

PLAYWELL

2019
FALL

SASSI



SA023 3D PUZZLE & BOOK – PRINCESS CASTLE



SA752 3D PUZZLE & BOOK – FARM



SA721 3D PUZZLE & BOOK – DOLLHOUSE



A book and a 3D puzzle model at the same time!
Flip the pages to read the story and open up the flaps on the pages to discover what's inside.
Learn about life on the farm, in the Princess castle or the doll's house and then build a 3D model.
Great for developing imaginative play and story-telling skills.
3D princess castle measures 9"W x 16"H x 7"D when fully assembled. Ages 3 years +.

MAGFORMERS®

Intelligent Magnetic Construction Set For Brain Development



705011 MILO'S MANSION 33

This 33-piece set makes 26 different models and is also compatible with any other Magformers set. Includes 18 Magformers shapes (4 triangle, 12 square, 2 spars), plus 15 accessory pieces, 1 figure, and a 27-page idea booklet. Ages 3 years +.



730658050118



705009 MAGGY'S HOUSE 33

This 33-piece set makes 26 different models and is also compatible with any other Magformers set. Includes 17 Magformers shapes (4 triangle, 12 square, 1 sector), plus 15 accessory pieces, 1 figure, and a 27-page idea booklet. Ages 3 years +.



730658050095



715013 BASIC PLUS 14

Introduces a new Magformers shape: square with circle inside (2 included in this set)! This new shape creates additional building opportunities, including circular windows or portholes! Also includes 4 square and 8 triangle Magformers shapes, plus a 19-page idea booklet. Ages 3 years +.



730658150139



715014 BASIC PLUS 26

Introduces a new Magformers shape: square with circle inside (2 included in this set)! This new shape creates additional building opportunities, including circular windows or portholes! Also includes 14 square and 8 triangle Magformers shapes, plus a 19-page idea booklet. Ages 3 years +.



730658150146



715015 BASIC PLUS 30

Introduces two new Magformers shapes: magnetic circles and squares with circle inside (4 of each shape included in this set)! These new shapes create additional building opportunities, including circular windows, portholes, or make-believe wheels! Also includes 12 square and 10 triangle Magformers shapes, plus a 19-page idea booklet. Ages 3 years +.



730658150153



MAGFORMERS®

Intelligent Magnetic Construction Set For Brain Development



711006 POP-UP BOX 28

This cool new set includes 14 Magformers shapes (8 triangle, 6 square), plus 14 3D plastic inserts (8 triangular pyramid, 6 square pyramid) to help children learn about spatial perception. The lid of the box lifts open to feature a magnet-friendly board on the inside flap. This allows you to build different creations and attach them to the lid. Also includes a 39-page idea booklet. Ages 3 years +.



730658110065



717001 AMAZING POLICE RESCUE 26

Create 30+ models using the basic Magformers shapes, play sheets and guide booklets. The 26-piece set includes 24 Magformers shapes (8 triangle, 8 square, 1 triple-square), 2 figures, plastic insert pieces to create unique rescue models, and a 27-page idea booklet. Ages 3 years +.



730658170014



717004 AMAZING CONSTRUCTION 50

Create 50+ models using the basic Magformers shapes, play sheets and guide booklets. The 50-piece set includes 24 Magformers shapes (4 triangle, 14 square, 3 double-square, 2 isosceles triangle), 2 figures, plastic insert pieces to create unique construction models, and a 31-page idea booklet. Ages 3 years +.



730658170045



717003 AMAZING RESCUE 50

Create 50+ models using the basic Magformers shapes, play sheets and guide booklets. The 50-piece set includes 24 Magformers shapes (8 triangle, 14 square, 1 double-square, 1 triple-square), 2 figures, plastic insert pieces to create unique rescue models, and a 31-page idea booklet. Ages 3 years +.



