 Dolu has been manufacturing outdoor, trucks, educational toys, girl toys, role play and other plastic toys. BY uses state-of-the-art, high-tech, plastic injection and molding equipment in the production of all our toys. Our company exports 40% of its products to a number of countries across much of Europe, Africa, and Asia, while distributing the other 60% at home, on the domestic market.







# 2025



## ? SLIDING PUZZLE

**Sliding Puzzle: Boost Imagination and Intelligence!**

Fun and learning combined!

Sliding puzzles are perfect for enhancing children's hand-eye coordination, problem-solving skills, and imagination. With colorful and adorable designs, they'll keep kids entertained for hours. Its lightweight and portable design makes it easy to carry anywhere, ensuring the fun never stops!



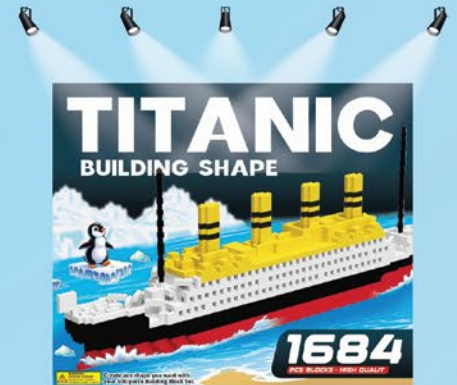
## ACROBAT BLOCK

Acrobat Blocks is a balance and strategy game where players carefully stack acrobat figures on top of each other to build the tallest tower. The game aims to develop hand-eye coordination, balance skills, and problem-solving abilities while providing a fun and competitive environment. Keeping the figures balanced and raising the tower without collapsing it requires focus and patience.



## TITANIC BUILDING BLOCK

The 1684-piece Titanic Building Block Set offers a unique building experience for both kids and adults! This set allows you to recreate the iconic details of the Titanic, providing both a fun and educational activity. The building process enhances creativity, problem-solving skills, and hand-eye coordination, while the finished result takes you on a fascinating journey through maritime history. Whether you build your own Titanic or create different shapes, unlimited creativity awaits you with this set!



Would you like to take a photo with us for the '2025 Spielwarenmesse Memory Photo' exhibition that we will prepare in our company building this year?

Let's pose together this year!

YOU ARE IMPORTANT TO US!

**visit us !**

**HALL-5 / C-40**

**spielwarenmesse®**







# ABOUT US

  
**spielwarenmesse®**  
HALL-5 / C-40  
**visit us!**

In 2007, we embarked on the Toy Wholesale journey with great excitement, and our dedication continues with unwavering determination.

Throughout our journey in the toy industry, we have not only conducted distinguished imports but also advanced through engaging in production.

The contribution of manufacturing to the economy and our country is undoubtedly a reality.

We are committed to confidently advancing on this path, maintaining a quality-oriented approach without compromising on reasonable pricing.

If you wish to witness this journey, you are always welcome to visit our company in Istanbul's Istoc Trade Center.

**Murat ALTINTAŞ**  
Founding Manager



**ISTOC Showroom  
ISTANBUL , TURKEY**



**Spielwarenmesse 2023  
NÜRNBERG , GERMANY**



**İstanbul TOY FAİR 2023  
ISTANBUL , TURKEY**



**TOYBİR TOY FAIR 2023  
ANTALYA , TURKEY**



**İstanbul TOY FAİR 2024  
ISTANBUL , TURKEY**



**Spielwarenmesse 2024  
NÜRNBERG , GERMANY**



## Excellence in Manufacturing for Children's Development

As a trusted manufacturer based in Istanbul, we are expanding globally in the production and trade of educational toys that support children's healthy development. With our monthly production capacity of 500,000 units, we maintain strong partnerships with local retail and toy chain stores while successfully representing Turkey in global markets.

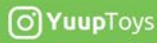
We place children's health at the heart of every stage of our manufacturing process. We exclusively use premium-grade raw materials, and food-contact safe paints. Our products fully comply with EN71 Toy Safety Standards.

Our diverse product portfolio features special collections designed to support various aspects of children's development. Our Grass Head collection cultivates a love for nature, our EVA collection enhances fine motor skills, our Miniature Block sets foster creativity, and our durable plastic toy series enables children to learn through play while discovering their talents. All our products are designed to develop children's cognitive and motor skills, problem-solving abilities, and imagination.

