



RELEASE

For Immediate Release

Contact: Ms. Robin Lehnert
Marketing Manager
262 227 8949
robin@hapetoys.com

**Hape Toys Makes a Playdate for Creativity and Sustainability
with 2018 New Product Introductions**

Sherwood Park, AB Canada – When Hape Toys opens up their toybox at the 2018 Toy Fair, attendees will see plenty of the creative, child-friendly playthings that the company is famous for, as well as new playthings that will catch retailers by surprise.

“Hape will always be at home in the baby’s room,” noted Hape President Maggie Qiu. “With these new collections, you will be seeing more of Hape out of doors, and where children are building new adventures for themselves through playing and learning.”

What to look for in Hape’s Toy Fair booth 1659:

Hape Rail. This very popular line of wooden trains and rails now includes more characters, gadgets and opportunities for play. Seventeen new items for ages 18 months to 3 years and older.



45-piece **Grand City Station** (\$129.99) features a working intercom and an innovative ticket projection center.



Nutty Squirrel (\$39.99) is a vertical tree with animals that slide down tracks and ring bells.



Hape Baby Toys. As always, Hape leads with toys that help young minds develop and grow in a safe, comforting way. Thirteen new items for newborns and older.



Bell Rattle (\$9.99) features smooth wooden finish and soft, soothing sounds.



Multi-Spout Sprayer (\$9.99) offers four different ways to have fun in the bath. Plus, the sprayer and new squirts unscrew for safe, easy cleaning.

Hape Bath Toys. Turn bath time into giggle time with a collection of sea-themed creatures. Five new items for ages twelve months and older.



Hape Musical Toys. These best-selling toys are just the right size for little hands, but are professionally designed for great sound. Four new items for three-year olds and older children.

Award-Winning Quadrilla. This is the famous Marble Run that is bringing more parents into specialty toy stores, looking for Hape toys. Quadrilla rewards thinking and building with great action, while developing STEM skills at the same time. Six new items for age 4 years and up.



102-piece Castle Escape (\$99.99) adds transparent stairways and more to the power funnel.



26-inch Flower Power Guitar (\$39.99), boasts peace and love graphics and promising some Classic Rock!



Hape Kitchen Toys. Hape has the recipe for fussy eaters: let them make their own “meals” with fun copies of real appliances in new modern color combinations. Six new items for three-year olds and older children.



6-piece My Coffee Machine (\$24.99) includes everything a young barrista needs to make something special for Mom or Dad.



Eco-Friendly Bamboo Games .

Family fun night changed forever when Pallina was introduced. Carefully pull the sticks from the net, but don't slip! Two new items for three-year olds and older children.

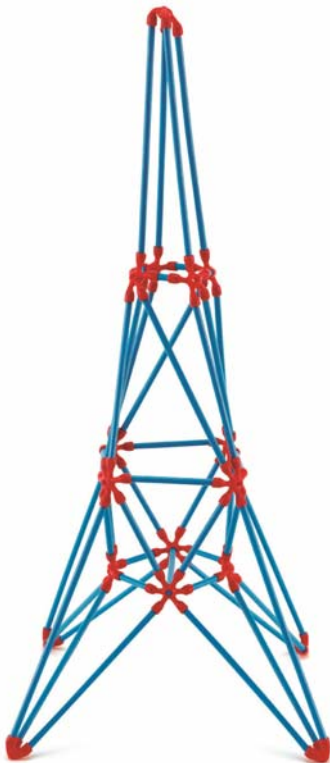
Pallina Ocean Ocean Rescue (\$39.99) adds a fun undersea theme to the game.



Sand Toys. Fun sets and durable tools made for little hands and big fun. Bright fashion-forward fade-resistant colors give this collection a bold facelift. Six new items for children as young as eighteen months.



5-in1 Bucket Set (\$14.99) for sandcastle heroes -- offers two scoops, a sieve, mold and bucket kept together by a handy strap.



62-piece Eiffel Tower (\$14.99) re-creates the world's most famous tower.

Flexistix. This all-new construction collection combines high-tech silicone connectors with sustainable bamboo in eye-popping colors. Six easy-to-build sets for age four and older. Look for the



Nature Toys. Made for out-of-the house adventures chasing bugs, playing hide-and-seek, making art from flowers. Emphasizes sustainable materials, including bamboo and wood. Five new items for explorers age five and older.



Pocket Swing (\$22.99) is made for monkeys (and children!) who want to swing from the trees.



25-piece PolyM Starter Kit (\$9.99) lets children make a fun car right out of the box.

PolyM. Soft plastic building sets with smooth rounded corners that are safe for children as young as 18 months. Made in Germany and already used by 90% of German kindergartens.

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Company Background

Hape, ("hah-pay"), is a leader in designing and manufacturing high quality baby and children's toys made from sustainable materials. The company's motto is "Love Play Learn," and is committed to making toys that are fun, innovative, and designed to promote child

development at all ages. The eco-friendly company formed in 1986 by Founder and CEO Peter Handstein in Germany.

Hape produces the highest standards of quality through stringent control systems and a world-class production facility. Hape brands are sold through specialty retail, toy stores, museum gift stores, school supply stores and select catalog and internet accounts in over 60 countries.

For more information

Ms. Robin Lehnert
Marketing Manager
3422 W. Burgundy Court
Mequon, Wisconsin 53092 US
262 227 8949
robin@hapetoys.com