730658170038





B40034 LADYBIRD



4014888400346



B40110 TURTLE



4014888401107



B40111 COW



4014888401114



B40112 CHICKEN



4014888401121



B40113 PIG



4014888401138



B40114 FOX



4014888401145



B40115 DUCK



4014888401152



B40116 DOG



4014888401169



B40118 OWL



4014888401183



B40119 GIRAFFE



4014888401190



B40120 SHEEP



4014888401206



B40121 HORSE



4014888401213

These kindergarten-quality, long-lasting handpuppets will provide hours and hours of creative, imaginative play fun for children and adults. Made of high-quality materials, these puppets are designed to fit the hands of both children and adults, and promote self-confidence, language and storytelling skills. Duck handpuppet measures 9" high and 9" wide. For ages 3 years +.



B40122 CAT



4014888401220



B40123 MONKEY



4014888401237



B40124 RABBIT



4014888401244



B40125 BEAR



4014888401251



B40126 ROOSTER



4014888401268



B40127 LION



4014888401275



B40128 ELEPHANT



4014888401282



B40129 CROCODILE



4014888401299



B40130 SQUIRREL



4014888401305



B40131 PARROT



4014888401312



B40250 HEDGEHOG



4014888402500



B40277 FROG



4014888402777

B70007 WOODEN HAND PUPPETS DISPLAY

This beautifully-designed, handpuppet display measures 80" tall by 19.7" diameter, features rotating modules, and can hold up to 40 handpuppets.



PRIMO



545001 25MM WATERCOLOUR TABLETS ON PALETTE

12 colours, includes 1 paint brush (size: 5" long).
The clear cover of the case (measures 5.5"W x 7.5"H) acts as the mixing palette when you're ready to start painting!
Ages 3 years +.



545003 30MM FLUORESCENT/METALLIC TABLETS W/ PALETTE

12 colours (4 fluorescent, 8 metallic), includes 1 paint brush (size: 6.75" long).
The clear cover of the case (measures 4"W x 10"H) acts as the mixing palette when you're ready to start painting!
Ages 3 years +.



545002 30MM WATERCOLOUR TABLETS W/ PALETTE

24 colours (30mm diameter), includes 1 paint brush (size: 6.75" long).
Each paint tablet has its own container, so it can be removed from the carry case (size: 7.5"W x 10"H), whose clear cover also acts as the mixing palette when you're ready to start painting.
Also includes 1 tube of white poster paint.
Ages 3 years +.



545004 75ML POSTER PAINT

6 washable tempera colours, featuring a squeeze bottle whose nozzle can be used as a drawing or painting tool.
Ages 3 years +.



PRIMO



545007 TEXTILE-COLOURING PENS
8 colours, perfect for decorating textile fabrics, including t-shirts and sweaters!
Each pen measures 5.25" long.
Ages 3 years +.



545008 FINE FIBRE-TIP PENS
24 washable colours, with a patented feature that keeps the pens working even if the cap is left off for 3 days!
Pen measures 6" long.
Ages 3 years +.



545006 FINGER PAINTS IN CARRY CASE
6 colours (size: 100g), carry case measures 9.25"W x 7.5"H.
Ages 3 years +.



545005 44ML POSTER PAINT W/ ACCESSORIES IN CARRY CASE
6 colours, plus paint brush (size: 7" long), 2 sponges (size of largest: 4" long), and 3 sponge brushes (size of largest: 3"W x 5"L).
Carry case measures 9.25"W x 7.5"H.
Ages 3 years +.

ANN WILLIAMS

where fun rules.



AW048 DYO ANIMAL NECKLACES

Stack designs to create and customize 7 unique animal-themed necklaces! Pick a face, add features, ears, and accessories. There are literally tens of thousands of different combinations, so you're sure to find one that's "you". For ages 6 years +.



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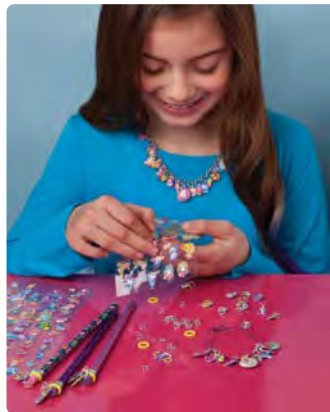


811069030156



AW046 MYTHICAL POM CREATURES

Create your own mythical magic with these easy-to-make fantastical friends! Pre-sewn shapes let you just put the poms on them, then stuff them. Pom Pom perfection every time! Contains enough materials to make 3 adorable pom creatures: Puffy Pandacorn (6"H), Magical Narwhal (6"H), and Cuddly Meowmaid (6"). For ages 4 years +.