With our unwavering commitment to quality, innovation, and trusted business partnerships, we proudly contribute to the joy and development of future generations. Join us to work together in inspiring the minds of tomorrow.



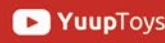
YuuPToys



YuuPToys



YuuPToys



YuuPToys



YuuPToys

## new generation GRASS HEAD



## PIRIL



## RAFADAN TAYFA



## KRAL ŞAKİR



## HAPPY JUNGLE







# Build Your Dream House

## Miniature Blocks **FARM HOUSE**

## Miniature Blocks **MINI HOUSE**

## Miniature Blocks **MONEY BOX**



## **Colourful Rings**

## **CUTE MOLECULES**



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## PRICING LABELS

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TANEX is the pioneer manufacturer of white-coloured and printed self-adhesive labels in the Republic of Turkey that has exported all its products to more than 35 countries since 2003. TANEX produces labels exclusively for customers based on criteria such as application area, usage conditions, etc.

TANEX has grown to become one of Turkey's largest and most reputable suppliers of A4 multi-purpose labels, coloured labels, removable labels, transparent labels, waterproof labels, logistic labels, pricing labels, school labels, handwriting labels, continuous white labels, shaped labels & stickers, blank labels, scale labels, photo papers, etc.

TANEX has been in the label manufacturing business for 48 years and is committed to meeting customers' requests for the best quality products with fast and reliable service. We look forward to working with you in the future to meet all your labelling needs.

As TANEX Labels, with our nearly half a century of experience, we have started producing healthy, safe, and cheerful stickers for children. Discover this energy and joy!



A4 MULTI PURPOSE LABELS

## LOGISTIC LABELS



COATED LABELS





# TANEX® KIDS

# Decorative Sticker

Stickers • Autocollants • Pegatinas



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# Over 80,000 international buyers at HKTDC's first three trade fairs in 2025

*Successfully expanded customer base and injected new momentum into Hong Kong's economy*



## Over 80,000 buyers from 119 countries

The 51st HKTDC Hong Kong Toys & Games Fair, 16th HKTDC Hong Kong Baby Products Fair and 23rd Hong Kong International Stationery & School Supplies Fair concluded successfully today at the Hong Kong Convention and Exhibition Centre. The Hong Kong Toys & Games Fair and Hong Kong Baby Products Fair were organised by the Hong Kong Trade Development Council (HKTDC), while the Hong Kong International Stationery & School Supplies Fair was jointly organised by the HKTDC and Messe Frankfurt (HK) Ltd. The four-day physical fairs attracted over 80,000 buyers from 119 countries and regions, marking a promising start for the HKTDC trade shows this year, while promoting the development of Meetings, Incentives, Conferences and Exhibitions (MICE) and driving Hong Kong's economic growth. As the first round of trade fairs this year, some 40,000

buyers visited the Toys & Games Fair, while more than 26,000 buyers attended the Baby Products Fair and over 14,000 buyers came to the Stationery & School Supplies Fair. The fairs adopted the HKTDC's hybrid EXHIBITION+ model, which includes the physical shows and virtual access through the Click2Match smart business matching platform, connecting exhibitors and buyers until 16 January.

## Over 2,500 exhibitors from 34 countries

Sophia Chong, HKTDC Deputy Executive Director, said: "This year's trio of fairs were very international, bringing together more than 2,500 exhibitors from 34 countries and regions to showcase innovative ideas from all around the globe, and kickstarting HKTDC's 2025 calendar of events. We have actively promoted the events through more than 50 HKTDC offices around the world, and online and offline channels to attract international buyers and exhibitors to participate in the fairs and stay overnight in Hong Kong, to promote MICE tourism and Hong Kong's economic development. This year, buyer numbers from ASEAN countries including Indonesia, Malaysia, the Philippines and Thailand grew significantly compared to 2024. The fairs also received European buyers from Germany, Italy, Russia and the United Kingdom, as well as those from Israel, Mexico and the US."

## Expanded new customer base and created cross-industry business opportunities

Themed New Play for All, the three exhibitions featured multiple zones, from toys for infants and toddlers to STEM education toys, smart-tech toys & games, green toys to collectible toys designed for adults with a childlike spirit, catering to the needs of all age groups and market demands.

