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TOY BOOK®

SERVING THE GLOBAL MARKET

Social Media:

Changes in Marketing Attitude and Latitude

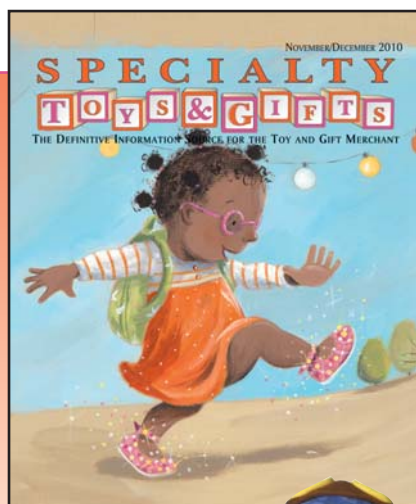
The social media arena enables companies to direct customized messages to specific segments more efficiently and more effectively than broad-spectrum messages. One of the key benefits of this 1:1 approach is the opportunity to win customers and retain them for long periods—hopefully a lifetime. Social media one-to-one marketing and communications is so new, it might sound glamorous. Some see it as a new sense of freedom, romantic even. It's just you and him (or her) bonding, building a relationship, building sales.

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AURORA WORLD, INC. and National Wildlife Federation (NWF) will produce plush characters based on NWF's new animated television series, *Wild Animal Baby Explorers*. The series, distributed by American Public Television, is based on the preschool magazine, *Wild Animal Baby*. It comes to life with a combination of 3D-animated characters and high-definition, live-action footage. The plush animals, based on the furry animated stars of *Wild Animal Baby Explorers*, will include Sammy the Skunk, Miss Sally the Salamander, Benita the Beaver, Skip the Rabbit, and Izzy the Owl.



MARY MEYER presents the **Fuzz That Wuzz 2.0** collection. This new generation of Fuzz That Wuzz earth-friendly toys are even softer and more durable than before, but are still made from 100 percent post-consumer recycled plastic. Recycled plastic is washed, crushed, and then chopped into flake, which is melted and then extruded to create fiber. The fiber is then processed into fabric.

The **BEKA Walker** is a fully assembled wood cart primarily intended for indoor use. Attach the upright handle to create a sturdy, natural hard-maple "walker" that toddlers can load up and push around. A Baltic Birch top is an optional accessory that may be ordered with the basic walker. Dimensions of the wagon with its wooden wheels are 12.25 inches wide by 6.5 inches high by 19 inches long. The upright handle parts are 19 inches long. The walker is recommended for ages 3 and up.



TEGU has re-invented the wooden block by inserting hidden magnets that allow the blocks to connect in a new way. Tegu's blocks are sustainably sourced, made from eco-friendly Honduran wood. Tegu provides for tree planting, child education, and holistic employment in Honduras. The blocks are made with a water-based lacquer finish.



The **Eco Recycling Game**, from **PLAN TOYS**, includes four recycle bins and figures, dice, a play mat, and 16 pieces of recyclable waste. Whoever has no recyclable waste at the end of the game is the winner. Designed for one to four players, the game teaches children how to save natural resources and energy by keeping dangerous materials out of landfills and incinerators. It helps children to think about where materials end up, and to develop a sense of enthusiasm for recycling.



SPRIG TOYS' Soarin' Sea Plane includes an Adventure Seaplane, an Adventure Guide, an Adventure Hat (interchangeable with other characters), and a pelican. Sprig's toys are eco-friendly and battery-free. Kid-powered Sprig toys harness the natural kinetic energy of push-and-pump action play to generate electronic features. Kids are rewarded for their efforts with lights and sound. Sprig toys are molded using Sprigwood, which is a durable, child-safe, bio-composite material made from recycled wood and reclaimed plastic.

BOIKIDO Eco-Friendly Wooden Toys are made of Forest Stewardship Council (FSC)-certified wood that is monitored and comes from managed plantation sources that meet the FSC standards of biodiversity, ecological, and productive processes without disturbing the eco-system. The products are painted with non-toxic, water-based paints and packaged with recycled cardboard that is printed with soybean ink, certified by the American Soybean Association (ASA).

Wooden Shape Sorter Tina is double-sided and comes with six shapes sized for little hands. One side helps little ones hone fine motor skills by pushing a triangle, square, and circle into her shell. The other side is for the more unique shapes, including a carrot, mushroom, and smiling lettuce.



SILVERLIT'S My Future World allows kids to create their vision of tomorrow's world. Each play set, including My Green Garage, My Fire Station, and My Police Station, can be connected to build the ultimate My Future World. Themes for the sets emphasize clean energy, safety, and protection. Each set comes with an educational booklet so kids can play and learn.



EARLY RIDER provides a new platform for developing a child's balance, motor skills, and confidence, and is designed for kids as young as 1 year old. Available in natural or pink, the **Early Rider** is made from FSC-certified, marine-grade birch plywood.



Like all **RINGLEY** teething products, the **Sun** is made with 100 percent certified organic cotton terrycloth, an effective and safe surface for babies to teeth on. It's also made with untreated Maple wood, which is renowned for its antibacterial properties and is a strong and safe wood for children to suck on.

The **Sun** gives teethers a number of textures and options to chew on; it's made with Velcro, making it easy to machine wash; it's dye- and BPA-free, and it contains no PVC or parabens.