



möbi[®]
PLAY. LEARN. REPEAT.

Big Fun
FOR
Little Ones

2026 COLLECTION



ABOUT MOBI

We are a company that is passionate about fun! Parents who never want to "grow up", with little ones who make that rather easy! We long to inspire creativity and curiosity and believe in the power of play. We are known for our quirky, unique products that we thoughtfully craft and design with our team of doctors, therapists, parents and children.

We can't wait to see what 2026 has in store for this amazing industry! As always, we are thrilled to be able to design toys and games for the next generation of curious kids.

All the best for an amazing 2026!

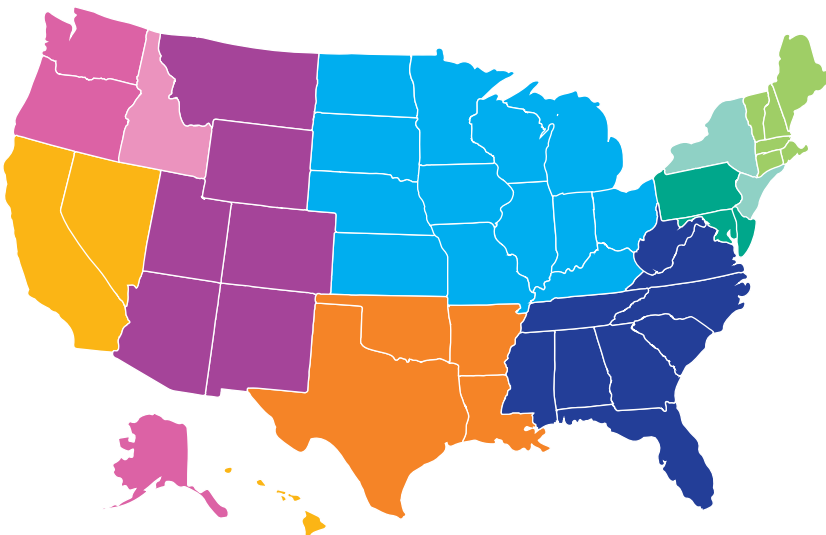
Vanessa + Mark

ordering information:

sales@playmobi.com • 1-866-765-MOBI (6624)



OUR REP GROUPS



- Starlight: OR, WA, Northern ID, AK
- Golden Sales: CA, NV, HI
- Total Toys: ND, MN, SD, NE, KS, MO, IA, IL, IN, MI, WI, OH, KY
- McManemin: OK, TX, AR, LA
- Sandy Ruben and Associates: MS, AL, GA, FL, SC, NC, VA, TN, WV
- Jesa Toy Associates: VT, ME, NH, MA, RI, CT
- The Erin Griffin Group: CO, MT, WY, Southern ID, UT, AZ, NM
- Anthony Masseria: NY, NJ
- In-house: PA, DE, MD, DC

Möbi is a proud member of:



Proudly working in partnership with:

- The Good Toy Group
- Learning Express
- Purchasing Power Plus
- BRIXY
- ASTRA

5 New Toys

COMING IN JUNE 2026

Stay tuned!

(Don't worry....we'll keep you in the loop!!)

INFANT / TODDLER TOYS

okee
sensory toy

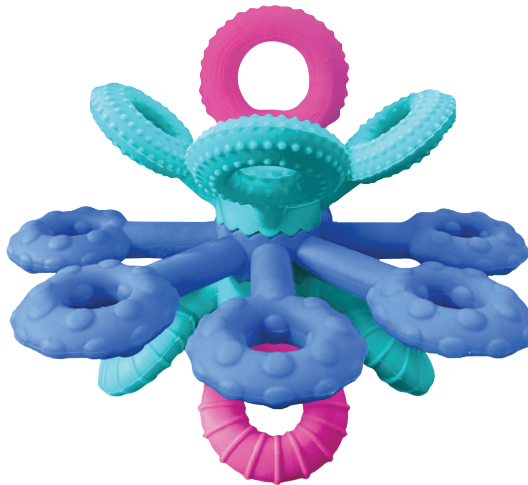
Twist, squish, pull, pop, and chew! **OKEE**® Activity Ball is a dynamic playtime companion that is packed with exciting textures and endless play. By providing both stimulating and soothing actions, **OKEE**® offers a unique blend of fun and educational value, promoting concentration, coordination, and sensory exploration. Little fingers can't resist **OKEE**®s:

