



edushape[®]

Shaping child development since 1983

Our Categories:

Sensory Play

The Original Sensory Balls	6-23
Music NEW	24-31
Edu-Blocks	32-43
Activity & Playmats	44-45
Linking Toys	46-51
Games	52
Stackers	53
Teethers	54-55

Bath

Slides & Games	57
Strainers & Spinners	58-59
Foam	60-61
Creativity & Mirrors	62-63
Learning Games	64
Activity Tubs	65

Other toys

Plush	66-67
Trucks & Robots	68-69
Pull Backs	70-71
Magnets & Marble Runs	72-73
Puzzles	74-77
Other Toys	78-79

Dear Partners,

Every day, our team at Edushape comes to work excited to continue bringing our mission to life. Helping children develop to their full potential through play has been our goal, our mission, and our DNA for the last 40 years and counting.

As **the Original Sensory Company**, we are proud that our products have found special resonance among parents, educators, and therapy specialists. We are committed to continue building on that legacy.

With that in mind, 2024 is looking especially promising:

- True to our roots, we are **doubling down on Sensory**. Among the main senses known by consumers, auditory is highlighted by many as a crucial way to engage with the world. In response to the high demand for quality-made and durable toys in this space we are happy to announce **the launch of Musical Toys!** Over 20 toys ranging from classics to specialty items, from Rainsticks to Gift Sets – our new collection will bring a lot of joy and value to your customers and their little ones. And this is just the beginning. Many more innovative musical products to come in 2024 and beyond!
- We are continuing to roll out **the Boho Chic Collection**. Our bestsellers – balls, linkets, playmats, and more – have been re-envisioned in a new range of earthy, nature-inspired colors, fit to the modern consumer aesthetic. Recognized as the Best Toy of 2023 by a leading online platform, Good Housekeeping, and featured on the national TV – this collection is quickly gaining popularity online and offline alike!
- With the variety of businesses shopping for Edushape products, we have been hearing an increasing need for **flexible packaging** options. Starting 2024, we will be introducing a wider variety of packaging in which our items can be purchased such as displays and basket-ready packaging for the Original Sensory Balls. You'll also see some items marked with "Bulk Options Available" next to them and our Sales team will be happy to provide details upon inquiry.

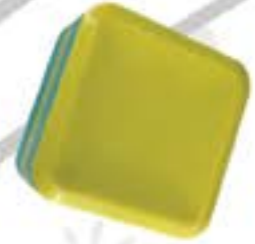
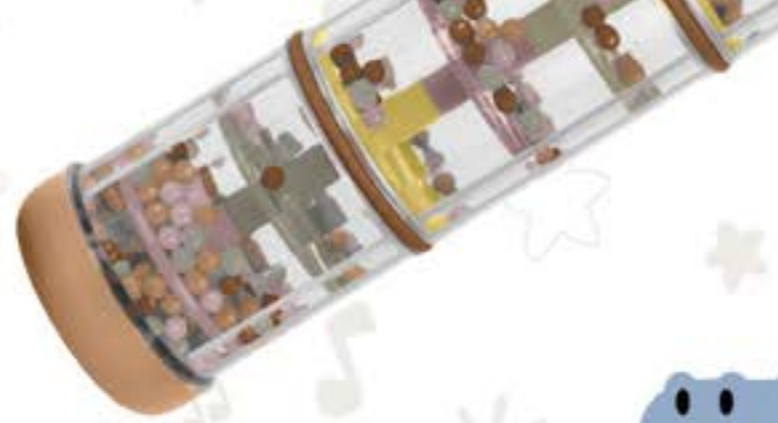
I want to thank you all for our continued partnership and wish all of us to continue strong into 2024. I hope that all the challenges and complexities in today's world will turn into opportunities for growth and further strengthen our businesses.

Happy 2024!

Sincerely,
Danny Shirazi
CEO



Over
20
Toys



NEW Musical Collection

From
Classics
to Novelty



3
Months
and Up

We are committed to
help children develop
 to their full potential through play.

Edushape has been a leader in child development toys since 1983.

First developed for daycares and pre-schools, our products have since won the hearts of educators and parents worldwide.

Grounded in 40 years of child development expertise, we create toys that educate, develop, and entertain. We design our toys for infants, babies, and toddlers up to 6 years old. To maximize child development benefits, we work with a team of R&D specialists, child psychologists and development experts, teachers and parents.

We are ambitious to reach and support children and parents throughout the world, no matter their geography, socioeconomic background, or any other factor.

Join us in bringing this Mission to life!



The Original Sensory Company

Our products are loved by many and have found special resonance among parents, educators, and therapy specialists focused on sensory development and wellbeing.

We are proud of that legacy and are committed to continue building on it:



Tactile Sense

Experiencing the world through touch lets babies understand textures and physical objects around them.



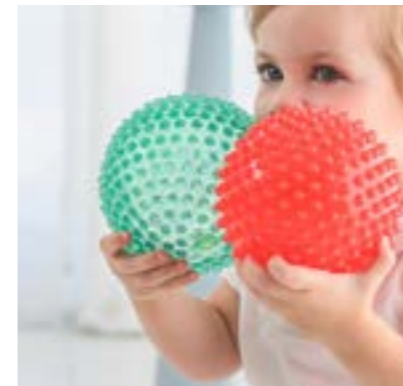
Visual Sense

Seeing is believing, right? Little ones need to take in the full breadth of color, moving objects, and more to develop spatial cognition and object permanence.



Auditory Sense

Being attuned to the sounds of the world is one of the core ways we interact with it and receive signals if something needs our urgent attention.



Sense of Smell

Baby's interactions with smell have disproportionate impact on their openness to new experiences and foods. Nurturing that sense and its adaptability can help a child adjust easier.



Proprioceptive & Vestibular Senses

These less known but very important senses allow babies to experience the world around them and understand their body in relation to it. Whether they are static or moving, these senses help them feel their best!



Special Love for the Special Needs Community

All children need sensory development to grow holistically. However, children with Special Needs see disproportionate impact of sensory play on their wellbeing. We are proud to have served thousands of families with Special Needs through our products for therapy and play!

The Original Sensory Balls by Edushape

Enable 360 Degrees of Child Development

Sensory Balls are a universal child development toy. Varied textures and colors enable tactile sensory development no matter the age, varied sizes enable development of fine motor skills, and their bounciness entices babies to run around and play leading to gross motor skill enhancement.

If there is a universal child development toy, **these balls are it!**

With increasing success of the Original Sensory Balls, we are introducing more flexible packaging options!

Starting 2024, we offer a wider variety of packaging such as:



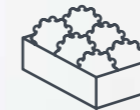
Inflated

in retail-ready packaging. Our most giftable option.



Loop

fit for hanging & basket displays. Good for driving impulse purchases.