811069030044

AW047 DIY PUFFY CHARMS

This craft kit is "charming" in so many ways! Make 105 puffy charms, and use them as part of shoe charms (16 total), charm bracelets (5 total), 6 pencil-toppers, and 1 necklace. For ages 7 years +.



AW049 WALL STICKER PLAYHOUSE

Let your imagination run wild with an awesome 3-foot tall dream home that sticks right to your wall (don't worry, it's paint-safe!). Have hours of fabulous fun decorating and re-decorating with over 650 re-positionable, imaginative stickers. For ages 3 years +.



854982006990



P6801 CODE A MAZE

Screen-free learning...no software required!

CodeAmaze allows young children to learn coding skills through tangible code cards that do not rely on reading ability or language skills.

Code by laying the direction cards in sequence one by one to solve the maze on the challenge cards.

Then store the code into the system by inserting the direction cards onto the scanner, and watch the little robot move around its maze!

Measures 8.75"W x 9.6"H, and includes 30 coding cards.

Requires 3 AA batteries (not included).

For ages 3 years +.



4093156068013



21302 GEM COUNTING

Spin the arrows on the dial to determine which colour and how many gems you need to move to your coloured bucket with the magnetic pen.

If the spinner points to the sad face, you lose your turn! Great for developing colour-recognition, basic arithmetic, and fine-motor skills.

Measures 11.75"W x 14.75"H.

For 1-2 players. Ages 3 years +.



4711155463027



21641 COUNT & SORT 2

Ideal for developing counting, colour-recognition, and fine-motor skills in preschoolers.

Use the 10 included activity cards to guide the child to bring gems into its proper slot.

The activity cards can be stored in their own wooden storage tray, and both the game board and storage tray can be wall-mounted with the included hardware.

For 1-2 players. Ages 3 years +.



4711155466417



These high-quality jump ropes are manufactured with exacting specifications, so they have optimal pliability and durability. Knotted instead of handled, these ropes fit jumpers of different sizes without the need of cutting or re-tying. For ages 3 years +.



JJ001 8' CONFETTI JUMP ROPE - RED



763332000031



JJ002 8' CONFETTI JUMP ROPE - GREEN



763332000017



JJ003 8' RAINBOW JUMP ROPE - BLUE



763332000161



JJ004 8' RAINBOW JUMP ROPE - RASPBERRY



763332000200



JJ005 16' CONFETTI JUMP ROPE - RED



763332000123



JJ006 16' CONFETTI JUMP ROPE - GREEN



763332000109



JJ007 16' RAINBOW JUMP ROPE - BLUE



763332000222



JJ008 16' RAINBOW JUMP ROPE - RASPBERRY



763332000260



These skippers are an extremely fun way to promote agility, balance and coordination. Hook it onto your ankle, start the ball spinning around your foot and get hopping! Measures 27" long. For ages 3 years +.



JJ009 SKIPPER - RASPBERRY



763332000321



JJ010 SKIPPER - BLUE



763332000294





L71108 8" BABY DOLLS (9/DISPLAY)

Vinyl body, assorted styles.
Ages 3 years +.



L12614 DOLL/STROLLER COMBO SET

Includes a soft-bodied baby doll (14" tall) and a folding umbrella stroller (size: 19"H x 9.75"W x 14"L).
Ages 3 years +.



L60416 15" SOFT BABY W/ CAR SEAT

This adorable doll playset also includes a diaper bag (size: 7"W x 6"H) with 5 accessories. Car seat measures 16"H x 11"W.
Ages 3 years +.



L51500 15" TALKING BABY (2 ASSORTED)

Press the baby's tummy to hear it make 24 different sounds/phrases.
Replaces L94300.
Ages 3 years +.