- Twist + Turn Rings
- Expand + Contract Spindle
- Bright Colors
- Playful Textures

- BPA + Phthalate Free
- Food Grade Silicone



DISHWASHER SAFE



0+ months

Item #: OK1
UPC: 628011475336
Case Pack: 6 Units
Minimum Order: 1 Case Pack



CAUSE AND EFFECT

SENSORY EXPLORATION

MOTOR SKILLS

MIDLINE PLAY

PeeKa
developmental mirror

PEEKA® developmental mirror was designed by our team of doctors, therapists and parents to help children explore, learn and grow. When you place **PEEKA**® in the hands of your little ones, you will be amazed at the variety of ways they find to play with it.

- Clear-Sight, Shatter-Resistant, Premium Mirror
- BPA +Phthalate Free
- Food Grade Silicone

SENSORY EXPLORATION

EARLY LANGUAGE

PROBLEM SOLVING

MOTOR SKILLS

MIDLINE PLAY



0+ months

Item #: PKA1
UPC: 627843239772
Case Pack: 8 Units
Minimum Order: 1 Case Pack

Tummy Time
Core Strength
Head Control

Clear Sight Mirror
Cognitive Development
Eye Contact
Curiosity
Focus

Early Stages of Communication
Smiling
Babbling
Facial Recognition

Multi-Textured Handles
Tactile stimulation
Palmar grasp
Safe and durable for teething

Multi-Position Stand
Can be positioned for tummy time or held by baby

Multi-Texture Balls
Midline Play
Gross Motor Skills
Fine Motor Skills



WigLoo®

activity toy

WIGLOO® is a simple, multi-dimensional toy that was designed to grow with your children as they develop.

WIGLOO® was inspired by our little ones who love playing with bubble wrap, wedding rings and phone cords! We teamed up with doctors and therapists to create a fun and dynamic toy that is safe and playfully therapeutic.

Little fingers can't resist **WIGLOO®**'s:

- Silicone bubbles
- Springy Cords
- Spinning Rings
- Multiple Sensory Textures



6+ months

Item #: WIG1
UPC: 627843239802
Case Pack: 8 Units
Minimum Order: 1 Case Pack



- BPA + Phthalate Free
- Food Grade Silicone



WobLii®

sensory ball

Push, pull, chew, wobble, roll and chase! **WOBLII®** is a simple, yet multi-dimensional ball that is designed to grow with your children as they develop! Little hands will be occupied for hours once you introduce them to **WOBLII®** Sensory Ball's:

- + Push 'n pull nubs
- + Bright, sensory textures
- + Woblii-ability
- + Endless Fun

- BPA + Phthalate Free
- Food Grade Silicone



3+ months

Item #: WOB1
UPC: 628011475015
Case Pack: 8 Units
Minimum Order: 1 Case Pack



fLIPSee®

flip 'n fun alphabet board

A is for alligator in an airplane and Z is for zebra on a zig-zag! Discover the wonderful world of letters and animals with **FLIPSEE®** Flip n' Fun Alphabet Board.

Flipsee builds and supports many different developmental skills such as:

- Fine motor control
- Dexterity
- Mid-line play
- Visual recognition
- Sensory exploration
- Hand-eye coordination

- BPA + Phthalate Free
- Food Grade Silicone



12+ months

Item #: FLIP1
UPC: 628011475046
Case Pack: 6 Units
Minimum Order: 1 Case Pack



Gumlii®

sensory teether + rattle

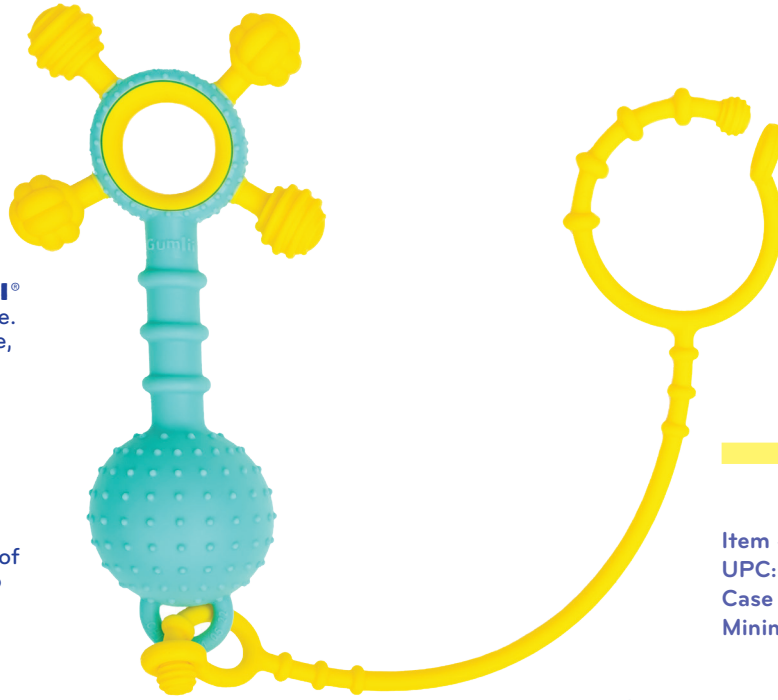
Lightweight, flexible and soft, **GUMLIi**® is the perfect teether for your little one. Made out of 100% food grade silicone, Gumlii is safe and non-toxic for your gumming child.