Display box

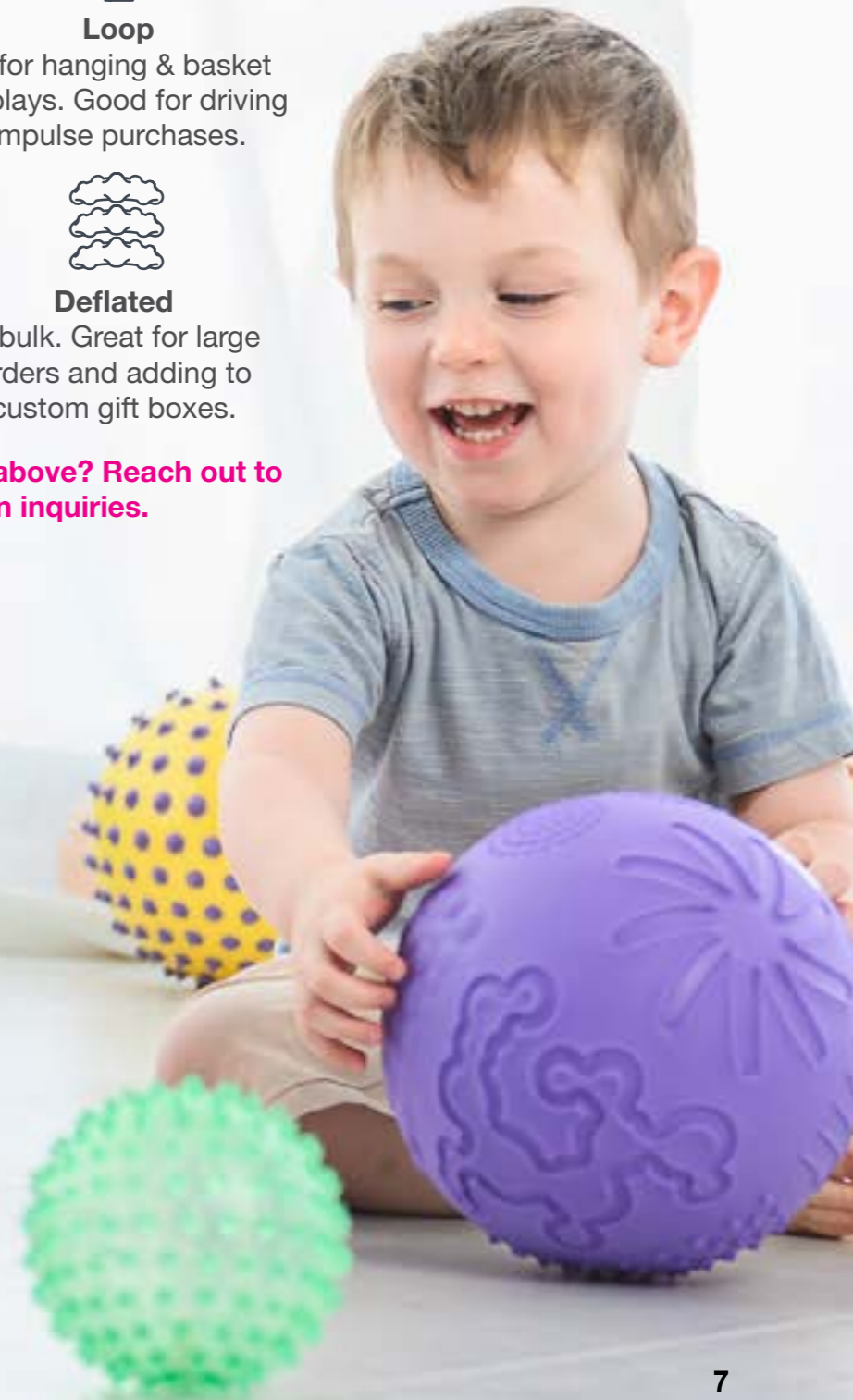
fit for on-shelf stacking. Best for individual unit sales.

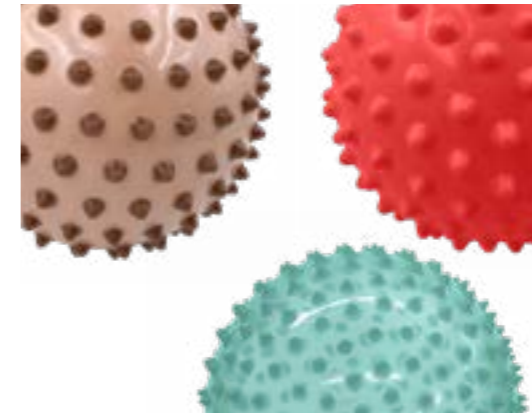


Deflated

in bulk. Great for large orders and adding to custom gift boxes.

*** Interested in packaging listed above? Reach out to Sales for customization inquiries.**





Variety of colors:

With recent addition of the Boho Chic collection, our balls now come in a wide selection of primary and earthy, nude colors. Fit for any educational goal and consumer aesthetic!



Different sizes:

To maximize baby's motor skills development, it's best they play with a wide variety of sizes. Edushape Sensory Balls enable hours of play with our 3", 4", 5" and 7" balls!



Quality materials:

Edushape Sensory Balls are the highest quality Sensory Balls in the market. They are BPA Free, bouncy, easy to grip, hold their volume, and can be reinflated.



Different textures:

Edushape offers a variety of textures. Our sensory balls, multipacks, and specialty balls feature unique patterns that any baby will love exploring!



705174
The Original Sensory Balls, Opaque

4 Pcs • Age 6m+  

Pkg dimensions: 8 1/2" x 4" x 10"  7 290010 424597



TRENDING

705174-BC
The Original Sensory Balls, Boho Chic
Pack of four 4" Original Sensory Balls in opaque material. Now in renewed, nature-inspired colors!

4 Pcs • Age 6m+  

Pkg dimensions: 8 1/2" x 4" x 10"  7 290002 597926



705175
The Original Sensory Balls, See-Me
Pack of four 4" Original Sensory Balls in transparent material.

4 Pcs • Age 6m+  

Pkg dimensions: 8 1/2" x 4" x 10"  7 290011 812010



COMING SOON

705173
The Original Sensory Balls, Color Dots
Ball spikes are in a different color from the base. Adds extra visual Sensory stimulation.

4 Pcs • Age 6m+  

Pkg dimensions: 8 1/2" x 4" x 10"  7 290012 679797



NEW

705183/12-Display
The Original Sensory Balls, Opaque

12 Pcs • Age 6m+  

Pkg dimensions: 8 1/2" x 11 1/2" x 9"  7 290011 812690



705176-Blue
The Original Sensory Ball, Opaque

1 Pcs • Age 6m+  

Pkg dimensions: 
8 1/4" x 7" x 9" 7 290010424078



NEW

705176-Blue-Loop
The Original Sensory Ball, Opaque
Bestselling ball now comes in more packaging options! Less packaging, more versatility. Loop allows to hang them or simply put them into a basket display.

1 Pcs • Age 6m+  

Pkg dimensions: 
7" 7 2900021597155



705176-Green
The Original Sensory Ball, Opaque

1 Pcs • Age 6m+  

Pkg dimensions: 
8 1/4" x 7" x 9" 7 290019596264



NEW

705176-Green-Loop
The Original Sensory Ball, Opaque
Bestselling ball now comes in more packaging options! Less packaging, more versatility. Loop allows to hang them or simply put them into a basket display.

1 Pcs • Age 6m+  

Pkg dimensions: 
7" 7 290006308139



705176-Red
The Original Sensory Ball, Opaque

1 Pcs • Age 6m+  

Pkg dimensions: 
8 1/4" x 7" x 9" 7 290019596257



NEW

705176-Red-Loop
The Original Sensory Ball, Opaque

1 Pcs • Age 6m+  

Pkg dimensions: 
7" 7 290005076749



705176-BC-Brown
The Original Sensory Ball, Opaque
7" Original Sensory Ball in opaque material. Now in renewed, nature-inspired colors!

1 Pcs • Age 6m+  

Pkg dimensions: 
8 1/4" x 7" x 9" 7 290019596288



NEW

705176-BC-Brown-Loop
The Original Sensory Ball, Opaque, Boho Chic
7" Original Sensory Ball in opaque material. Now in renewed, nature-inspired colors!

1 Pcs • Age 6m+  

Pkg dimensions: 
7" 7 290006308177



705176-Yellow
The Original Sensory Ball, Opaque



1 Pcs • Age 6m+  

Pkg dimensions: 
8 1/4" x 7" x 9" 7 290019596271



NEW

705176-Yellow-Loop
The Original Sensory Ball, Opaque

1 Pcs • Age 6m+  

Pkg dimensions: 
7" 7 290006308016



705176-BC-Pink
The Original Sensory Ball, Opaque
7" Original Sensory Ball in opaque material. Now in renewed, nature-inspired colors!

1 Pcs • Age 6m+  

Pkg dimensions: 
8 1/4" x 7" x 9" 7 290019596295



NEW

705176-BC-Pink-Loop
The Original Sensory Ball, Opaque, Boho Chic

1 Pcs • Age 6m+  

Pkg dimensions: 
7" 7 290006308207



705191-Yellow
The Original Sensory Ball, See-Me
 7" Original Sensory Ball in transparent material.

1 Pcs • Age 6m+  

Pkg dimensions: 8 1/4" x 7" x 9" 



NEW

705191-Yellow-Loop
The Original Sensory Ball, See-Me
 Bestselling ball now comes in more packaging options!
 Less packaging, more versatility. Loop allows to hang them or simply put them into a basket display.

1 Pcs • Age 6m+  

Pkg dimensions: 7" 



705191-Pink
The Original Sensory Ball, See-Me
 7" Original Sensory Ball in transparent material.

1 Pcs • Age 6m+  

Pkg dimensions: 8 1/4" x 7" x 9" 



NEW

705191-Pink-Loop
The Original Sensory Ball, See-Me
 7" Original Sensory Ball in transparent material.

1 Pcs • Age 6m+  

Pkg dimensions: 7" 



705191-Red
The Original Sensory Ball, See-Me
 7" Original Sensory Ball in transparent material.

