



**PRESS RELEASE**  
For immediate release

## **New Wrebbit 3D™ URBANIA™ Collection When puzzle assembly meets miniature world collectors!**

**New York, NY- February 17, 2017** – Wrebbit Puzzles Inc. designs, manufactures and markets the world's most challenging and sturdiest 3D puzzles, also known for their high definition graphics and striking realism. Thanks to its unique Collections, *Wrebbit*® continues to be at the forefront of innovation.

Wrebbit is pleased to launch its **URBANIA™** Collection, which will delight fans and collectors of Christmas houses and village hobbyists worldwide.

### **URBANIA™ Collection of 3D puzzles**

This unique expandable **URBANIA™** Collection reproduces charming city houses and buildings of different sizes, design and purpose you would typically find on the main street of an urban township - Cinema, Hotel, Café, Firehouse, Florist and Corner Shop - with more on the way. The piece count for each puzzle varies from 275 to 300. In addition to the pleasure derived from assembling **URBANIA™** puzzles, these collectibles also serve as decorative items you can proudly display around the house.

If you ever dreamt of recreating an idyllic urban living environment you could see yourself strolling about every day, the collectible and combinable 3D puzzles of the **URBANIA™** Collection now provide you with the blueprints. The Collection spans many models and provides for multiple variations that will allow puzzle fans and collectors to combine 3D puzzle assembly while creating their own township centre from their imagination.

*"Wrebbit® puzzles are satisfying fans of home-based entertainment looking for an opportunity to have some quality and good times, whether by themselves, or with others, in the spirit of our "Bringing people together"™ motto, which has been our main objective since the very beginning,"* declared Jean Théberge, president of Wrebbit Puzzles Inc. *"The addition of the URBANIA™ Collection of 3D puzzles, and offering them at reasonable prices, will certainly please collectors of Christmas houses or villages, who will now be able to pursue their hobby year round, while also living the Wrebbit experience any time they please,"* continued Théberge.

### **Part of an ever expanding collection of Collections**

*Wrebbit®* continues to offer its **CLASSICS Collection** with favourite landmarks like Big Ben, Taj Mahal, Neuschwanstein Castle, Empire State Building, La Tour Eiffel, Sydney Opera House and other prominent historical and architectural landmarks.

And it continues to blaze new trails with its unique **New York Collection** puzzles. Combining each stand-alone puzzle (Midtown West, Midtown East, Financial and World Trade) will allow you to bring to life a spectacular masterpiece of Manhattan, NY of over 3,575 pieces – the largest 3D puzzle ever created and marketed. **A WORLD RECORD!**

## Unique Poster Puzzles Collection

In addition to the successful *HARRY POTTER™* 3D puzzles Collection, *Wrebbit®* released exclusive foam-backed 2D poster puzzles in Fall 2016 depicting characters from J.K.Rowling's *Wizarding World™*. In this new collection, the puzzles also convert into actual posters that can be lifted and pinned on a wall, as suggested by the series' trademark slogan, "*From table to wall without glue!™*".

### Shaping unique magical moments for nearly a quarter century

Each *Wrebbit®* Collection is designed to deliver the greatest possible challenge and play value. The high definition of *Wrebbit3D™* graphics is of such striking realism, it has become the new standard of visual quality in the industry. *Wrebbit3D™* pieces interlock and assemble effortlessly (tongue and groove technology), making it possible to build perfect and unique masterpieces – alone, or with family or friends.

With 30+ million units sold worldwide since the late Paul Gallant invented the 3D puzzle in 1991, *Wrebbit®* continues to spread Canadian know-how in over 40 countries throughout the world.

*"We are very proud that all activities relating to Wrebbit® puzzles, from design and development to manufacturing and distribution, are carried out in Montreal, Canada,"* capped off Théberge. Similarly, Wrebbit recently opened a Logistics Centre in Europe to ensure that the most popular models of its unique puzzles are made available to meet European distributor and retailer demand efficiently.

*Wrebbit3D™* puzzles combine the brain-teasing anticipation and satisfying end-result of conventional jigsaw puzzles, with the thrill and challenge of building and reproducing a unique three-dimensional scale model of an architectural landmark.

### About Wrebbit Puzzles Inc.

Montreal-based Wrebbit Puzzles Inc., one of the jewels of the Canadian toys and games industry, designs, manufactures and markets *Wrebbit3D™* puzzles, the largest and sturdiest 3D puzzles in the world, also featuring the highest piece count. With over 25 different models currently being offered, and more in the works for 2017, *Wrebbit™* puzzles can be found in bookstore chains as well as independent bookstores, arts and crafts stores, specialty toy stores, mom-and-pop, game and hobby shops, and they are also carried by numerous online retailers.

*Wrebbit 3D™* puzzles are now available in over 45 countries around the world, as the number of new select companies and retailers offering *Wrebbit™* puzzles continues to grow. *Wrebbit™* experienced its biggest attendance ever at the recent 2017 Spielwarenmesse international toy fair in Nuremberg, Germany.

For availability and distributors, please contact us: [info@wrebbit3d.com](mailto:info@wrebbit3d.com).

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More information: [www.wrebbit3d.com](http://www.wrebbit3d.com)



**Media Relations:** For high-res images or interviews, please contact Jean Théberge, President, [jtheberge@wrebbit3d.com](mailto:jtheberge@wrebbit3d.com), 1-514-787-8842 (#12) / Mobile: 1-514-887-4894