Little fingers can't resist:

- Textured, chewy nubs
- Easy-to-hold grip
- Gentle rattle

GUMLIi® was developed by our team of doctors, therapists and parents to help children explore, learn and grow!

- BPA + Phthalate Free
- Food Grade Silicone



0+ months

Item #: GUM1
 UPC: 628011475039
 Case Pack: 10 Units
 Minimum Order: 1 Case Pack



Liinklz®

silicone tethers

LIINKLZ® are silicone tethers that keep items off the ground. Connect Liinklz to strollers, high chairs, car seats, carriers and more! This 3-pack will keep more of your little one's prized possessions safe.

- BPA + Phthalate Free
- Food Grade Silicone

- ✦ Flexible & soft
- ✦ Easy to connect



COOL COLORS

VIBRANT COLORS

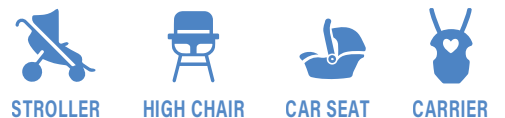


0+ months

Item #: LKZ1
 UPC:
 Cool: 628011475053
 Vibrant: 628011475060
 Case Pack: 6 Units
 Minimum Order: 1 Case Pack



attach to these + more



BATH

SkwooshLz

water squeeze bulbs

Make a splash with **SKWOOSHLZ!** These water squirters are perfect bath time fun for little ones. Fill the **SKWOOSHLZ** with water and watch with delight as your children discover the gentle but unique ways they spray! Mix and match tops and bottoms for extra fun!

- Easy to clean
- Mix and match
- Food Grade Silicone
- BPA, Phthalate, Latex Free



18+ months

Item #: SKW1
UPC: 628011475107
Case Pack: 6 Units
Minimum Order: 1 Case Pack



Oomplz

drip drop suction cups

These fun, bright, textured and **STICKY** cups provide endless tubtime play while helping your child build a variety of skills! **OOMPLZ** allow your little ones to explore:

- ✦ Water transference
- ✦ Suction tendencies
- ✦ A variety of sprinkle effects
- ✦ Water's relation to gravity

When bathtime is done, just stack and store! Bathtime bliss for kids and easy peasy storage for adults!

Includes: 3 Oomplz of varying size and water flow + 1 handy cup

- BPA + Phthalate Free
- Food Grade Silicone



DISHWASHER SAFE



12+ months

Item #: OOMP1
UPC: 628011475145
Case Pack: 6 Units
Minimum Order: 1 Case Pack



Lookee

sensory bath mirror

LOOKEE Bath Mirror makes tub time a splashing good time! This bright, sensory mirror is perfect for little ones to explore while they soak in the suds. **LOOKEE** encourages curiosity, giggles, and interactive play, turning bath time into a fun-filled adventure. Watch as your child delights in their reflection and engages with this playful addition to the bath—because with **LOOKEE**, every bath is a new discovery!

- Clear Sight Shatter-Resistant Premium Mirror
- BPA + Phthalate Free
- Food Grade Silicone



0+ months

Item #: LOOK1
UPC: 628011475305
Case Pack: 6 units
Minimum Order: 1 Case Pack



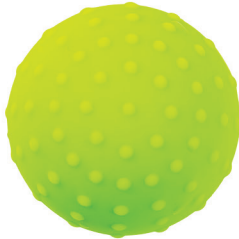
wooshLz[®]

sensory bath shakers

Get ready to splish, splash, and shake with **WOOSHLZ** Rattle Bath Balls! Perfectly sized for little hands, these playful balls make tub time a sensory adventure. With vibrant colors, fun textures, and rattling sounds, **WOOSHLZ** captivate curious minds and keep the fun flowing. Shake, rattle, and splash your way to a bath time full of giggles and discovery!