1 Pcs • Age 6m+  

Pkg dimensions: 8 1/4" x 7" x 9" 



NEW

705191-Red-Loop
The Original Sensory Ball, See-Me
 7" Original Sensory Ball in transparent material.

1 Pcs • Age 6m+  

Pkg dimensions: 7" 



705191-Turquoise
The Original Sensory Ball, See-Me
 7" Original Sensory Ball in transparent material.

1 Pcs • Age 6m+  

Pkg dimensions: 8 1/4" x 7" x 9" 



NEW

705191-Turquoise-Loop
The Original Sensory Ball, See-Me
 Bestselling ball now comes in more packaging options!
 Less packaging, more versatility. Loop allows to hang them or simply put them into a basket display.

1 Pcs • Age 6m+  

Pkg dimensions: 7" 



705191-Green
The Original Sensory Ball, See-Me
 7" Original Sensory Ball in transparent material.

1 Pcs • Age 6m+  

Pkg dimensions: 8 1/4" x 7" x 9" 



NEW

705191-Green-Loop
The Original Sensory Ball, See-Me
 7" Original Sensory Ball in transparent material.

1 Pcs • Age 6m+  

Pkg dimensions: 7" 





705172-Yellow/Purple
The Original Sensory Ball, Color Dots
 Ball spikes are in a different color from the base.
 Adds extra visual Sensory stimulation.

1 Pcs • Age 6m+  

Pkg dimensions: 
 8 1/4" x 7" x 9" 7 290012 679681



NEW

705172-Yellow/Purple-Loop
The Original Sensory Ball, Color Dots
 Bestselling ball now comes in more packaging options!
 Less packaging, more versatility. Loop allows to hang
 them or simply put them into a basket display.

1 Pcs • Age 6m+  

Pkg dimensions: 
 7" 7 290019 803416



705172-Purple/Turquoise
The Original Sensory Ball, Color Dots
 Ball spikes are in a different color from the base.
 Adds extra visual Sensory stimulation.

1 Pcs • Age 6m+  

Pkg dimensions: 
 8 1/4" x 7" x 9" 7 290019 596332



NEW

705172-Purple/Turquoise-Loop
The Original Sensory Ball, Color Dots
 Ball spikes are in a different color from the base.
 Adds extra visual Sensory stimulation.

1 Pcs • Age 6m+  

Pkg dimensions: 
 7" 7 290011 812041



TRENDING

705172-BC-Cream
The Original Sensory Ball, Color Dots
 Ball spikes are in a different color from the base.
 Adds extra visual Sensory stimulation.

1 Pcs • Age 6m+  

Pkg dimensions: 
 8 1/4" x 7" x 9" 7 290019 596356



NEW

705172-BC-Cream-Loop
The Original Sensory Ball, Color Dots
 Bestselling ball now comes in more packaging options!
 Less packaging, more versatility. Loop allows to hang
 them or simply put them into a basket display.

1 Pcs • Age 6m+  

Pkg dimensions: 
 7" 7 290011 812065



TRENDING

705172-BC-Coffee
The Original Sensory Ball, Color Dots
 Ball spikes are in a different color from the base.
 Adds extra visual Sensory stimulation.

1 Pcs • Age 6m+  

Pkg dimensions: 
 8 1/4" x 7" x 9" 7 290019 596349



NEW

705172-BC-Coffee-Loop
The Original Sensory Ball, Color Dots
 Ball spikes are in a different color from the base.
 Adds extra visual Sensory stimulation.

1 Pcs • Age 6m+  

Pkg dimensions: 
 7" 7 290011 812058





705353-Turquoise
Texture-iffic Ball

8 tactile patterns to maximize Sensory stimulation.

1 Pcs • Age 6m+



Pkg dimensions:
8 1/4" x 7" x 9"



TRENDING

705353-Purple
Texture-iffic Ball

8 tactile patterns to maximize Sensory stimulation.

1 Pcs • Age 6m+



Pkg dimensions:
8 1/4" x 7" x 9"



705377
Glow in the Dark Sensory Ball

Regular ball by day, glows by night!

1 Pcs • Age 6m+



Pkg dimensions:
8 1/4" x 7" x 9"



705363
Incredi-Ball

Changes color with heat.

1 Pcs • Age 6m+



Pkg dimensions:
8 1/4" x 7" x 9"



TRENDING

705353-BC-Olive
Texture-iffic Ball

8 tactile patterns to maximize Sensory stimulation.

1 Pcs • Age 6m+



Pkg dimensions:
8 1/4" x 7" x 9"



705373
Rainbow Soft Ball

With colorful mini balls inside. Adds extra visual and auditory Sensory stimulation.

1 Pcs • Age 6m+



Pkg dimensions:
8 1/4" x 7" x 9"





TRENDING



705188
Scented Sensory Balls

What can be better than the Original Sensory Ball? The Original Sensory Balls with strawberry & vanilla scents! Scent adds extra sensory stimulation and further accelerates your child's development.

2 Pcs • Age 12m+

Pkg dimensions: 5" x 5" x 10 1/4" 7 290019 596363



COMING SOON

705105
Sensory Push & Roll

The Sensory Push & Roll ensures hours of learning and play by combining the Original Sensory Balls and a threaded basket. Let the child explore their senses and boost their cognitive skills by figuring out how to get the balls in and out of the structure! Encourage baby to crawl by rolling it around.

5 Pcs • Age 10m+

Pkg dimensions: 6" x 5 1/2" x 7 1/4" 7 290019 596370



705192
Colorbits Balls

Contain tumbling colorful bits. Adds extra visual and auditory Sensory stimulation.

2 Pcs • Age 6m+

Pkg dimensions: 9" x 4" x 6" 7 290016 546835



705106
Sensory Rollers

Uniquely shaped sensory balls. Different rolling patterns maximize tactile Sensory stimulation.

2 Pcs • Age 0+

Pkg dimensions: 9" x 3" x 5 1/2" 7 290018 202074

TRENDING



705179
The Original Sensory Balls Mega Pack

Collection of our Original Sensory Ball bestsellers. Includes a 7" with a 4" Sensory See-Me Ball and a 7" with a 4" Sensory Opaque Ball.

4 Pcs • Age 6m+

Pkg dimensions: 11 1/2" x 7" x 15 1/2" 7 290011 812942



705197
The Original Sensory Balls Set

Includes a 7" with a 4" Sensory See-Me Ball and a 4" Sensory Opaque Ball.

3 Pcs • Age 6m+

Pkg dimensions: 11 1/2" x 3 1/2" x 8 3/4" 7 290006 308467

TRENDING



705179-BC
The Original Sensory Balls Mega Pack, Boho Chic

Includes a 7" with a 4" Sensory See-Me Ball and a 7" with a 4" Sensory Opaque Ball. Now in renewed, nature-inspired colors!

4 Pcs • Age 6m+

Pkg dimensions: 11 1/2" x 7" x 15 1/2" 7 290019 596400





TRENDING



705200-BC
Sensory Mini Balls, Boho Chic
 Uniquely shaped Sensory Balls. Different patterns and colors maximize Sensory stimulation. Now in renewed, nature-inspired colors!

6 Pcs • Age 0+  

Pkg dimensions:  9 1/4" x 3" x 6 3/4" 7 290019 596240



705200
Sensory Mini Balls
 Uniquely shaped Sensory Balls. Different patterns and colors maximize Sensory stimulation.


6 Pcs • Age 0+  

Pkg dimensions:  9 1/4" x 3" x 6 3/4" 7 290006 308320



TRENDING

705201
Sensory Mini Balls
 Uniquely shaped Sensory Balls. Different patterns and colors maximize Sensory stimulation.

12 Pcs • Age 0+  

Pkg dimensions:  13 1/2" x 3 1/4" x 8 3/4" 7 290019 596110



705199
Sensory Shapes & Balls
 Contains several unique Sensory Balls not found in any other Edushape product: a Triangle ball (green), a Peanut-shaped ball (purple), two Massage Rollers (red and yellow), a 5" stripes ball (blue). In addition, we mixed in some of our bestsellers: a 7" with two 4" Sensory See-Me Balls and a Rainbow Soft Ball.
 * Contents may vary

9 Pcs • Age 6m+  

Pkg dimensions:  15 1/4" x 7" x 12" 7 290016 546255



TRENDING

705203
Sensory Pals
 Set of 3 Sensory Balls with faces of cute animals. A frog, a hedgehog, an elephant, a penguin, a chick, and a white bear!
 * Contents may vary

3 Pcs • Age 0+  

Pkg dimensions:  3 1/5" x 3" x 9 1/2" 7 290019 596127



705203/9-Display
Sensory Pals, Display
 Sensory Balls with faces of cute animals. A frog, a hedgehog, an elephant, a penguin, a chick, and a white bear!
 * Contents may vary

9 Pcs • Age 0+  

Pkg dimensions:  11" x 10 1/4" x 3" 7 290012 679933



705202/16-Display
Textured Mini Balls, Display
 Sensory Balls with 4 unique textures. Different patterns and colors maximize Sensory stimulation.

