



What we saw at the show

Small collect-and-trades

There are more and more blindbox and/or mini things to amass and trade with friends, from figures like BBuddieez (2) from Jupiter Creations (jupitercreations.com) to nanoblocks (3) from Schylling (schylling.com).

new and true



Magnutto Activity Sets help kids develop an Emotional Quotient – the capacity to recognize emotions, label feelings and respond to emotional cues. neat-oh.com

NogginRings is a Classic Developmental Milestone Maker that encourages developmental skills like reaching, grasping, batting and parent interaction through play. smarnoggin toys.com



Buyers Choose Favorites

at Educational Supplies Show

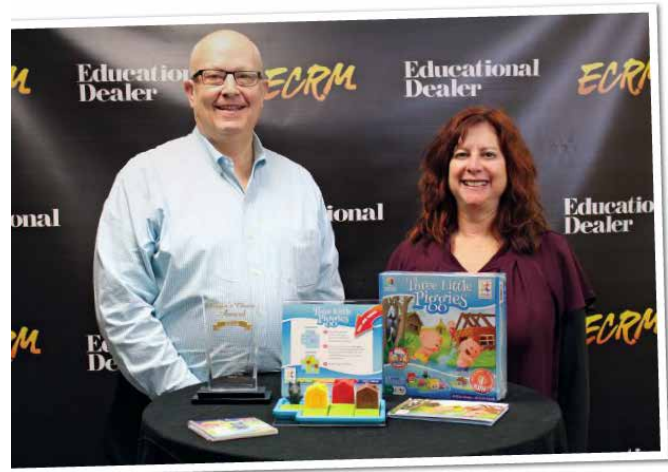
edplay will honor top products at inaugural ECRM toy event in April

E*ducational Dealer*, “the magazine for people who sell to teachers, parents and schools” presented its Buyer’s Choice awards to three new products at the Educational Supplies Efficient Program Planning Session (EPPS) in February. Hosted by ECRM, the four-day, by-appointment-only “trade show” was held in Destin, Florida.

The top choice among voting buyers was **Three Little Piggies**, a brain game for children ages 3 years to 10 years. “Kids are intrigued by the way the pigs fit inside the houses and look through the windows,” says the description from manufacturer Smart Toys and Games. The game features three big puzzle pieces that are easy to hold, plus a storybook with images and a booklet with 48 challenges.

“The retailers who cast their votes for these products have a sound understanding of the kinds of things their customers are looking for,” says Tim Braden, vice president of Fahy-Williams Publishing, parent company of both *Educational Dealer* and *edplay* magazines. “We hope that by giving these innovative products the recognition they deserve, we’ll help more stores meet the needs of parents and teachers.”

Each of the winning products is demonstrated on its own three-minute video. Nearly 40 demonstration videos in all were recorded on location at the EPPS and produced by *Educational Dealer*. They are available for viewing at EducationalDealerMagazine.com.



Corey Funkey and Iris Solomon from Smart Toys and Games with their top prize-winning game, *Three Little Piggies*

(Coverage cont'd on next page)

retailers recommend

Fabulous Products

“**Worry Eaters (6)** are cute, colorful plush monsters that allow kids to feed their fears into its zippered pouch, and then cuddle for a great night’s sleep. It teaches children to let go of things before bedtime ... maybe I need a Worry Eater myself!

6
haywiregroup.com



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