- 3 fun textures
- 3 vibrant colors
- 3 different rattling sounds

- BPA + Phthalate Free
- Food Grade Silicone



0+
months

Item #: WOOSH1
 UPC: 628011475299
 Case Pack: 6 units
 Minimum Order: 1 Case Pack



Little Whale

BATH CO.[™]

Bubble Bath

Little Whale Bath Co. Bubble Bath is a skin friendly, moisturizing foaming bath powder. It is packed with ingredients known for their beneficial effect on the skin. Just one heaped tablespoon creates a lather-rich bubble bath all plant-based, vegan and gluten-free.

- 1 Pour 1 - 2 tablespoons of bubble bath into warm, running bath water.
- 2 Make more bubbles by whooshing around the bath water.

✧ NON TOXIC ✧ CHEMICAL FREE ✧ GMO FREE



3+
years

Item #: BB1
 UPC:
 Aquamarine: 628011475084
 Raspberry: 628011475091
 Clear*: 628011475121
 Case Pack: 6 Units
 Minimum Order: 1 Case Pack

*color-free and unscented



FREE FROM

- SULFATES
- SLS + SLES
- SYNTHETIC FRAGRANCES
- PHthalATES
- PARABENS
- FORMALDEHYDE DONORS
- PHENOXYETHANOL
- COMMON ALLERGENS
(GLUTEN, PEANUT, DAIRY)
- PEGs, MEA, DEA, + TEA



• 48 pack, single units •

Little whale BATH CO.™ Bath Fizzy

Fill the bath and simply drop in a bath fizzy. Your children will be delighted as the fizzy colors the water and scents the air. As the fizzy dissolves, out pops a cute sponge character – collect them all!

- * HAND-MADE
- * SAFE, NON-TOXIC AND 99.9% NATURAL
- * NON-GMO, VEGAN, GLUTEN-FREE, FOOD AND COSMETIC GRADE
- * HAND-MADE IN VANCOUVER CANADA
- * ASTM, CPSIA APPROVED
- * INGREDIENTS SOURCED IN NORTH AMERICA



Item #: BF1
 UPC: 628011475114
 Case Pack: 48 Units
 Minimum Order: 1 Case Pack



A perfect display for our individual bath fizzes!
 48 individual bath fizzes fit inside the display.
 Color Assortment: Aquamarine, Blue, Fuchsia, Green, Orange, Purple, Yellow.



• 7 pack •

Little whale BATH CO.™ Bath Fizzies

Little Whale Bath Co. 7 Pack is the perfect addition to bath time fun! It includes 6 colorful bath fizzes and one surprise color fizzy.

- * HAND-MADE
- * SAFE, NON-TOXIC AND 99.9% NATURAL
- * NON-GMO, VEGAN, GLUTEN-FREE, FOOD AND COSMETIC GRADE
- * HAND-MADE IN VANCOUVER CANADA
- * ASTM, CPSIA APPROVED
- * INGREDIENTS SOURCED IN NORTH AMERICA



- 1 Unwrap the fizzy and drop it in the bath!
- 2 Watch as it fizzes and colors the bath water and your child's imagination!
- 3 Soon, a cute, little sponge toy will appear! Collect them all!



Item #: BF2
 UPC: 628011475077
 Case Pack: 12 Units
 Minimum Order: 1 Case Pack



• 3 pack •

Little whale BATH CO.™ Bath Fizzies



Little Whale Bath Co. 3 Pack includes 3 colorful bath fizzes. All fizzes have a surprise sponge inside!

- * HAND-MADE
- * SAFE, NON-TOXIC AND 99.9% NATURAL
- * NON-GMO, VEGAN, GLUTEN-FREE, FOOD AND COSMETIC GRADE
- * HAND-MADE IN VANCOUVER CANADA
- * ASTM, CPSIA APPROVED
- * INGREDIENTS SOURCED IN NORTH AMERICA



- 1 Unwrap the fizzy and drop it in the bath!
- 2 Watch as it fizzes and colors the bath water and your child's imagination!
- 3 Soon, a cute, little sponge toy will appear! Collect them all!



