



SMART

TOYS AND GAMES



SPRING - SUMMER
2025

Dear Smart Partner,

Welcome to SMART Toys and Games, where fun meets learning! Our catalogue is full of exciting new toys and games that entertain and stimulate the minds of all ages.

At SMART we believe in game-based learning. By playing with our toys and games everyone can unlock their potential while having a good time. Passion fuels us, and our talented team continuously works to create innovative and enriching play experiences.

Each product in this catalogue reflects our commitment to quality, fun, and education.

Specialising in logic puzzle games that ignite imagination and strengthen cognitive abilities, SmartGames offers an educational and engaging experience for all ages. Explore our well balanced selection of construction toys with SmartMax[®] and GeoSmart[®], where creativity blends seamlessly with education, stimulating fine motor skills, spatial awareness and motor skills.

Mid 2024 we could welcome WOW TOYS and their entire team to the SMART Group. This step underlines our commitment also to keep developing sustainable, strong & safe toys for toddlers & preschoolers.

Additionally, our other brands such as Happy Cube[®], The Happy Puzzle Company[®], Smartivity[®], Yatzy[®], Mimiq[®], and Foooty[®] contribute to the stable growth of our company.

A big thank you to all our partners, especially those who distribute or work with our product lines. Your support helps us bring these great toys and games to people all around the world.

Explore the world of SMART, take a look at our catalogue, and let the adventures begin!

On behalf of the SMART Team,

Rolf Vandoren,
CEO Smart Toys and Games





SMART

TOYS AND GAMES

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**SMART
GAMES**



At SmartGames® we believe in game-based learning. By playing our games everyone can unlock their potential while having a good time!

SmartGames® are unique thanks to a combination of:

Progressive play



All our games grow with the player's skillset, contain many challenges, and progressively become more difficult. The challenges have been divided in four or five difficulty levels: Starter, Junior, Expert, Master and Wizard. Independent of age and skill, you are better off to start with easy challenges and work your way up to the most advanced levels.

Grows with you



The recommended starting age is clearly indicated on the packaging. From this point, players can begin with starter-level challenges and progress through increasingly difficult levels. As with all SmartGames®, practice helps building the skills needed to tackle the higher levels. Each game offers an engaging experience that keep also kidults and adults puzzled. A rewarding & fun experience for the whole family.

Cognitive skills



We make sure that every game is building on multiple skills such as spatial insight, planning, logical thinking, problem-solving, concentration, and visual perception. The skills that are trained while playing the game, are indicated on every box.

Challenge booklet



Every game contains a booklet where all challenges and solutions are explained. The challenges become gradually more difficult, from the Starter level all the way to Wizard. By going through every challenge you will discover the tricks and develop the skills needed to progress further and further.

How to play



SmartGames® feature easy-to-understand intuitive rules that are easily explained in few steps only. This way you can quickly start playing.

What sets us apart:

Designed & conceived in Belgium and the EU by experts in the field

Award-winning track record

Games that can be passed on to the next generation

Proven results in building cognitive skills

More than 25 years of in-house development & expertise

Made with high-quality materials to last a lifetime





SmartGames®
**grow with you
throughout
your life.**

Discover

For children as young as 3 years old, SmartGames® help them discover various skills.

Develop

As you grow up, SmartGames® continue to support your development.

Train

For adults and the elderly, SmartGames® are perfect for training cognitive skills, mental agility and mindfulness.



ONE PLAYER SMARTGAMES®

PRESCHOOL PUZZLE GAMES

These puzzle games stimulate cognitive growth, and critical thinking from an early age. Designed to captivate the curious minds of toddlers.

P. 16



1 PLAYER PUZZLE GAMES

This category of puzzles is narrative driven and takes place in an imaginary setting, where players act as problem-solvers.

P. 22



1 PLAYER IQ GAMES

The goal of these multilevel logic puzzles is to fit and fill puzzle objects into a grid. These games provide a range of challenges starting from simple concepts that gradually increase in complexity.

P. 39



BRAIN TEASERS

These puzzles are challenging brainteasers where the main goal is to fit all the puzzle pieces together.

P. 47



ONE & TWO PLAYER SMARTGAMES®

GENIUS BATTLE GAMES

This category consists of head-to-head puzzle games where players race to fill the grid.

P. 60



MULTIPLAYER SMARTGAMES®

FAMILY GAMES

Smart board games focus on imaginative problem-solving and decision-making. Luck plays a minimal role, and each game offers at least two difficulty levels.

P. 66



STRATEGY GAMES

Our strategic games demand planning, decision-making, and critical thinking. Players take turns, anticipate opponents, and use strategies to defeat them.

P. 68



PRESCHOOL PUZZLE GAMES

1 PLAYER PUZZLE GAMES

WOODEN GAMES



SG 037



SG 033



SG 038

NEW 2024



SG 035



SG 030



SG 031

FAIRY TALES



SG 023



SG 021



SG 027

NEW 2025

STORYTIME



SG 042



SG 091



SG 080



TG JRT001

CLASSICS



SG 039

NEW 2024



SG 090



SG 155



SG 282



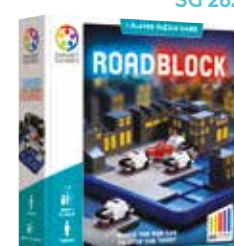
SG 097



SG 540



SG 094



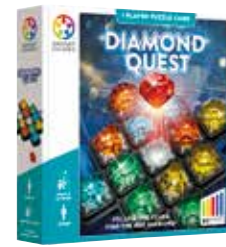
SG 250



SG 531



SG 282



SG 093



SG 098



SG 106



SG 520



SG 281



SG 109

NEW 2024



SG 107

NEW 2024



SG 108

NEW 2025



SG 095

NEW 2025

1 PLAYER PUZZLE GAMES

COMPACTS



SG 433



SG 445



SG 425



SG 480



SG 431



SG 434



SG 421



SG 437



SG 450



SG 451

NEW
2024



SG 426



SG 442



SG 428



SG 452

NEW
2025



SG 453

NEW
2025



SG 454

NEW
2025

TIN BOXES

MAGNETIC TRAVEL



SGT 221



SGT 240



SGT 290



SGT 260



SGT 320



SGT 250



SGT 300



SGT 121



SGT 310



SGT 210



SGT 2003



SGT 2004

NEW
2024



SGT 2001



SGT 2005

NEW
2025

1 PLAYER PUZZLE GAMES

XXL GAMES



SG 401 XL



SG 425 XL



SG 421 XL



SG 455 XL

1 PLAYER IQ GAMES

IQ MINI



SG 401



SG 402

IQ PLUS



SG 301



SG 302



SG 304



SG 307



SG 308



SG 305



SG 309

IQ REGULAR



SG 411



SG 423



SG 455



SG 444



SG 488



SG 492



SG 306



SG 467



SG 479



SG 477



SG 493

IQ DELUXE



SG 311



SG 312



SG 313



SG 314

BRAINTEASERS

FIDGET PUZZLES



SG 403



SG 512



SG 513

CUBE PUZZLERS



SG 412



SG 413



SG 415



SG 416



SG 417

HAPPY CUBE



SGHC 301



SGHC 302



SGHC 303



SGHC 304

TANGRAMS



TGT 100



TGT 200

1 & 2 PLAYER SMARTGAMES®

GENIUS BATTLE GAMES



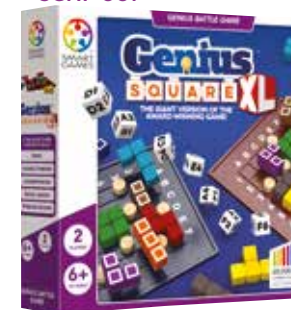
SGHP 001



SGHP 002



SGHP 003



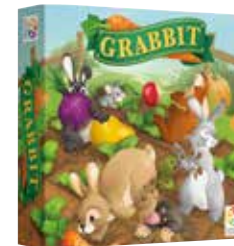
SGHP 004



SGHP 006

MULTIPLAYER SMARTGAMES®

FAMILY GAMES



SGM 510



SGM 501



SGM 506

STRATEGY GAMES



SGM 505



SGM 201



SG 027
The Wolf & The 7 Goats™
PRESCHOOL PUZZLE GAMES
Page 17



NEW
SPRING
2025



SG 095
Snow Problem™
1 PLAYER PUZZLE GAMES
Page 23



NEW
SUMMER
2025



SG 107
Graveyard Shift™
1 PLAYER PUZZLE GAMES
Page 24



NEW
SPRING
2025



SG 452
Counting Sheep™
1 PLAYER PUZZLE GAMES
Page 28



NEW
SPRING
2025



SG 453
Dice Deduction™
1 PLAYER PUZZLE GAMES
Page 29



NEW
SUMMER
2025



SG 454
Quantum Game™
1 PLAYER PUZZLE GAMES
Page 30



NEW
SUMMER
2025



SGT 2005
FishTricks™
1 PLAYER PUZZLE GAMES
Page 35



NEW
SPRING
2025



SG 493
IQ Bubbles™
1 PLAYER IQ GAMES
Page 40



NEW
SPRING
2025



SG 309
IQ Noodles™
1 PLAYER IQ GAMES
Page 45



NEW
SPRING
2025



SG 417
Apple Puzzler™
BRAINTEASER
Page 48



NEW
SPRING
2025



SG 416
Caged Marbles™
BRAINTEASER
Page 49



NEW
SUMMER
2025



SGHP 003
Genius Gems™
GENIUS BATTLE GAMES
Page 61



NEW
SPRING
2025



SG 311
IQ CIRCLE™
1 PLAYER IQ GAMES
Page 56



NEW
SUMMER
2025



SG 312
IQ SQUARE™
1 PLAYER IQ GAMES
Page 57



NEW
SUMMER
2025



SG 313
IQ PENTAGON™
1 PLAYER IQ GAMES
Page 58



NEW
SUMMER
2025



SG 314
IQ HEXAGON™
1 PLAYER IQ GAMES
Page 59



NEW
SUMMER
2025



SGHP 006
Genius Connection™
GENIUS BATTLE GAMES
Page 62



NEW
SUMMER
2025

PRESCHOOL PUZZLE GAMES

Playing is growing. The first steps in developing essential cognitive skills for young minds.



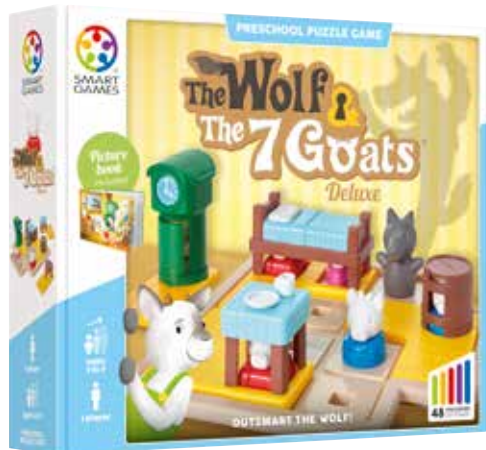
THE WOLF & THE 7 GOATS™

Can you outsmart the wolf?



+
PICTURE
BOOK

**NEW
SPRING
2025**



"Hide & Seek, The Story of The Wolf & The 7 Goats", alternate version with different title, product code and EAN TBA.



HOW TO PLAY

1



Choose a challenge. Place the wolf, goats and other puzzle pieces with the correct orientation on the game board.

2



Now place puzzle pieces on the game board so that all goats are under the furniture and thus hidden from the wolf.

3



There is only 1 solution.

Help the seven goats hide from the wolf!

Help the 7 young goats hide under the furniture before the wolf finds them. But watch out: not every goat will fit under every piece of furniture. This fairy tale game helps preschoolers develop logic and deduction skills, as well as shape recognition and orientation. Solve the 48 challenges for ages 3 to 7 and enjoy the fairy tale by the Brothers Grimm of The Wolf and the Seven Goats with the included beautiful storybook.

CONTENTS: 7 goats, 5 puzzle pieces, 1 wolf, 1 game board, 1 booklet with 48 challenges and solutions, game rules, bonus picture book.

ITEM SG 027
I/M 0/6
EAN 5414301526698



5 414301 526698

STIMULATES THESE COGNITIVE SKILLS

SPATIAL INSIGHT

CONCENTRATION

LANGUAGE

PROBLEM SOLVING

LOGIC

WOODEN GAMES

BUNNY BOO™

Pull a rabbit
out of the box!



60

challenges



ITEM SG 037
I/M 0/6
EAN 5414301518747



GNOME SWEET GNOME™

Place the gnomes where
they belong!



48

challenges



ITEM SG 038
I/M 0/6
EAN 5414301525622



TRUCKY 3™

Truckloads of
puzzle fun!



48

challenges



ITEM SG 035
I/M 0/6
EAN 5414301518730



CASTLE LOGIX™

Let's build castles!



48

challenges



ITEM SG 030
I/M 0/6
EAN 5414301518709



DAY & NIGHT™

Can you shed some
light into the dark?



48

challenges



ITEM SG 033
I/M 0/6
EAN 5414301518723



CAMELOT JR.™

A romantic challenge!