The Hong Kong Toys & Games Fair saw a floorspace expansion at the Electronic and Remote Control Toys and Educational Toys & Games zones. Funded by the Trade and Industrial Organisation Support Fund of the Trade and Industry Department, HKSAR Government, the Toys Manufacturers' Association of Hong Kong and FHKI Group 19 (Hong Kong Toys Council) presented the first ESG pavilion, showcasing toys incorporating Environment, Social and Governance (ESG) elements. A Green Leaf Label was displayed at the booths of green exhibitors at the Toys and Stationery fairs for buyers' easy reference. This year, over 370 exhibitors displayed products with a Green Leaf label, 70% more than last year. Panley (H.K.) Ltd., an exhibitor selling green toys made from Forest Stewardship Council - certificated paper,





adopts soy ink printing and paper packaging in the production line. The company's senior sales manager, Peter Law said: "Buyers' feedback has been encouraging. The number of buyers visiting our booth increased by 30-40 percent as compared to last year. We have found more than 10 potential buyers from Bulgaria, the Czech Republic, Japan, Korea, Malaysia, Spain, Thailand, the United Arab Emirates and the US. They are leading importers, distributors and school supplies buyers with strong purchasing intention. Besides, the Click2Match smart business matching platform helped us connect buyers from the Czech Republic, Spain and Thailand in advance, before we meet at the physical fair. We expect new orders generated by this year's fair to grow by 10-15 percent over last year's fair. The ESG Pavilion provides an excellent platform for us to promote eco-friendly toys to international buyers and demonstrate our ESG pledge. We see a bright prospect for green toys."

#### **Planning to spend some US\$450,000 on products**

Tech toy products remained popular among buyers. Odyssey Toys, a toys wholesaler from the US, sells high-tech toys, including drones, remote-controlled vehicles, and educational gadgets to retailers across the country. The company's owner, Michael Irigoyen, said: "We found some suppliers from Mainland China and plan to spend some US\$450,000 on products such as remote-controlled boats, drones, planes, and digital cameras for kids."

Johnny Mui, Vice President – Merchandise of Toys"R"Us Asia, said: "The Hong Kong Toys & Games Fair and Hong Kong Baby Products Fair are the must-attend international sourcing events for Toys"R"Us Asia each year. Looking ahead, we see tremendous opportunities in the growing kidult and plush segments. We are proud to contribute to and benefit from the momentum driven by Hong Kong's pivotal role as a global hub for the toy industry." The fair also attracted buyers from outside the toy industry. Media Prima Berhad, a multi-platform media group from Malaysia, attended the Toys & Games Fair to procure corporate promotional toys. The company's business lead, Hafiz Nazer, stated that the total value of the orders exceeds US\$100,000.

With more than 660 exhibitors, this year's Hong Kong Baby Products Fair boasted the most exhibitors ever with an increase of 7% more than last year. The popular ODM Strollers and Gear zone continued for the second consecutive year with over 80 exhibitors, made it easier than ever for buyers to source products from original design manufacturers.

#### **At least US\$1 million in new orders**

Korean exhibitor i-angel Co., Ltd., has participated in the Hong Kong Baby Products Fair since 2008, and it's CEO, Jinseop Lee said: "Hong Kong is an international trading hub, and a perfect place for us to look for new distributors and explore new business opportunities. In fact, the fair has helped us connect with our current



distributors. We launched our new collection of hipseat baby carriers at the fair this year and have received positive feedback from international buyers. We have been in touch with a potential distributor from Canada and a potential buyer from a large department store chain in Thailand. We expect to generate at least US\$1 million in new orders from the fair."

The Hong Kong International Stationery & School Supplies Fair showcased the latest in creative art supplies, gift stationery, school and office supplies. Turkish exhibitor, Mercanlar Mutfak Esyaları San. Tic. A.Ş., presented their water bottles and back-to-school sets at the fair. The exhibitor has connected with buyers from Belarus, Germany, Hong Kong, Taiwan, the UK and US. The company's export manager, Özlem Durmaz said: We are in proactive discussion with several new customers with potential orders estimated at a total of US\$100,000. Two US retailers were also looking to source our products, with each order amounting to more than US\$100,000."

#### **Asian Toys & Games Forum explore social responsibility of toy makers**

The flagship event Asian Toys & Games Forum was held during the Toys & Games fair. Themed Beyond Fun and Play: Fostering Social Responsibility in the Toy Industry, international toy and game industry experts discussed the role of toys and games in daily life. Terrence Hui, Executive Committee Member of Hong Kong Toys Council hosted the discussion with a panel of expert speakers and covered the opportunities for the toys industry in the health sector and the ageing market.







