



SMART

TOYS AND GAMES



SPRING - SUMMER
2025

Dear Smart Partner,

Welcome to SMART Toys and Games, where fun meets learning! Our catalogue is full of exciting new toys and games that entertain and stimulate the minds of all ages.

At SMART we believe in game-based learning. By playing with our toys and games everyone can unlock their potential while having a good time. Passion fuels us, and our talented team continuously works to create innovative and enriching play experiences.

Each product in this catalogue reflects our commitment to quality, fun, and education.

Specialising in logic puzzle games that ignite imagination and strengthen cognitive abilities, SmartGames offers an educational and engaging experience for all ages. Explore our well balanced selection of construction toys with SmartMax[®] and GeoSmart[®], where creativity blends seamlessly with education, stimulating fine motor skills, spatial awareness and motor skills.

Mid 2024 we could welcome WOW TOYS and their entire team to the SMART Group. This step underlines our commitment also to keep developing sustainable, strong & safe toys for toddlers & preschoolers.

Additionally, our other brands such as Happy Cube[®], The Happy Puzzle Company[®], Smartivity[®], Yatzy[®], Mimiq[®], and Foooty[®] contribute to the stable growth of our company.

A big thank you to all our partners, especially those who distribute or work with our product lines. Your support helps us bring these great toys and games to people all around the world.

Explore the world of SMART, take a look at our catalogue, and let the adventures begin!

On behalf of the SMART Team,

Rolf Vandoren,
CEO Smart Toys and Games





SMART

TOYS AND GAMES

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**SMART
GAMES**



At SmartGames® we believe in game-based learning. By playing our games everyone can unlock their potential while having a good time!

SmartGames® are unique thanks to a combination of:

Progressive play



All our games grow with the player's skillset, contain many challenges, and progressively become more difficult. The challenges have been divided in four or five difficulty levels: Starter, Junior, Expert, Master and Wizard. Independent of age and skill, you are better off to start with easy challenges and work your way up to the most advanced levels.

Grows with you



The recommended starting age is clearly indicated on the packaging. From this point, players can begin with starter-level challenges and progress through increasingly difficult levels. As with all SmartGames®, practice helps building the skills needed to tackle the higher levels. Each game offers an engaging experience that keeps also kids and adults puzzled. A rewarding & fun experience for the whole family.

Cognitive skills



We make sure that every game is building on multiple skills such as spatial insight, planning, logical thinking, problem-solving, concentration, and visual perception. The skills that are trained while playing the game, are indicated on every box.

Challenge booklet



Every game contains a booklet where all challenges and solutions are explained. The challenges become gradually more difficult, from the Starter level all the way to Wizard. By going through every challenge you will discover the tricks and develop the skills needed to progress further and further.

How to play



SmartGames® feature easy-to-understand intuitive rules that are easily explained in few steps only. This way you can quickly start playing.

What sets us apart:

Designed & conceived in Belgium and the EU by experts in the field

Award-winning track record

Games that can be passed on to the next generation

Proven results in building cognitive skills

More than 25 years of in-house development & expertise

Made with high-quality materials to last a lifetime





SmartGames®
**grow with you
throughout
your life.**

Discover

For children as young as 3 years old, SmartGames® help them discover various skills.

Develop

As you grow up, SmartGames® continue to support your development.

Train

For adults and the elderly, SmartGames® are perfect for training cognitive skills, mental agility and mindfulness.



ONE PLAYER SMARTGAMES®

PRESCHOOL PUZZLE GAMES

These puzzle games stimulate cognitive growth, and critical thinking from an early age. Designed to captivate the curious minds of toddlers.

P. 16



1 PLAYER PUZZLE GAMES

This category of puzzles is narrative driven and takes place in an imaginary setting, where players act as problem-solvers.

P. 22



1 PLAYER IQ GAMES

The goal of these multilevel logic puzzles is to fit and fill puzzle objects into a grid. These games provide a range of challenges starting from simple concepts that gradually increase in complexity.

P. 38



BRAIN TEASERS

These puzzles are challenging brainteasers where the main goal is to fit all the puzzle pieces together.

P. 46



ONE & TWO PLAYER SMARTGAMES®

GENIUS BATTLE GAMES

This category consists of head-to-head puzzle games where players race to fill the grid.

P. 56



MULTIPLAYER SMARTGAMES®

FAMILY GAMES

Smart board games focus on imaginative problem-solving and decision-making. Luck plays a minimal role, and each game offers at least two difficulty levels.

P. 64



STRATEGY GAMES

Our strategic games demand planning, decision-making, and critical thinking. Players take turns, anticipate opponents, and use strategies to defeat them.

P. 63



PRESCHOOL PUZZLE GAMES

WOODEN GAMES



SG 037 US



SG 033 US



SG 038 US

NEW 2024



SG 035 US



SG 030 US

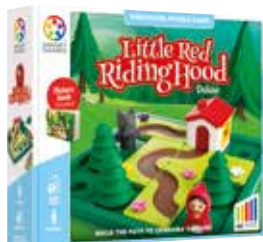


SG 031 US

FAIRY TALES



SG 023 US



SG 021 US



SG 027 US

NEW 2025

STORYTIME



SG 042 US



SG 091 US



SG 080 US



TG JRT001 US

1 PLAYER PUZZLE GAMES

CLASSICS



SG 039 US

NEW 2024



SG 090 US



SG 155 US



SG 282 US



SG 097 US



SG 540 US



SG 094 US



SG 531 US



SG 106 US



SG 520 US



SG 093 US



SG 098 US



SG 281 US



SG 107 US

NEW 2024



SG 109 US

NEW 2024



SG 095 US

NEW 2025

1 PLAYER PUZZLE GAMES

COMPACTS



SG 433 US



SG 445 US



SG 425 US



SG 434 US



SG 421 US



SG 437 US



SG 450 US



SG 451 US

NEW
2024



SG 426 US



SG 442 US



SG 453 US



SG 454 US

NEW
2025



SG 452 US



MAGNETIC TRAVEL



SGT 121 US



SGT 2003 US



SGT 2004 US

NEW
2024



SGT 2001 US



SGT 2005 US

NEW
2025



1 PLAYER PUZZLE GAMES

XXL GAMES



SG 401 XL



SG 455 XL



1 PLAYER IQ GAMES

IQ MINI



SG 401 US



SG 402 US



SG 301 US



SG 302 US



SG 304 US



SG 307 US



SG 308 US



SG 305 US



SG 309 US

IQ PLUS

IQ REGULAR



SG 411 US



SG 423 US



SG 455 US



SG 492 US



SG 488 US



SG 467 US



SG 306 US



SG 477 US



SG 479 US



SG 493 US



NEW 2025

NEW 2025

NEW 2025

NEW 2025

NEW 2025

NEW 2025



SG 311



SG 312



SG 313



SG 314

IQ DELUXE

BRAINTEASERS

FIDGET PUZZLES



SG 403 US



SG 512 US

CUBE PUZZLERS



SG 415 US



SG 416 US



SG 417 US



TANGRAMS



TGT 100 US



TGT 200 US

1 & 2 PLAYER SMARTGAMES®

GENIUS BATTLE GAMES



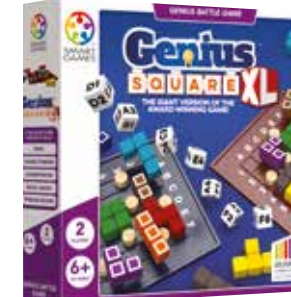
SGHP 001 US



SGHP 002 US



SGHP 003 US



SGHP 004 US



SGHP 006 US

MULTIPLAYER SMARTGAMES®

FAMILY GAMES



SGM 510 US



SGM 501 US



SGM 506 US

STRATEGY GAMES



SGM 505 US



SGM 201 US



SG 027 US
Hide & Goat Seek™
 PRESCHOOL PUZZLE GAMES
Page 17



NEW
 SUMMER
 2025



SG 095 US
Snow Problem™
 1 PLAYER PUZZLE GAMES
Page 23



SG 452 US
Counting Sheep™
 1 PLAYER PUZZLE GAMES
Page 28



NEW
 SPRING
 2025



SG 453 US
Dice Deduction™
 1 PLAYER PUZZLE GAMES
Page 29



NEW
 SUMMER
 2025



SG 454 US
Quantum Game™
 1 PLAYER PUZZLE GAMES
Page 30



NEW
 SUMMER
 2025



SGT 2005 US
FishTricks™
 1 PLAYER PUZZLE GAMES
Page 34



NEW
 SPRING
 2025



SG 493 US
IQ Bubbles™
 1 PLAYER IQ GAMES
Page 39



NEW
 SPRING
 2025



SG 309 US
IQ Noodles™
1 PLAYER IQ GAMES
Page 44



NEW
SPRING
2025



SG 417 US
Apple Puzzler™
BRAINTEASER
Page 47



NEW
SPRING
2025



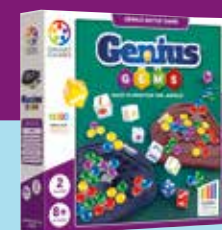
SG 416 US
Caged Marbles™
BRAINTEASER
Page 48



NEW
SUMMER
2025



SGHP 003 US
Genius Gems™
GENIUS BATTLE GAMES
Page 57



NEW
SPRING
2025



SG 311
IQ CIRCLE™
1 PLAYER IQ GAMES
Page 52



NEW
SUMMER
2025



SG 312
IQ SQUARE™
1 PLAYER IQ GAMES
Page 53



NEW
SUMMER
2025



SG 313
IQ PENTAGON™
1 PLAYER IQ GAMES
Page 54



NEW
SUMMER
2025



SG 314
IQ HEXAGON™
1 PLAYER IQ GAMES
Page 55



NEW
SUMMER
2025



SGHP 006 US
Genius Connection™
GENIUS BATTLE GAMES
Page 58



NEW
SUMMER
2025

PRESCHOOL PUZZLE GAMES

Playing is growing. The first steps in developing essential cognitive skills for young minds.



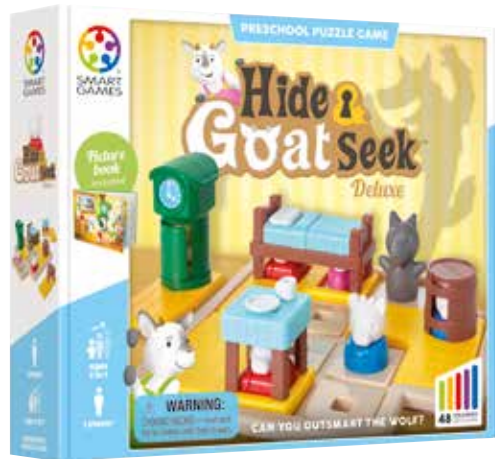
HIDE & GOAT SEEK™

Can you outsmart the wolf?



+
PICTURE
BOOK

**NEW
SPRING
2025**



HOW TO PLAY

1



Choose a challenge. Place the wolf, goats and other puzzle pieces with the correct orientation on the game board.

2



Now place puzzle pieces on the game board so that all goats are under the furniture and thus hidden from the wolf.

3



There is only 1 solution.

Help the seven goats hide from the wolf!

Help the 7 young goats hide under the furniture before the wolf finds them. But watch out: not every goat will fit under every piece of furniture. This fairy tale game helps preschoolers develop logic and deduction skills, as well as shape recognition and orientation. Solve the 48 challenges for ages 3 to 7 and enjoy the fairy tale by the Brothers Grimm of The Wolf and the Seven Goats with the included beautiful storybook.

CONTENTS: 7 goats, 5 puzzle pieces, 1 wolf, 1 game board, 1 booklet with 48 challenges and solutions, game rules, bonus picture book.

ITEM SG 027 US
I/M 0/6
UPC 847563003396



8 47563 00339 6

STIMULATES THESE COGNITIVE SKILLS

SPATIAL INSIGHT

CONCENTRATION

LANGUAGE

PROBLEM SOLVING

LOGIC

WOODEN GAMES

BUNNY PEEK-A BOO™

Pull a rabbit out of the box!



60

challenges



ITEM SG 037 US

I/M 0/6

UPC 847563001002



GNOME SWEET GNOME™

Place the gnomes where they belong!



48

challenges

NEW
2024



ITEM SG 038 US

I/M 0/6

UPC 847563002832



TRUCKY 3™

Truckloads of puzzle fun!



48

challenges



ITEM SG 035 US

I/M 0/6

UPC 847563000999



CASTLE LOGIX™

Let's build castles!



48

challenges



ITEM SG 030 US

I/M 0/6

UPC 847563000968



DAY & NIGHT™

Can you shed some light into the dark?



48

challenges



ITEM SG 033 US

I/M 0/6

UPC 847563000982



CAMELOT JR.™

A Romantic Challenge!



48

challenges



ITEM SG 031 US

I/M 0/6

UPC 847563000975





THREE LITTLE PIGGIES™ DELUXE

Place the houses to help the piggies!



ages
3 to 6

48

challenges

ITEM SG 023 US
I/M 0/6
UPC 847563001019



LITTLE RED RIDING HOOD™ DELUXE

Find the path to grandma's house!



ages
4 to 7

48

challenges

ITEM SG 021 US
I/M 0/6
UPC 847563000814





SAFARI PARK JR.™

Picture this!



ages 3+

60

challenges

ITEM SG 042 US

I/M 0/6

UPC 847563002054



8 47563 00205 4

SMART FARMER™

Keep the animals apart!



ages 4+

60

challenges

ITEM SG 091 US

I/M 0/6

UPC 847563001347



8 47563 00134 7

DRESS CODE™

Can you layer up what to wear this season?



