**COMPANY BACKGROUNDER**

**EDUSHAPE TOYS (Booth #303):**

**SAFE, SOFT PLAY FOR THE INFANT SET**

For more than three decades, Edushape® toys (*Toy Fair Booth #303*) have been entertaining infants and toddlers with safe, unique and skill enhancing children’s products. Our mission is to provide the finest quality educational and developmental toys available today.

Edushape’s broad range of playthings, run the gamut from teethers to building blocks to musical toys and more. Edushape toys promote successful developmental learning through safe play utilizing a wide variety of materials with varying textures for sensory appeal.

This year, the company is launching a range of toys focused on teaching STEM to children as young as six-months that encourages children to think in a more connected and holistic way. New products include Curiosity Cubes (Infants & Toddlers), Magic Brix (Construction Zone), Water Magic Cube (Water Play), Marbulous Marble Run (Puzzles & Games).

When Edushape was first established in 1983, they were targeting pre-school educators with their extensive line of toys. Very soon thereafter consumers discovered Edushape products, and today both educators and parents contribute to the company’s steady growth. In the pre-school world, Edushape toys can be found at Bright Horizon, KinderCare and U.S. Navy day care centers, as well at others.

“Working with educational professionals around the globe, our designers each year create new products that inspire hours of creative play while encouraging children to look, listen, grab and socialize – all important skills that develop during the early years,” comments Erez Zitelny, Executive Vice President. “Above all Edushape toys incorporate bright colors to engage young eyes and hands, as well as a variety of play methods such as construction, matching, the joy of discovery and imaginative play, all of which are the building blocks of learning.”

The family of Edushape Toys is divided among several categories, including Infants & Toddlers, Construction Zone, Water Play, Music and Puzzles & Games. To further aid parents when selecting toys, each package includes not only the recommended age of the child but it also features small icons representing the different life-building skills that the toy encourages. For example, the new Dr. Pooch is a soft dress-up pal for toddlers that teaches life skills in an enjoyable way.

All EduShape toys meet or exceed European (CE) and American (ASTM) toy safety standards.