48

challenges



ITEM SG 031
I/M 0/6
EAN 5414301518716



FAIRY TALES



THREE LITTLE PIGGIES™ DELUXE

Place the houses to help the piggies!



ITEM SG 023
I/M 0/6
EAN 5414301518754



ages
3 to 6

48

challenges

LITTLE RED RIDING HOOD™ DELUXE

Find the path to grandma's house!



ITEM SG 021
I/M 0/6
EAN 5414301518389



ages
4 to 7

48

challenges



SAFARI PARK JR.™

Picture this!



ages 3+

60

challenges

ITEM SG 042

I/M 0/6

EAN 5414301524991



5 414301 524991

SMART FARMER™

Keep the animals apart!



ages 4+

60

challenges

ITEM SG 091

I/M 0/6

EAN 5414301522034



5 414301 522034

DRESS CODE™

Can you layer up what to wear this season?



80
challenges



ITEM SG 080

I/M 0/6

EAN 5414301524984



TANGOES JR.™

Tangram puzzles for young kids!



124
challenges



ITEM TG JRT001

I/M 0/6

EAN 5414301516729



1 PLAYER PUZZLE GAMES

Immerse yourself into a playful world where you grow more confident as a problem solver by improving your many cognitive skills.



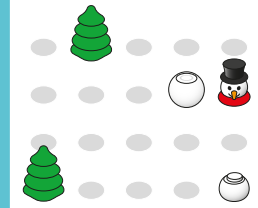
SNOW PROBLEM™

plan your next move carefully!



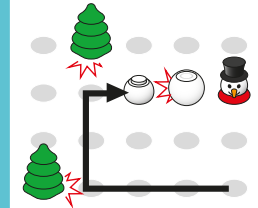
HOW TO PLAY

1



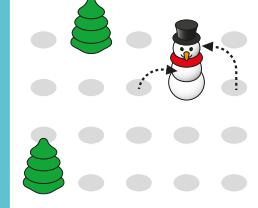
Place your snowmen parts and tree(s) on the game board, as indicated in the challenge booklet.

2



Snowballs can move across the board, but only if there is an obstacle along the same path to stop the movement.

3



Stack all snowmen parts in the right order to solve the challenge!

Build the snowmen by moving the snowballs from obstacle to obstacle!

Can you keep your cool in the snow? Build the snowmen by moving the snowballs from obstacle to obstacle until they are in position to be stacked...but plan carefully! The snowballs keep rolling unless something stops them. Includes 80 challenges in 5 levels (from Starter to Wizard) that will keep your brain warm all year.

CONTENTS: 1 game board, 6 snowballs, 3 snowmen heads, 3 pine trees, 1 challenge booklet with 80 challenges and solutions, game rules.

ITEM SG 095
I/M 0/6
EAN 5414301524977



5 414301 524977

STIMULATES THESE COGNITIVE SKILLS

PLANNING

LOGIC

PROBLEM SOLVING

SPATIAL INSIGHT

CONCENTRATION

CLASSICS

GRAVEYARD SHIFT™

**NEW
2025**

The skeletons are awake and they have a bone to pick with you! Can you avoid them and reach the exit? Move and rotate the puzzle pieces to adjacent empty spots - one by one - to create your escape path.



5 LITTLE BIRDS™

Develop your deduction skills!

ages 5
to adult

**NEW
2024**

60
challenges



ITEM SG 039

I/M 0/6

EAN 5414301525639



DROPZONE™

Use logic to build marble runs!

ages 8
to adult

**NEW
2024**

80
challenges



ITEM SG 109

I/M 0/6

EAN 5414301526117

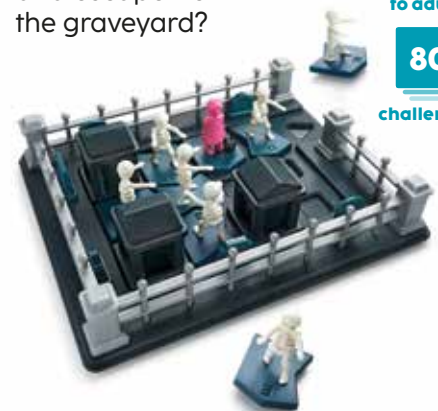


GRAVEYARD SHIFT™

Can you avoid the skeletons and escape from the graveyard?

ages 10
to adult

80
challenges



ITEM SG 108

I/M 0/6

EAN 5414301525653



BREAK-OUT™

Escape the dungeon!

ages 10
to adult

**NEW
2024**

80
challenges



ITEM SG 107

I/M 0/6

EAN 5414301525646



COLOUR CODE™

Stack it up, one tile at a time!



100
challenges



ITEM SG 090
I/M 0/6
EAN 5414301513476



PENGUINS ON ICE™

Improved edition with 100 challenges!



100
challenges



ITEM SG 155
I/M 0/6
EAN 5414301515203



DINOSAURS MYSTIC ISLANDS™

Use your brain to create a Jurassic habitat!



80
challenges



ITEM SG 282
I/M 0/6
EAN 5414301518426



GRIZZLY GEARS™

Rotate the puzzle pieces to get out of the woods!



80
challenges



ITEM SG 531
I/M 0/6
EAN 5414301524458



QUADRILLION™

Countless challenges and solutions... but can you find one?



∞
challenges



ITEM SG 540
I/M 0/6
EAN 5414301517382



PIRATES CROSSFIRE™

Fire up your cannons... and your brains!



80
challenges



ITEM SG 094
I/M 0/6
EAN 5414301523970



TEMPLE CONNECTION DRAGON EDITION™

Build roads and bridges to link the temples!



80
challenges



ITEM SG 283
I/M 0/6
EAN 5414301519881



WALLS & WARRIORS™

Position the walls and protect your warriors!



80
challenges



ITEM SG 281
I/M 0/6
EAN 5414301518402



CLASSICS

HORSE ACADEMY™

Create a path and jump to the finish!



80

challenges



ITEM SG 097

I/M 0/6

EAN 5414301524434



ROADBLOCK™

Calling all units! Stop the escaping thief!



80

challenges



ITEM SG 250

I/M 0/6

EAN 5414301513469



DIAMOND QUEST™

Follow the clues.
Find the red diamond!



80

challenges



ITEM SG 093

I/M 0/6

EAN 5414301523918



TOWER STACKS™

Build your castle from the ground up!



80

challenges



ITEM SG 106

I/M 0/6

EAN 5414301524960



ANTI-VIRUS™ ORIGINAL

Put your mind to work and get rid of the red virus!



60

challenges



ITEM SG 520

I/M 0/6

EAN 5414301514060



TREASURE ISLAND™

Adventurers are needed to find the ancient temple on a forgotten island!



80

challenges



ITEM SG 098

I/M 0/6

EAN 5414301524441





NEW SPRING 2025 COMPACTS

COUNTING SHEEP™

Without falling asleep...



**NEW
SPRING
2025**



Find the right spots for the sheep!

Find the right position for your flock of sheep in this delightful puzzle game. Can you solve all 60 challenges? As you progress, the challenges will become more difficult, so you won't fall asleep while counting these sheep!

Counting Sheep is a compact puzzle game suitable for all ages 7+, easy to carry and play on the go!

CONTENTS: 1 compact game board with lid, 8 puzzle pieces, 1 challenge booklet with 60 challenges and solutions, game rules.

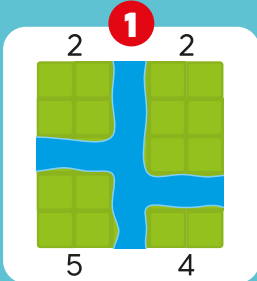
ITEM SC 452
I/M 6/24
EAN 5414301526735



5 414301 526735

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HOW TO PLAY



Choose a challenge from the challenge booklet.



Place the puzzle pieces on the game board so that the number of sheep on each island matches the challenge.



There is only 1 solution for each challenge, shown at the back of the challenge booklet.

STIMULATES THESE COGNITIVE SKILLS

PLANNING

LOGIC

PROBLEM SOLVING

SPATIAL INSIGHT

CONCENTRATION

DICE DEDUCTION™

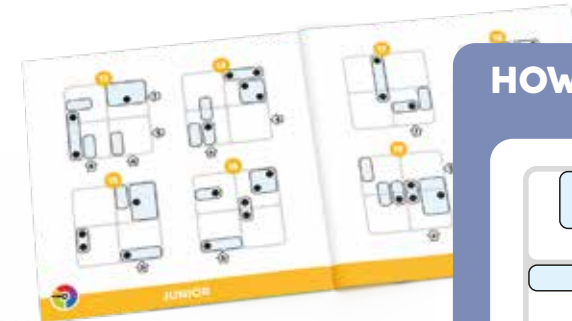
A puzzle in Pair-a-Dice



packaging work in progress

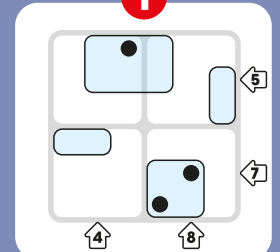


**NEW
SUMMER
2025**



HOW TO PLAY

1



Choose a challenge from the challenge booklet.

2



Place the pieces to line up black dots with the dice faces shown in the challenge, making sure the sums match the arrows.

3



There is only one solution for each challenge, which can be found at the end of the challenge booklet.

Think it through, sum it up, and solve the puzzle!

Strategically position each piece to line up the black dots with the dice faces shown in the challenges, making sure the sums match the arrows. With a unique solution to every challenge, you'll be on a winning streak as you piece together brain-bending puzzles.

CONTENTS: game board with 4 white dice faces and 12 transparent playing pieces (4 blank and 8 marked)

ITEM SG 453
I/M 6/24
EAN 5414301526766



5 414301 526766

STIMULATES THESE COGNITIVE SKILLS

PLANNING

LOGIC

PROBLEM SOLVING

SPATIAL INSIGHT

CONCENTRATION

1 PLAYER PUZZLE GAMES

SMARTGAMES®

NEW SUMMER 2025 COMPACTS

QUANTUM: 2-IN-1™

Connect the dots,
divide the colours!



packaging work in progress



NEW
SUMMER
2025

The ultimate 2-in-1 puzzle game!

Solve captivating challenges with dots adding up to numbers on one side and master colour placement on the other.
And if that's not enough, create trillions of custom puzzles yourself - each with a guaranteed solution!

CONTENTS: 1 game board,
9 double sided challenge
tokens, 16 double sided puzzle
pieces, challenge booklet with
60 challenges and solutions.

ITEM SG 454
I/M 6/24
UPC 5414301526780

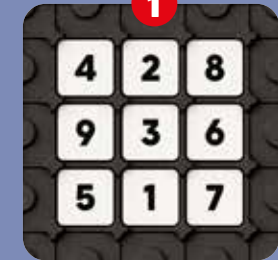


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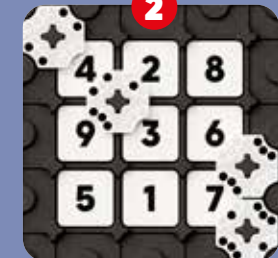
HOW TO PLAY

1



Select a challenge.

2



Place the tiles in the 9 spots on
the gameboard as shown in
the challenge.

3



You solved the puzzle when
the numbers in the middle
equal the sum of the
surrounding dots.

STIMULATES THESE COGNITIVE SKILLS

PLANNING

LOGIC

PROBLEM SOLVING

SPATIAL INSIGHT

CONCENTRATION

SMART DOG™

Create an obstacle path for your dog!

NEW
2024



60

challenges



ITEM SG 451
I/M 6/24
EAN 5414301525660



GHOST HUNTERS™

Catch the ghosts in the light!



60

challenges



ITEM SG 433
I/M 6/24
EAN 5414301518525



APPLE TWIST™

Get the caterpillars into shape!



60

challenges



ITEM SG 445
I/M 6/24
EAN 5414301523949



COMPACTS

SQUIRRELS GO NUTS™

Winter is coming, so let's go nuts!



60

challenges



ITEM SG 425
I/M 6/24
EAN 5414301521136



MONSTERS HIDE & SEEK™

Are there any monsters under the bed?



60

challenges



ITEM SG 480
I/M 6/24
EAN 5414301524076



PARKING PUZZLER™

Park all cars in the right spot!



60

challenges



ITEM SG 434
I/M 6/24
EAN 5414301518549



PENGUINS POOL PARTY™

Fit the ice around the penguins!



60

challenges



ITEM SG 431
I/M 6/24
EAN 5414301518488



1 PLAYER PUZZLE GAMES

SMARTGAMES®

COMPACTS

JUMP IN!™

Help the rabbits jump and hide!



60

challenges



ITEM SG 421

I/M 6/24

EAN 5414301519898



TEMPLE TRAP™

Escape the sliding maze!



60

challenges



ITEM SG 437

I/M 6/24

EAN 5414301518778



CATS & BOXES™

Are you clever as a cat?



60

challenges



ITEM SG 450

I/M 6/24

EAN 5414301524953



ASTEROID ESCAPE™

Navigate your spaceship through the asteroids!