80
challenges



ITEM SG 080 US

I/M 0/6

UPC 847563002061



8 47563 00206 1

TANGOES JR.™

Tangram puzzles for young kids!



124
challenges



ITEM TG JRT001 US

I/M 0/6

UPC 715234000015



7 15234 00001 5



1 PLAYER PUZZLE GAMES

Immerse yourself into a playful world where you grow more confident as a problem solver by improving your many cognitive skills.



SNOW PROBLEM™

plan your next move carefully!



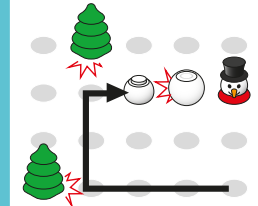
HOW TO PLAY

1



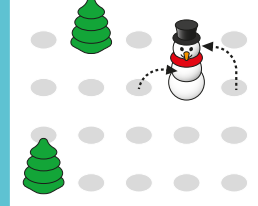
Place your snowmen parts and tree(s) on the game board, as indicated in the challenge booklet.

2



Snowballs can move across the board, but only if there is an obstacle along the same path to stop the movement.

3



Stack all snowmen parts in the right order to solve the challenge!

Build the snowmen by moving the snowballs from obstacle to obstacle!

Can you keep your cool in the snow? Build the snowmen by moving the snowballs from obstacle to obstacle until they are in position to be stacked...but plan carefully! The snowballs keep rolling unless something stops them. Includes 80 challenges in 5 levels (from Starter to Wizard) that will keep your brain warm all year.

CONTENTS: 1 game board, 6 snowballs, 3 snowmen heads, 3 pine trees, 1 challenge booklet with 80 challenges and solutions, game rules.

ITEM SG 095 US
I/M 0/6
UPC 847563001682



8 47563 00168 2

STIMULATES THESE COGNITIVE SKILLS

PLANNING

LOGIC

PROBLEM SOLVING

SPATIAL INSIGHT

CONCENTRATION

1 PLAYER PUZZLE GAMES

CLASSICS



5 LITTLE BIRDS™

Develop your deduction skills!

ages 5
to adult

NEW
2024
60
challenges



ITEM SG 039 US

I/M 0/6

UPC 847563002849



DROPZONE™

Use logic to build marble runs!

ages 8
to adult

NEW
2024

80
challenges



ITEM SG 109 US

I/M 0/6

UPC 847563003044



BREAK-OUT™

Escape the dungeon!

ages 10
to adult

NEW
2024

80
challenges



ITEM SG 107 US

I/M 0/6

UPC 847563002856



COLOR CODE™

Stack it up, one tile at a time!

ages 5
to adult

100
challenges



ITEM SG 090 US

I/M 0/6

UPC 847563000036



PENGUINS ON ICE™

Improved edition with
100 challenges!



100

challenges



ITEM SG 155 US

I/M 0/6

UPC 847563000074



DINOSAURS MYSTIC ISLANDS™

Use your brain to create
a Jurassic habitat!



80

challenges



ITEM SG 282 US

I/M 0/6

UPC 847563000852



GRIZZLY GEARS™

Rotate the puzzle pieces
to get out of the woods!



80

challenges



ITEM SG 531 US

I/M 0/6

UPC 847563001941



QUADRILLION™

Countless challenges and
solutions... but can you
find one?



∞

challenges



ITEM SG 540 US

I/M 0/6

UPC 847563000609



PIRATES CROSSFIRE™

Fire up your cannons...
and your brains!



80

challenges



ITEM SG 094 US

I/M 0/6

UPC 847563001620



WALLS & WARRIORS™

Position the walls and
protect your warriors!



80

challenges



ITEM SG 281 US

I/M 0/6

UPC 847563000944



HORSE ACADEMY™

Create a path and jump
to the finish!



80

challenges



ITEM SG 097 US

I/M 0/6

UPC 847563001927



CLASSICS

DIAMOND QUEST™

Follow the clues.
Find the red diamond!



80

challenges



ITEM SG 093 US

I/M 0/6

UPC 847563001651



TOWER STACKS™

Build your castle from the
ground up!



80

challenges



ITEM SG 106 US

I/M 0/6

UPC 847563002078



ANTI-VIRUS™ ORIGINAL

Put your mind to work
and get rid of the red
virus!



60

challenges



ITEM SG 520 US

I/M 0/6

UPC 847563000227



TREASURE ISLAND™

Adventurers are needed
to find the ancient temple
on a forgotten island!



80

challenges



ITEM SG 098 US

I/M 0/6

UPC 847563001934





NEW SPRING 2025 COMPACTS

COUNTING SHEEP™

Without falling asleep...



**NEW
SPRING
2025**



Find the right spots for the sheep!

Find the right position for your flock of sheep in this delightful puzzle game. Can you solve all 60 challenges? As you progress, the challenges will become more difficult, so you won't fall asleep while counting these sheep!

Counting Sheep is a compact puzzle game suitable for all ages 7+, easy to carry and play on the go!

CONTENTS: 1 compact game board with lid, 8 puzzle pieces, 1 challenge booklet with 60 challenges and solutions, game rules.

ITEM SC 452 US
I/M 6/24
UPC 847563003334



8 47563 00333 4

STIMULATES THESE COGNITIVE SKILLS

PLANNING

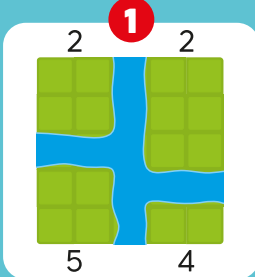
LOGIC

PROBLEM SOLVING

SPATIAL INSIGHT

CONCENTRATION

HOW TO PLAY



Choose a challenge from the challenge booklet.



Place the puzzle pieces on the game board so that the number of sheep on each island matches the challenge.



There is only 1 solution for each challenge, shown at the back of the challenge booklet.

DICE DEDUCTION™

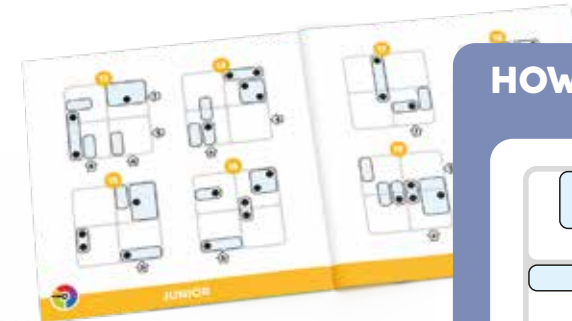
A puzzle in Pair-a-Dice



packaging work in progress

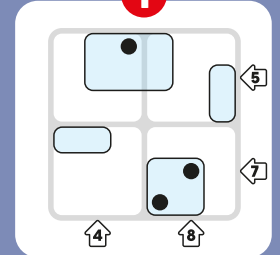


**NEW
SUMMER
2025**



HOW TO PLAY

1



Choose a challenge from the challenge booklet.

2



Place the pieces to line up black dots with the dice faces shown in the challenge, making sure the sums match the arrows.

3



There is only one solution for each challenge, which can be found at the end of the challenge booklet.

Think it through, sum it up, and solve the puzzle!

Strategically position each piece to line up the black dots with the dice faces shown in the challenges, making sure the sums match the arrows. With a unique solution to every challenge, you'll be on a winning streak as you piece together brain-bending puzzles.

CONTENTS: game board with 4 white dice faces, 12 transparent playing pieces (4 blank and 8 marked)

ITEM SG 453 US
I/M 6/24
UPC 847563003389



8 47563 00338 9

STIMULATES THESE COGNITIVE SKILLS

PLANNING

LOGIC

PROBLEM SOLVING

SPATIAL INSIGHT

CONCENTRATION

1 PLAYER PUZZLE GAMES

SMARTGAMES®

NEW SUMMER 2025 COMPACTS

QUANTUM: 2-IN-1™

Connect the dots,
divide the colors!



packaging work in progress



NEW
SUMMER
2025

The ultimate 2-in-1 puzzle game!

Solve captivating challenges with dots adding up to numbers on one side and master color placement on the other. And if that's not enough, create trillions of custom puzzles yourself - each with a guaranteed solution!

CONTENTS: 1 game board, 9 double sided challenge tokens, 16 double sided puzzle pieces, challenge booklet with 60 challenges and solutions.

ITEM SG 454 US
I/M 6/24
UPC 847563003440



8 47563 00344 0

STIMULATES THESE COGNITIVE SKILLS

PLANNING

LOGIC

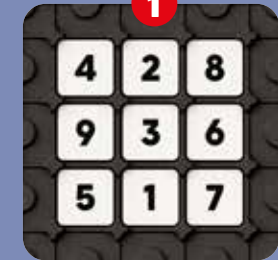
PROBLEM SOLVING

SPATIAL INSIGHT

CONCENTRATION

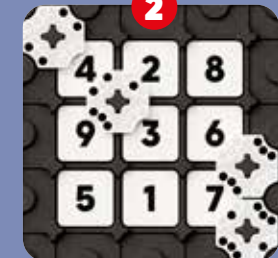
HOW TO PLAY

1



Select a challenge.

2



Place the tiles in the 9 spots on the gameboard as shown in the challenge.

3



You solved the puzzle when the numbers in the middle equal the sum of the surrounding dots.

SMART DOG™

Create an obstacle path for your dog!



60

challenges

NEW
2024



ITEM SG 451 US

I/M 6/24

UPC 847563002870



GHOST HUNTERS™

Catch the ghosts in the light!



60

challenges



ITEM SG 433 US

I/M 6/24

UPC 847563000883



APPLE TWIST™

Get the caterpillars into shape!



60

challenges



ITEM SG 445 US

I/M 6/24

UPC 847563001668



PARKING PUZZLER™

Park all cars in the right spot!



60

challenges



ITEM SG 434 US

I/M 6/24

UPC 847563000890



SQUIRRELS GO NUTS™

Winter is coming, so let's go nuts!



60

challenges



ITEM SG 425 US

I/M 6/24

UPC 847563001286



JUMP IN'™

Help the rabbits jump and hide!



60

challenges



ITEM SG 421 US

I/M 6/24

UPC 847563001118



1 PLAYER PUZZLE GAMES

COMPACTS

CATS & BOXES™

Are you clever as a cat?



ITEM SG 450 US

I/M 6/24

UPC 847563002108



TEMPLE TRAP™

Escape the sliding maze!



ITEM SG 437 US

I/M 6/24

UPC 847563001033



ASTEROID ESCAPE™

Navigate your spaceship through the asteroids!



ITEM SG 426 US

I/M 6/24

UPC 847563001293



ATLANTIS ESCAPE™

Find your way out... before it's too late!



ITEM SG 442 US

I/M 6/24

UPC 847563001361



SMARTGAMES®





1 PLAYER PUZZLE GAMES

SMARTGAMES®

MAGNETIC TRAVEL GAMES NEW 2025

FISHTRICKS™

A fishy puzzle!



**NEW
SPRING
2025**

Get your fish in line!

Dive into FishTricks, an enticing puzzle game that is swimming with challenges! Try to fit all the pieces on the gameboard so that the fish form a colorful parade, navigating around the lily pad. Fish must be placed largest to smallest: can you ensure each fish is chasing its smaller mate swimming ahead? Pick your challenge, reel in the solution... and you'll be hooked!

CONTENTS: compact, metal game board with lid, 5 fish, 1 lily pad, a challenge booklet with 48 challenges and solutions.

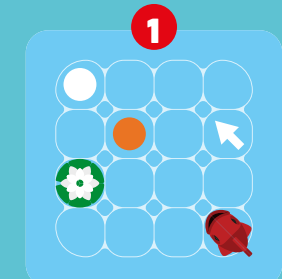
ITEM SGT 2005
I/M 8/48
UPC 5414301526537



5 414301 526537

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HOW TO PLAY



Select your challenge.



Place the fish and the lily pad on the game board according to the placement rules.



You successfully solved the puzzle when all the fish are arranged in a "chain" from largest to smallest.

STIMULATES THESE COGNITIVE SKILLS

PLANNING

LOGIC

PROBLEM SOLVING

MAGNETIC TRAVEL GAMES

CORAL REEF™
An underwater adventure.



48

challenges



ITEM SGT 2210 US
I/M 8/48
UPC 847563001743



NOAH'S ARK™
Save all the animals!



48

challenges



ITEM SGT 2400 US
I/M 8/48
UPC 847563001767



TANGOES ANIMALS™
Recreate all kinds of animals!



48

challenges



ITEM SGT 121 US
I/M 8/48
UPC 847563000739



PUZZLE BEACH™
Find what's lost on the busy beach!



48

challenges



ITEM SGT 3000 US
I/M 8/48
UPC 847563001781



BRAIN CHEESER™
Fit the cheese around the mice!



48

challenges



ITEM SGT 2500 US
I/M 8/48
UPC 847563001774



LOGIBUGS™
Use deduction to place the ladybugs in their correct spots!