## Pabtex: ÖZGÜNER OYUNCAK's Fabric and Textile Brand

Pabtex is the fabric and textile brand of ÖZGÜNER OYUNCAK. Specializing in the sale of produced fabrics, Pabtex offers a wide range of products in the textile category. Its textile journey spans from the baby category to the pet shop category, reflecting the brand's diversity and commitment to quality.





## ÖZGÜNER OYUNCAK: Founder of PABABO GMBH in Germany

ÖZGÜNER OYUNCAK is the founder of PABABO GMBH, a company based in Germany. Additionally, ÖZGÜNER OYUNCAK's international brand is PABABO. This strong brand has become a symbol of quality and trust worldwide.



### Mağazalarımız:

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Köln / Germany

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Akhan Mah. Mah.180  
SK. No:25 İç Kapi No:2  
Pamukkale/Denizli

Pelüş Fabrikası:  
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# Spielwarenmesse 2025:

## A Global Stage for Innovation and Trends

*From captivating ToyTrends to exclusive events like ToyPitch and a fireside chat with Spin Master's CEO, Spielwarenmesse 2025 promises an inspiring experience for media representatives and industry professionals.*



### Highly varied PressDay programme for Spielwarenmesse 2025

Media representatives and content creators from around the world will get a clear view of innovations and trends at the forthcoming Spielwarenmesse (28 Jan–1 Feb 2025). The press team will again be on hand to assist them in their particular missions, with wide-ranging options concentrated especially on PressDay and new elements on the first two days of the fair. The detailed overview is designed to help representatives of the press to put together their own specific programmes according to the content they require and their editorial focus.

### Toyuncak will be available from display space of MediaPoint

At Spielwarenmesse 2025, we are proud to ensure our Toyuncak magazine reaches buyers from around the globe through the prestigious MediaPoint located in NCC Ost. This high-traffic area, active from January 28 to February 1, serves as a central hub for industry professionals and trade visitors, providing an unparalleled opportunity to showcase our publication directly at the heart of the toy industry's most significant event. By utilizing MediaPoint's strategic location, we aim to attract new readers, engage with subscribers, and connect with advertisers, enhancing our visibility within the global market.

In addition to the on-site presence, the MediaPoint will also extend its reach digitally through the Spielwarenmesse website. Available online from mid-

January to the end of February, this digital platform allows us to connect with an even broader audience, maximizing the impact of our content and ensuring we remain at the forefront of industry trends and conversations.

### Tuesday with ToyPitch, a bus trip and a princess

The media will have their first opportunity to pick up some interesting photos ten minutes before the official opening of the Spielwarenmesse: on Tuesday 28 January at 8.50 am there is the promise of images to capture the atmosphere in a group photo of various walking acts and the Board of Spielwarenmesse eG – Florian Hess, Jens Pflüger and Christian Ulrich – at the press wall in the foyer of NCC Ost. There then follows a rhythmic parade directly to Hall 3A for the new ToyPitch at the Toy Business Forum, where twelve exhibitors – ranging from a startup to an international top player – will each present their latest product highlight in a succession of three-minute slots on the big stage. One hour later, the activities at the stands themselves begin. After the ToyPitch, to speed up the journey, a press shuttle bus will be provided at about 10.15 am directly outside the entrance to NCC Ost to take representatives over to the western side.

### Licences and fresh product ideas on the Wednesday

Following this multitude of opportunities and all manner of activities, day 2 of the fair begins in relaxed and informative fashion at 9 am with the BRANDmate Press breakfast. At the LicenseLounge stand in the foyer of NCC West, Christian Ulrich, Managing Director of BRANDmate and Board Spokesperson at Spielwarenmesse eG, takes his audience into the exciting world of licensing – with a subsequent get-together. And there are celebrations at 10.30 am at the Toy Business Forum in Hall 3A, when moderator Frederick Wettay announces live the winners of the ToyAward in each of six product categories. After a companionable midday snack, at 12 pm Scarlett Wisotzki, Director Communications at Spielwarenmesse eG, invites all guests into the StartupLounge (Hall 3A, B-02). Here there will be a guided tour of the StartupArea where press representatives and content creators can personally meet five exciting newcomers and their creative innovations.