Weplay Plan Your Step KM1001



Age: 2y+

Components :

Sloped Stone x 6 (green x 2, light green x 2, yellow x 2) -

51.4 x 39.6 x 16.9 cm (L x W x H)

Maximum load: 60 kg

NEW



Learning Through Play:

- ★ The unique concave surface design includes both narrow and wide sides to step over, which improves coordination and balance.
- ★ Each set contains 6 pieces. Users can freely rotate the Sloped Stones in different directions. The set up provides a platform for children to learn how to maintain the center of gravity and develop better balance.
- ★ Weplay Plan Your Step can be arranged into different configurations. Scenarios like a rocky shore line or rough terrain found on a mountain create engaging dramatic play. Children can learn how to step over the obstacles in nature and further build their adaptive motor skills.
- ★ The circular arc shaped Sloped Stones can fit neatly against each other or with a gap, this design provides limitless routes.
- ★ Varying heights created by stacking Sloped Stones strengthen and stabilize lower body mobility.
- ★ Each Sloped Stones is textured with anti-slip grips to ensure safety while providing different tactile stimulation.
- ★ The Weplay Plan Your Step are stackable for easy storage.

INT'L PAT

2 y+

Stackable for easy storage!



Anti-slip surface



Stairs

2 sets



Weplay Nesting Balance Path KP5002



Age: 1 y+

Components:

Elephant Path (brown) × 2 - 66.4 × 36.7 × 17.2 cm (L × W × H)

Cat Path (green) × 1 - 112.9 × 26.3 × 12.7 cm (L × W × H)

Duck Path (orange) × 1 - 105.1 × 16.1 × 7.9 cm (L × W × H)

Frog Path (yellow) × 1 - 97.6 × 6.6 × 4.2 cm (L × W × H)

Maximum load: 60 kg

Learning through play:

- ★ Created with four different widths and heights, the Nesting Balance Path can be nested for length adjustment to cater each age group's abilities for balancing games.
- ★ Walking on the Nesting Balance Path separately or on a combination of circles, twists and turns builds children's adaptability and enables children to feel their center gravity and learn to keep balance.
- ★ The Elephant Paths (2 per set) can be layered to create stairs, this increases children's single leg strength and stability while playing.
- ★ Crisscrossed paths improve distance prediction abilities and increase full body mobility while crawling or stepping over them.
- ★ The patterns of four animal's footprints on the convex surfaces provide sensory inputs and experiences to feet and eyes.
- ★ The Paths can be nested for easy storage.

NEW



INT'L PAT

1 y+

Anti-slip design

Weplay Crystal Village KF0016

Age: 2 y+

Components:

Tall House Block x 12 (red x 4, yellow x 4, blue x 4)

Short House Block x 12 (red x 4, yellow x 4, blue x 4)

60° Roof Block x 6 (orange x 2, green x 2, purple x 2)

90° Roof Block x 6 (orange x 2, green x 2, purple x 2)

Double-sided Game Card x 6

Dimensions:

Tall House Block - 2.7 × 2.7 × 10.5 cm (L × W × H)

Short House Block - 2.7 × 2.7 × 5.7 cm (L × W × H)

60° Roof Block - 8.7 × 3 × 6.3 cm (L × W × H)

90° Roof Block - 9.2 × 3 × 3.9 cm (L × W × H)

NEW

Double-sided Game Card

STEAM Jr.

INT'L PAT

2 y+



Learning through play:

- ★ The 6 Tall Houses and the 6 Short Houses make up a brilliantly colored village allowing children to use their unlimited imagination.
- ★ The House Blocks and the Roof Blocks can be played together or separately. From 2D to 3D construction, children's concept of structure is built systematically.
- ★ The concept of angles is introduced through the gameplay. Tops of the Houses are designed as 30 and 45 degrees while the Roof Blocks are 60 and 90 degrees.
- ★ The translucent houses are in three primary colors. The Crystal Village is a perfect platform for children to identify and mix colors.
- ★ Colors of the Roof Blocks are the results of mixing two primary colors.
- ★ Hollow design makes playing with light more engaging.
- ★ The 6 double-sided game cards introduce several mathematical concepts.

Children can play along with the game cards easily.

Create colorful shadows with light!



Children can understand the basic Color mixing with light.