NEW
2024



48

challenges



ITEM SGT 2004 US
I/M 8/48
UPC 847563000292



1 PLAYER PUZZLE GAMES

MAGNETIC TRAVEL GAMES



SMARTGAMES®

TURTLE TACTICS™

Is the grass greener on the other side of the fence?



ages 5
to adult

48

challenges

ITEM SGT 2003 US

I/M 8/48

UPC 847563002047



POLE POSITION™

Don't get dis-track-ted!



ages 7
to adult

48

challenges

ITEM SGT 2001 US

I/M 8/48

UPC 847563002146





IQ MINI XXL™

Create your own maxi challenges!



80
challenges



ITEM SG 401 XL
I/M 0/6
UPC 5414301525028



IQ PUZZLER PRO XXL™

Discover this 8 times larger version of IQ Puzzler Pro, our global best-selling game! Includes 68 additional challenges.



188
challenges



ITEM SG 455 XL
I/M 0/6
UPC 5414301523666



1 PLAYER IQ GAMES

Stimulate your mind with thought-provoking challenges designed to enhance logical thinking, problem-solving, and cognitive agility.



IQ BUBBLES™

Clear fun, sharp thinking



**NEW
SPRING
2025**



HOW TO PLAY



Choose a challenge. Place the pieces shown in the challenge on the gameboard as indicated.



Fit all the remaining pieces on the gameboard.



There is only 1 solution for each challenge.

Fit the bubbles... solve the puzzles!

Test your brainpower with IQ Bubbles! This addictive puzzle game challenges players to fit all the colorful, transparent bubble pieces onto the travel-friendly gameboard/case. With 120 challenges to solve – from Starter to Wizard – IQ Bubbles is great for kids and adults!

CONTENTS: 1 game board,
11 puzzle pieces, 1 booklet
with 120 challenges and
solutions.

ITEM SG 493 US
I/M 12/96
UPC 847563003358



8 47563 00335 8

STIMULATES THESE COGNITIVE SKILLS

CONCENTRATION

PROBLEM SOLVING

SPATIAL INSIGHT

1 PLAYER IQ GAMES

IQ REGULAR



SMARTGAMES®

IQ STARS™

Can you fit all the stars in the grid?



120

challenges



ITEM SG 411 US

I/M 12/96

UPC 847563001255



IQ FIT™

Use 3D pieces to create a 2D image!



120

challenges



ITEM SG 423 US

I/M 12/96

UPC 847563000340



IQ WAVES™

Catch the (IQ) wave!

NEW
2024



120

challenges



ITEM SG 492 US

I/M 12/96

UPC 847563002894



IQ TWIST™

Combine pegs & puzzle pieces of the same color!



120

challenges



ITEM SG 488 US

I/M 12/96

UPC 847563000203



IQ REGULAR

IQ PUZZLER PRO™

Play orthogonal or diagonal in 2D and in 3D!



120
challenges



ITEM SG 455 US
I/M 12/96
UPC 847563000920



IQ TWINS™

Two of the (not quite) same kind!



120
challenges



ITEM SG 306 US
I/M 12/96
UPC 847563002030



IQ CIRCUIT™

Can you connect the dots without short circuiting your brain?



120
challenges



ITEM SG 467 US
I/M 12/96
UPC 847563001675



IQ SIX PRO™

The same fun as IQ Puzzler Pro... but on a hexagonal grid!



120
challenges



ITEM SG 479 US
I/M 12/96
UPC 847563001972



IQ LINK™

Link the pieces!



120
challenges



ITEM SG 477 US
I/M 12/96
UPC 847563000463



1 PLAYER IQ GAMES

IQ MINI'S



SMARTGAMES®

IQ MINI™

Mini size, maxi challenges!



ages 6
to adult

ITEM SG 401 US
I/M 24/192
UPC 847563001965



Extra challenges,
hints and
solutions online!



IQ MINI HEXPERT™

Same small size...
bigger challenge!



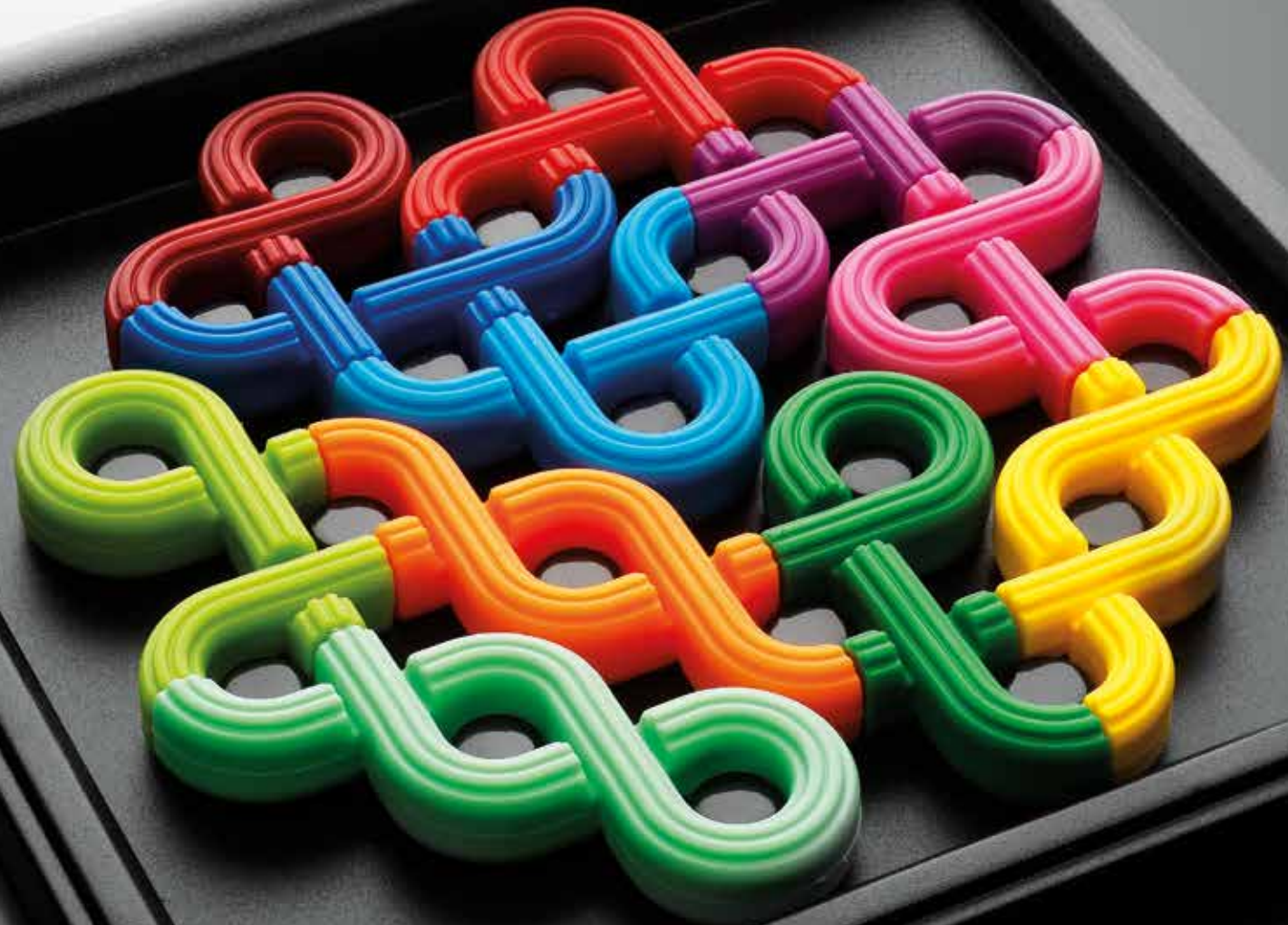
ages 7
to adult

ITEM SG 402 US
I/M 24/144
UPC 847563002085



Extra challenges,
hints and
solutions online!

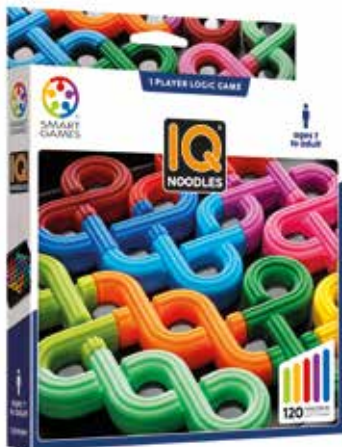




NEW SPRING 2025 IQ PLUS

IQ NOODLES™

Food for thought!



**NEW
SPRING
2025**



Hungry for a brain workout?

IQ Noodles is the perfect game for you! Untangle this delicious puzzle and fit all of the 11 soft touch puzzle pieces on the travel-friendly game board. With 120 challenges and 2 game play modes, this original game will keep you at the table for a long time!

CONTENTS: 1 compact game board with lid, 11 soft-touch puzzle pieces, booklet with 120 challenges and solutions, leaflet with game rules.

ITEM SG 309 US
I/M 8/48
UPC 847563003365



8 47563 00336 5

**STIMULATES THESE
COGNITIVE SKILLS**

CONCENTRATION

PROBLEM SOLVING

SPATIAL INSIGHT

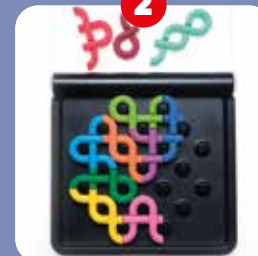
HOW TO PLAY

1



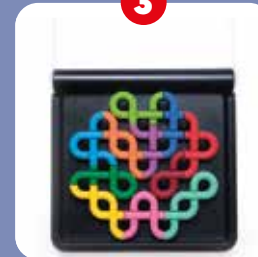
Choose a challenge from the challenge booklet.

2



Place ALL (remaining) puzzle pieces on the game board. Open ends of puzzle pieces must always connect to open ends of other puzzle pieces.

3



There is only one solution for each challenge, which can be found at the end of the challenge booklet.

IQ DIGITS™

Crunch the numbers and make them fit!



120

challenges



ITEM SG 301 US

I/M 8/48

UPC 847563001699



IQ GEARS™

Get your brain into gear!



120

challenges

NEW 2024



ITEM SG 307 US

I/M 8/48

UPC 847563002900



IQ LOVE™

Show your brain some love with these colorful gemstones!



120

challenges



ITEM SG 302 US

I/M 8/48

UPC 847563001880



IQ STIXX™

Use your tricks and stack up the sticks!



120

challenges



ITEM SG 304 US

I/M 8/48

UPC 847563001903



IQ JIGSAW™

An IQ game that leaves you puzzled!



120

challenges

NEW 2024



ITEM SG 308 US

I/M 12/48

UPC 847563002917



IQ PERPLEX™

This simple-looking puzzle is perplexingly hard!



120

challenges



ITEM SG 305 US

I/M 8/48

UPC 847563002023



BRAINTEASERS

Engage your mind with intriguing brain teasers that challenge your intellect and creativity, providing exercise for your cognitive skills.



APPLE PUZZLER™



ages 8
to adult

NEW
SPRING
2025



HOW TO PLAY

1



Choose a challenge. Place the worms and/or apple slices as shown in the challenge.

2



Every open spot in the apple should be filled up by a worm.

3



You have solved a challenge when all the worms are fitted inside the apple and you are able to close the apple.

A puzzle a day keeps the doctor away!

Fit all the worms inside the apple by stacking the layers on top of each other. Find the correct position of the worms and arrange the three layers to close the apple and complete each of the 80 challenges!

CONTENTS:

3 apple slices, 5 worms,
1 challenge booklet with
80 challenges and solutions.

ITEM SC 417 US
I/M 6/24
UPC 847563003372



8 47563 00337 2

STIMULATES THESE COGNITIVE SKILLS

CONCENTRATION

FLEXIBLE THINKING

SPATIAL INSIGHT

CUBE PUZZLERS

CAGED MARBLES™



**NEW
SPRING
2025**



Fit the spheres, click the cube!

Caged Marbles is an engaging puzzle where players fit uniquely designed marbles, each with specific bumps and holes, into a two-part cube. The goal is to align these elements perfectly to close the cube with a satisfying "Click". This puzzle demands logic and spatial reasoning, offering a single solution to each challenge for a rewarding experience in a fun and tactile way.

CONTENTS:

1 Cube, divided into two halves, a base, 8 marbles,
1 challenge booklet with 80 challenges and solutions.

ITEM SG 416 US

I/M 6/24

UPC 847563003341



8 47563 00334 1

STIMULATES THESE COGNITIVE SKILLS

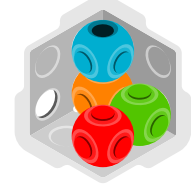
CONCENTRATION

FLEXIBLE THINKING

SPATIAL INSIGHT

HOW TO PLAY

1



Place the bottom half of the cube on its point in the base and arrange the marbles as shown in the challenge.

2



Insert all remaining marbles into the cube.

3



Close the cube: arrange the marbles in such a way that allows the cube to close completely.