60

challenges



ITEM SG 426

I/M 6/24

EAN 5414301521167



ATLANTIS ESCAPE™

Find your way out... before it's too late!



60

challenges



ITEM SG 442

I/M 6/24

EAN 5414301522058



ROBOT FACTORY™

Slide to create robots!



48

challenges



ITEM SG 428

I/M 6/24

EAN 5414301524069



MAGNETIC TRAVEL GAMES

CORAL REEF™

An underwater adventure!

ages 4
to adult

48

challenges



ITEM SGT 221
I/M 8/48
EAN 5414301522096



NOAH'S ARK™

Save all the animals!

ages 5
to adult

48

challenges



ITEM SGT 240
I/M 8/48
EAN 5414301516026



PENGUINS PARADE™

Get the penguins in line!

ages 5
to adult

48

challenges



ITEM SGT 260
I/M 8/48
EAN 5414301518006



MAGNETIC TRAVEL GAMES



DOWN THE RABBIT HOLE™

An underground puzzle adventure!



48

challenges



ITEM SGT 290

I/M 8/48

EAN 5414301522089



PUZZLE BEACH™

Find what's lost on the busy beach!



48

challenges



ITEM SGT 300

I/M 8/48

EAN 5414301523277



TANGOES ANIMALS™

Recreate all kinds of animals!



48

challenges



ITEM SGT 121

I/M 8/48

EAN 5414301518013



GOOAL!™

Kick off your travels with this magnetic puzzle game!



48

challenges



ITEM SGT 320

I/M 8/48

EAN 5414301524465



BRAIN CHEESER™

Fit the cheese around the mice!



48

challenges



ITEM SGT 250

I/M 8/48

EAN 5414301517399



FLIPPIN' DOLPHINS™

Find out what happens under water!



48

challenges



ITEM SGT 310

I/M 8/48

EAN 5414301523307



MAGIC FOREST™

Find the path and solve the mystery!



48

challenges



ITEM SGT 210

I/M 8/48

EAN 5414301515302



FISHTRICKS™

A fishy puzzle!



ages 5
to adult



48
challenges

**NEW
SPRING
2025**



HOW TO PLAY

1



Select your challenge.

2



Place the fish and the lily pad on the game board according to the placement rules.

3



You successfully solved the puzzle when all the fish are arranged in a "chain" from largest to smallest.

Get your fish in line!

Dive into FishTricks, an enticing puzzle game that is swimming with challenges! Try to fit all the pieces on the gameboard so that the fish form a colourful parade, navigating around the lily pad. Fish must be placed largest to smallest: can you ensure each fish is chasing its smaller mate swimming ahead? Pick your challenge, reel in the solution... and you'll be hooked!

CONTENTS: compact, metal game board with lid, 5 fish, 1 lily pad, a challenge booklet with 48 challenges and solutions.

ITEM SGT 2005
I/M 8/48
EAN 5414301526537



5 414301 526537

STIMULATES THESE COGNITIVE SKILLS

PLANNING

LOGIC

PROBLEM SOLVING

1 PLAYER PUZZLE GAMES

TIN BOX

TURTLE TACTICS™

Move all animals to their favorite food.



ages 5
to adult

48

challenges

ITEM SGT 2003

I/M 8/48

EAN 5414301525080



LOGIBUGS™

Use deduction to place the ladybugs in their correct spots!

NEW
2024



ages 6
to adult

48

challenges

ITEM SGT 2004

I/M 8/48

EAN 5414301525714



POLE POSITION™

Pit your wits!
Who takes the lead?



ages 7
to adult

48

challenges

ITEM SGT 2001

I/M 8/48

EAN 5414301525035





1 PLAYER PUZZLE GAMES

XXL GAMES

IQ MINI XXL™

Create your own maxi challenges!



80
challenges

ITEM SG 401 XL

I/M 0/6

EAN 5414301525028



IQ PUZZLER PRO XXL™

Discover this 8 times larger version of IQ Puzzler Pro, our global best-selling game! Includes 68 additional challenges.



188
challenges

ITEM SG 455 XL

I/M 0/6

EAN 5414301523666



SQUIRRELS GO NUTS XXL™

Extra large! Extra squirrels!
Extra challenges! Extra black nut!



100
challenges

ITEM SG 425 XL

I/M 0/6

EAN 5414301523222



JUMP IN' XXL™

Extra large! Extra rabbit!
Extra challenges!



100
challenges

ITEM SG 421 XL

I/M 0/6

EAN 5414301521488



1 PLAYER IQ GAMES

Stimulate your mind with thought-provoking challenges designed to enhance logical thinking, problem-solving, and cognitive agility.



NEW SPRING 2025 IQ REGULAR

IQ BUBBLES™

Clear fun, sharp thinking



**NEW
SPRING
2025**



HOW TO PLAY

1



Choose a challenge. Place the pieces shown in the challenge on the gameboard as indicated.

2



Fit all the remaining pieces on the gameboard.

3



There is only 1 solution for each challenge.

Fit the bubbles... solve the puzzles!

Test your brainpower with IQ Bubbles! This addictive puzzle game challenges players to fit all the colourful, transparent bubble pieces onto the travel-friendly gameboard/case. With 120 challenges to solve – from Starter to Wizard – IQ Bubbles is great for kids and adults!

CONTENTS: 1 game board, 11 puzzle pieces, 1 booklet with 120 challenges and solutions.

ITEM SG 493
I/M 12/96
EAN 5414301526513



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STIMULATES THESE COGNITIVE SKILLS

CONCENTRATION

PROBLEM SOLVING

SPATIAL INSIGHT

IQ REGULAR

IQ STARS™

Can you fit all the stars in the grid?



120

challenges



ITEM SG 411
I/M 12/96
EAN 5414301521105



IQ FIT™

Use 3D pieces to create a 2D image!



120

challenges



ITEM SG 423
I/M 12/96
EAN 5414301515975



IQ WAVES™

Catch the (IQ) wave!

NEW
2024



120

challenges



ITEM SG 492
I/M 12/96
EAN 5414301525684



IQ XOXO™

Keep the X's and O's in sequence!



120

challenges



ITEM SG 444
I/M 12/96
EAN 5414301518594



IQ REGULAR

IQ TWIST™

Combine pegs & puzzle pieces of the same colour!



120

challenges



ITEM SG 488

I/M 12/96

EAN 5414301515180



IQ TWINS™

Two of the (not quite) same kind!



120

challenges



ITEM SG 306

I/M 12/96

EAN 5414301524922



IQ CIRCUIT™

Can you connect the dots without short circuiting your brain?



120

challenges



ITEM SG 467

I/M 12/96

EAN 5414301524007



IQ SIX PRO™

The same fun as IQ Puzzler Pro... but on a hexagonal grid!



120

challenges



ITEM SG 479

I/M 12/96

EAN 5414301524540



IQ PUZZLER PRO™

Play orthogonal or diagonal in 2D and in 3D!



120

challenges



ITEM SG 455

I/M 12/96

EAN 5414301518587



IQ LINK™

Link the pieces!



120

challenges



ITEM SG 477

I/M 12/96

EAN 5414301516620



IQ MINI™

Mini size, maxi challenges!

Now you can also order them per colour!

- SG 401 01 RED
- SG 401 02 ORANGE
- SG 401 03 YELLOW
- SG 401 04 GREEN
- SG 401 05 BLUE
- SG 401 06 PURPLE



ITEM SG 401 D24
I/M 24/192
GTIN 45414301524487



4 54 14301 52448 7

Extra challenges,
hints and
solutions online!



IQ MINI HEXPERT™

Same small size...
bigger challenge!



- SG 402 01 RED
- SG 402 02 ORANGE
- SG 402 03 YELLOW
- SG 402 04 GREEN
- SG 402 05 BLUE
- SG 402 06 PURPLE

ITEM SG 402 D24
I/M 24/192
GTIN 25414301525008

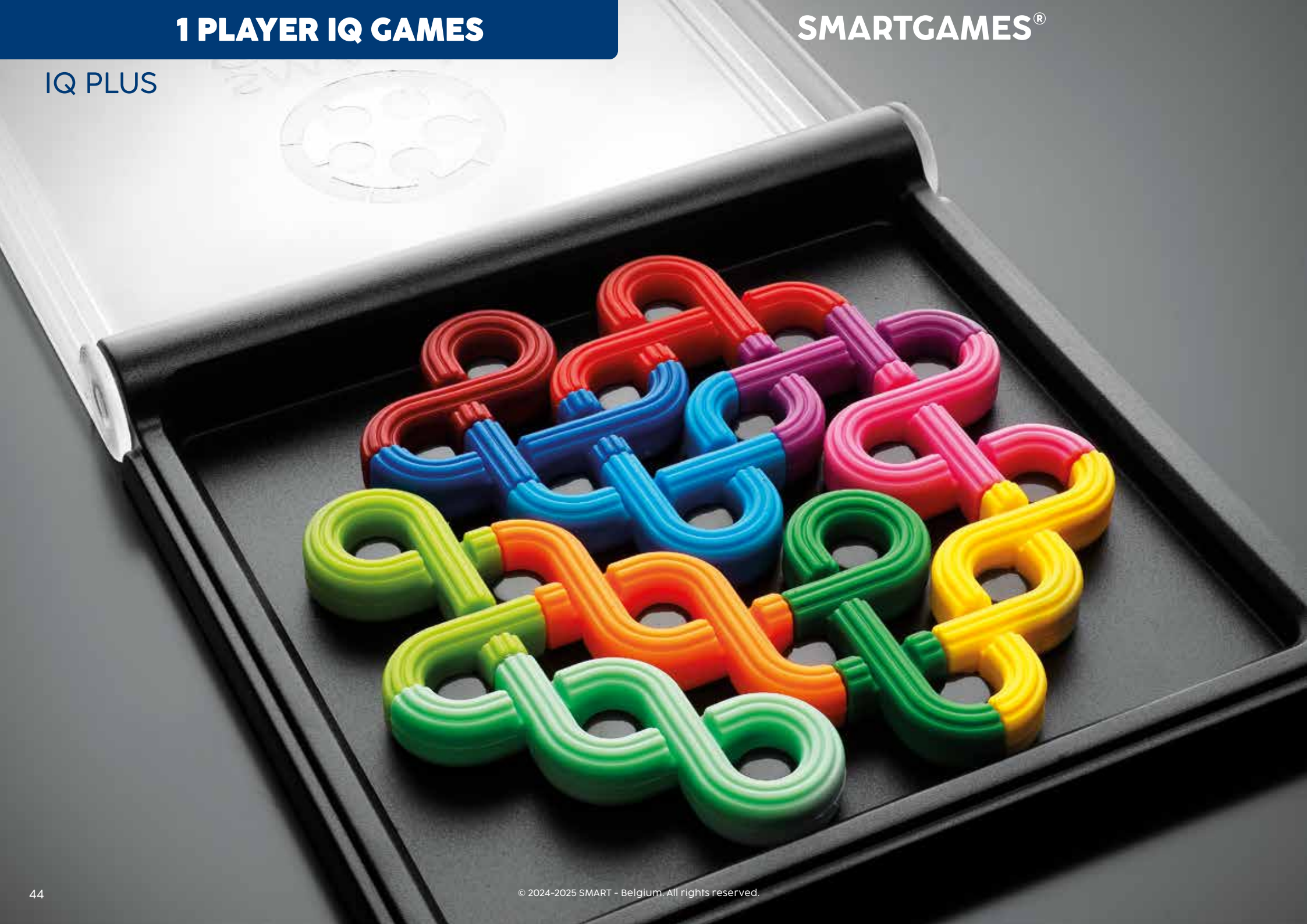


2 54 14301 52500 8

Extra challenges,
hints and
solutions online!

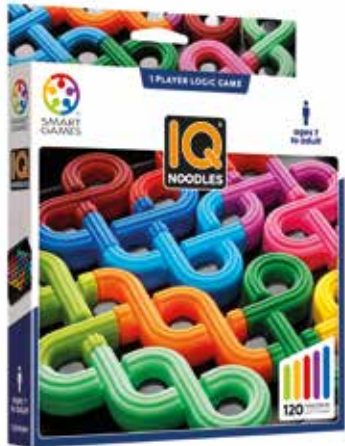


IQ PLUS



IQ NOODLES™

Food for thought!



**NEW
SPRING
2025**



Hungry for a brain workout?

IQ Noodles is the perfect game for you! Untangle this delicious puzzle and fit all of the 11 soft touch puzzle pieces on the travel-friendly game board. With 120 challenges and 2 game play modes, this original game will keep you at the table for a long time!

CONTENTS: 1 compact game board with lid, 11 soft-touch puzzle pieces, booklet with 120 challenges and solutions, leaflet with game rules .

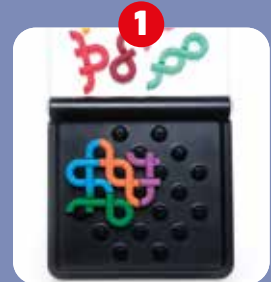
ITEM SC 309
I/M 8/48
EAN 5414301526520



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HOW TO PLAY



Choose a challenge from the challenge booklet.