16 Pcs • Age 0+  

Pkg dimensions:  11" x 3" x 10 1/2" 7 290016 546859

Music is a cornerstone of holistic child development and fun play! Edushape offers a wide variety of safe, high quality, and durable musical toys fit for kids across ages and development milestones. And this is just the beginning. Many more innovative musical products to come in 2024 and beyond!



From classics to novelty:

Whether you are looking for a Classic Tambourine or a Boho Chic Rainstick, our new collection has a toy for any taste, preference, and development need.



Gift sets included:


Families have many reasons to celebrate their new milestones, and Edushape Musical Collection offers the perfect gifts! From the First Birthday Gift Set to a Festival Music Set, any gifter can find what they are looking for.





Diverse ages:

Many Edushape musical toys are safe for children 3 months and up. We offer a wide variety of toys that are fit for the youngest of musicians!

Musical toys come in the following packaging options:

 **Retail-ready in cardboard.**
Our most giftable option.

 **Display box** fit for on-shelf stacking. Best for individual unit sales.

 **Bulk in polybag.** Great for large orders and adding to custom gift boxes.

* Interested in packaging listed above? Reach out to Sales for customization inquiries.



NEW

205122
Mega Rainstick, 16"

1 Pcs • Age 12m+  0.8lb  24

Pkg dimensions:  17 1/2" x 2 1/2" x 2 1/2" 7 290019 803782



NEW

205121
Rainstick, 8"

1 Pcs • Age 6m+  0.4lb  36

Pkg dimensions:  9 1/4" x 2 1/2" x 2 1/2" 7 290019 803744



NEW

205121-BC
Rainstick, Boho Chic, 8"

1 Pcs • Age 6m+  0.4lb  36

Pkg dimensions:  9 1/4" x 2 1/2" x 2 1/2" 7 290019 803768



NEW

205120/10-Display
My First Rainstick, 3", Display

10 Pcs • Age 3m+  2 lb  6

Pkg dimensions:  3 1/2" x 11" x 4 1/2" 7 290019 803973



NEW

205121/10-Display
Rainstick, 8", Display

10 Pcs • Age 6m+  3.4lb  6

Pkg dimensions:  8 1/2" x 10 1/2" x 4 1/4" 7 290019 803751



NEW

205121-BC/10-Display
Rainstick, Boho Chic, 8", Display

10 Pcs • Age 6m+  3.4lb  6

Pkg dimensions:  8 1/2" x 10 1/2" x 4 1/4" 7 290019 803775

NEW



205161/14-Display
My First Shakers, Display

14 Pcs • Age 3m+



Pkg dimensions: 6 1/4" x 11" x 5 1/2" 7 290019 803874

NEW



205161-BC/14-Display
My First Shakers, Boho Chic, Display

14 Pcs • Age 3m+



Pkg dimensions: 6 1/4" x 11" x 5 1/2" 7 290019 803881

NEW



205170/20-Display
Maracas, Display

20 Pcs • Age 18m+



Pkg dimensions: 4" x 11 3/4" x 5" 7 290019 803898

NEW



205180/16-Display
Classic Bell, Display

16 Pcs • Age 3m+



Pkg dimensions: 6" x 11 3/4" x 5" 7 290019 803904





NEW

205140-Blue
Classic Tambourine

1 Pcs • Age 12m+  

Pkg dimensions:  6³/₄" x 6³/₄" x 1¹/₄" 7 290019 803836



NEW

205140-Red
Classic Tambourine

1 Pcs • Age 12m+  

Pkg dimensions:  6³/₄" x 6³/₄" x 1¹/₄" 7 290019 803850



NEW

205140-Yellow
Classic Tambourine

1 Pcs • Age 12m+  

Pkg dimensions:  6³/₄" x 6³/₄" x 1¹/₄" 7 290019 803867



NEW

205140-Green
Classic Tambourine

1 Pcs • Age 12m+  

Pkg dimensions:  6³/₄" x 6³/₄" x 1¹/₄" 7 290019 803843



NEW

205131
Sea World Drum



1 Pcs • Age 12m+  

Pkg dimensions:  7¹/₄" x 7¹/₄" x 1¹/₄" 7 290019 803812



NEW

205130-Turquoise
Classic Flat Drum


1 Pcs • Age 24m+  

Pkg dimensions:  8" x 8" x 1³/₄" 7 290019 803799
Available only in USA



NEW

205130-Red
Classic Flat Drum

1 Pcs • Age 24m+  

Pkg dimensions:  8" x 8" x 1³/₄" 7 290019 803805
Available only in USA



NEW

205132
Jungle World Drum

1 Pcs • Age 12m+  

Pkg dimensions:  7¹/₄" x 7¹/₄" x 1¹/₄" 7 290019 803829



NEW



206102
First Birthday Gift Set

We curated the best First Birthday Gift Set that any little one will love! Gift the world of music and sensory exploration with these high-quality, durable musical toys! Set includes: Rainstick (8"), Sea World Drum, Classic Bell, and My First Shakers.

5 Pcs • Age 12m+  

Pkg dimensions:  7 290010 037667

NEW



206100
Soothing Sounds Set

What can be more soothing than the sound of rainfall and cascading beads? We re-envisioned our bestsellers with one goal in mind - create a calming, highly aesthetic experience fit for modern homes. Set includes: Rainstick in Boho Chic (8"), Jungle World Drum, Maracas and My First Shape Shakers in Boho Chic.