CUBE PUZZLERS

FIDGET PUZZLE GAMES



CRISS CROSS CUBE™
The nuts and bolts of logic!

ages 8 to adult

80
challenges

ITEM SG 415 US
I/M 6/24
UPC 847563002092

8 47563 00209 2

PLUG & PLAY PUZZLER™

Plug the colorful pieces into the cube!

ages 6 to adult

48
challenges



ITEM SG 502US
I/M 12/48
UPC 847563001538



REVERSO™

Flex your brainpower!

ages 6 to adult

NEW
2024



ITEM SG 403 US
I/M 24/192
UPC 847563002887



TANGRAMS



TANGOES CLASSIC™

Play alone, play together or play double!
Based on the original Tangram game. For 1 or 2 players, with a blue and an orange set.



ITEM TG T100 US
I/M 12/96
UPC 715234001005



TANGOES BRAINIAC™

Tangrams for real brainiacs!
More challenging Tangram game. For 1 or 2 players, with a red and a green set.

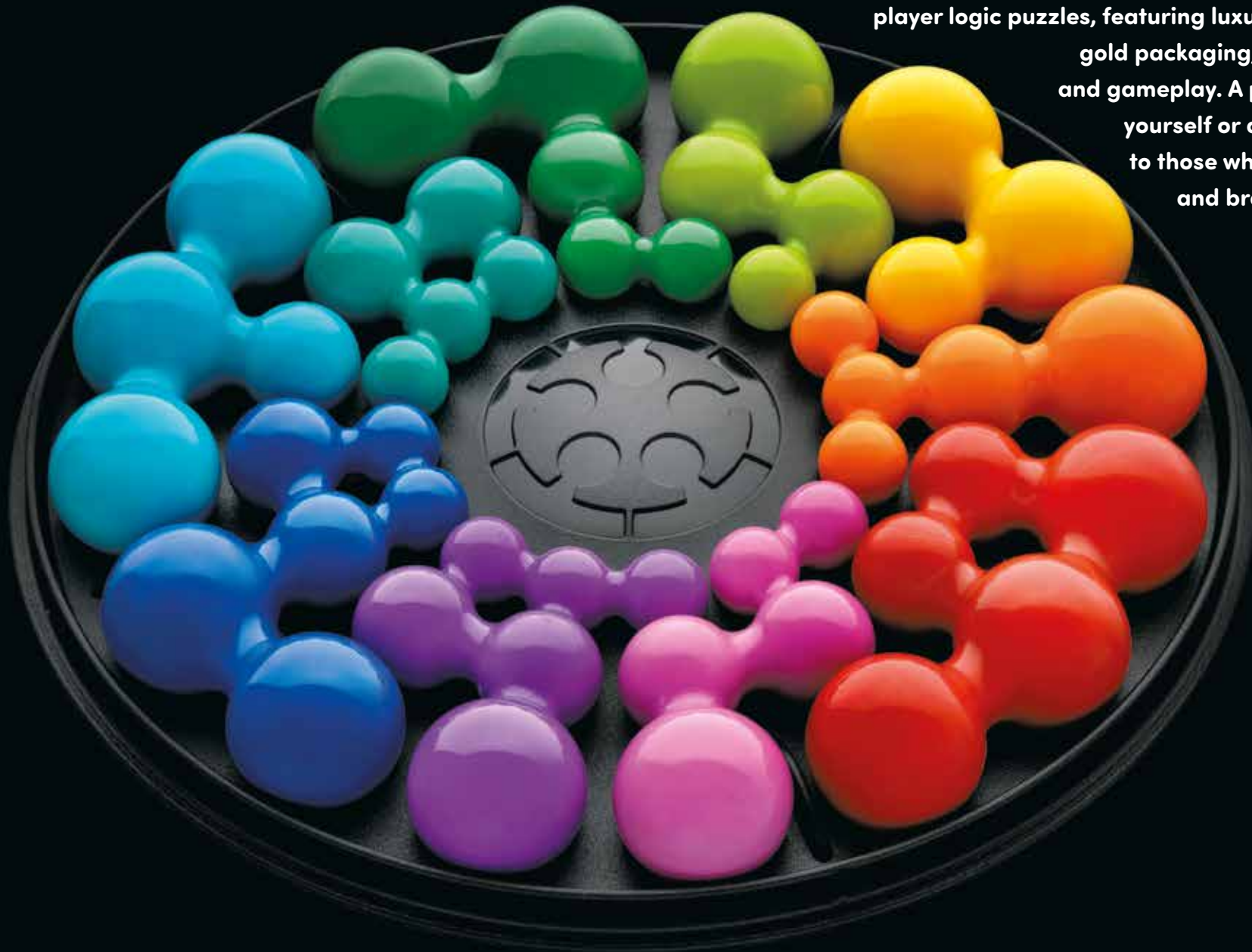


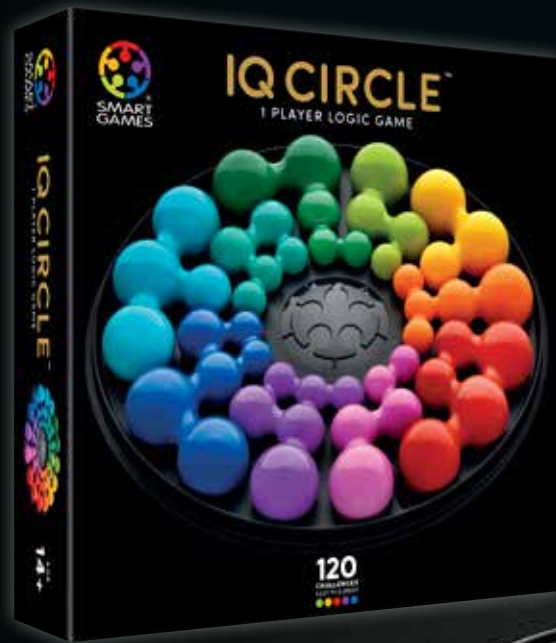
ITEM TG T200 US
I/M 12/96
UPC 847563000449



IQ DELUXE™

This IQ Deluxe collection, a sophisticated new addition to the IQ range, introduces puzzle-loving kidults to a collection of games, each game with its own unique character. This IQ Deluxe collection of solo player logic puzzles, featuring luxurious black and gold packaging, combines style and gameplay. A perfect treat for yourself or a thoughtful gift to those who love elegance and brain-teasing fun.





IQ CIRCLE™

IQ Circle is a puzzle game that runs rings around other ordinary puzzle games with ball shaped pieces. Can you complete the grid and come full circle? With 120 challenges ranging from Easy to Expert, this luxurious game makes a perfect gift for any puzzle-loving adult.

120
CHALLENGES
EASY TO EXPERT



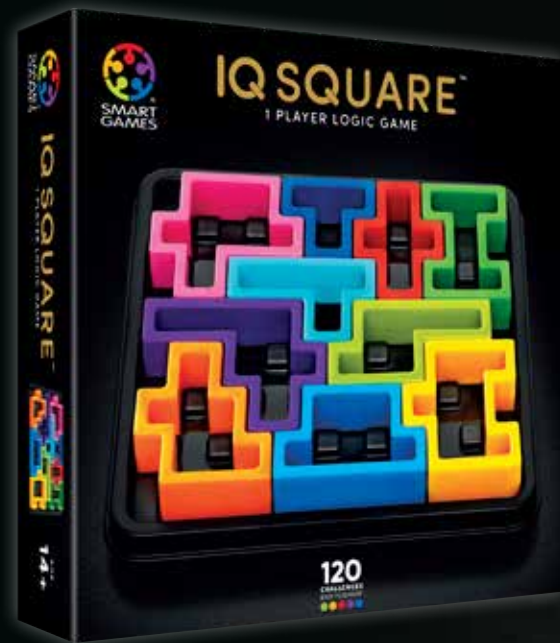
AGE
14+

● ● ● ○ ○
DIFFICULTY RATING
MODERATE

CONTENTS: circular game board with lid, 10 puzzle pieces, booklet with 120 challenges and solutions, leaflet with game rules.

ITEM SG 311
I/M 4/24
UPC 5414301526773





IQ SQUARE™

There is nothing square about IQ-Square... except the shape of the game board. Can you fit all pieces on the game board without banging your head against a wall? With 120 mind-bending puzzles, this luxurious gift is perfect for any discerning adult... or a delightful treat for yourself.

120
CHALLENGES
EASY TO EXPERT

AGE
14+

● ● ● ● ○
DIFFICULTY RATING
ADVANCED

CONTENTS: Square game board with lid, 10 "hollow" puzzle pieces, booklet with 120 challenges and solutions, leaflet with game rules.

ITEM SG 312
I/M 4/24
UPC 5414301526483





IQ PENTAGON™

A gem of a puzzle game for discerning adults. Inside the luxurious booklet and packaging await 120 captivating challenges that will intrigue even the most demanding puzzler. Can you skillfully fit all the translucent pieces on this enigmatic pentagon game board?

120

CHALLENGES
EASY TO EXPERT



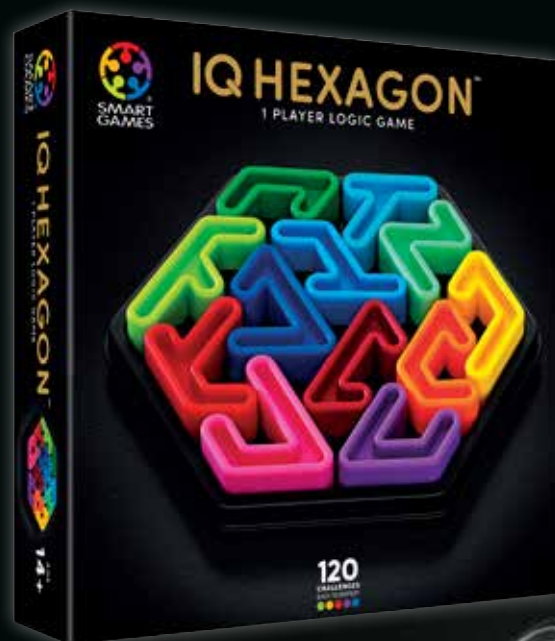
AGE
14+

● ● ● ● ○
DIFFICULTY RATING
ADVANCED

CONTENTS: pentagonal game board with lid, 11 translucent puzzle pieces, booklet with 120 challenges and solutions, leaflet with game rules

ITEM SG 313
I/M 4/24
UPC 5414301526490





IQ HEXAGON™

A brain game that defies expectations — a hexagonal grid without hexagonal puzzle pieces! IQ Hexagon proves it's possible. But can you conquer the 120 challenges? This solo game, complete with luxurious packaging and soft-touch pieces, is a no-brainer addition to any puzzle collection.

120
CHALLENGES
EASY TO EXPERT



AGE
14+

● ● ● ● ●
DIFFICULTY RATING
EXTREME

CONTENTS: hexagonal game board with lid, 12 soft-touch puzzle pieces, booklet with 120 challenges and solutions, leaflet with game rules

ITEM SG 314
I/M 4/24



1 & 2 PLAYER SMARTGAMES

This is our hybrid category of engaging two player puzzle games that include a solo player training mode. You can race to outsmart your opponent at increasing levels of play.



GENIUS BATTLE GAMES

GENIUS GEMS™

Race to position the gems!



**NEW
SPRING
2025**

A strategy game with 5 levels and endless combinations!

Genius Gems challenges players to race their opponent and be the first to fill the gameboard with the colorful jewel puzzle pieces. But that's not all! Genius Gems offers five levels of play, with each level becoming more challenging. Players can simply play the starter level...or race through all five levels. The first to solve the Wizard level is the winner! With over 10,000 puzzle combinations possible, Genius Gems provides endless, fast-paced strategic fun.

CONTENTS: 2 diamond shaped game boards, 2 sets of double-sided gem pieces, basic & advanced game rules, 1 set of 9 dice

ITEM SGHP 003 US
I/M 6/12
UPC 847563003297



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STIMULATES THESE COGNITIVE SKILLS

SPEED

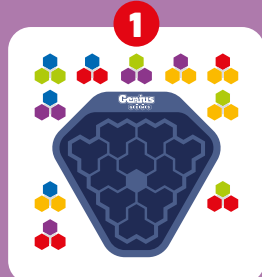
FLEXIBLE THINKING

CONCENTRATION

PROBLEM SOLVING

SPATIAL INSIGHT

HOW TO PLAY



Each player receives a game board and a set of 10 double-sided gem pieces.



Roll the dice to define a shape for each gem color.



Race your opponent to fill the empty spaces on the game board!

GENIUS BATTLE GAMES

GENIUS CONNECTION™

Who will be the first to make the connection?



**NEW
SUMMER
2025**

The fast lane to puzzling fun!

Roll the dice and place the two yellow starting pieces in the indicated positions. Then race to make the connection AND fill up the gameboard with the remaining puzzle pieces! Genius Connection is a puzzle game that challenges you to think fast and outsmart your opponent! Enjoy endless random dice challenges or explore the 576 card-based puzzles, ranging from easy to difficult. Whether you play with a friend or go solo, Genius Connection is a must-have addition to your SmartGames collection!

CONTENTS: 2 Genius Connection grids, 2 sets of double sided puzzle pieces, 1 set of dice (1 white and 1 black), 4 level cards, Game rules.