Place ALL (remaining) puzzle pieces on the game board. Open ends of puzzle pieces must always connect to open ends of other puzzle pieces.



There is only one solution for each challenge, which can be found at the end of the challenge booklet.

STIMULATES THESE COGNITIVE SKILLS

CONCENTRATION

PROBLEM SOLVING

SPATIAL INSIGHT

IQ PLUS

IQ DIGITS™

Crunch the numbers and make them fit!



120

challenges



ITEM SG 301

I/M 8/48

EAN 5414301524045



IQ GEARS™

Get your brain into gear!



120

challenges



ITEM SG 307

I/M 8/48

EAN 5414301525691



IQ LOVE™

Show your brain some love with these colourful gemstones!



120

challenges



ITEM SG 302

I/M 8/48

EAN 5414301524397



IQ STIXX™

Use your tricks and stack up the sticks!



120

challenges



ITEM SG 304

I/M 8/48

EAN 5414301524410



IQ MATRIX™

An IQ game that leaves you puzzled!



120

challenges



ITEM SG 308

I/M 12/48

EAN 5414301525707



IQ PERPLEX™

This simple-looking puzzle is perplexingly hard!



120

challenges



ITEM SG 305

I/M 8/48

EAN 5414301524427



BRAINTEASERS

Engage your mind with intriguing brain teasers that challenge your intellect and creativity, providing exercise for your cognitive skills.



CUBE PUZZLERS

APPLE PUZZLER™



**NEW
SPRING
2025**

HOW TO PLAY

1



Choose a challenge. Place the worms and/or apple slices as shown in the challenge.

2



Every open spot in the apple should be filled up by a worm.

3



You have solved a challenge when all the worms are fitted inside the apple and you are able to close the apple.

A puzzle a day keeps the doctor away!

Fit all the worms inside the apple by stacking the layers on top of each other. Find the correct position of the worms and arrange the three layers to close the apple and complete each of the 80 challenges!

CONTENTS:

3 apple slices, 5 worms,
1 challenge booklet with
80 challenges and solutions.

ITEM SG 417
I/M 6/24
EAN 5414301526759



5 414301 526759

STIMULATES THESE COGNITIVE SKILLS

CONCENTRATION

FLEXIBLE THINKING

SPATIAL INSIGHT

CAGED MARBLES™



**NEW
SPRING
2025**



Fit the spheres, click the cube!

Caged Marbles is an engaging puzzle where players fit uniquely designed marbles, each with specific bumps and holes, into a two-part cube. The goal is to align these elements perfectly to close the cube with a satisfying "Click". This puzzle demands logic and spatial reasoning, offering a single solution to each challenge for a rewarding experience in a fun and tactile way.

CONTENTS:

1 Cube, divided into two halves, a base, 8 marbles,
1 challenge booklet with 80 challenges and solutions.

ITEM SG 416

I/M 6/24

EAN 5414301526742



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STIMULATES THESE COGNITIVE SKILLS

CONCENTRATION

FLEXIBLE THINKING

SPATIAL INSIGHT

HOW TO PLAY

1



Place the bottom half of the cube on its point in the base and arrange the marbles as shown in the challenge.

2



Insert all remaining marbles into the cube.

3



Close the cube: arrange the marbles in such a way that allows the cube to close completely.

CUBE PUZZLERS



CUBE PUZZLER GO™

Can you build a cube from the 7 colourful puzzle pieces?

ages 8 to adult

80

challenges



ITEM SG 412

I/M 6/24

EAN 5414301521112



CRISS CROSS CUBE™

The nuts and bolts of logic!

ages 8 to adult

80

challenges



ITEM SG 415

I/M 6/24

EAN 5414301524946



CUBE PUZZLER PRO™

Can you build a cube from the 6 ball-shaped puzzle pieces?

ages 10 to adult

80

challenges



ITEM SG 413

I/M 6/24

EAN 5414301521129



FIDGET PUZZLE GAMES



PLUG & PLAY BALL™

Can you tackle this 3D challenge?



ITEM SG 513

I/M 12/48

EAN 5414301524939



5 414301 524939

PLUG & PLAY PUZZLER™

Plug the colourful pieces into the cube!



48

challenges



ITEM SG 512

I/M 12/48

EAN 5414301524526



5 414301 524526

REVERSO™

Flex your brainpower!



NEW
2024



ITEM SG 403

I/M 24/192

EAN 5414301525677



5 414301 525677



HAPPY CUBE



SGHC 105 D48

Happy Cube

Display 48 pcs

20009234432100



20009234432100

JUNIOR 2X



ORIGINAL 2X



PRO 2X



EXPERT 2X



JUNIOR

4-7



SGHC 101 D24

Happy Cube Junior
Display 24 pcs
20009234111333



SGHC 101

Happy Cube Junior
009234111339



ORIGINAL

6-99



SGHC 102 D24

Happy Cube Original
Display 24 pcs
20009234567833



SGHC 102

Happy Cube Original
009234567839



PRO

8-99



SGHC 103 D24

Happy Cube Pro
Display 24 pcs
20009234444332



SGHC 103

Happy Cube Pro
009234444338



EXPERT

10-99



SGHC 104 D24

Happy Cube Expert
Display 24 pcs
20009234333339



SGHC 104

Happy Cube Expert
009234333335



HAPPY CUBE

**HAPPY CUBE
JUNIOR™**

6-pack



ITEM SGHC 301

I/M 6-pack

EAN 009234116662



**HAPPY CUBE
ORIGINAL™**

6-pack



ITEM SGHC 302

I/M 6-pack

EAN 009234222608



HAPPY CUBE PRO™

6-pack



ITEM SGHC 303

I/M 6-pack

EAN 009234440606



**HAPPY CUBE
EXPERT™**

6-pack



ITEM SGHC 304

I/M 6-pack

EAN 009234336664



TANGRAMS



TANGOES STARTER™

Play alone, play together or play double!

Based on the original Tangram game. For 1 or 2 players, with a blue and an orange set.



ITEM TG T100
I/M 12/96
EAN 5414301516217



TANGOES EXPERT™

Tangrams for real brainiacs!

More challenging Tangram game. For 1 or 2 players, with a red and a green set.

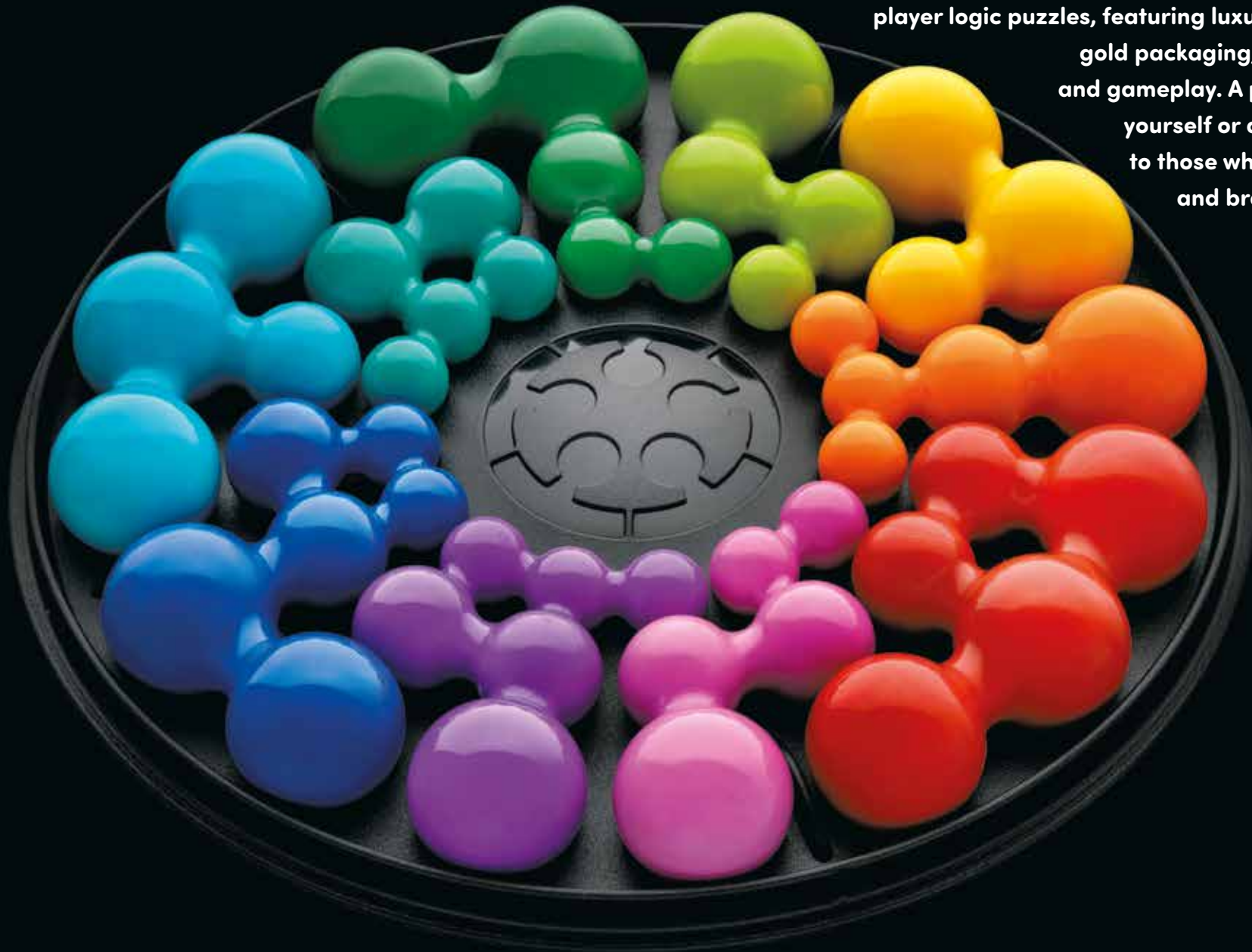


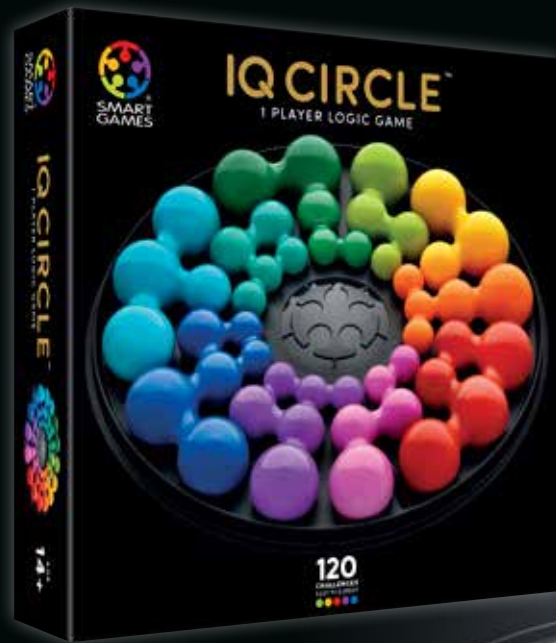
ITEM TG T200
I/M 12/96
EAN 5414301516224



IQ DELUXE™

This IQ Deluxe collection, a sophisticated new addition to the IQ range, introduces puzzle-loving kidults to a collection of games, each game with its own unique character. This IQ Deluxe collection of solo player logic puzzles, featuring luxurious black and gold packaging, combines style and gameplay. A perfect treat for yourself or a thoughtful gift to those who love elegance and brain-teasing fun.





IQ CIRCLE™

IQ Circle is a puzzle game that runs rings around other ordinary puzzle games with ball shaped pieces. Can you complete the grid and come full circle? With 120 challenges ranging from Easy to Expert, this luxurious game makes a perfect gift for any puzzle-loving adult.

120
CHALLENGES
EASY TO EXPERT

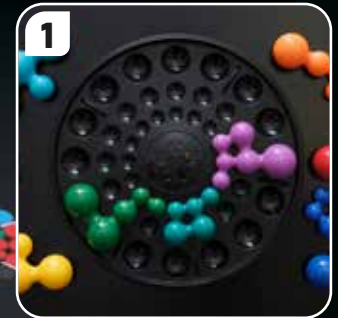


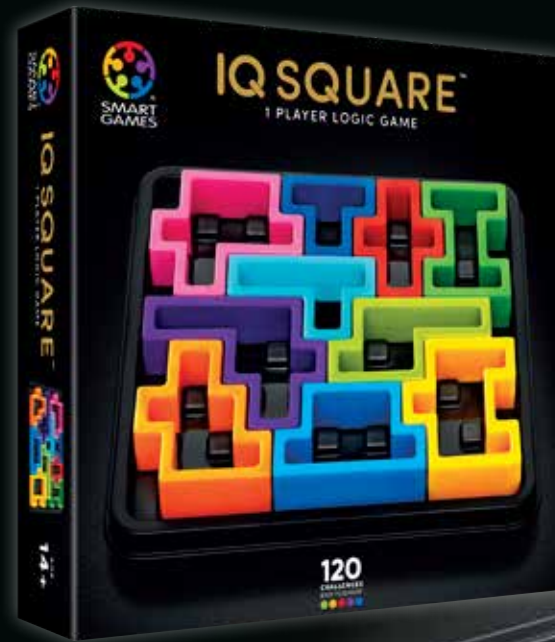
AGE
14+

● ● ● ○ ○
DIFFICULTY RATING
MODERATE

CONTENTS: circular game board with lid, 10 puzzle pieces, booklet with 120 challenges and solutions, leaflet with game rules.