Playfoam® Special Edition Unicorn Mane

AGES 3+

The Playfoam Squishologists have unlocked the mysteries of the unicorn mane! One part rainbow swirl Playfoam and two parts magical gold stars (aka gold star sequins). Playfoam Special Edition comes in a peggable jumbo pod for super-sized squishy squashy fun that never dries out!

Availability August 2019

⚠ SMALL PARTS [1]. Not for children < 3 yrs.

12-Pack
EI-9729



INCLUDES
GLOW-IN-THE-DARK
PLAYFOAM!

Playfoam® Pals™ Monster Party

AGES 5-10

Spooky collectible creatures are hiding inside these ghoulishly cool pods of Playfoam.

⚠ SMALL PARTS [1]. Not for children < 3 yrs.

2-Pack
EI-1979



6-Pack
EI-1980



Counter Display (12 units)
EI-1978



Playfoam® Pals™ Surprise Party

AGES 5-10

It's three surprises in one, with a hidden Pal, dance floor, and surprise color sparkle Playfoam inside! Collectible Pals in neon coloration with a rare full glitter Pal to collect!

Availability August 2019

⚠ SMALL PARTS [1]. Not for children < 3 yrs.

Blind Pack Counter Display (24 units)
EI-1951



playfoam® Pals™

Space Squad

★ Collect all 26! ★



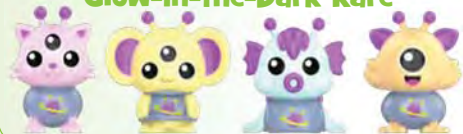
Rare★



★ Ultra Rare★



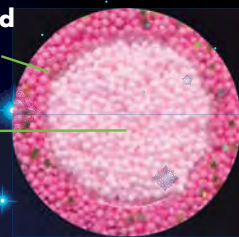
★ Glow-in-the-Dark Rare★



★ Galaxy Glitter Ultra Rare★



Star Studded
Playfoam®
Glow-in-the-Dark
Core



AGES 5-10

Playfoam® Pals™ Space Squad

Astronauts and out-of-this-world creatures are hiding inside Playfoam Pals Space Squad! Each pod features a special Playfoam space mix with star-shaped sequins and mystery glow-in-the-dark Playfoam and hides an adorable space Pal to collect.

Availability August 2019

⚠ SMALL PARTS [1]. Not for children < 3 yrs.

2-Pack

EI-1956



6-Pack

EI-1957



Counter Display (8 units)

EI-1955



Playfoam® Pals™ Space Squad Galaxy Pack

Four exclusive alien Pals are hiding inside Playfoam Pals Space Patrol Multipack! Each set features 4 different colors of Playfoam with star-shaped sequins and 4 mystery glow-in-the-dark Playfoam colors are hiding inside. This multipack also includes 3 plastic accessories and an exclusive moon rover.

Availability September 2019

⚠ SMALL PARTS [1]. Not for children < 3 yrs.

Multipack A (Blue/Sparkle Purple/Sparkle Green/Sparkle Coral and Blue Rover)

EI-1958-A



Multipack B (Sparkle Pink/Sparkle Blue/Sparkle Yellow/Purple and Purple Rover)

EI-1958-B



the MESMERIZING FEEL-GOOD FLUFFY STUFF.



Playfoam Pluffle™

AGES 5+

The Squishologists at the Playfoam® Wacky Workshop have formulated a brand new squish-sation! Introducing Playfoam Pluffle™: The mesmerizing, mixable, can't-resistible, feel-good fluffy stuff that never dries out!

Availability August 2019

⚠️ **SMALL PARTS [1]. Not for children < 3 yrs.**

2-Pack (Blue/Red)

EI-1941-A



2-Pack (Pink/Green)

EI-1941-B



2-Pack (Purple/Yellow)

EI-1941-C



4-Pack (Pur/Grn/Pnk/Yel)

EI-1942-A



4-Pack (Blk/Red/Blu/Org)

EI-1942-B



Counter Display (9 units)

EI-1940



EI-1942-B



EI-1941-C



EI-1940

AVAILABLE IN 8 COLORS!