ITEM SGHP 006 US
I/M 6/12
UPC 847563003426



STIMULATES THESE COGNITIVE SKILLS

SPEED

FLEXIBLE THINKING

CONCENTRATION

PROBLEM SOLVING

SPATIAL INSIGHT

HOW TO PLAY



Both players receive a grid and a set of double sided puzzle pieces.



Roll both dice and place the yellow starting pieces as indicated.



Race your opponent to make the connection AND fill up the remaining spaces on the game board.

GENIUS BATTLE GAMES

GENIUS SQUARE™

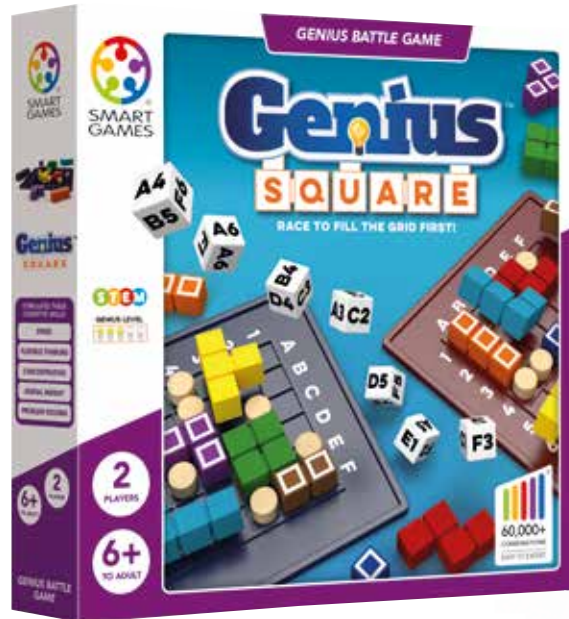
Roll the dice, think fast, and race to the Wizard level!



ages 6
to adult



62 208
challenges



Race and level up your puzzle skills!

Think fast to solve the challenges... before your opponent. Can you reach the Wizard level first? Start the next game on a higher level and leave your competitor lagging! Includes more than 60,000 puzzles divided over 5 difficulty levels, all having at least 1 possible solution.

CONTENTS: 2 Genius Square grids, 2 sets of nine colored shapes, 2 sets of seven 'blocker' pieces, 1 set of seven dice, Basic & advanced, game rules

ITEM SGHP 001 US

I/M 6/12

UPC 847563002986



8 47563 00298 6

STIMULATES THESE COGNITIVE SKILLS

FLEXIBLE THINKING

CONCENTRATION

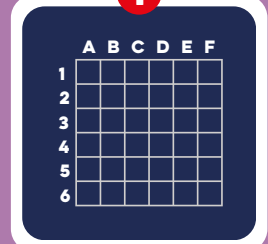
SPEED

PROBLEM SOLVING

SPATIAL INSIGHT

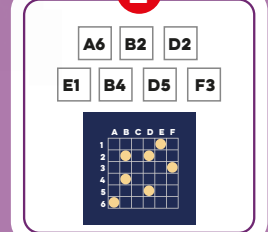
HOW TO PLAY

1



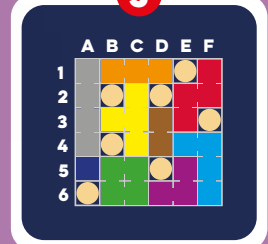
Both players receive a grid, a set of colored shapes and seven 'blockers'.

2



Roll all dice and place the 'blocker' pieces on the coordinates as indicated.

3

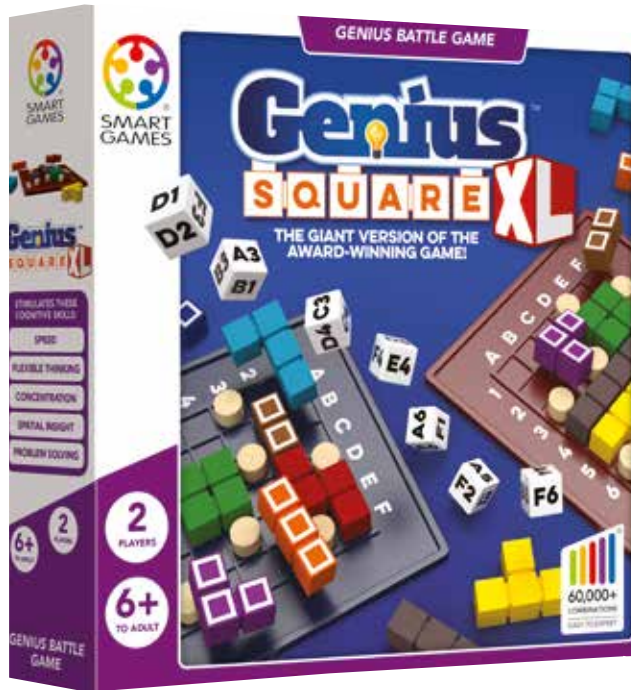
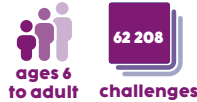


Race your opponent to fill the empty spaces on the grid!

GENIUS BATTLE GAMES

GENIUS SQUARE XL™

The giant version of the award-winning game



The XL version of the best-seller Genius Square!

The Genius Square XL distinguishes itself from the normal version primarily in size. Featuring an enlarged format, this XL edition provides a grander playing surface, offering a unique and engaging experience for puzzle enthusiasts.

CONTENTS: 2 XL grids, 2 sets of 9 colorful puzzle pieces, 2 sets of 7 blockers, a set of 7 dice, game rules.

ITEM SGHP 004
I/M 0/6
UPC 5414301525400



5 414301 525400

STIMULATES THESE COGNITIVE SKILLS

FLEXIBLE THINKING

CONCENTRATION

SPEED

PROBLEM SOLVING

SPATIAL INSIGHT

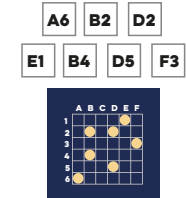
HOW TO PLAY

1



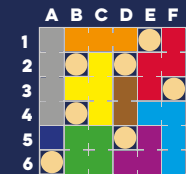
Both players receive a grid, a set of colored shapes and seven 'blockers'.

2



Roll all dice and place the 'blocker' pieces on the coordinates as indicated.

3

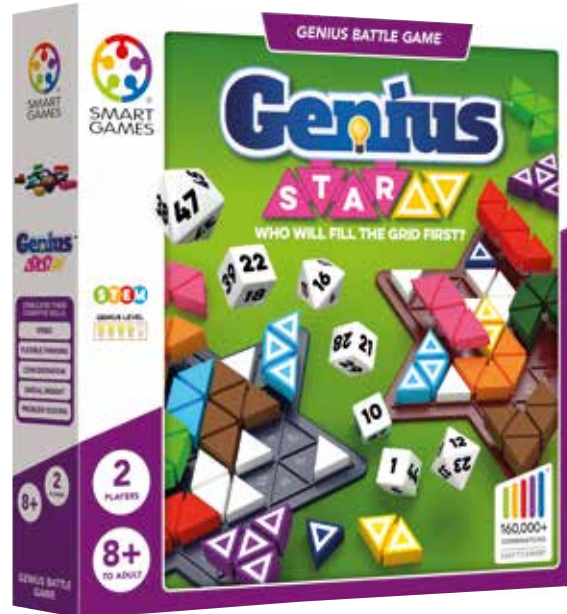


Race your opponent to fill the empty spaces on the grid!

GENIUS BATTLE GAMES

GENIUS STAR™

Who will fill the grid first?



Love The Genius Square? The Genius Star is the next level!

An action-packed puzzle game for one or two players. Roll the dice, place the 7 blockers on the game board accordingly and complete the grid using the 11 puzzle pieces. To play with two players simply try to complete your game board before your opponent. Finished first? Move to the next level...and leave your opponent lagging! Includes more than 165,000 puzzles, divided over 5 difficulty levels.

CONTENTS: 2 star game boards, 2 sets of 11 colorful puzzle pieces, 2 sets of 7 blockers, a set of 7 dice, game rules.

ITEM SGHP 002 US

I/M 6/12

UPC 847563002993



8 47563 00299 3

STIMULATES THESE COGNITIVE SKILLS

FLEXIBLE THINKING

CONCENTRATION

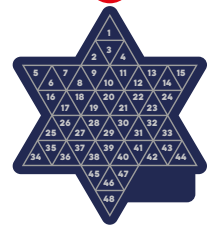
SPEED

PROBLEM SOLVING

SPATIAL INSIGHT

HOW TO PLAY

1



Both players receive a grid, a set of colored shapes and seven 'blockers'.

2



Roll all dice and place the 'blocker' pieces on the numbers as indicated.

3



Race your opponent to fill the empty spaces on the grid!

MULTIPLAYER SMARTGAMES

Multiplayer games that challenge both cognitive skills and strategic thinking for an exciting gaming experience.



DRAGON INFERNO™

Rule the kingdom...
or go down in flames!



WORK IN PROGRESS



ITEM SCM 505 US

I/M 0/6

UPC 847563001637



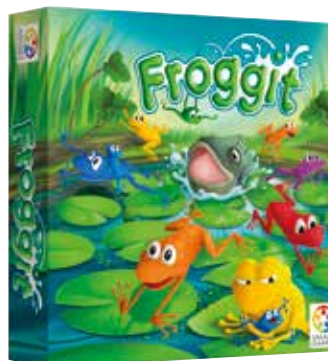
8 47563 00163 7

FAMILY GAMES



FROGGIT™

Get your frogs across the pond!



WORK IN PROGRESS



ITEM SGM 501 US

I/M 0/6

UPC 847563001545



HUDDLE UP™

Get together or freeze!



WORK IN PROGRESS



ITEM SGM 506 US

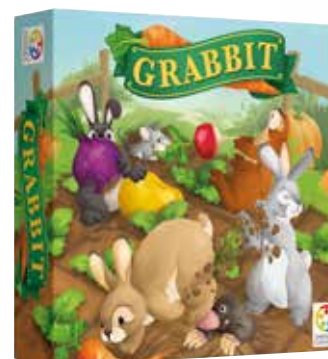
I/M 0/6

UPC 847563001989



GRABBIT™

Don't forget your veggies!



WORK IN PROGRESS



ITEM SGM 510 US

I/M 0/6

UPC 847563001644



SMARTMAX[®]

m a g n e t i c d i s c o v e r y





DISCOVER THE MAGIC OF MAGNETIC PLAY

SmartMax® is a range of solid, magnetic discovery toys for toddlers as young as one year old, and preschoolers up to ages of six and seven years. Enjoy worry-free, fun, and educational playtime for you and your toddler. Learn all about magnetism with these STEM toys and practice the motor skills of your child while also stimulating imagination and storytelling. Durable, sturdy materials make sure these sets can be passed on to the next generation. No matter the taste of your little one, there is a set for every child. And all sets are compatible with each other.

www.SmartMax.USA.com

Build, play,
imagine
and combine!



LEARNING THROUGH PLAY

SMARTMAX® STIMULATES

- Hand-eye coordination
- Logical thinking
- Color recognition
- Form recognition in 2D & 3D
- Playing together
- Counting
- Fantasy
- Creativity

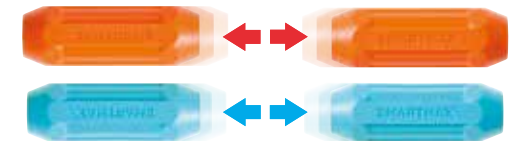
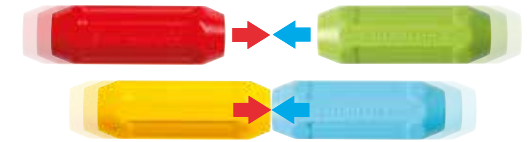
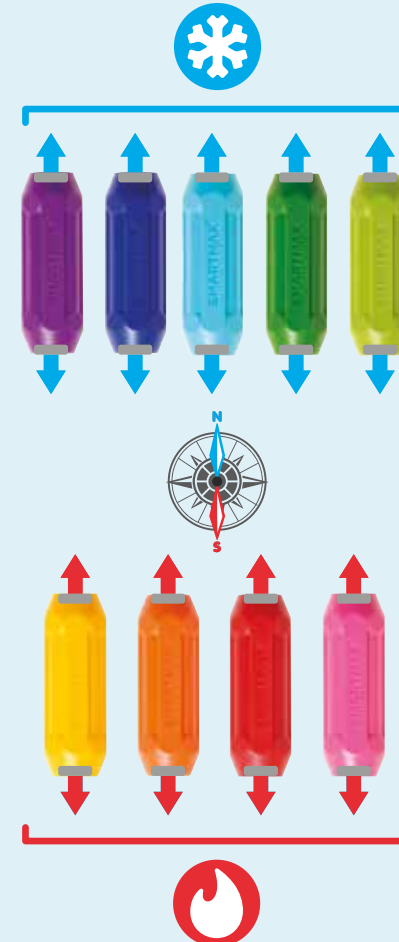


INTRODUCTION

MAGNETIC DISCOVERY

NORTH & SOUTH

Magnets have a magnetic north and south pole. Bars in cold colors (green, blue and lilac) have outward directed north poles. Bars in warm colors (red, orange, pink and yellow) have outward directed south poles.



ATTRACT & REPEL

Opposite poles attract each other, identical poles repel. All bars in 'cold' colors can be combined with all bars in 'warm' colors.

