



Press Release

For Immediate Release

Hape Musical Toys

Hape Toys is ready to make some noise in 2018 with a new collection of Musical Toys

Come to booth 1659 at the Toy Fair, and join in the fun! They'll catch your eye with bright colors and fancy designs. Pick them up, you'll see how they are built for great play, but designed for little fingers.

Here are some highlights:



Mini-Band Set, E0339, \$49.99, Age 3Y+.

Put together a combo with this 5-in-1 set! There is ukulele that's just the right size for a younger child and built with the sharp strings concealed so no one gets scratched. Plus there is a clack trapper, a tambourine, a maraca and a bar for tropical rain sounds.



Blue Lagoon/Red Flame Guitar, E0601A/E0602A, \$39.99, Age 3Y+.

Music is a gift that lasts a lifetime, so get strumming on this beautiful guitar! Available in Blue and Red. A cross between a classical guitar and a ukulele, it's the perfect size for younger children wanting to learn an instrument.



Flower Power Guitar. E0600, \$39.99, Age 3Y+.

Be a real flower child with this cool 1960s-themed guitar! It features designs from the flower power era including a rainbow, a dove and messages of peace and love. On top of all that, it's sized just right for kids to get down with some serious licks.



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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

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