5 Pcs • Age 18m+  

Pkg dimensions:  7 290019 803997

NEW

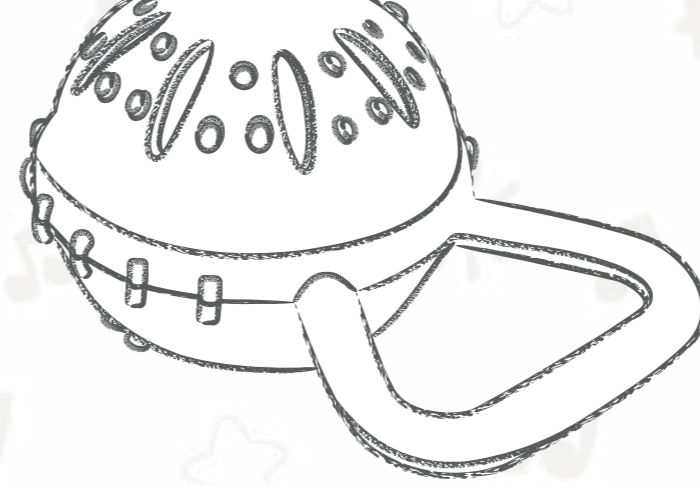


206103
Festival Music Set

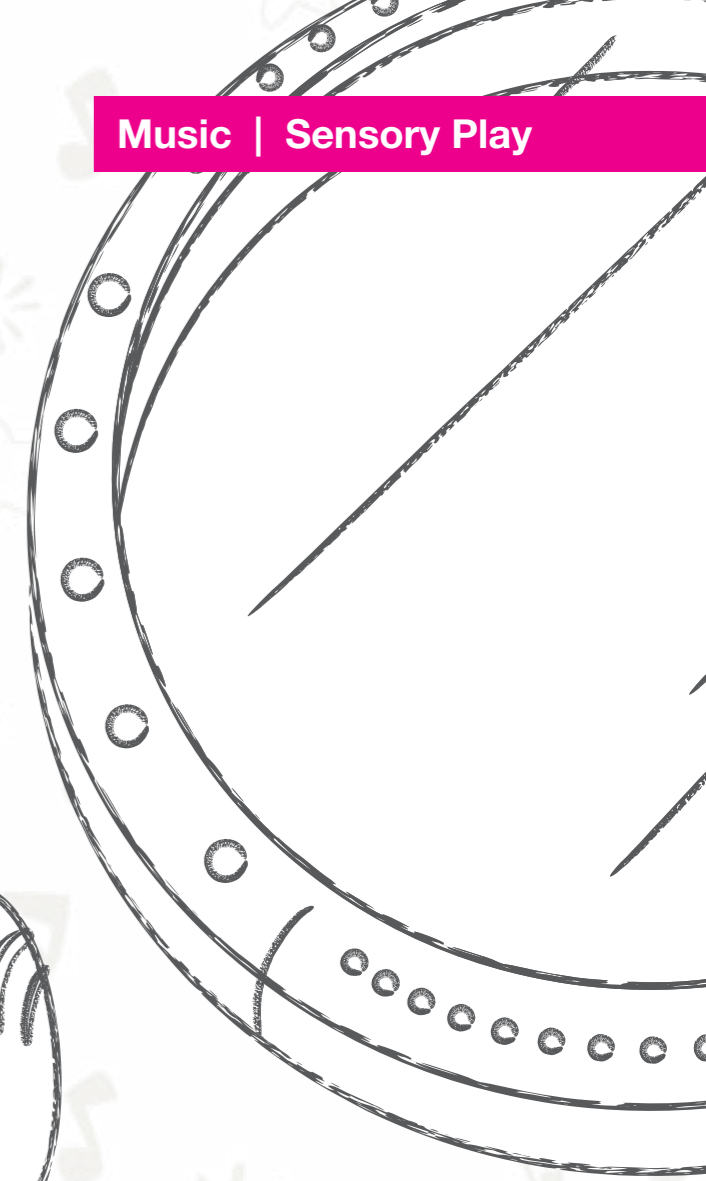
Who doesn't like a Festival?! Experience the fun of assorted musical instruments with bright colors and diverse sounds. Set includes: Classic Cage Bell, Maracas, Mini Rainstick, Classic Tambourine in Red, and Crackle & Roll.

5 Pcs • Age 18m+  

Pkg dimensions:  7 290010 037681



Coming Soon...
Many more innovative musical toys!



Edu-Blocks come in many different variations. Materials vary from foam to plastics to cardboard. Block sizes vary from regular to giant. Whether for learning or play, Edushape has the right blocks for any child's needs!



High quality and sturdy:

Our blocks are the highest quality in the market. They are made of quality materials, BPA free, and sturdy.



Materials for any preference:


Whether you are looking for lighter, heftier, flexible or squishy blocks, Edushape has them all. Our materials vary from foam to soft plastics to accommodate any taste, preference, and context.





Incorporate learning:


Edushape blocks are designed to maximize learning during play. Whether to develop baby's motor or tactile skills, teach numbers or colors, Edushape has the right blocks.

Edu-Blocks come in the following packaging options:

 **Retail-ready in cardboard.** Common for small and medium-sized blocks.

 **Jars and containers.** Best for ease of long-term use and storage.

 **Retail-ready in a reusable bag.** Best for ease of long-term use and storage.

 **Bulk in cardboard.** Common for big and giant blocks.

* Interested in packaging listed above? Reach out to Sales for customization inquiries.



716167
Sensory Puzzle Blocks
Nubby texture enhances Sensory stimulation.

18 Pcs • Age 24m+  

Pkg dimensions: 12 1/4" x 13" x 3 1/2"  7 290006 308269



717000/30-Bag
Textured Blocks, 1 1/4" Reusable Bag

30 Pcs • Age 24m+  

Pkg dimensions: 9" x 6" H  7 290005 076923



717000/80-Bag
Textured Blocks, 1 1/4" Reusable Bag

80 Pcs • Age 24m+  

Pkg dimensions: 9" x 10" H  7 290016 546248



717010
Mix & Match Textured Blocks
Teach numbers, colors, and shapes.

10 Pcs • Age 0+  

Pkg dimensions: 8 3/4" x 13 1/2" x 2 3/4"  7 290006 308474



716000/30
Color Edu-Blocks, 1 3/8"

30 Pcs • Age 24m+

Pkg dimensions: 7" x 8" x 8" 7 290012 679384



716000/30-Bag
Color Edu-Blocks, 1 3/8" Reusable Bag

30 Pcs • Age 24m+

Pkg dimensions: 8 1/2" x 7 1/2" H 7 290010 424900



716000/80
Color Edu-Blocks, 1 3/8"

80 Pcs • Age 24m+

Pkg dimensions: 8 3/4" x 11 1/2" x 8 3/4" 7 290012 679391



716000/80-Bag
Color Edu-Blocks, 1 3/8" Reusable Bag

80 Pcs • Age 24m+

Pkg dimensions: 10" x 11" H 7 290010 424917



Regular
1 3/8"

Big
2 3/4"

Giant
4 1/3"



716001/32-Bag
Color Edu-Blocks, Big, 2 3/4" Reusable Bag

32 Pcs • Age 9m+

Pkg dimensions: 12 1/2" x 17 3/4" x 8 3/4" 7 290011 812669



716002/16-Carton
Color Edu-Blocks, Giant, 4 1/3"

16 Pcs • Age 0+

Pkg dimensions: 20 1/2" x 20 1/2" x 9" 7 290005 076930



716002/32-Carton
Color Edu-Blocks, Giant, 4 1/3"

32 Pcs • Age 0+

Pkg dimensions: 20 1/2" x 20" x 18" 7 290005 076039



715000/30
Wood-Like Edu-Blocks, 1 3/8"

30 Pcs • Age 12m+  

Pkg dimensions: 7" x 8" x 8"  7 290012 679858



715000/30-Bag
Wood-Like Edu-Blocks, 1 3/8" Reusable Bag

30 Pcs • Age 12m+  

Pkg dimensions: 8 1/2" x 7 1/2" H  7 290010 424825



715000/80
Wood-Like Edu-Blocks, 1 3/8"

80 Pcs • Age 12m+  

Pkg dimensions: 8 3/4" x 8 3/4" x 11 1/2"  7 290012 679865



715000/80-Bag
Wood-Like Edu-Blocks, 1 3/8" Reusable Bag

80 Pcs • Age 12m+  

Pkg dimensions: 10" x 11" H  7 290010 424894



Regular
1 3/8"

Big
2 3/4"



Giant
4 1/3"



715001/32-Bag
Wood-Like Edu-Blocks, Big 2 3/4"
Reusable Bag

32 Pcs • Age 9m+  


Pkg dimensions: 12 1/2" x 17 3/4" x 8 1/2"  7 290011 321307



NEW

715002/16-Carton
Wood-Like Edu-Blocks, Giant 4 1/3"

Introducing GIANT size of the bestselling Wood-Like Edu-Blocks! These blocks will enable indoor and outdoor play with beautiful wood-like aesthetic.


16 Pcs • Age 0+  

Pkg dimensions: 8 3/4" x 8 3/4" x 7 1/2"  7 290005 076558



NEW

715002/32-Carton
Wood-Like Edu-Blocks,
Giant, 4 1/3" Reusable Bag

32 Pcs • Age 0+  

Pkg dimensions: 10" x 11 1/2" H  7 290006 308108





749973
My Soft World Town

Magnetic box enhances play when opened through thematic print inside and outside. Includes Wood-Like and thematic blocks.

29 Pcs • Age 12m+  

Pkg dimensions:  7 290018 202692
8" x 6" x 8"



749974
My Soft World Farm

Magnetic box enhances play when opened through thematic print inside and outside. Includes Wood-Like and thematic blocks.

32 Pcs • Age 12m+  

Pkg dimensions:  7 290018 202708
8" x 6" x 8"



750054/81-Jar
Magic Shapes, Jar

81 Pcs • Age 36m+  

Pkg dimensions:  7 290010 037094
5" x 6" H



750054
Magic Shapes with Board

Magnetic board included for stacking experiments.

54 Pcs • Age 36m+  

Pkg dimensions:  7 290005 076329
12 1/2" x 8 1/4" x 2"



716035
Color Window Blocks

Contain transparent tinted film. Teach colors and shapes.