ITEM SG 311
I/M 4/24
EAN 5414301526773





IQ SQUARE™

There is nothing square about IQ-Square... except the shape of the game board. Can you fit all pieces on the game board without banging your head against a wall? With 120 mind-bending puzzles, this luxurious gift is perfect for any discerning adult... or a delightful treat for yourself.

120
CHALLENGES
EASY TO EXPERT

AGE
14+

● ● ● ● ●
DIFFICULTY RATING
ADVANCED

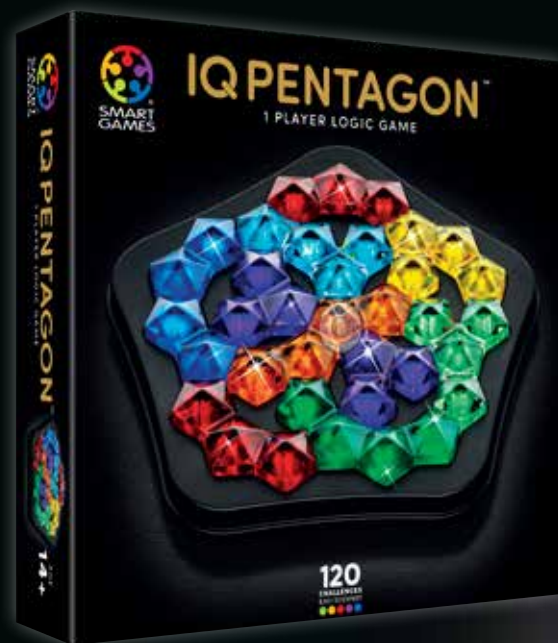
CONTENTS: Square game board with lid, 10 "hollow" puzzle pieces, booklet with 120 challenges and solutions, leaflet with game rules.

ITEM SG 312

I/M 4/24

EAN 5414301526483





IQ PENTAGON™

A gem of a puzzle game for discerning adults. Inside the luxurious booklet and packaging await 120 captivating challenges that will intrigue even the most demanding puzzler. Can you skillfully fit all the translucent pieces on this enigmatic pentagon game board?

120

CHALLENGES
EASY TO EXPERT



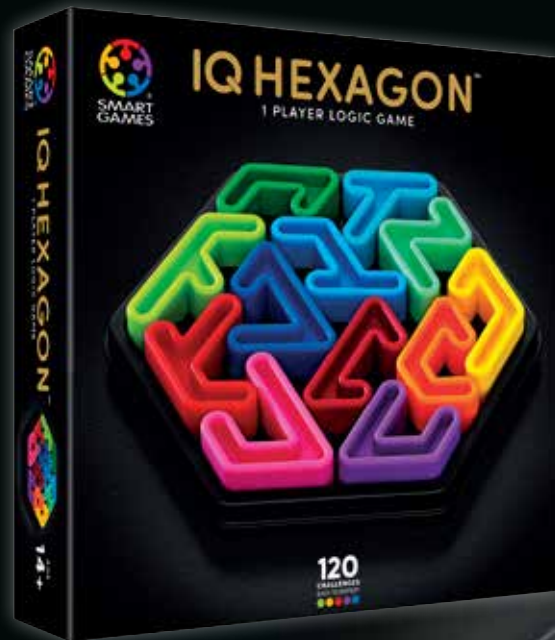
AGE
14+

● ● ● ● ○
DIFFICULTY RATING
ADVANCED

CONTENTS: pentagonal game board with lid, 11 translucent puzzle pieces, booklet with 120 challenges and solutions, leaflet with game rules

ITEM SG 313
I/M 4/24
EAN 5414301526490





IQ HEXAGON™

A brain game that defies expectations — a hexagonal grid without hexagonal puzzle pieces! IQ Hexagon proves it's possible. But can you conquer the 120 challenges? This solo game, complete with luxurious packaging and soft-touch pieces, is a no-brainer addition to any puzzle collection.

120
CHALLENGES
EASY TO EXPERT

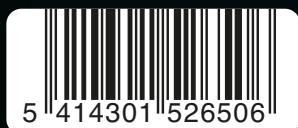


AGE
14+

● ● ● ● ●
DIFFICULTY RATING
EXTREME

CONTENTS: hexagonal game board with lid, 12 soft-touch puzzle pieces, booklet with 120 challenges and solutions, leaflet with game rules

ITEM SG 314
I/M 4/24
EAN 5414301526506



1 & 2 PLAYER SMARTGAMES

This is our hybrid category of engaging two player puzzle games that include a solo player training mode. You can race to outsmart your opponent at increasing levels of play.



GENIUS BATTLE GAMES

GENIUS GEMS™

Race to position the gems!



**NEW
SPRING
2025**

A strategy game with 5 levels and endless combinations!

Genius Gems challenges players to race their opponent and be the first to fill the gameboard with the colourful jewel puzzle pieces. But that's not all! Genius Gems offers five levels of play, with each level becoming more challenging. Players can simply play the starter level...or race through all five levels. The first to solve the Wizard level is the winner! With over 10,000 puzzle combinations possible, Genius Gems provides endless, fast-paced strategic fun.

CONTENTS: 2 diamond shaped game boards, 2 sets of double-sided gem pieces, basic & advanced game rules, 1 set of 9 dice

ITEM SGHP 003
I/M 6/12
EAN 5414301525394



HOW TO PLAY



Each player receives a game board and a set of 10 double-sided gem pieces.



Roll the dice to define a shape for each gem colour.



Race your opponent to fill the empty spaces on the game board!

STIMULATES THESE COGNITIVE SKILLS

SPEED

FLEXIBLE THINKING

CONCENTRATION

PROBLEM SOLVING

SPATIAL INSIGHT

GENIUS BATTLE GAMES

GENIUS CONNECTION™

Who will be the first to make the connection?



**NEW
SUMMER
2025**

The fast lane to puzzling fun!

Roll the dice and place the two yellow starting pieces in the indicated positions. Then race to make the connection AND fill up the gameboard with the remaining puzzle pieces! Genius Connection is a puzzle game that challenges you to think fast and outsmart your opponent! Enjoy endless random dice challenges or explore the 576 card-based puzzles, ranging from easy to difficult. Whether you play with a friend or go solo, Genius Connection is a must-have addition to your SmartGames collection!

CONTENTS: 2 Genius Connection grids, 2 sets of double sided puzzle pieces, 1 set of dice (1 white and 1 black), 4 level cards, Game rules.

ITEM SGHP 006
I/M 6/12
EAN 5414301526544



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STIMULATES THESE COGNITIVE SKILLS

SPEED

FLEXIBLE THINKING

CONCENTRATION

PROBLEM SOLVING

SPATIAL INSIGHT

HOW TO PLAY



Both players receive a grid and a set of double sided puzzle pieces.



Roll both dice and place the yellow starting pieces as indicated.



Race your opponent to make the connection AND fill up the remaining spaces on the game board.

GENIUS BATTLE GAMES

GENIUS SQUARE™

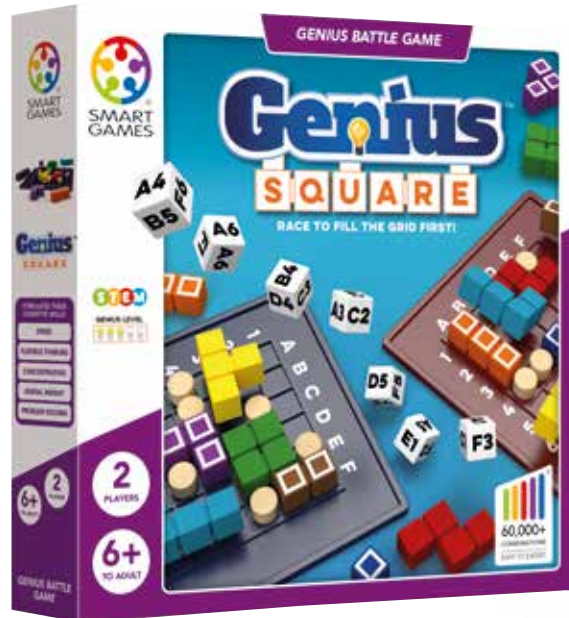
Roll the dice, think fast, and race to the Wizard level!



ages 6
to adult



62 208
challenges



Race and level up your puzzle skills!

Think fast to solve the challenges... before your opponent. Can you reach the Wizard level first? Start the next game on a higher level and leave your competitor lagging! Includes more than 60,000 puzzles divided over 5 difficulty levels, all having at least 1 possible solution.

CONTENTS: 2 Genius Square grids, 2 sets of nine coloured shapes, 2 sets of seven 'blocker' pieces, 1 set of seven dice, Basic & advanced, game rules

ITEM SGHP 001

I/M 6/12

EAN 5414301525370



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STIMULATES THESE COGNITIVE SKILLS

FLEXIBLE THINKING

CONCENTRATION

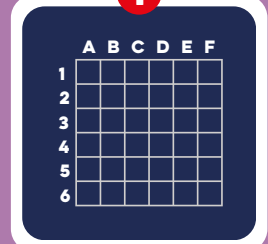
SPEED

PROBLEM SOLVING

SPATIAL INSIGHT

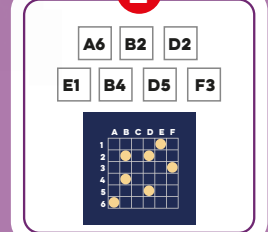
HOW TO PLAY

1



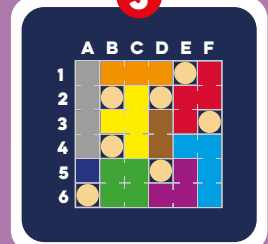
Both players receive a grid, a set of coloured shapes and seven 'blockers'.

2



Roll all dice and place the 'blocker' pieces on the coordinates as indicated.

3

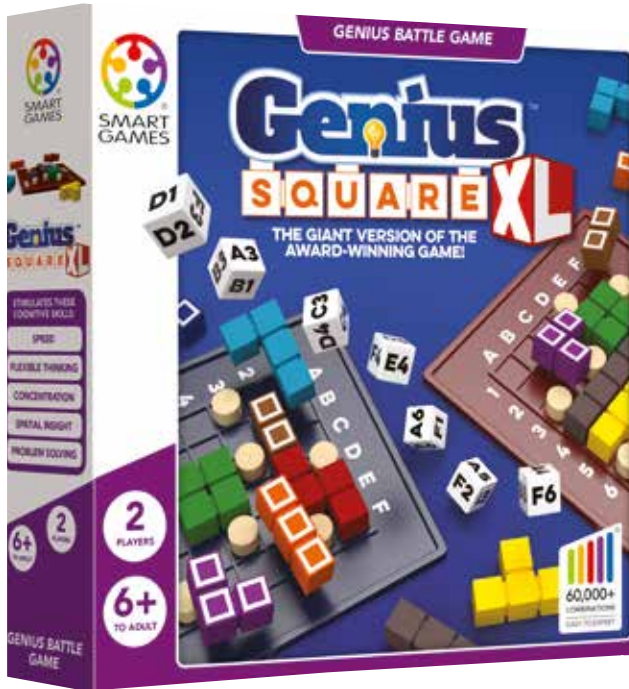
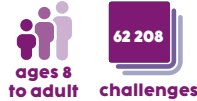


Race your opponent to fill the empty spaces on the grid!

GENIUS BATTLE GAMES

GENIUS SQUARE XL™

The giant version of the award-winning game



The XL version of the best-seller Genius Square!

The Genius Square XL distinguishes itself from the normal version primarily in size. Featuring an enlarged format, this XL edition provides a grander playing surface, offering a unique and engaging experience for puzzle enthusiasts.

CONTENTS: 2 XL grids, 2 sets of 9 colourful puzzle pieces, 2 sets of 7 blockers, a set of 7 dice, game rules.

ITEM SGHP 004
I/M 0/6
EAN 5414301525400



STIMULATES THESE COGNITIVE SKILLS

FLEXIBLE THINKING

CONCENTRATION

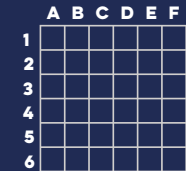
SPEED

PROBLEM SOLVING

SPATIAL INSIGHT

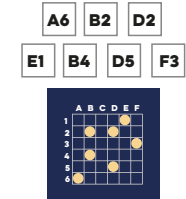
HOW TO PLAY

1



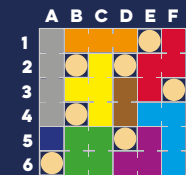
Both players receive a grid, a set of coloured shapes and seven 'blockers'.

2



Roll all dice and place the 'blocker' pieces on the coordinates as indicated.

