

Magic Forest Partners with Papoose Toys; Acquires New Reps

PORTSMOUTH, N.H. – Magicforest broadens its diverse portfolio of specialty toy brands with the addition of Papoose Toys. This brand offers a worldview from Kathmandu, the Nepal capital, in each handmade toy food, garden, forest, animal and story puppet. “The toys are from wonderful Nepalese families who make these functional and beautiful products,” states Magicforest’s online introduction. “From role play with food and puppets to counting and reading, children of all ages will learn, grow and imagine. From thousands of miles away, it is always comforting to discover that children may be of different and diverse cultures but all seem to play the same way.”



The Duck Pond play mat is part of the Papoose Toys brand, now available from Magicforest.

Magicforest Sales Manager Kim Kennedy will roll out the Papoose Toys brand and continue to promote the official U.S. online store for Moulin Roty, www.bonjourpetit.com. To assist in national sales, Magicforest has announced two new rep companies: Elements, handling the Rocky Mountain region, and Knack, focusing on Mid-Atlantic gift and toy shops.

Sources: <http://info.progressivebusinessmedia.com/latest-news-from-hasbro-gund-and-more> and <http://www.giftsanddec.com/article/541433-magic-forest-partners-papoose-toys-acquires-new-reps>