12 Pcs • Age 12m+  

Pkg dimensions:  7 290002 597209
8 3/4" x 8" x 8 3/4"





714002/26-Bag
Flexi Edu-Blocks, 2 1/2" Reusable Bag

26 Pcs • Age 12m+  

Pkg dimensions: 8 1/2" x 9 1/2" H  7 290010 424863



714002/52-Bag
Flexi Edu-Blocks, 2 1/2" Reusable Bag

52 Pcs • Age 12m+  

Pkg dimensions: 10" x 11 1/2" H  7 290011 321147



714000/26-Bag
Flexi Edu-Blocks, Giant, 4 1/2" Reusable Bag

26 Pcs • Age 0+  

Pkg dimensions: 17 3/4" x 7" x 9"  7 290005 076176



714000/50-Carton
Flexi Edu-Blocks, Giant, 4 1/2"

50 Pcs • Age 0+  

Pkg dimensions: 18 1/2" x 12" x 18 1/2"  7 290005 076275




Regular
2 1/2" x 2 1/2"

Big
3 1/2" x 3 1/2"

Giant
4 1/2" x 4 1/2"



714001/36-Bag
Flexi Edu-Blocks, Big 3 1/2" Reusable Bag

36 Pcs • Age 6m+  

Pkg dimensions: 18 1/2" x 9 1/2" x 7"  7 290012 679612



714003/28-Bag
Flexi Edu-Blocks, Jungle Reusable Bag

28 Pcs • Age 12m+  

Pkg dimensions: 8 1/2" x 9 1/2" H  7 290011 812164



714004/30-Bag
Flexi Edu-Blocks, Train Reusable Bag

30 Pcs • Age 12m+  

Pkg dimensions: 8 1/2" x 6" H  7 290011 321406



717006
Soft & Squeezy Critter Blocks

6 unique animal designs

6 Pcs • Age 6m+  

Pkg dimensions: 8" x 6" x 3"  7 290018 202043





709000/36
Corrugated Edu-Blocks
 Extremely sturdy laminated blocks, hold up to 100 lbs!

36 Pcs • Age 18m+

Pkg dimensions: 290010424245



709000/52
Corrugated Edu-Blocks
 Extremely sturdy laminated blocks, hold up to 100 lbs!

52 Pcs • Age 18m+

Pkg dimensions: 290010424252



709000/84
Corrugated Edu-Blocks
 Extremely sturdy laminated blocks, hold up to 100 lbs!

84 Pcs • Age 18m+

Pkg dimensions: 290010424269



Regular
6" x 3" x 3"

Big
6" x 6" x 3"

Giant
12" x 6" x 3"



730002/36-Con
Young Brix
 Sold in reusable storage box.

36 Pcs • Age 18m+

Pkg dimensions: 2900161546019



730003
Travel Brix
 Travel platform included to enable construction on the go.

33 Pcs • Age 36m+

Pkg dimensions: 2900161546170



730004
Magic Brix in Motion
 Include mechanical moving pieces that enable motion.

56 Pcs • Age 36m+

Pkg dimensions: 2900161546620



730001/72-Jar
Magic Brix

72 Pcs • Age 36m+

Pkg dimensions: 2900111812072

Edushape Activity and Play Mats provide safety and comfort for learning and play alike. Our mats offer Sensory enhancement, Cognitive discovery, and simply beautiful designs.

COMING SOON



706010
Hide & Seek Activity Mat, Jungle

Our Hide & Seek Activity Mat is a universal activity mat that supports play, learning, and can be enjoyed independently or with a partner.

A baby can push the disk inside transparent slits in the mat to enjoy a Jungle trip through water, plains, jungle, and discover some unexpected companions along the journey!

1 Pcs • Age 18m+

Pkg dimensions: 290019596134

TRENDING



706021
Baby Crawl & Play Mat, Jungle Fun

Our beloved double-sided mat is now available in new patterns!

Let the child embark on their first Jungle or flip it over for a more minimalist design fit for any interior on one side while enjoying minimalist designs on the other. Foldable and waterproof, this mat can be used to play, crawl, and simply as a design piece. Big Size - 150x200 cm / 59"x78"

1 Pcs • Age 0+

Pkg dimensions: 290019596158

COMING SOON



706030/9-BC
Edu-Tiles Play Mat, Boho Chic

This BohoChic version of our bestselling Edu-Tiles doesn't only look beautiful, but each tile is almost twice the size of our regular version (20"x20")

9 Pcs • Age 0+

Pkg dimensions: 290019596165



706163/9
Edu-Tiles Play Mat
Includes edges & corners

25 Pcs • Age 36m+

Pkg dimensions: 290012679018



Edushape has a wide array of Linking Toys. From Click & Weave Threads to Snap Beads and beyond, our Linking Toys vary in texture, materials, and colors maximizing fun & learning!



TRENDING

929010/10-Display
Click & Weave Threads, Display

Flexible threads that twist & turn to the child's desire! They snap together and can be woven into complex structures.

10 Pcs • Age 12m+  

Pkg dimensions:  7 290019 596172

Click!



TRENDING

929010/10-BC-Display
Click & Weave Threads, Boho Chic, Display

Flexible threads that twist & turn to the child's desire! They snap together and can be woven into complex structures.

10 Pcs • Age 12m+  

Pkg dimensions:  7 290019 596189



TRENDING

929010/10-BW-Display
Click & Weave Threads, Black & White, Display

Flexible threads that twist & turn to the child's desire! They snap together and can be woven into complex structures.

10 Pcs • Age 12m+  

Pkg dimensions:  7 290019 596196



NEW

929010/48-Con
Click & Weaves Threads

Flexible threads that twist & turn to the child's desire! They snap together and can be woven into complex structures.

48 Pcs • Age 12m+  

Pkg dimensions:  7 290010 424610



Click!

929011
Thread-O-Ball

Set of 10 flexible threads and a ball. Includes playing instructions!

11 Pcs • Age 12m+  

Pkg dimensions:  7 290016 546750



929001
Sensory Linkets

12 Pcs • Age 0+  

Pkg dimensions:  6 1/4" x 7 3/4" x 2" 7 290012 679698



NEW

929001-BC
Sensory Linkets, Boho Chic

12 Pcs • Age 0+  

Pkg dimensions:  6 1/4" x 7 3/4" x 2" 7 290019 596202



929001/66-Jar
Sensory Linkets, Jumbo

66 Pcs • Age 0+  

Pkg dimensions:  6" x 7 3/4" H 7 290005 076022



929048/48-Jar
Nuts & Bolts

Playing cards included

48 Pcs • Age 18m+  

Pkg dimensions:  6" x 7 3/4" H 7 290012 679667



929412/16-Jar
Fishies, Jar

16 Pcs • Age 12m+  



Pkg dimensions:  6" x 9 1/2" H 7 290010 424726



NEW

841010/110-Con
Construction Pipes & Wheels

Link blow-molded plastic cubes into static and dynamic shapes! With wheels included into the set, complexity of the game can be adjusted to the relevant age and development milestone.

110 Pcs • Age 3m+  


Pkg dimensions:  6 3/4" x 7 1/2" x 7 3/4" 7 290019 803423



NEW

841021/112-Con
Slot-in Blocks & Wheels

What could be better than a high quality construction set? A construction set that adjusts to the desired level of difficulty! With many shapes to choose from, this set will enable you and your little one to build any structures you'd like - static, moving, simple and complex!

112 Pcs • Age 3m+  

Pkg dimensions:  6" x 15 1/2" x 11" 7 290019 803713



NEW

841014/90-Con
Hexagon-Shaped Building Blocks

Stack hexagonal blocks to build constructions in 3D. Educational, fun, and adjustable to different ages! These blocks are going to ensure hours of educational play.

90 Pcs • Age 3m+  

Pkg dimensions:  10 1/4" x 6 1/4" x 6 1/2" 7 290019 803324



NEW


841018/90-Con
Click & Link Gears


Connecting gears provide a unique opportunity to explore concepts widely present in everyday world with your little one. Click them into place and explore what structures can be built and remain stable after! Use this as an opportunity to teach your little one about physics, gravity, colors, and so much more!


90 Pcs • Age 3m+  

Pkg dimensions:  6 3/4" x 11 1/2" x 7 3/4" 7 290019 803645

Linking Toys come in the following packaging options:

 **Retail-ready in cardboard.**
Common for small and medium-sized blocks.

 **Jars and containers.**
Best for ease of long-term use and storage.

 **Bulk in polybag.**
Great for large orders and adding to custom gift boxes.

* Interested in packaging listed above? Reach out to Sales for customization inquiries.

TRENDING



995012
Sensory Snap Beads

12 Pcs • Age 12m+



Pkg dimensions:
7" x 11 1/2" x 2 3/4"



995012/16-Jar
Sensory Snap Beads, Jar

16 Pcs • Age 12m+



Pkg dimensions:
6" x 9 1/2" H



COMING
SOON

995013
Sensory Beads

Includes four 6" plastic strings to link up the beads.