3

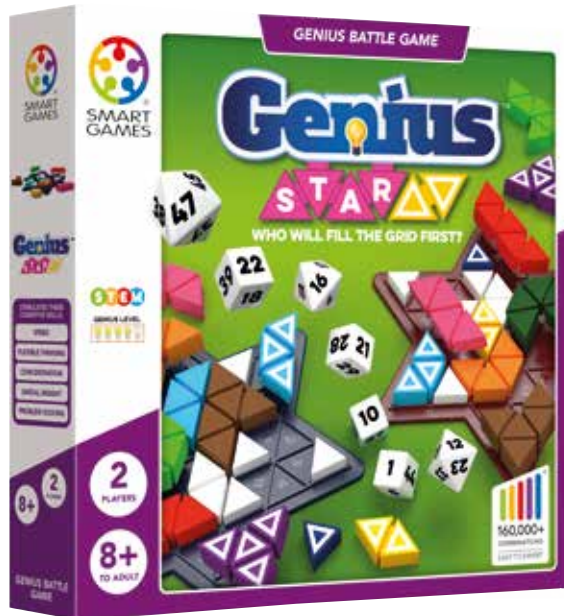


Race your opponent to fill the empty spaces on the grid!

GENIUS BATTLE GAMES

GENIUS STAR™

Who will fill the grid first?



Love The Genius Square? The Genius Star is the next level!

An action-packed puzzle game for one or two players. Roll the dice, place the 7 blockers on the game board accordingly and complete the grid using the 11 puzzle pieces. To play with two players simply try to complete your game board before your opponent. Finished first? Move to the next level...and leave your opponent lagging! Includes more than 165,000 puzzles, divided over 5 difficulty levels.

CONTENTS: 2 star game boards, 2 sets of 11 colourful puzzle pieces, 2 sets of 7 blockers, a set of 7 dice, game rules.

ITEM SGHP 002

I/M 6/12

EAN 5414301525387



5 414301 525387

STIMULATES THESE COGNITIVE SKILLS

FLEXIBLE THINKING

CONCENTRATION

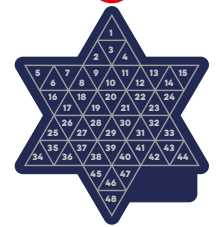
SPEED

PROBLEM SOLVING

SPATIAL INSIGHT

HOW TO PLAY

1



Both players receive a grid, a set of coloured shapes and seven 'blockers'.

2



Roll all dice and place the 'blocker' pieces on the numbers as indicated.

3



Race your opponent to fill the empty spaces on the grid!

MULTIPLAYER SMARTGAMES

Multiplayer games that challenge both cognitive skills and strategic thinking for an exciting gaming experience.



DRAGON INFERNO™

Rule the kingdom...
or go down in flames!



WORK IN PROGRESS



ITEM SGM 505

I/M 0/6

EAN 5414301523857



5 414301 523857

CUBE DUEL™

Get on top!



WORK IN PROGRESS



ITEM SGM 201

I/M 0/6

EAN 5414301523376



5 414301 523376

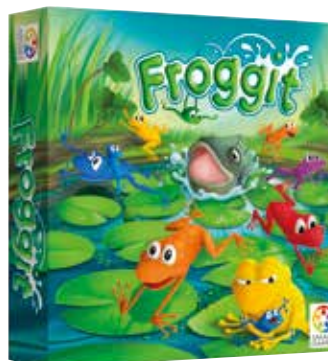


FAMILY GAMES



FROGGIT™

Get your frogs across the pond!



WORK IN PROGRESS



ITEM SGM 501

I/M 0/6

EAN 5414301523345



HUDDLE UP™

Get together or freeze!



WORK IN PROGRESS



ITEM SGM 506

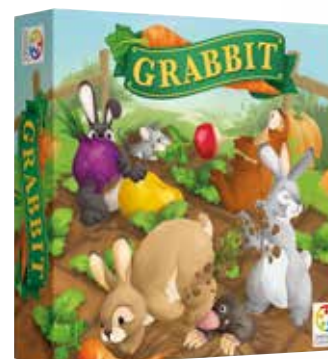
I/M 0/6

EAN 5414301524557



GRABBIT™

Don't forget your veggies!



WORK IN PROGRESS



ITEM SGM 510

I/M 0/6

EAN 5414301524014



SMARTMAX[®]

m a g n e t i c d i s c o v e r y



INTRODUCTION



SMARTMAX®

DISCOVER THE MAGIC OF MAGNETIC PLAY

SmartMax® is a range of solid, magnetic discovery toys for toddlers as young as one year old, and preschoolers up to ages of six and seven years. Enjoy worry-free, fun, and educational playtime for you and your toddler. Learn all about magnetism with these STEM toys and practice the motor skills of your child while also stimulating imagination and storytelling. Durable, sturdy materials make sure these sets can be passed on to the next generation. No matter the taste of your little one, there is a set for every child. And all sets are compatible with each other.

www.SmartMax.eu

Build, play,
imagine
and combine!



LEARNING THROUGH PLAY

SMARTMAX® STIMULATES

- Hand-eye coordination
- Logical thinking
- Colour recognition
- Form recognition in 2D & 3D
- Playing together
- Counting
- Fantasy
- Creativity

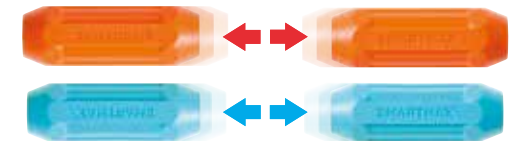
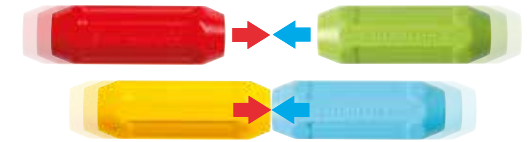


INTRODUCTION

MAGNETIC DISCOVERY

NORTH & SOUTH

Magnets have a magnetic north and south pole. Bars in cold colours (green, blue and lilac) have outward directed north poles. Bars in warm colours (red, orange, pink and yellow) have outward directed south poles.



ATTRACT & REPEL

Opposite poles attract each other, identical poles repel. All bars in 'cold' colours can be combined with all bars in 'warm' colours. All other combinations repel.



BALLS

The SmartMax® balls are attracted by all magnetic bars, regardless of their colour.

MY FIRST



SMX 151



SMX 220



SMX 221



SMX 222



SMX 223



SMX 224



SMX 410



SMX 226



SMX 235



SMX 236



SMX 241



SMX 243



SMX 229



SMX 233



SMX 244



SMX 245



SMX 246



SMX 247

SMARTMAX GAMES



SMX 227



SMX 230



SMX 237

BUILD



SMX 309



SMX 310



SMX 321



SMX 501



SMX 907



SMX 908



SMX 913

NEW
2025



SMX 101



SMX 103



SMX 105

CREATE & PLAY



SMX 303



SMX 404



SMX 530



SMX 531



WORK IN
PROGRESS

1-5 years

15 pcs

NEW
SUMMER
2025

MY FIRST ANIMALS AROUND THE WORLD

Where the world's wildlife meets the magic of magnetism!

Meet 5 amazing animals from the Arctic, desert, jungle, and beyond! With mix-and-match fun, kids can create their own wild creatures - a polar bear with a dolphin's tail? Why not! Made with soft-touch materials, these magnetic toys are safe, durable, and perfect for little hands.

| | |
|--------|---------------|
| ITEM # | SMX 246 |
| MASTER | 0/6 |
| EAN | 5414301250722 |



Take SmartMax animals on every adventure with our soft travel case, featuring fun prints to spark storytelling and imagination - perfect for storing and carrying your collection!

WORK IN
PROGRESS

1-5 years

6 pcs



MY FIRST SOUNDS & FLOWERS

Designed for toddlers, this flower-themed magnetic toy combines the magnetic and the sensory world together, so the little hands can mix and match pieces to create colourful blooms. Safe, fun, and perfect for imaginative play.

| | |
|--------|---------------|
| ITEM # | SMX 247 |
| MASTER | 0/6 |
| EAN | 5414301250739 |



NEW
SUMMER
2025



Discover the different sounds with this magnetic rattle toy. Colourful and designed to delight with every shake and sound!



1-5 years

18 pcs



MY FIRST SAFARI ANIMALS

Magnetic, soft safari animals, ideal for little hands.

ITEM # SMX 220
MASTER 0/6
EAN # 5414301249856



1-5 years

14 pcs



MY FIRST DINOSAURS

Build and play with the dinosaurs, but watch out for the T.-Rex!

ITEM # SMX 223
MASTER 0/6
EAN # 5414301250418



1-5 years



MY FIRST ANIMAL MIX

Choose your favourite animals! Build, play, or mix and match for crazy combos!

ITEM # SMX 151
MASTER 12/48
EAN # 5414301250500



Only the above 4 animals are available in this mix. Other animals can be found in other "My First" sets.



1-5 years

16 pcs



MY FIRST FARM ANIMALS

Create your own magnetic farm adventure!

ITEM # SMX 221
MASTER 0/6
EAN # 5414301249863





1-3 years

8 pcs

MY FIRST SOUNDS & SENSES

Shake, rattle & build! Amaze your little one.



ITEM # SMX 224
MASTER 0/6
EAN # 5414301250470



5 414301 250470

1½ -5 years

10 pcs



MY FIRST STACKING RINGS

An open-ended magnetic discovery kit to create funny-looking figures that balance, wiggle, and wobble.



NEW
2024

ITEM # SMX 241
MASTER 0/6
EAN 5414301250661



5 414301 250661



1-5 years

13 pcs



MY FIRST VEHICLES

Create the nicest magnetic vehicles on the building site!

ITEM # SMX 226
MASTER 0/6
EAN # 5414301250487



1-5 years

5 pcs

NEW
2024



MY FIRST PLANE

Fly into the magic of SmartMax with My First Plane—let your imagination soar!

ITEM # SMX 244
MASTER 0/6
EAN 5414301250692



1-5 years

16 pcs

NEW
2024



MY FIRST EXPLORERS

Mix and match your rocket, plane, or car for the ultimate ride.

ITEM # SMX 243
MASTER 0/6
EAN 5414301250685



1-5 years

5 pcs

NEW
2024



MY FIRST CAR

Drive into the SmartMax universe with My First Car—gear up for new adventures!

ITEM # SMX 245
MASTER 0/6
EAN 5414301250708





1½ -5 years

10 pcs



MY FIRST PIRATES

Wobble on deck of the pirate ship or go on a treasure hunt on the desert island.

ITEM # SMX 236
MASTER 0/6
EAN 5414301250623



1-3 years

10 pcs



MY FIRST HIDE & SEEK

Ready or not, here they come! Can you see where the funny balls are hiding?

ITEM # SMX 229
MASTER 0/6
EAN # 5414301250586



1-5 years

7 pcs



MY FIRST WOBBLY CARS

Go on an exciting, wobbly adventure with these magnetic fun-moving cars!

ITEM # SMX 233
MASTER 0/6
EAN # 5414301250593



1-5 years

12 pcs



MY FIRST PEOPLE

Mix and match the funny faces with the different hats and bodies!

ITEM # SMX 235
MASTER 0/6
EAN 5414301250616





1½ -5 years

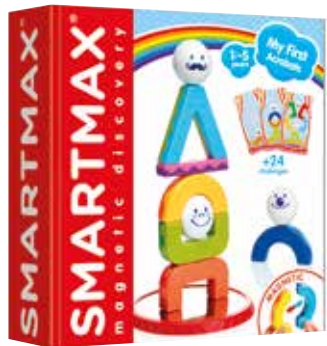
8 pcs



MY FIRST TOTEM

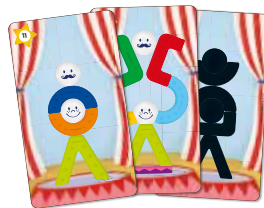
Complete one of the 24 challenges by making the funniest totems.

ITEM # SMX 230
MASTER 0/6
EAN # 5414301250425



1½ -5 years

10 pcs



MY FIRST ACROBATS

Mix the magnetic shapes to recreate the coolest acrobatic figures.

ITEM # SMX 227
MASTER 0/6
EAN # 5414301250548



1½ -5 years

8 pcs



MY FIRST BUILD & DRIVE

Simply build and play, or put the pieces together to replicate the challenges.

ITEM # SMX 237
MASTER 0/6
EAN # 5414301250630





1-6 years

20 pcs



BUILDER SET

Have fun building incredible structures with SmartMax!

ITEM # SMX 321
MASTER 0/6
EAN # 5414301250609



1-6 years

30 pcs



START PLUS

Build unique structures with curved bars!

ITEM # SMX 310
MASTER 0/6
EAN # 5414301249726



1-6 years

23 pcs

TRY ME! feature



START

Have fun building incredible structures with SmartMax!

ITEM # SMX 309
MASTER 0/6
EAN # 5414301249719



1-6 years

42 pcs



START XL

The perfect introduction set to the world of SmartMax!