All other combinations repel.



BALLS

The SmartMax® balls are attracted by all magnetic bars, regardless of their color.

MY FIRST



SMX 151 US



SMX 220 US



SMX 221 US



SMX 222 US



SMX 223 US



SMX 224 US



SMX 410 US



SMX 226 US



SMX 235 US



SMX 236 US



SMX 241 US



SMX 243 US



SMX 229 US



SMX 233 US



SMX 244 US



SMX 245 US



SMX 246 US



SMX 247 US

SMARTMAX GAMES



SMX 227 US



SMX 237 US

BUILD



SMX 309 US



SMX 310 US



SMX 501 US



SMX 907 US

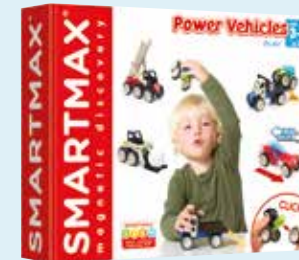


SMX 908 US



SMX 913 US

CREATE & PLAY



SMX 303 US



SMX 530 US



SMX 531 US



WORK IN
PROGRESS

1-5 years

15 pcs

NEW
SUMMER
2025

MY FIRST ANIMALS AROUND THE WORLD

Where the world's wildlife meets the magic of magnetism!

Meet 5 amazing animals from the Arctic, desert, jungle, and beyond! With mix-and-match fun, kids can create their own wild creatures - a polar bear with a dolphin's tail? Why not! Made with soft-touch materials, these magnetic toys are safe, durable, and perfect for little hands.

ITEM #	SMX 246 US
MASTER	0/6
UPC	847563010516



8 47563 01051 6



Take SmartMax animals on every adventure with our soft travel case, featuring fun prints to spark storytelling and imagination - perfect for storing and carrying your collection!

WORK IN
PROGRESS

1-5 years

6 pcs



MY FIRST SOUNDS & FLOWERS

Designed for toddlers, this flower-themed magnetic toy combines the magnetic and the sensory world together, so the little hands can mix and match pieces to create colorful blooms. Safe, fun, and perfect for imaginative play.

ITEM #	SMX 247 US
MASTER	0/6
UPC	847563010523



8 47563 01052 3

NEW
SUMMER
2025



Discover the different sounds with this magnetic rattle toy. Colorful and designed to delight with every shake and sound!



1-5 years

18 pcs

MY FIRST SAFARI ANIMALS

Magnetic, soft safari animals, ideal for little hands.

ITEM #	SMX 220 US
MASTER	0/6
UPC	847563009770



1-5 years

14 pcs

MY FIRST DINOSAURS

Build and play with the dinosaurs, but watch out for the T.-Rex!

ITEM #	SMX 223 US
MASTER	0/6
UPC	847563010141



1-5 years



MY FIRST ANIMAL MIX

Choose your favourite animals! Build, play, or mix and match for crazy combos!

ITEM #	SMX 151 US
MASTER	12/48
UPC	847563010226



Only the above 4 animals are available in this mix. Other animals can be found in other "My First" sets.



1-5 years

16 pcs

MY FIRST FARM ANIMALS

Create your own magnetic farm adventure!

ITEM #	SMX 221 US
MASTER	0/6
UPC	847563009787





1½-5 years

22 pcs

MY FIRST TRACTOR SET

Build your favourite farmyard friends.

ITEM # SMX 222 US
MASTER 0/6
UPC 847563010110



1½-5 years

22 pcs

MY FIRST ANIMAL TRAIN

Toot, Toot! Here comes the animal train!

ITEM # SMX 410 US
MASTER 0/6
UPC 847563009800





1-3 years

8 pcs

MY FIRST SOUNDS & SENSES

Shake, rattle & build! Amaze your little one.

ITEM #	SMX 224 US
MASTER	0/6
UPC	847563010189



1½ -5 years

10 pcs



MY FIRST STACKING RINGS

An open-ended magnetic discovery kit to create funny-looking figures that balance, wiggle, and wobble.

ITEM #	SMX 241 US
MASTER	0/6
UPC	847563010448



NEW
2024



1-5 years

13 pcs



MY FIRST VEHICLES

Create the nicest magnetic vehicles on the building site!

ITEM # SMX 226 US
MASTER 0/6
UPC 847563010202



1-5 years

5 pcs

NEW
2024



MY FIRST PLANE

Fly into the magic of SmartMax with My First Plane—let your imagination soar!

ITEM # SMX 244 US
MASTER 0/6
UPC 847563010462



1-5 years

16 pcs

NEW
2024



MY FIRST EXPLORERS

Mix and match your rocket, plane, or car for the ultimate ride.

ITEM # SMX 243 US
MASTER 0/6
UPC 847563010509



1-5 years

5 pcs

NEW
2024



MY FIRST CAR

Drive into the SmartMax universe with My First Car—gear up for new adventures!

ITEM # SMX 245 US
MASTER 0/6
UPC 847563010479





1½ -5 years

10 pcs



MY FIRST PIRATES

Wobble on deck of the pirate ship or go on a treasure hunt on the desert island.

ITEM # SMX 236 US
MASTER 0/6
UPC 847563010424



1-3 years

10 pcs



MY FIRST HIDE & SEEK

Ready or not, here they come! Can you see where the funny balls are hiding?

ITEM # SMX 229 US
MASTER 0/6
UPC 847563010363



1-5 years

7 pcs



MY FIRST WOBBLY CARS

Go on an exciting, wobbly adventure with these magnetic fun-moving cars!

ITEM # SMX 233 US
MASTER 0/6
UPC 847563010370



1-5 years

12 pcs

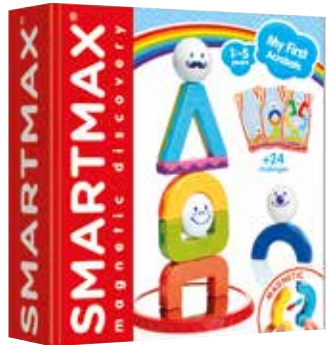


MY FIRST PEOPLE

Mix and match the funny faces with the different hats and bodies!

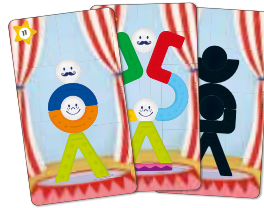
ITEM # SMX 235 US
MASTER 0/6
UPC 847563010417





1½ -5 years

10 pcs



MY FIRST ACROBATS

Mix the magnetic shapes to recreate the coolest acrobatic figures.

ITEM # SMX 227 US

MASTER 0/6

UPC 847563010295



8 47563 01029 5



1½ -5 years

8 pcs



MY FIRST BUILD & DRIVE

Simply build and play, or put the pieces together to replicate the challenges.

ITEM # SMX 237 US

MASTER 0/6

UPC 847563010431



8 47563 01043 1



BUILD



SMARTMAX®



1-6 years

23 pcs

TRY ME! feature



START

Have fun building incredible structures with SmartMax!

ITEM # SMX 309 US
MASTER 0/4
UPC # 847563009640



1-6 years

30 pcs



START PLUS

Build unique structures with curved bars!

ITEM # SMX 310 US
MASTER 0/4
UPC # 847563009657



1-6 years

42 pcs



START XL

The perfect introduction set to the world of SmartMax!

ITEM # SMX 501 US
MASTER 0/4
UPC # 847563009084



1-6 years

70 pcs



BUILD XXL

The XXL box filled with SmartMax fun!

ITEM #	SMX 907 US
MASTER	1/2
UPC	847563009688



1-6 years

104 pcs



FARM SET XXL

Storage box with animals and figurines for endless play!

ITEM #	SMX 913 US
MASTER	1/2
UPC	5414301250715



1-6 years

100 pcs



BUILD & LEARN

The ideal SmartMax set for your group or class!

ITEM #	SMX 908 US
MASTER	1/2
UPC	847563009749



2 BUILDING BOOKLETS
WITH 2D & 3D CHALLENGES!

PLAY & CREATE



SMARTMAX®



3+ years

12 pcs



ROBOFLEX

Who said robots aren't flexible? Get creative and make your own flexible, crazy robots!

ITEM #	SMX 530
MASTER	0/6
UPC	5414301250555



3-6 years

25 pcs



POWER VEHICLES

Tow, pick-up, or move obstacles. Nothing is impossible with this fleet of magnetic vehicles!

ITEM #	SMX 303
MASTER	0/6
UPC	5414301243038



3+ years

20 pcs



ROBOFLEX PLUS

Create even more robots! Choose your magnetic parts, bend, extend, assemble, and play!

ITEM #	SMX 531
MASTER	0/6
UPC	5414301250562



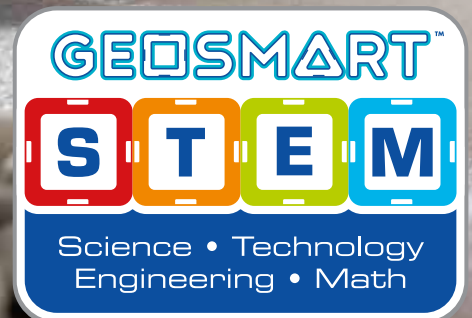
GEOSMART™



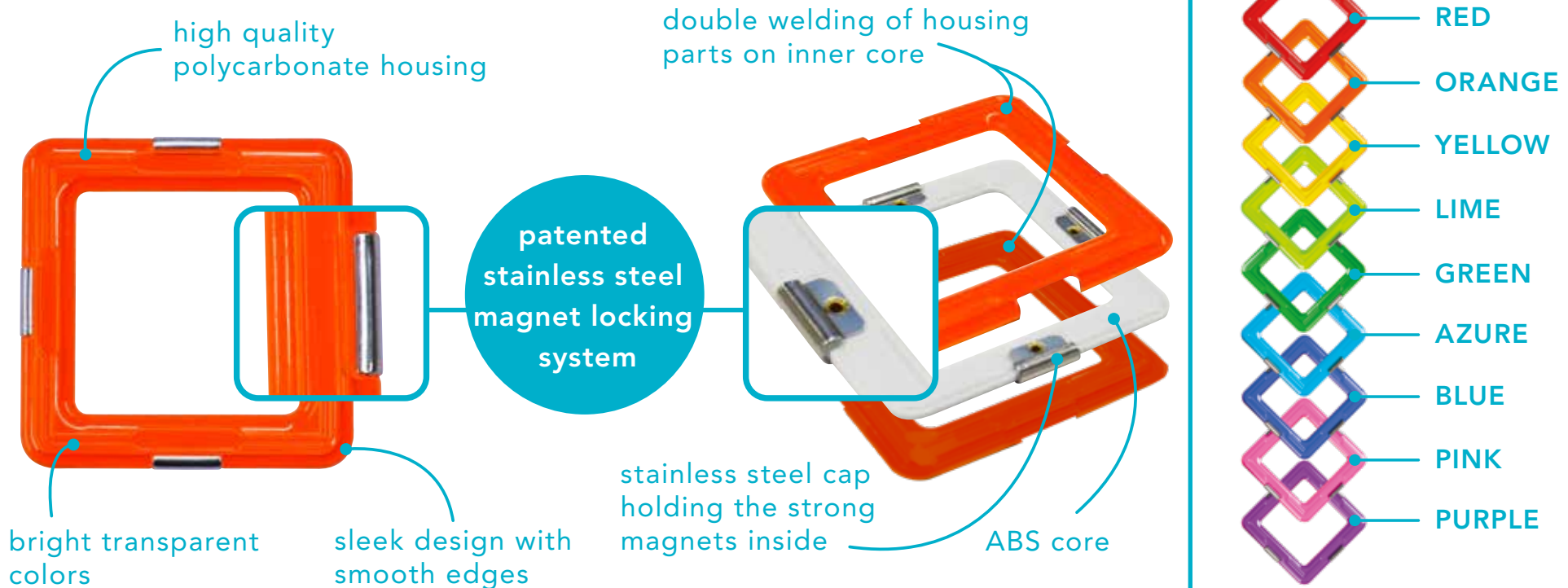
Magnetic construction toys suitable for kids as young as 3 years of age that introduce children in a fun manner to academic STEM fields like geometry, technology, and engineering. Its patented dual safety system makes GeoSmart safe for small kids and sturdy for decades of qualitative playtime. Wheels, lights, remote controllable parts and spinners add extra dimensions to your structures and make sure you can build an infinite amount of constructions.