14 Pcs • Age 12m+



Pkg dimensions:
9 1/4" x 2 3/4" x 6 1/5"



995013/16-Jar
Sensory Beads, Jar

20 Pcs • Age 12m+



Pkg dimensions:
6 1/2" x 10 1/2"



COMING
SOON



829012
Flexi Baby Connects

Squeezeable rubbery material.

12 Pcs • Age 12m+



Pkg dimensions:
9 1/4" x 2 3/4" x 6 4/5"



829013/72-Bag
Kiddy Connects Reusable Bag

72 Pcs • Age 24m+



Pkg dimensions:
8 1/2" x 6"



829014/50-Jar
Kiddy Connects Advanced, Jar

The more challenging version of Kiddy Connects, it contains unique shapes that connect at varying angles and create complex structures.

50 Pcs • Age 24m+



Pkg dimensions:
6" x 9 1/2" H





925200
Shake, Listen & Match
 12 bells, 6 sounds. Game to find a matching pair of sounds!



13 Pcs • Age 24m+  

Pkg dimensions: 14" x 10 1/2" x 3" 7  290002 597575

We love Sensory Play so much that we came up with Games to further promote Sensory stimulation while enabling group and individual play.



627023
Texture Memory Game
 10 disks, 5 textures. Game to find a matching pair for each texture!

11 Pcs • Age 36m+  

Pkg dimensions: 4 3/4" x 11 1/4" x 1 3/4" 7  290002 597643

Edushape Stackers are great for learning & play. Made of quality, sturdy materials. BPA & Phthalate free.



525015
Geostackers
 8 unique shapes to stack & sort into 2 tubes.

11 Pcs • Age 12m+  

Pkg dimensions: 10 1/2" x 8 3/4" x 3" 7  290016 546743



805737
Stack & Drop Tower
 4 jumbo balls to drop into a tower of up to 6 stacking cups.

14 Pcs • Age 12m+  

Pkg dimensions: 11" x 7 1/4" x 7" 7  290002 597803
 Available in the USA only



Made of quality materials, our Teethers are safe and sturdy. BPA & Phthalate free.



622709
Dream Teethers

1 Pcs • Age 0+  

Pkg dimensions: 5" x 6" x 1 1/2"  7 290002 597162



622707/12-Display
Happy Gums, Display

Made of quality wood & silicone.

12 Pcs • Age 0+  

Pkg dimensions: 2 3/4" x 6 1/2" x 8 1/4"  7 290010 424139



622708
Happy Gums Set

Includes a teething necklace and a teether made of quality wood & silicone.

2 Pcs • Age 0+  

Pkg dimensions: 6 1/4" x 9" x 3/4"  7 290010 037599



862021/3-Bag
Gummyball Teethers Reusable Bag

Each teether has 8 nubs with different textures.

3 Pcs • Age 0+  

Pkg dimensions: 4" x 8 1/2" H  7 290011 812744



862021/12-Display
Gummyball Teethers, Display

Each teether has 8 nubs with different textures.

12 Pcs • Age 0+  

Pkg dimensions: 9 1/2" x 8 1/2" x 4"  7 290006 308504



Edushape Bath toys help incorporate play and learning into bath time! Variety of materials and play uses guarantee a match for any child and family. All toys come BPA & Phthalate free and are sturdy to withstand years of water play.



High quality and sturdy:

Our bath toys are made of quality materials, BPA free, and sturdy.



Materials for any preference:

Whether looking for a toy made of light foam or sturdy plastics, Edushape has the right bath product for you. Our materials can accommodate any taste, preference, and context.



Incorporate learning:

Edushape bath toys are designed to maximize learning during play. Whether to develop baby's motor or tactile skills, teach numbers or colors, we have the right bath toy.



TRENDING

505805 Bath-Ketball Set
Includes three sensory balls and a netted 'basket' with suction cups.

4 Pcs • Age 12m+  

Pkg dimensions: 8 3/4" x 7" x 3"  7 290002 597308



TRENDING

505808 Tub Fun Park
Sliding, straining, and spinning elements all in one game!

5 Pcs • Age 12m+  

Pkg dimensions: 9 1/2" x 12" x 3 1/2"  7 290002 597469



525006 Sensory Hoops
Includes three 2 1/2" Sensory Balls and a floating four-hoop 'basket'.

16 Pcs • Age 12m+  

Pkg dimensions: 14 1/2" x 14 1/2" x 3"  7 290006 308276





COMING SOON

525008
Ocean Pals
Dunk & strain these Ocean Pals. Made of neoprene, they allow the child to explore new materials and textures while ensuring safe play.

3 Pcs • Age 10m+  

Pkg dimensions:  7 290019 596226



505802
Funny Face Stacker Buckets

4 Pcs • Age 12m+  

Pkg dimensions:  7 290010 037612



NEW

525012
Tub Buddies

3 Pcs • Age 3m+  

Pkg dimensions:  7 290002 597810



525052
Roly Poly Penguin
This Penguin floats and wobbles when in water. If water is poured into its crown, it is released through their beak for added fun!

1 Pcs • Age 10m+  

Pkg dimensions:  7 290018 202128



525039
Fill & Spin Water Rocket

1 Pcs • Age 18m+  

Pkg dimensions:  7 290018 202098



TRENDING

525013
Tub Sub
For a floating boat, push the flexible blue part down. For a sinking sub, pull the blue part up by a periscope and fill the bottom with water.

1 Pcs • Age 12m+  

Pkg dimensions:  7 290016 546828



525043
Dunk & Strain Pals

3 Pcs • Age 12m+  

Pkg dimensions:  7 290018 202104



525000
Water Spinner

1 Pcs • Age 12m+  

Pkg dimensions:  7 290012 679926





525001
Water Whirly
Four bath toys that snap together forming a cascade of water effects.

4 Pcs • Age 12m+  

Pkg dimensions:  7 290012 679728



547009
Magic Creations, Dinosaurs
 Our foam is resistant to mold and mildew. Includes a mesh storage bag.

13 Pcs • Age 36m+  

Pkg dimensions: 10" x 10" x 2³/₄" 7  290010 424061



547016
Magic Creations, Road Construction
 Our foam is resistant to mold and mildew. Includes a mesh storage bag.

26 Pcs • Age 36m+  

Pkg dimensions: 10" x 10" x 2³/₄" 7  290011 321031



545004-Jar
Funny Mix Animals, Jar
 Children will love matching these friendly animals or creating new and funny combinations. Enhances creative thinking and imaginative skills. The animals float on water and stick to bathroom tiles when wet.

26 Pcs • Age 36m+  

Pkg dimensions: 4³/₄" x 8" 7  290006 308450



COMING SOON

545301
Floating Blocks
 Teach colors, shapes and numbers through matching game. All while enjoying bath time with the little one!

13 Pcs • Age 18m+  

Pkg dimensions: 13" x 11¹/₂" x 2¹/₂" 7  290019 596233



547024
Magic Creations, Traffic Fun
 Our foam is resistant to mold and mildew. Includes a mesh storage bag.

23 Pcs • Age 36m+  

Pkg dimensions: 10" x 10" x 2³/₄" 7  290010 037100



547005
Magic Creations, Jungle Fun
 Our foam is resistant to mold and mildew. Includes a mesh storage bag.

18 Pcs • Age 24m+  

Pkg dimensions: 10" x 10" x 2³/₄" 7  290006 308948



547023
Magic Creations, Splash of Fashion
 Our foam is resistant to mold and mildew. Includes a mesh storage bag.

40 Pcs • Age 36m+  

Pkg dimensions: 10" x 10" x 2³/₄" 7  290005 076466





525009/4
Soap Crayons
 Non-toxic for safe creativity through writing and drawing!

4 Pcs • Age 36m+ 0.2lb 24

Pkg dimensions: 7 290018 202142
 7³/₄" x 6" x 1"



525009/6
Soap Crayons & Foam Holder
 Non-toxic for safe creativity through writing and drawing!
 Includes a holder.