ITEM # SMX 501
MASTER 0/6
EAN # 5414301245018



1-6 years

70 pcs



BUILD XXL

The XXL box filled with SmartMax fun!

ITEM # SMX 907
MASTER 1/2
EAN # 5414301249771



1-6 years

104 pcs



FARM SET XXL

Storage box with animals and figurines for endless play!

ITEM # SMX 913
MASTER 1/2
EAN # 5414301250715



1-6 years

100 pcs



BUILD & LEARN

The ideal SmartMax set for your group or class!

ITEM # SMX 908
MASTER 1/2
EAN # 5414301249825



2 BUILDING BOOKLETS
WITH 2D & 3D CHALLENGES!



6 CURVED BARS

ITEM # SMX 101
MASTER 6/24
EAN # 5414301241010



6 METAL BALLS

ITEM # SMX 103
MASTER 6/24
EAN # 5414301241034



6 MEDIUM + 6 LONG BARS

ITEM # SMX 105
MASTER 6/24
EAN # 5414301241058





3-6 years

30 pcs



CLICK & ROLL

Get the ball rolling!

ITEM # SMX 404
MASTER 0/6
EAN # 5414301249795



3+ years

12 pcs



ROBOFLEX

Who said robots aren't flexible? Get creative and make your own flexible, crazy robots!

ITEM # SMX 530
MASTER 0/6
EAN # 5414301250555



3-6 years

25 pcs



POWER VEHICLES

Tow, pick-up, or move obstacles. Nothing is impossible with this fleet of magnetic vehicles!

ITEM # SMX 303
MASTER 0/6
EAN # 5414301243038



3+ years

20 pcs



ROBOFLEX PLUS

Create even more robots! Choose your magnetic parts, bend, extend, assemble, and play!

ITEM # SMX 531
MASTER 0/6
EAN # 5414301250562



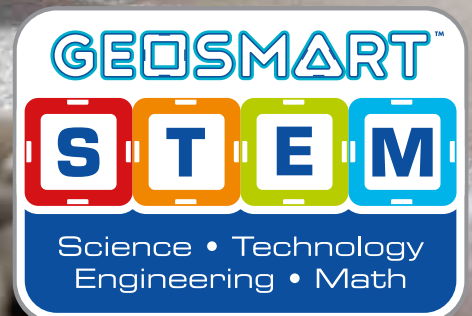
GEOSMART™



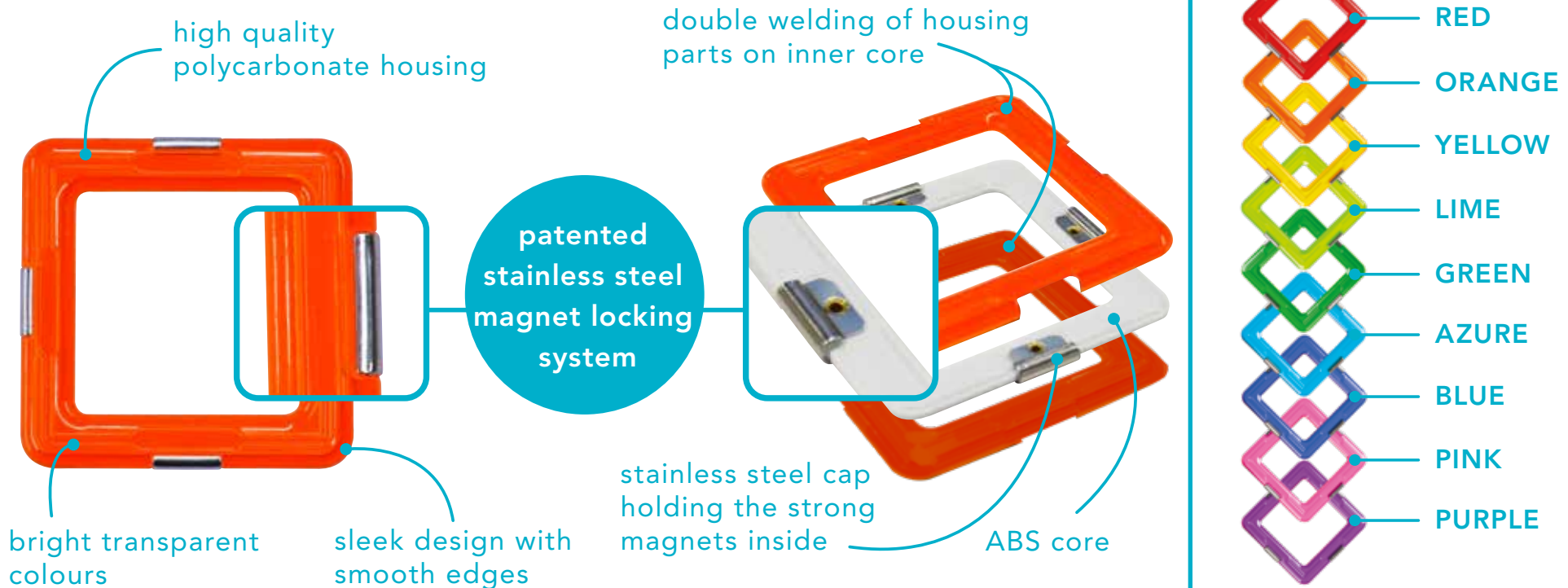
Magnetic construction toys suitable for kids as young as 3 years of age that introduce children in a fun manner to academic STEM fields like geometry, technology, and engineering. Its patented dual safety system makes GeoSmart safe for small kids and sturdy for decades of qualitative playtime. Wheels, lights, remote controllable parts and spinners add extra dimensions to your structures and make sure you can build an infinite amount of constructions.

WWW.GEOSMART.EU

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THE ULTIMATE IN MAGNETIC SAFETY



• DOUBLE SAFETY SYSTEM • STRONGER • LONG LIFETIME • EASY TO CLEAN



TRIANGLE



SQUARE



RECTANGLE



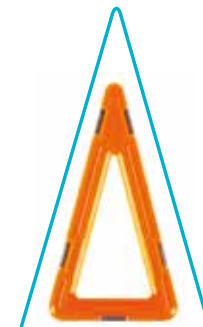
DIAMOND



TRAPEZOID



PENTAGON

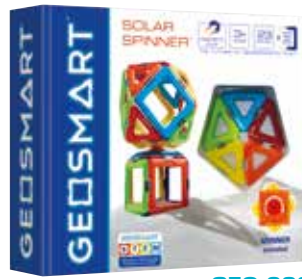


ISOSCELES
TRIANGLE

GEO SHAPES



GEO 102



GEO 200



GEO 210



GEO 401



GEO 600



GEO 700

GEO WHEELS



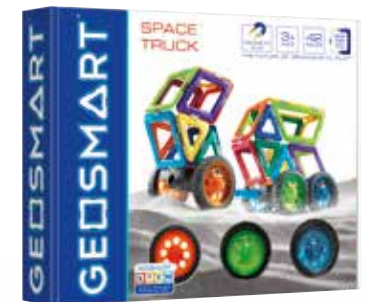
GEO 100



GEO 211



GEO 216



GEO 301





31
pieces

GEO 210
GEOSPHERE



ITEM GEO 210
I/M 0/6
EAN 5414301249931 5 414301 249931

70
pieces

GEO 401
GEOSPACE
STATION



ITEM GEO 401
I/M 0/4
EAN 5414301249979 5 414301 249979

15
pieces

GEO 102
START SET



ITEM GEO 102
I/M 0/6
EAN 5414301250463 5 414301 250463

23
pieces

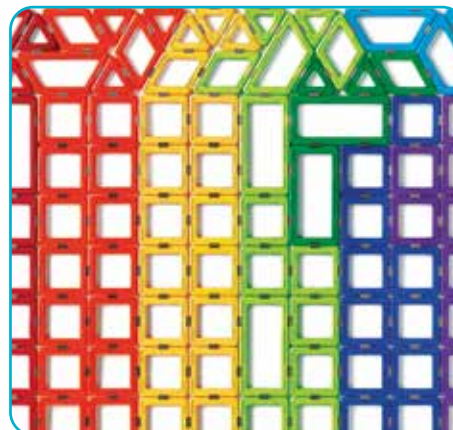
GEO 200
SOLAR SPINNER



ITEM GEO 200
I/M 0/6
EAN 5414301249924 5 414301 249924

100
pieces

GEO 600
EDUCATIONAL SET



ITEM GEO 600
I/M 0/4
EAN 5414301250012 5 414301 250012

205
pieces

GEO 700
EDUCATIONAL SET
DELUXE



ITEM GEO 700
I/M 0/4
EAN 5414301250210 5 414301 250210

11
pieces

GEO 100
WHEELS SET



ITEM GEO 100
I/M 0/6
EAN 5414301250203 5 414301 250203

30
pieces

GEO 211
LUNAR ROVER



ITEM GEO 211
I/M 0/6
EAN 5414301250005 5 414301 250005

36
pieces

GEO 216
ROBORACER



ITEM GEO 216
I/M 0/6
EAN 5414301250494 5 414301 250494

42
pieces

GEO 301
SPACE TRUCK



ITEM GEO 301
I/M 0/4
EAN 5414301249948 5 414301 249948





Strong, Safe, Battery-Free Toys for toddlers

BATTERY FREE

Long lasting play value
Worry-free for parents

NO BPA

No compromise on safety
No harmful chemicals used

NO PVC

We only use the most durable and safe plastics
(ABS) + TPE rubber free from PVC, Phthalates,
lead and cadmium content

NO SMALL PARTS

Designed with children in mind, so no sharp
edges or small parts that could be swallowed

NO TOXIC PAINT

Our toys are safe to be nibbled, chewed, hugged
and loved. All figures are hand painted with care

NEW!



The Wow Story, so far...

It all began in a small workshop in London in 1997. Like many parents Nadim was frustrated with the quality of toys available. As a toy designer, Nadim wanted to do something about it – to make strong, well designed toys with endless play value...powered by young imaginations, not batteries! In 2024, Wow Toys joined the Smart Group and their international design team will help take the product development with storytelling into the future. Each toy has a lovable character, each with their own story to tell...

Happy playtime!

Tough Toys for Toddlers, where safety is everything.





INTRODUCTION

Our philosophy



Design

Every toy is designed in house and created to make parents smile and give personality that kids adore.



Safety

We consider toy safety to be top priority and have been designing and manufacturing our toys responsibly and ethically for over 25 years.



Quality

We use the strongest, purest and most durable plastics so you can always trust a WOW Toy.

Discover WOW features

Our toys are packed with exciting features to discover using vibrant colours, sounds and clever mechanical features that provide long lasting play value.



Design



Active Play



Social Interaction



Role play
imagination



Hand-eye
coordination



Cause and effect

Fire Engine Blaze™

Age: 10m+ Pieces: 2

- Super grip wheels
- Dishwasher safe figure



ITEM WW 10403
I/M 4/24
UPC 5033491104037 5 033491 104037

Police Car Bobby™

Age: 10m+ Pieces: 2

- Super grip wheels
- Dishwasher safe figure



ITEM WW 10407
I/M 4/24
UPC 5033491104075 5 033491 104075

Jet Plane Piper™

Age: 10m+ Pieces: 2

- Hidden wheels
- Dishwasher safe figure



ITEM WW 10411
I/M 4/24
UPC 5033491104112 5 033491 104112

Tug Boat Tim™

Age: 10m+ Pieces: 2

- Floating Boat
- Dishwasher safe figure



ITEM WW 10413
I/M 4/24
UPC 5033491104136 5 033491 104136



Jurassic Jesse™

Age: 1-5 years Pieces: 4

- Push & Go motor · Magnetic hook
- Removable figures



ITEM WW 10396
I/M 3/12
UPC 5033491103962 5 033491 103962

Lift-it Luke™

Age: 1-5 years Pieces: 3

- Push & Go motor
- Pull handle to lift bucket



ITEM WW 01026
I/M 3/12
UPC 5033491010260 5 033491 010260

Johnny Jungle Plane™

Age: 1-5 years Pieces: 3

- Push & Go motor · Rotating propellers
- Rotate tail to reveal 3 secret compartments



ITEM WW 01013
I/M 3/12
UPC 5033491010130 5 033491 010130

Pip the Pirate Ship™

Age: 1-5 years Pieces: 4

- Squirting cannon · Scoop and pour sail
- Floating boat · Mould resistant



ITEM WW 10348
I/M 3/12
UPC 5033491103481 5 033491 103481



Richie Race Car™

Age: 1-5 years Pieces: 3

- Push & Go motor · Magnetic hook
- Removable figure · Reversible barrier



ITEM WW 10343
I/M 4/16
UPC 5033491103436 5 033491 103436

Dynamite Daisy™

Age: 1-5 years Pieces: 2

- Push & Go motor · Magnetic hook
- Removable figure



ITEM WW 01016
I/M 4/16
UPC 5033491010161 5 033491 010161

Fireball Frankie™

Age: 1-5 years Pieces: 2

- Push & Go motor · Magnetic hook
- Removable figure



ITEM WW 01015
I/M 4/16
UPC 5033491010154 5 033491 010154

Cop Car Cody™

Age: 1-5 years Pieces: 2

- Push & Go motor · Magnetic hook
- Removable figure



ITEM WW 10715
I/M 4/16
UPC 5033491107151 5 033491 107151

Fireboat Felix™

Age: 1-5 years Pieces: 2

- Mould resistant · Dishwasher safe
- Push button to squirt water



ITEM WW 01017
I/M 4/16
UPC 5033491010178 5 033491 010178

Fire Buggie Bertie™

Age: 10m+ Pieces: 2

- Push along · Fun rocking action
- Removable figure



ITEM WW 10311
I/M 4/16
UPC 5033491103115 5 033491 103115

Ronnie Rocket™

Age: 1-5 years Pieces: 2

- Vibrating countdown motor · Pull cord to start the countdown
- Shakes and shudders · Press button to flip open cockpit