WWW.GEOSMARTUSA.COM

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THE ULTIMATE IN MAGNETIC SAFETY



• DOUBLE SAFETY SYSTEM • STRONGER • LONG LIFETIME • EASY TO CLEAN



TRIANGLE



SQUARE



RECTANGLE



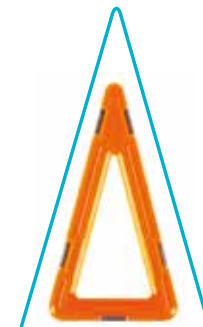
DIAMOND



TRAPEZOID

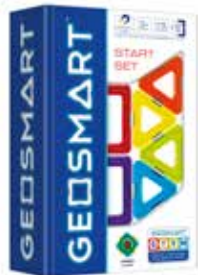


PENTAGON



ISOSCELES
TRIANGLE

GEOSHAPES



GEO 102 US



GEO 200 US



GEO 210 US

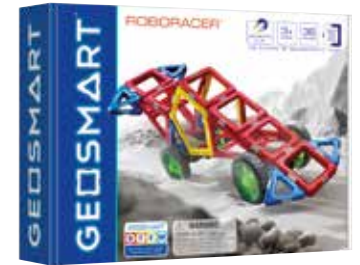


GEO 600 US

GEOWHEELS



GEO 211 US



GEO 216 US



GEO 301 US





15
pieces

GEO 102
START SET



ITEM GEO 102 US
I/M 0/6
UPC 847563010196 8 47563 01019 6

23
pieces

GEO 200
SOLAR SPINNER



ITEM GEO 200 US
I/M 0/6
UPC 847563009848 8 47563 00984 8

31
pieces

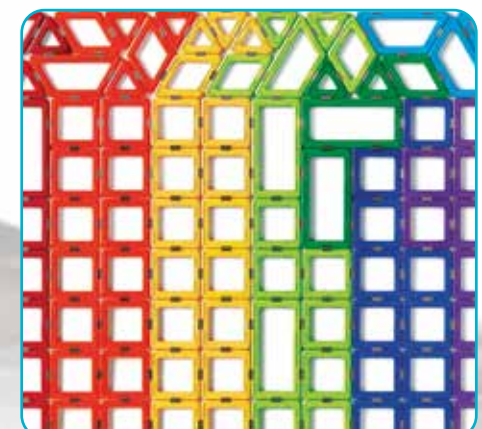
GEO 210
GEOSPHERE



ITEM GEO 210 US
I/M 0/6
UPC 847563009855 8 47563 00985 5

100
pieces

GEO 600
EDUCATIONAL SET



ITEM GEO 600 US
I/M 0/4
UPC 847563009923 8 47563 00992 3

30
pieces

GEO 211
LUNAR ROVER



ITEM GEO 211 US
I/M 0/6
UPC 847563009916 8 47563 00991 6

36
pieces

GEO 216
ROBORACER



ITEM GEO 216 US
I/M 0/6
UPC 847563010219 8 47563 01021 9

42
pieces

GEO 301
SPACE TRUCK



ITEM GEO 301 US
I/M 0/4
UPC 847563009862 8 47563 00986 2





Strong, Safe, Battery-Free Toys for toddlers

BATTERY FREE

Long lasting play value
Worry-free for parents

NO BPA

No compromise on safety
No harmful chemicals used

NO PVC

We only use the most durable and safe plastics
(ABS) + TPE rubber free from PVC, Phthalates,
lead and cadmium content

NO SMALL PARTS

Designed with children in mind, so no sharp
edges or small parts that could be swallowed

NO TOXIC PAINT

Our toys are safe to be nibbled, chewed, hugged
and loved. All figures are hand painted with care

NEW!



The Wow Story, so far...

It all began in a small workshop in London in 1997. Like many parents Nadim was frustrated with the quality of toys available. As a toy designer, Nadim wanted to do something about it – to make strong, well designed toys with endless play value...powered by young imaginations, not batteries! In 2024, Wow Toys joined the Smart Group and their international design team will help take the product development with storytelling into the future. Each toy has a lovable character, each with their own story to tell...

Happy playtime!

Tough Toys for Toddlers, where safety is everything.





INTRODUCTION

Our philosophy



Design

Every toy is designed in house and created to make parents smile and give personality that kids adore.



Safety

We consider toy safety to be top priority and have been designing and manufacturing our toys responsibly and ethically for over 25 years.



Quality

We use the strongest, purest and most durable plastics so you can always trust a WOW Toy.

Discover WOW features

Our toys are packed with exciting features to discover using vibrant colors, sounds and clever mechanical features that provide long lasting play value.



Design



Active Play



Social Interaction



Role play
imagination



Hand-eye
coordination



Cause and effect



Lift-it Luke™

Age: 1-5 years Pieces: 3

- Push & Go motor
- Pull handle to lift bucket



ITEM
I/M
UPC

WW 01026

3/12

5033491010260



Jurassic Jesse™

Age: 1-5 years Pieces: 4

- Push & Go motor · Magnetic hook
- Removable figures



ITEM WW 10396
I/M 3/12
UPC 5033491103962 5 033491 103962

Marco's Moto Team™

Age: 1-5 years Pieces: 5

- Push & Go motor · Detachable trailer
- Place figure in motorcycle



ITEM WW 10716
I/M 3/12
UPC 5033491107168 5 033491 107168

Johnny Jungle Plane™

Age: 1-5 years Pieces: 3

- Push & Go motor · Rotating propellers
- Rotate tail to reveal 3 secret compartments



ITEM WW 01013
I/M 3/12
UPC 5033491010130 5 033491 010130

Pip the Pirate Ship™

Age: 1-5 years Pieces: 4

- Squirting cannon · Scoop and pour sail
- Floating boat · Mould resistant



ITEM WW 10348
I/M 3/12
UPC 5033491103481 5 033491 103481



Richie Race Car™

Age: 1-5 years Pieces: 3

- Push & Go motor · Magnetic hook
- Removable figure · Reversible barrier



ITEM WW 10343
I/M 4/16
UPC 5033491103436 5 033491 103436

Dynamite Daisy™

Age: 1-5 years Pieces: 2

- Push & Go motor · Magnetic hook
- Removable figure



ITEM WW 01016
I/M 4/16
UPC 5033491010161 5 033491 010161

Fireball Frankie™

Age: 1-5 years Pieces: 2

- Push & Go motor · Magnetic hook
- Removable figure



ITEM WW 01015
I/M 4/16
UPC 5033491010154 5 033491 010154

Cop Car Cody™

Age: 1-5 years Pieces: 2

- Push & Go motor · Magnetic hook
- Removable figure



ITEM WW 10715
I/M 4/16
UPC 5033491107151 5 033491 107151

Fireboat Felix™

Age: 1-5 years Pieces: 2

- Mould resistant · Dishwasher safe
- Push button to squirt water



ITEM WW 01017
I/M 4/16
UPC 5033491010178 5 033491 010178

Fire Buggie Bertie™

Age: 10m+ Pieces: 2

- Push along · Fun rocking action
- Removable figure



ITEM WW 10311
I/M 4/16
UPC 5033491103115 5 033491 103115

Ronnie Rocket™

Age: 1-5 years Pieces: 2

- Vibrating countdown motor · Pull cord to start the countdown
- Shakes and shudders · Press button to flip open cockpit



ITEM WW 10230

I/M 3/12

UPC 5033491102309



Mac Monster Truck™

Age: 1-5 years Pieces: 2

- Push & Go motor · Opening Mouth
- Rubber wheels · Flip open roof



ITEM WW 10325

I/M 6/24

UPC 5033491103252



Pippa's Princess Carriage™

Age: 1-5 years Pieces: 4

- Push along sounds · Use figure to rotate mirror
- Detachable horse



ITEM WW 10240

I/M 3/12

UPC 5033491102408



Harry Copter's Animal Rescue™

Age: 1-5 years Pieces: 4

- Motorised rotors · Magnetic animal lift



ITEM WW 01014

I/M 3/12

UPC 5033491010147



Mix N Fix Mike™

Age: 1-5 years Pieces: 2

- Push & Go motor · Rotating mixer
- Spinning swirl



ITEM WW 10185

I/M 3/12

UPC 5033491101852



Freddy Farm Truck™

Age: 1-5 years Pieces: 6

- Push & Go motor · Magnetic hook
- Removable animals and figure



ITEM WW 10710

I/M 3/12

UPC 5033491107106



Ernie Fire Engine TM

Age: 1-5 years Pieces: 2

- Push & Go motor · Extend and lift ladder
- Clicking ladder



ITEM WW 10714

I/M 3/12

UPC 5033491107144 5 033491 107144

The Turbo Twins TM

Age: 1-5 years Pieces: 4

- Push & Go motors · Magnetic hooks
- Removable figures



ITEM WW 06060

I/M 3/12

UPC 5033491060609 5 033491 060609

Taylor's Tractor ride TM

Age: 1-5 years Pieces: 7

- Push & Go motor · Hook on trailer
- Removable figures



ITEM WW 10395

I/M 3/12

UPC 5033491103955 5 033491 103955





Paige Pooch N Ride

Age: 1-5 years Pieces: 4

- Push & Go motor · Magnetic hook
- Removable figures and dog basket



ITEM WW 10393

I/M 6/24

UPC 5033491103931 5 033491 103931



Danny's Diving Adventure

Age: 1-5 years Pieces: 5

- Mould resistant · Dishwasher safe · Working diving board
- Water pouring action · opening deck · Secret cabin



ITEM WW 04010Z

I/M 6/24

UPC 5033491040106 5 033491 040106



Dustin Dump Truck™

Age: 1-5 years Pieces: 2

- Push & Go motor · Sturdy carry handle
- Automated tipping truck



ITEM WW 10183
I/M 2/6
UPC 5033491101838 5 033491 101838

Kitty Camper Van™

Age: 1-5 years Pieces: 6

- Push & Go motor · Opening roof
- Opening front cab · Magic WOW button opens tailgate



ITEM WW 10324
I/M 2/6
UPC 5033491103245 5 033491 103245

Flip 'N' Tip Fred™

Age: 1-5 years Pieces: 6

- Push & Go motor · Load bucket · Revolving Waste Crusher
- Match and sort the bins · Pull lever to flip the bins



ITEM WW 01018
I/M 2/6
UPC 5033491010185 5 033491 010185

Dexter the Digger™

Age: 1-5 years Pieces: 4

- Push & Go motor · Mechanical arm
- Secret engine compartment · Rattling boulder



ITEM WW 01027
I/M 2/6
UPC 5033491010277 5 033491 010277

Sam the Steam Train™

Age: 1-5 years Pieces: 5

- Push & go motor · Push chimney to blow whistle
- Role-play fun carriage · Hook-on carriage



ITEM WW 08000
I/M 2/6
UPC 5033491080003 5 033491 080003

Robin's Medical Rescue™

Age: 1-5 years Pieces: 5

- Push & go motor · In-built x-ray machine
- Push button to open tailgate · Sliding door



ITEM WW 10141
I/M 2/6
UPC 5033491101418 5 033491 101418

GOSMART™

GOSMART™: nurturing the seeds for the brands of tomorrow

At Smart Toys and Games, we support and believe in the importance of continuous innovation. With our desire to keep surprising our many partners and followers, we invest in planting the seeds for potential strong brands in the future. Our GOSMART™ brand serves as the incubator for innovative new toys & games that build: SMARTER PLAY.



Krumples™

SIMPLY CLEVER PLAYTHINGS™

AGES
10m+

Scrunch. Crunch. Squish. Repeat.

Spark exploration and curiosity while developing crucial cognitive and developmental milestones. Sensory-rich play POPS to life with every surprisingly satisfying SCRUNCH!



DISHWASHER
SAFE



6
ASSORTED
COLORS
PER CASE

GO SMART

Pully™



ITEM # KRU 001US
MASTER 0/12



Plungy™

MADE FROM
FOOD GRADE
SILICONE



6
ASSORTED
COLORS
PER CASE

ITEM # KRU 002US
MASTER 0/12



EXCELLENT FOR

TACTILE AND SENSORY

CAUSE AND EFFECT PLAY

TRAVEL

BATHTIME



Builds Fine and Gross Motor Skills!



FIDGETY Krumples™

SIMPLY CLEVER PLAYTHINGS™

AGES
3+

DISHWASHER
SAFE

DISPLAY
CONTAINS 48
TOTAL WITH 24
OF EACH STYLE
IN 6 ASSORTED
COLORS



ITEM # KRU005US
MASTER 0/48



8 47563 00324 2

GO SMART™



MADE FROM
FOOD GRADE
SILICONE

Excellent for travel! Fidgety fun on the go!

Pully™



Plungy™





AGES
10m+



ITEM # HAN 001US

MASTER 0/12



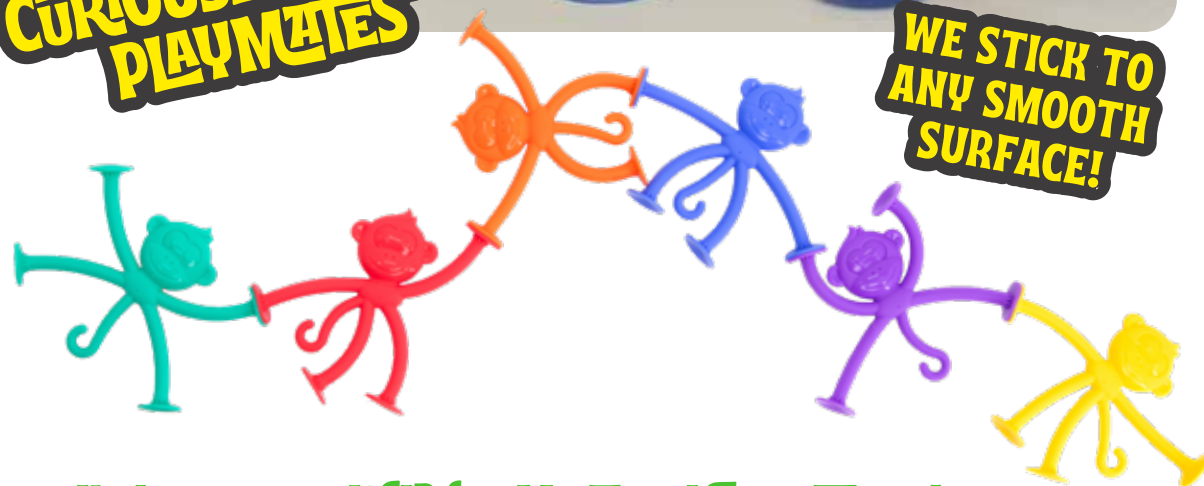
8 47563 00313 6

HANGATANGS



**CURIOUSLY CLEVER
PLAYMATES™**

**WE STICK TO
ANY SMOOTH
SURFACE!**



Little ones go WILD for My First HangaTangs!