Item #: BF3-F
 UPC: 628011475275
 Case Pack: 8 Units
 Minimum Order: 1 Case Pack



games

The Original **möbi** NUMBER TILE GAME



How to play Möbi!

Möbi is a fun, fast-paced number game. The goal of the game is to make equations as quickly as possible and connect them in crossword style grids.

Be the first to connect all your tiles and you win!



1-6 PLAYERS **AGE 8+** **3-10 MINUTES**

Item #: MGI1
UPC: 627843239710
Case Pack: 12 Units
Minimum Order: 1 Case Pack

möbi kids

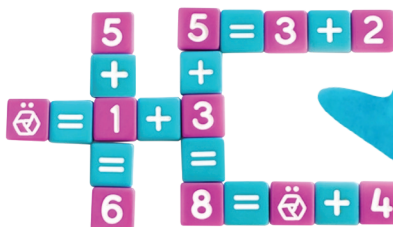
Number fun for little ones!

How to play Möbi Kids!

Introduce little ones to numbers with this simple and fun number game! Players connect all their number tiles in a grid using operation tiles. First player to connect all their tiles wins!

What's inside:

- Game and Activity Booklet
- 38 Number tiles (1-10)
- 48 operation tiles (+, -, =)
- Heaps of FUN!!



Item #: MGI2
UPC: 627843239734
Case Pack: 12 Units
Minimum Order: 1 Case Pack

AGE 4+ **1-4 PLAYERS**

stellö

Stellö is a strategic, color-matching tile game with all the angles of fun. Creative connections. Cunning competition. With 5+ ways to play, **Stellö** is sure to be a big hit with everyone! From the more relaxed Mello Stellö to the competitive Turbo Stellö, there are many ways to connect, create and compete!

The Basics:

- 1 Divide the tiles evenly among players.
- 2 Connect tiles by color.
- 3 The first player to connect all their tiles wins!



48 premium quality tiles!

Item #: STEL1
UPC: 627843239765
Case Pack: 6 units
Minimum Order: 1 Case Pack

AGE 5+ **1-4 PLAYERS**





THE WORLD'S FASTEST STRATEGY GAME!

How to Play!

There are 15 dice. One is gold. The object of the game is to get the gold die. Take 1, 2 or 3 dice each turn. The catch? You can't take the gold die until the last play of the game! Sure, there are more rules, but you get the idea! Part luck, part brains, all fun!

3 games of each color
in a case pack



Item #: ULT1
UPC: 627843239741
Case Pack: 10 Units
Minimum Order: 1 Case Pack

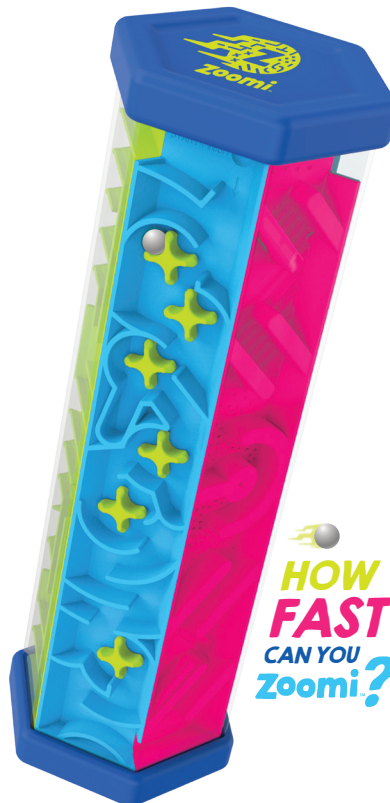


Are you ready to Zoomi?

Easy to pick up...hard to put down! Enter the world of Zoomi with 6 panels of a-maze-ment.

- 1 Place the ball at the Zoomi "START."
- 2 Twist, turn, and tumble through the 5 mazes.
- 3 Finish the maze at the Zoomi "STOP." Victory!

- 🔥 Challenge yourself to make it through Zoomi without getting stuck.
- 🔥 Try moving the ball through Zoomi in the opposite direction.
- 🔥 Time yourself and challenge your friends and family to beat your best time!



HOW FAST
CAN YOU
Zoomi?

AGE
4+

Item #: ZM1
UPC: 628011475022
Case Pack: 6 Units
Minimum Order: 1 Case Pack

6
A-maze-ing
Panels





möbi[®]
PLAY. LEARN. REPEAT.