### **Spin Master CEO in conversation at the Spielwarenmesse**

The Toy Business Forum at Spielwarenmesse 2025 presents a special highlight: in a relaxed, informal atmosphere, Christian Ulrich, CEO of Spielwarenmesse eG, will meet Max Rangel, CEO of Spin Master, one of the world's leading toy manufacturers, in a fireside chat. The exchange promises exciting insights into the impressive career of the Spin Master boss – from his beginnings to the management of a globally successful company. There will also be plenty of personal insights – from creative sources of ideas and hobbies to the question of his favourite toy, no topic will remain untouched. The talk starts on Wednesday, 29 January at 2.15 pm in Hall 3A.

### **Former CEO of Spielwarenmesse eG is honoured**

The former longstanding CEO of Spielwarenmesse eG, Ernst Kick, has been awarded the State Medal for special services to the Bavarian economy. The award ceremony took place in Munich on 27 November under the auspices of the Bavarian Ministry of Economic Affairs, Regional Development and Energy. Since 1974, no more than 25 people a year have been honoured with the State Medal. The award was presented by Bavaria's Minister for Economic Affairs, Hubert Aiwanger. In his laudatory speech he acknowledged in particular the unique position and outstanding strength of the Spielwarenmesse, which he said had also played a critical part in the development of NürnbergMesse. Sparkling welcome drink for guests at the fair: the ToyCocktail for Spielwarenmesse 2025 has been chosen. The 2025 Spielwarenmesse ToyCocktail is called 'Ruby' and comes from the bar Gelbes Haus. At the competition on 25 November at last year's winner, the Herrengedeck in Nuremberg, six bartenders competed from around the metropolitan area. Plenty of mixing, shaking and stirring took place – Patrick Böhm was given the highest score by the judging panel. From 28 January to 1 February 2025, the drink will be served for special events at the world's leading fair and in all participating bars. Silver went to Herrengedeck, while third place was taken by TREFF in the Arvena Park Hotel.

### **Tickets go on sale: all aboard for the 74th Spielwarenmesse in Nuremberg!**

Inspiring theme worlds, a multitude of different networking opportunities, the trends of tomorrow and informative toy-related expertise – all of these await the international toy industry between 28 January and 1 February 2025. From today, visitors from purchasing and the trade can secure their tickets for the Spielwarenmesse, which once again runs from Tuesday to Saturday. Day tickets and event tickets for the 74th edition can be obtained exclusively from [www.spielwarenmesse.de/en/tickets](http://www.spielwarenmesse.de/en/tickets). It will not be possible to buy tickets on site at the Nuremberg Exhibition Centre. A wide range of services is on offer to all participants to help them plan their travel and their visit efficiently.

### **Pop culture meets a sense of wellbeing: Inspiring ToyTrends for Spielwarenmesse 2025**

From 28 January to 1 February 2025, Nuremberg will again become the centre of the global toy sector. The international TrendCommittee, together with the Spielwarenmesse team, has identified two ToyTrends for the coming year: 'Anime & Friends' and 'Healthy Heroes'. Relevant product examples will inspire trade visitors at their prominent position in Eingang Mitte, the central entrance. The ToyTrend presentations at the Toy Business Forum in Hall 3A will complement these with valuable additional information to help with range planning.

### **Fascinating world of Anime and Manga**

The world of Anime and Manga characters resonates not only with children but with all other age groups too. The figures have status with fans and thus have an influence on pop culture and on a vast range of media including, for example, TV, video games, merchandise and, of course, toys. The ToyTrend 'Anime & Friends' displays products and licensing themes for children and teenagers from the field of Anime and Manga. Toys designed in the Japanese kawaii (Japanese for sweet or cute) style are also covered here. Figures with characteristically large eyes like Hello Kitty, including for example a smiling plush avocado, can similarly be found in this genre.

### **Improving wellbeing through the enjoyment of play**

The ToyTrend 'Healthy Heroes' strengthens children in body and mind, uniting movement, mindfulness and healthy eating in one experience. The aim here is to arouse a consciousness of physical fitness in conjunction with emotional, mental and social health. At its heart are products that foster relaxation, meditation and physical activity, thereby promoting enjoyment and good mood. It seeks to strengthen a sense of self-esteem and self-confidence, and to encourage the expression of emotions, needs and indeed fears. Promoting healthy eating habits is a further element of this trend.