These playful primates are perfectly sized for grasping, and large enough for little hands to easily push the suction cups together and then POP apart! These monkeys are perfect for travel, bath time, and anywhere else little minds are going and GROWING! Made from food grade silicone, My First HangaTangs stick to and hang from any non-porous surface, are easy to clean, and are dishwasher safe.

MIMIQ

MiMiQ



MIMIQ™

A hilarious party game for kids and parents. Use silly faces to collect sets of 4 identical cards!



ITEM # MMQ 001 US

MASTER 12/96

UPC 847563002160



8 47563 00216 0

GO SMART™

FARM MIMIQ™

Put your facial muscles and memory to the ultimate test with Farm MiMiQ! Capture the other players' cards by "MiMiQ-ing" a variety of facial expressions.



ITEM # MMQ 002 US

MASTER 12/96

UPC 847563002177



8 47563 00217 7

BODY MIMIQ™

An educational party game for kids and adults full of laughter. Use your body to collect sets of 4 identical cards!



ITEM # MMQ 003 US

MASTER 12/96

UPC 847563002184



8 47563 00218 4



RECENT TOYS

Recent Toys, founded in 2001, is on a mission to create hands-on puzzles that challenge the brightest minds and inspire players of all ages. Products that are simple, smart, unique and built to last. They provide endless hours of stimulation, whether you're a beginner or a solving genius.

Of exemplary quality, the Recent Toys range aims to be affordable for consumers and brings together a selection of puzzles from many contemporary inventors in varied styles and shapes.



DYNACUBE

For your inner fidgeter



Long queues, waiting rooms, the clock ticks and tocks forever... good thing you brought your Dynacube! Endless variations for busy fingers. Pick it up and never want to put it down. The first geometric shapes are easy — but now how about the other 100?

Display of 12 pcs, 3 colors
Items not available individually



ITEM RT 28
I/M display of 3x4
UPC 847563002504



ZIGGUFLAT

The ultimate sliding puzzle



**NEW
2025**

Unlock endless excitement with Ziguflat, the ultimate sliding puzzle! Seamlessly create three captivating shapes. Build your confidence and zigzag your way through. Where precision meets fun... Slide, Shape, Thrill!

Display of 12 pieces (not available individually)



ITEM RT 5170
I/M display of 12
UPC 847563003280



BRAIN MATCHES

Ignite your brain!

Introducing a unique and captivating challenge with Brain Matches. This finely curated selection includes 12 different designs, totaling 48 units, with puzzles crafted from both wood and metal. Perfect as stocking fillers and ideal for boosting Q4 sales, these puzzles are a must-have for any retailer looking to offer intriguing and compact gifts.

Display of 48 pieces, 12 styles (items not available individually)



**NEW
2025**



ITEM RT 5188 US
I/M display of 4x12
UPC 847563003648



THE ALCHEMIST PUZZLE SET

Precious metals such as gold, silver, and platinum are famous for their high quality, purity, and value. Inspired by alchemy, the ancient practice of transformation, our puzzle series captures this magical quest for perfection.



**NEW
2025**

ITEM RT 5204 US

I/M 0/6

UPC 847563003617



THE ALCHEMIST IRON

Can you unlock this Iron puzzle lock? Use the attached key to open it, but it's not as simple as it seems... Are you truly an Alchemist?



**NEW
2025**



ITEM RT 5210 US

I/M 6/24

UPC 847563003594



THE ALCHEMIST TIN

Only true Alchemists can remove the ring from the Tin loop! Use your powers and carefully maneuver the ring out of this 3D puzzle. Good luck!



**NEW
2025**



ITEM RT 5211 US

I/M 6/24

UPC 847563003600



TOUGH MEASURES

A unique concept that combines precise measurements and intricate design for an exceptionally engaging mental workout.



ITEM RTC 5060

I/M 6/24

UPC 847563002603 8 47563 00260 3



FLOWER MAZE

An exquisitely designed puzzle that combines a floral theme with intricate mazes, offering a delightful and mentally stimulating challenge.



ITEM RTC 5063

I/M 6/24

UPC 847563002542 8 47563 00254 2



THE WAITER'S TRAY

A cleverly designed puzzle that simulates a balancing act, offering a blend of strategy, skill, and fun in a unique format.



ITEM RTC 5061

I/M 6/24

UPC 847563002597 8 47563 00259 7



DOUBLE TROUBLE

A masterfully crafted puzzle with two intertwined mazes, offering a complex, engaging, and rewarding brain-teasing experience.



ITEM RTC 5064

I/M 6/24

UPC 847563002535 8 47563 00253 5



NOT A JIGSAW

Challenge your expectations! What you see is not always what you get with this unique puzzle. Remove the pieces from the frame and put them back in again. Discover the difference - this is no ordinary jigsaw experience.



Ages 14 to adult

**NEW
2025**



ITEM RTC 5166 US

I/M 6/24

UPC 847563003624 8 47563 00362 4



METAL BIKE

A uniquely designed puzzle that combines a vintage bicycle aesthetic with a complex structure, offering an engaging, nostalgic solving experience.



Ages 14 to adult



ITEM RTC 5084

I/M 6/24

UPC 847563002559 8 47563 00255 9

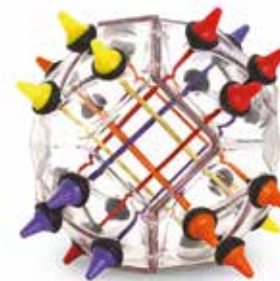


BRAINSTRING ADVANCED

A unique and innovative 3D puzzle that challenges players to manipulate strings, offering a stimulating brainteaser experience.



Ages 14 to adult



ITEM RT 19

I/M 6/24

UPC 847563002481 8 47563 00248 1



BRAINSTRING R

A unique puzzle that combines 3D manipulation with a unique string-based challenge, offering an intriguing and mentally stimulating experience.



Ages 14 to adult



ITEM RT 23

I/M 6/24

UPC 847563002498 8 47563 00249 8





CONSTANTIN PUZZLE BOX #1

An exquisitely crafted wooden puzzle box that offers a blend of traditional aesthetics and ingenious mechanisms.



ITEM RTC 5100

I/M 6/24

UPC 847563002610 8 47563 00261 0



CONSTANTIN PUZZLE BOX #2

A masterfully designed wooden box that combines intricate craftsmanship with clever hidden compartments.



ITEM RTC 5101

I/M 6/24

UPC 847563002627 8 47563 00262 7



CONSTANTIN PUZZLE BOX #3

A beautifully crafted wooden puzzle box, offering a complex array of hidden mechanisms and compartments.



ITEM RTC 5102

I/M 6/24

UPC 847563002634 8 47563 00263 4



GEAR BALL

The famous spherical puzzle with interlocking gears, offering a smooth, tactile experience and a unique twist on brain teasers.



ITEM RTM 5031
I/M 6/24
UPC 847563002252 8 47563 00225 2

SKEWB ULTIMATE

A dynamic web-like design with multifaceted rotation, and vibrant colors for an unparalleled, engaging puzzle-solving journey.



ITEM RTM 5034
I/M 6/24
UPC 847563002467 8 47563 00246 7

PYRAMINX

A triangular twisty puzzle that offers a unique, brain-teasing experience with its colorful, rotating layers and sleek design.



ITEM RTM 5035
I/M 6/24
UPC 847563002429 8 47563 00242 9

SKEWB XTREME

A challenging, intricately designed puzzle that combines vibrant colors and intricate movements for an extreme brain-teasing experience.



ITEM RTM 5038
I/M 6/24
UPC 847563002474 8 47563 00247 4

MOLECUBE

An innovative puzzle that combines vibrant colors and a sleek design, offering a unique, engaging, and mentally stimulating brainteaser experience.



ITEM RTM 5044
I/M 6/24
UPC 847563002405 8 47563 00240 5

GHOST CUBE

A 3D puzzle masterpiece with an asymmetric, ghost-like design, promising hours of captivating, mind-twisting fun.



ITEM RTM 5045
I/M 6/24
UPC 847563002269 8 47563 00226 9

MEGAMINX

A dodecahedron-shaped puzzle that challenges with its many facets, vibrant colors, and intricate twists for an unparalleled solving experience.



ITEM RTM 5053
I/M 6/24
UPC 847563002344 8 47563 00234 4

MINI MEFFERT DISPLAY



ITEM RTM 5055
I/M 20/80
UPC 847563002351 8 47563 00235 1

MEFFERT STARTER KIT DISPLAY

A first introduction to the sales potential of Meffert's twisty puzzles! Each display is pre-packed and holds two pieces of:

RTM 5031 Gear Ball
RTM 5053 Megaminx
RTM 5096 Hollow Skewb Ultimate
RTM 5109 Ghost Extreme
RTM 5110 Pyraminx Diamond
RTM 5150 Maltese gear



ITEM RTM 5146
I/M 12 PCS DISPLAY
UPC 847563003457 8 47563 00345 7

PYRAMINX DUO

An elegant puzzle that blends intuitive design with subtle complexity. A great introduction to the Pyraminx line!



ITEM RTM 5071
I/M 6/24
UPC 847563002450 8 47563 00245 0

HOLLOW CUBE

A unique, transparent puzzle that offers a visually striking and intellectually challenging experience with its see-through structure.



ITEM RTM 5079
I/M 6/24
UPC 847563002283 8 47563 00228 3

MEFFERT FLOOR DISPLAY



ITEM RTM DIS02
I/M 1/1
UPC 847563002818 8 47563 00281 8

GHOST XTREME

A complex puzzle with a unique, asymmetric design, offering an extreme challenge for enthusiasts seeking a truly unconventional and mind-bending experience.



ITEM RTM 5109
I/M 6/24
UPC 847563002276 8 47563 00227 6

MALTESE GEAR

The famous puzzle that blends intricate gear movements with a striking appearance for a uniquely satisfying solving experience.



ITEM RTM 5150
I/M 6/24
UPC 847563002337 8 47563 00233 7

PYRAMINX DIAMOND

A brilliantly designed puzzle that combines a diamond-like structure with dynamic play for an extraordinary brain-teasing experience.



ITEM RTM 5110
I/M 6/24
UPC 847563002436 8 47563 00243 6

TRAIN YATZY™

Get your trains in line! What is your strategy to win this dice game?



ITEM # YTZ 001 US
MASTER 12/96
UPC 847563002191



FARM YATZY™

Can you bet a farm on your strategy?
A fun game of dice for kids and adults.



ITEM # YTZ 003 US
MASTER 12/96
UPC 847563002214



ZOO YATZY™

It's a zoo out there! Get your dices together and find a winning combination strategy.



ITEM # YTZ 002 US
MASTER 12/96
UPC 847563002207

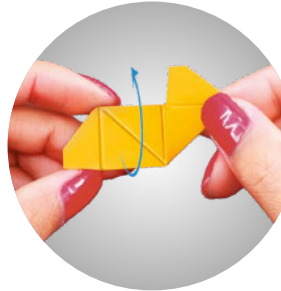


CREAGAMI

Origami 3D

Creagami is a kit for creating modular origami. This centenarian Japanese art, which consists in folding sheets of paper in order to create colorful sculptures, stimulates the development of creativity and is often used to relax. The repetitive folding of individual cards is a good training for the development of concentration and fine motor skills. The numerous sculptures that can be built, colored and creative, are perfect decorative elements for the house. The kit includes sheets of various colors, each with 24 pre-cut cards and with fold guides, with which you can make the necessary modules to create your 3D sculpture.

Fold
the card



Create
the module



Simply
connect them



SMALL



MEDIUM



LARGE

PARROT



ITEM CR 713US
I/M 0/6
UPC 847563002696 8 47563 00269 6

BEE



ITEM CR 714US
I/M 0/6
UPC 847563002702 8 47563 00270 2

SNAIL ON THE LEAF



ITEM CR 716US
I/M 0/6
UPC 847563002825 8 47563 00282 5



PENGUIN



ITEM CR 721US

I/M 0/6

UPC 847563002719



OCTOPUS



ITEM CR 722US

I/M 0/6

UPC 847563002726



LLAMA



ITEM CR 726US

I/M 0/6

UPC 847563002740



OWL



ITEM CR 732US

I/M 0/6

UPC 847563002757



UNICORN



ITEM CR 737US

I/M 0/6

UPC 847563002788



PEACOCK



ITEM CR 738US

I/M 0/6

UPC 847563002795



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