



Press Release

For Immediate Release

Award-Winning Quadrilla

Hape Dominates the STEAM Category with New Additions to the Award-Winning Quadrilla

Hape is racking up award-after award for its Quadrilla Marble Run Collection. Quadrilla is an engaging construction toy that helps develop spatial thinking and an understanding of Science, Technology, Engineering, Art and Mathematics (STEAM) principles. The Wall Street Journal said that it was the perfect toy for introducing children to the principles of coding. At Booth 1659, retailers will see all that's new: MORE gadgets, MORE ways to change the outcome of a run, and MORE ways to have fun after the construction is complete.

Here are some highlights:



Race to the Finish, E6021, \$29.99, Age 4Y+, 58 pcs. Get started building your own marble runs with this Quadrilla beginner's set. Drop two marbles into the top block and watch as they race each other down different paths to the bottom. Which one will win? Includes nine distributor blocks, a spiral twist plus a windmill spinner that turns as the marbles pass by.



Cliffhanger, E6020, \$69.99, Age 4Y+, 94 pcs. Get closer to the Quadrilla action with three gutters that make your marbles race around the outsides of the colored blocks on their way down. Looks cool and extends run-time. Set includes 14 distributor blocks, a spiral twist and a handy catcher for easy clean-up.



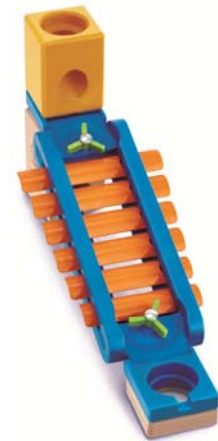
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Castle Escape, E6019, \$99.99, Age 4Y+, 102 pcs. Escape from the rotary tower with this exciting Quadrilla set featuring two transparent vertical stairways. Watch as the marbles trip their way down each stairway and shoot out onto the rail. To celebrate their escape, they will ring the three hanging bells. Brings new dimensions of sight and sound to your marble runs.

Sonic Playground, E6022, \$14.99, Age 4Y+ 13 pcs. Add the dimension of sound to your Quadrilla run with a xylophone rail that plays a musical scale as your marbles race over it. Multiple marbles means multiple scales will sound simultaneously for a cool sonic effect.



Mega Skatepark, E6023, \$14.99, Age 4Y+, 17 pcs. Give your marbles some serious air-time as they shoot out of this high-speed jump and off the Quadrilla run. Can you get more than one in the air at once? As each marble lands, the bell funnel will chime to celebrate a successful landing.

Plus Hape is supporting retailers with a number of different in-store banners and show-me displays.



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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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