ITEM WW 10230

I/M 3/12

UPC 5033491102309



Polly's Pony Adventure™

Age: 1-5 years Pieces: 5

- Push & Go motor · Detachable horse trailer
- Place figure in horse



ITEM WW 10349

I/M 3/12

UPC 5033491103498



Pippa's Princess Carriage™

Age: 1-5 years Pieces: 4

- Push along sounds · Use figure to rotate mirror
- Detachable horse



ITEM WW 10240

I/M 3/12

UPC 5033491102408



Harry Copter's Animal Rescue™

Age: 1-5 years Pieces: 4

- Motorised rotors · Magnetic animal lift



ITEM WW 01014

I/M 3/12

UPC 5033491010147



Mix N Fix Mike™

Age: 1-5 years Pieces: 2

- Push & Go motor · Rotating mixer
- Spinning swirl



ITEM WW 10185

I/M 3/12

UPC 5033491101852



Freddy Farm Truck™

Age: 1-5 years Pieces: 6

- Push & Go motor · Magnetic hook
- Removable animals and figure



ITEM WW 10710

I/M 3/12

UPC 5033491107106



Ernie Fire Engine TM

Age: 1-5 years Pieces: 2

- Push & Go motor · Extend and lift ladder
- Clicking ladder



ITEM WW 10714

I/M 3/12

UPC 5033491107144 5 033491 107144

The Turbo Twins TM

Age: 1-5 years Pieces: 4

- Push & Go motors · Magnetic hooks
- Removable figures



ITEM WW 06060

I/M 3/12

UPC 5033491060609 5 033491 060609

Taylor's Tractor ride TM

Age: 1-5 years Pieces: 7

- Push & Go motor · Hook on trailer
- Removable figures



ITEM WW 10395

I/M 3/12

UPC 5033491103955 5 033491 103955





Play People Set™

Age: 10 months+ Pieces: 4

- Dishwasher safe figures
- No BPA · no PVC · no toxic paint



ITEM WW 10285

I/M 4/24

UPC 5033491102859 5 033491 102859



Farm Animal Set™

Age: 10 months+ Pieces: 4

- Dishwasher safe figures
- No BPA · no PVC · no toxic paint



ITEM WW 10284

I/M 4/24

UPC 5033491102842 5 033491 102842



Dustin Dump Truck™

Age: 1-5 years Pieces: 2

- Push & Go motor · Sturdy carry handle
- Automated tipping truck



ITEM WW 10183
I/M 2/6
UPC 5033491101838 5 033491 101838

Kitty Camper Van™

Age: 1-5 years Pieces: 6

- Push & Go motor · Opening roof
- Opening front cab · Magic WOW button opens tailgate



ITEM WW 10324
I/M 2/6
UPC 5033491103245 5 033491 103245

Flip 'N' Tip Fred™

Age: 1-5 years Pieces: 6

- Push & Go motor · Load bucket · Revolving Waste Crusher
- Match and sort the bins · Pull lever to flip the bins



ITEM WW 01018
I/M 2/6
UPC 5033491010185 5 033491 010185

Dexter the Digger™

Age: 1-5 years Pieces: 4

- Push & Go motor · Mechanical arm
- Secret engine compartment · Rattling boulder



ITEM WW 01027
I/M 2/6
UPC 5033491010277 5 033491 010277

Sam the Steam Train™

Age: 1-5 years Pieces: 5

- Push & go motor · Push chimney to blow whistle
- Role-play fun carriage · Hook-on carriage



ITEM WW 08000
I/M 2/6
UPC 5033491080003 5 033491 080003

Robin's Medical Rescue™

Age: 1-5 years Pieces: 5

- Push & go motor · In-built x-ray machine
- Push button to open tailgate · Sliding door



ITEM WW 10141
I/M 2/6
UPC 5033491101418 5 033491 101418

Motorbike Mason™

Age: 1-5 years Pieces: 4

- Push & go motor
- Removable figures and pet dog



ITEM WW 10392
I/M 3/12
UPC 5033491103924 5 033491 103924

Marco's Moto Team™

Age: 1-5 years Pieces: 5

- Push & Go motor · Detachable trailer
- Place figure in motorcycle



ITEM WW 10716
I/M 3/12
UPC 5033491107168 5 033491 107168

Harvey Harvester™

Age: 1-5 years Pieces: 4

- Push & Go motor · Rotating rattling thrasher
- Automatic baler · Swivel out grain arm



ITEM WW 10120
I/M 2/6
UPC 5033491101203 5 033491 101203



Sunny Submarine TM

Age: 1-5 years Pieces: 1

- Wind up · Dishwasher Safe · Mould resistant
- Bath and floor toy



ITEM WW 03095
I/M 4/16
UPC 5033491030954 5 033491 030954

Tommy Tug Boat TM

Age: 1-5 years Pieces: 2

- Wind up · Dishwasher safe · Mould resistant
- Bath and floor toy



ITEM WW 04000
I/M 4/16
UPC 5033491040007 5 033491 040007

Police Chase Charlie TM

Age: 1-5 years Pieces: 3

- Push & Go motor
- Push button flip open roof



ITEM WW 04050
I/M 3/12
UPC 5033491040502 5 033491 040502

GOSMART™

GOSMART™: nurturing the seeds for the brands of tomorrow

At Smart Toys and Games, we support and believe in the importance of continuous innovation. With our desire to keep surprising our many partners and followers, we invest in planting the seeds for potential strong brands in the future. Our GOSMART™ brand serves as the incubator for innovative new toys & games that build: SMARTER PLAY.



Smartivity®

Build, play and learn with these DIY science and engineering construction sets for kids aged 6+. These sets are mess-free and are made from sustainably engineered laser-cut wood. Smartivity sets are safe and need no glue or tools to assemble. Build cars, rollercoasters, music machines and robots while learning about STEAM principles such as engineering, science, and technology. Tickle your imagination and use your own paints and markers to decorate your finished product. These activity sets offer hours of build, play, and decorate fun and help inspire future generations of engineers across the world.



Build

- Laser Cut Wood
- Easy-to-follow instructions
- Rubber Bands Assembly – No glue needed



Play

- Fun Products
- Attractive themes



Learn

- Playful learning
- Steam concept – Science / Technology / Engineering / Arts / Maths



Decorate

- Decorate with own paints or markers



GOSMART™



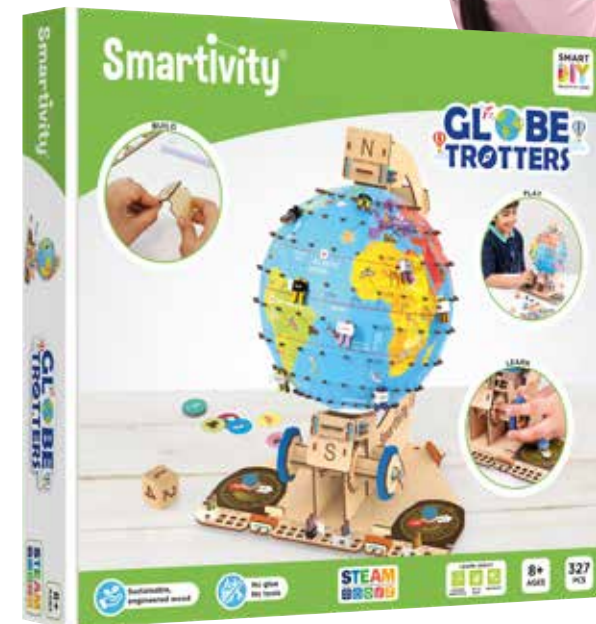


140
PCS

6+
AGE

STEM WHEELS - STORM CHASER

How fast can your self-build rally racer cross the finish line? Build your rally car step-by-step and decorate it with your own paint or markers. Done decorating? Start racing!



327
PCS

8+
AGE

GLOBETROTTER

Behold our educational, interactive and immersive Globe Trotters - a 3D globe toy that allows your little kid to master the nuances of geography. From cardinal directions to geographical coordinates, and day and night, this interactive globe combines the power of play with the fun of learning.

- MOMENTUM
- ACTION - REACTION
- ELASTICITY

ITEM # STY 004
INNER/MASTER 0/6
EAN CODE 5414301526148



- CARDINAL DIRECTIONS
- DAY & NIGHT
- GEOGRAPHY

ITEM # STY 305
INNER/MASTER 0/6
EAN CODE 5414301526223



STEM WHEELS - SPEEDSTER

Build a cool race car and launch it!

6+
AGE

102
PCS



ITEM STY 001

I/M 0/6

EAN 5414301523383



STEM WHEELS - RACE TRUCK

Build a powerful truck and launch it!

6+
AGE

110
PCS



ITEM STY 002

I/M 0/6

EAN 5414301523390



STEM WHEELS - RALLY RACER

Build a cool race car and launch it!

6+
AGE

108
PCS



ITEM STY 003

I/M 0/6

EAN 5414301525202



KALEIDOSCOPE

Build a kaleidoscope with mirrors, rotate the drum and discover beautiful patterns.

6+
AGE

127
PCS



ITEM STY 103

I/M 0/6

EAN 5414301523420



HYDRAULIC PLANE LAUNCHER

Soar to the skies! Use hydraulic pressure to launch paper planes and missiles.

6+
AGE

153
PCS



ITEM STY 104

I/M 0/6

EAN 5414301525219



MUSIC MACHINE

Build a xylophone, insert the pegs and rotate the handle to play your selected music.

8+
AGE

233
PCS



ITEM STY 301

I/M 0/6

EAN 5414301523444



PINBALL MACHINE

Build your own fully functional wooden pinball machine. Can your friends beat your high score?

8+
AGE

327
PCS



ITEM STY 303

I/M 0/6

EAN 5414301524236



TABLE FOOTBALL

Build your very own wooden foosball by following the easy step-by-step instructions. Finished building?

6+
AGE

170
PCS



ITEM STY 304

I/M 0/6

EAN 5414301525066



YATZY AIRPORT™

The exclusive Airport version of this classic game!



**NEW
2024**

5+
2+

10+

ITEM # YTZ 004
MASTER 12/96
EAN 5414301526247



5 414301 526247

TRAIN YATZY™

Get your trains in line! What is your strategy to win this dice game?



5+
2+

10+

ITEM # YTZ 001
MASTER 12/96
EAN 5414301524687



5 414301 524687

FARM YATZY®

Can you bet a farm on your strategy? A fun game of dice for kids and adults.



ITEM # YTZ 003
MASTER 12/96
EAN 5414301524700



5 414301 524700

ZOO YATZY®

It's a zoo out there! Get your dices together and find a winning combination strategy.



ITEM # YTZ 002
MASTER 12/96
EAN 5414301524694



5 414301 524694





MIMIQ®

A hilarious party game for kids and parents. Use silly faces to collect sets of 4 identical cards!



ITEM # MMQ 001
MASTER 12/96
EAN 5414301524717



FARM MIMIQ®

Put your facial muscles and memory to the ultimate test with Farm MiMiQ! Capture the other players' cards by "MiMiQ-ing" a variety of facial expressions.



ITEM # MMQ 002
MASTER 12/96
EAN 5414301524724



BODY MIMIQ®

An educational party game for kids and adults full of laughter. Use your body to collect sets of 4 identical cards!



ITEM # MMQ 003
MASTER 12/96
EAN 5414301524731



FOOOTY WHITE®



FTY-WH 001
Display 5 pcs
8717953283405



FOOOTY RED®

FTY-RE-001

Display 5 pcs
8717953283412



FOOOTY BLUE®

FTY-BL-001

Display 5 pcs
8717953283429



FOOOTY GREEN®

FTY-GR-001

Display 5 pcs
8717953283436



FOOOTY YELLOW®

FTY-YE-001

Display 5 pcs
8717953283443



FOOOTY ORANGE®

FTY-OR-001

Display 5 pcs
8717953283474



FOOOTY BLACK®

FTY-BK-001

Display 5 pcs
8717953283481



FOOOTY is a portable lifestyle toy inspired by football and Lego, designed for play anytime, anywhere. Its innovative 2D construction element allows you to create various 3D shapes using the unique connection system. Whether indoors or outdoors, FOOOTY fits in your pocket for on-the-go fun. Our mission is to make play easy for everyone, promoting creativity, social interaction, and hope.



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