# Toy Fair® 2025: Your Key to Product Discovery



## *Discover the Future of Play at Toy Fair® 2025: The Ultimate Destination for Toys, Trends, and Innovation!*

Picture eight football fields filled with toys of every kind, and then picture those football fields housed inside the Javits Center in the heart of the media and financial capital of the world, New York City. That's the scale of Toy Fair® 2025, taking place from March 1 to 4. Bringing the global toy community together under one roof, the show is a can't-miss opportunity to network, do business, learn from industry experts, and discover the latest and greatest toys.

### **Toy Fair 2025 is set to be a global destination**

"With a show floor packed with new and exciting toys and games, more than 740 exhibitors and counting (including Mattel and Hasbro on site), and 70 countries and territories already pre-registered, Toy Fair 2025 is set to be a global destination for buying, selling, and innovation in play," said Kimberly Carcone, executive vice president of global market events at The Toy Association™, producer of Toy Fair. Throughout the four-day show, attendees can explore and source product tailored to their business needs. From the show floor's endless aisles of playful products across every category, from established brands and emerging startups, to dedicated product zones like Hot for Holiday, featuring the year's most talked-about toys; Baby PLAYce, showcasing the latest in infant and toddler products; and The Launch Pad, a stage for first-time exhibitors bursting with fresh ideas, there's truly something for everyone. This variety highlights the diversity of the toy world and offers a

look ahead into what's trending and what's to come. Toy Fair also continues to evolve to meet the business goals of all who attend, and part of its appeal comes from the robust slate of Toy Fair University educational programming. Seminars, dialogues, and panel discussions led by top industry experts and thought leaders offer attendees actionable insights into everything from emerging technology and market dynamics to marketing strategies and toy safety. Educational tracks are also tailored to match your business objectives, whether you are an independent shop owner, licensing executive, marketing professional, inventor, designer, or student.

### **The competitive edge**

"In today's ever-evolving retail landscape, it's not enough to stock great products or hop on a trend," added Carcone. Toy professionals need to master a strategy behind their actions, whether they're in the product development, marketing, or sales stage, and how to best engage toy consumers. We aim to help you get the competitive edge you need to continue making smarter and more informed business decisions."

With Toy Fair 2025 just around the corner, attendees will have a unique opportunity to immerse themselves in toys and games, strengthen their foothold in the North American market, and strengthen their business relationships.





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# WE ARE FLYING TO FUN!

Molmo Toys, which started its operations in 2015, has developed its production facility with the energy of its young and dynamic staff in this short period of time and has become a more modern and responsive company day by day.

Molmo Toys philosophy is extremely sensitive in the materials used and in the production environment, as it takes on the development and safety of children, and it certifies this sensitivity in international test laboratories.

Molmo Toys' products, which are registered in its unique style design registration institutions, are exported to many countries, especially Europe, as well as exclusive stores in Turkey.

As Molmo Toys, we express that we are sensitive about producing quality products and that we will continue to diversify our product range day by day with this focus.

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[www.molmo.com.tr](http://www.molmo.com.tr)











4201  
Transport Counters (Cute Animals)  
SEVİMLİ HAYVANLAKTARIM SETİ



4016  
WONSTAR OFFROAD 1:16



4063  
XYLOPHONE IN BOX  
KSILOFON



4046  
SUPERMARKET SHOPPING SET IN BAG  
ÇANTALI ALIŞVERİŞ SETİ



4071  
QUOITS GAME  
HALKA ATMAOYUNU



4049  
TALIA'S TEAPOT SET IN CASE  
TALIA'NIN ÇANTALI ÇAY SETİ



4090  
TALIA'S DOCTOR SET  
TALIA'NIN DOKTOR SETİ





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Toy Fair**

**Hall 5  
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**4123**  
MY FIRST STEP FRIEND  
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TURTLE SHAPE SORTER  
KAPLUMBAĞA BULTAK



**4106**  
Soft Happy Rings  
NEŞELİ HALKALAR



**4211 - 4213**  
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7<sup>th</sup> International Toy, Play and Baby Fair  
**February 25-28, 2025**

*Meeting Point of  
Toy World in Eurasia*

**184**  
Brands  
**512** foreign  
visitors from  
**58** countries

**156** companies  
and company  
representatives from  
**14** countries

Total **3.887**  
professional visitors  
from **6** continents

**2.860** domestic  
visitors from **64**  
provinces

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