7 Pcs • Age 36m+ 0.5lb 24

Pkg dimensions: 7 290010 424276
 10" x 1¹/₂" x 10"



TRENDING



526023
Magic Mirror Shapes

3 Pcs • Age 12m+ 0.4lb 12

Pkg dimensions: 7 290012 679742
 8³/₄" x 9¹/₂" x 1³/₄"



529005
Magic Mirror, Crab

1 Pcs • Age 12m+ 0.2lb 10

Pkg dimensions: 7 290018 202777
 10¹/₂" x 11³/₄" x 1¹/₂"



525003
Look & Sea Mirror
 Teaches about reflections

21 Pcs • Age 12m+ 0.5lb 12

Pkg dimensions: 7 290016 546774
 8¹/₄" x 10¹/₄" x 2¹/₂"



529002
Magic Mirror, Fish

1 Pcs • Age 12m+ 0.2lb 10

Pkg dimensions: 7 290018 202784
 10¹/₂" x 11³/₄" x 1¹/₂"




525005
Ladybug Sorter

8 Pcs • Age 10m+  

Pkg dimensions: 
9 1/2" x 12" x 4"





525019
Fish 'N' Spell

Excellent for indoor and outdoor play.
123 Pcs • Age 36m+  

Pkg dimensions: 
11" x 8 1/2" x 2"



525018
Fish 'N' Fun

Excellent for indoor and outdoor play.
56 Pcs • Age 36m+  

Pkg dimensions: 
11" x 8 1/2" x 2"



700090-Red
Opaque Activity Tubs

Activity Tubs are a perfect fit for water & sand play. Our tubs are sturdy, durable, and made from safe, BPA-free materials. Newly added Sensory textured, non-slip handles enhance stimulation & development. New volume measurement markers in inches & cm make play even more precise. Try our tubs in different materials (opaque & transparent) and colors!

1 Pcs  

Pkg dimensions: 
5 3/4" x 29" x 20"




700090-Yellow
Opaque Activity Tubs

1 Pcs  

Pkg dimensions: 
5 3/4" x 29" x 20"




700090-Blue
Opaque Activity Tubs

1 Pcs • Age 0+  

Pkg dimensions: 
5 3/4" x 29" x 20"



700090-Green
Opaque Activity Tubs

1 Pcs  

Pkg dimensions: 
5 3/4" x 29" x 20"



700090/4
Opaque Activity Tubs

Fit for play with water, sand, and any other substance! Excellent for indoor and outdoor play.
* Colors may vary

4 Pcs  

Pkg dimensions: 
6 1/2" x 29" x 20"



700090-TP
See-Through Activity Tub

Fit for play with water, sand, and any other substance! Excellent for indoor and outdoor play.


1 Pcs  

Pkg dimensions: 
5 3/4" x 29" x 20"



700002
X-Stand for Activity Tub

Enhance play by bundling our tubs with an X-Stand which further enhances stability. Newly improved fit!

1 Pcs  

Pkg dimensions: 
33" x 30" x 2 1/2"



925110

Happy Monkey

3 in 1 development toy: rattle and teether to soothe & relax, crinkly ears and pokable belly for tactile stimulation, and extendable limbs for cause & effect learning.

1 Pcs • Age 0+



Pkg dimensions:
6" x 10 1/2" x 5"



925111

Happy Kitten

3 in 1 development toy: rattle and teether to soothe & relax, crinkly ears and pokable belly for tactile stimulation, and extendable limbs for cause & effect learning.

1 Pcs • Age 0+



Pkg dimensions:
6" x 10 1/2" x 5"



925140

Look & Feel Baby Book

1 Pcs • Age 0+



Pkg dimensions:
7" x 12 1/4" x 2"



925109

Melody Snail

Musical keyboard that can also play pre-recorded tunes. Attaches securely to car seats, strollers, and cribs. Includes instruction cards with musical ideas!

1 Pcs • Age 6m+



Pkg dimensions:
9" x 5 1/2" x 7 1/2"



925120

Feelings Friend

Promote Emotional Intelligence by teaching facial expressions & situational awareness through play. Includes a Play-Along guide.

1 Pcs • Age 36m+



Pkg dimensions:
11 3/4" x 14 x 4 3/4"



925108

Dress-A-Pillar

Teach children basic life skills such as tying shoelaces, operating a zipper and buttons.

1 Pcs • Age 36m+



Pkg dimensions:
23" x 5 1/2" x 8"



925107

Dr. Pooch

Teach children basic life skills such as tying shoelaces, operating a zipper and buttons.

1 Pcs • Age 36m+



Pkg dimensions:
14" x 12" x 13"





408034
RC Truck - Fire Squad
 Includes a DIY screwdriver to take apart and re-assemble.

33 Pcs • Age 36m+ 1.5lb 6

Pkg dimensions: 13" x 7 1/2" x 5 1/4" 7 290006 308658



408014
RC Truck - Big Job Truck
 Construction-themed truck. Includes a DIY screwdriver to take apart and re-assemble.

31 Pcs • Age 36m+ 1.5lb 6

Pkg dimensions: 13" x 7 1/2" x 5 1/4" 7 290006 308627



408042
RC Truck - Sanitation Squad
 Includes a DIY screwdriver to take apart and re-assemble.

31 Pcs • Age 36m+ 1.5lb 6

Pkg dimensions: 13" x 7 1/2" x 5 1/4" 7 290006 308542



408021
RC Car - Police Patrol
 Includes a DIY screwdriver to take apart and re-assemble.

22 Pcs • Age 36m+ 1.5lb 6

Pkg dimensions: 13" x 7 1/2" x 5 1/4" 7 290006 308634



408017
Builder's Job Mega Truck
 Construction-themed truck. Includes a DIY screwdriver to take apart and re-assemble. Has lights & sounds.

101 Pcs • Age 36m+ 3.3lb 6

Pkg dimensions: 20" x 10 1/4" x 5" 7 290018 202005



408037
Firefighter Mega Truck
 Includes a DIY screwdriver to take apart and re-assemble. Has lights & sounds.

103 Pcs • Age 36m+ 3.3lb 6

Pkg dimensions: 20" x 10 1/4" x 5" 7 290018 202012



402157
5-in-1 Truck-O-Bot Engineering
 Includes a DIY screwdriver to take apart and re-assemble. Has lights & sounds.

133 Pcs • Age 36m+ 2.5lb 6

Pkg dimensions: 10 1/2" x 7" x 13 1/4" 7 290018 202814



402158
5-in-1 Truck-O-Bot Fire Rescue
 Includes a DIY screwdriver to take apart and re-assemble. Has lights & sounds.

130 Pcs • Age 36m+ 2.5lb 6

Pkg dimensions: 10 1/2" x 7" x 13 1/4" 7 290018 202821



826137/12-Display
Mighty Racers, Display

12 Pcs • Age 12m+ 1.5lb 6

Pkg dimensions: 12" x 3" x 11" 7 290011 321178



826131/12-Display
Mighty Minis, Display

12 Pcs • Age 12m+ 2 lb 6

Pkg dimensions: 12" x 3" x 11" 7 290016 546323



826139/9-Display
Mighty Helis, Display

9 Pcs • Age 12m+ 1.7lb 6

Pkg dimensions: 10 1/4" x 3" x 11 1/4" 7 290016 546866



826135
Push & Pull Racers Trio

3 Pcs • Age 12m+ 0.6lb 12

Pkg dimensions: 4" x 4" x 7 3/4" 7 290006 308535



622706/6-Display
Pull Back Pals, Display
Animal-shaped pull backs.

6 Pcs • Age 18m+ 1.1lb 12

Pkg dimensions: 8 1/4" x 2 3/4" x 6 1/2" 7 290002 597391




622736/8-Display
Speedy Pull Backs, Display

8 Pcs • Age 18m+ 1.2lb 12

Pkg dimensions: 9 1/2" x 2 1/2" x 8 1/4" 7 290002 597407



403636
Magnetic Marble Run

36 Pcs • Age 36m+  

Pkg dimensions:  12³/₄" x 12³/₄" x 3³/₄" 7 290018 202050



809801
Bounce-A-Marble

30 Pcs • Age 12m+  

Pkg dimensions:  12¹/₂" x 5¹/₂" x 15" 7 290005 076534





805801
Rollipop Starter Set

13 Pcs • Age 9m+  

Pkg dimensions:  11¹/₂" x 6¹/₂" x 13" 7 290010 424146




805800
Rollipop Advanced

20 Pcs • Age 9m+  

Pkg dimensions:  12¹/₂" x 6¹/₄" x 15" 7 290010 424122



805802
Marbulous Marble Run

100 Pcs • Age 4Y+  

Pkg dimensions:  12¹/₅" x 3³/₄" x 17" 7 290016 546286



403638
Magnetic Stacking Blocks
Magnetic cube and 4 funny face blocks.

5 Pcs • Age 12m+  

Pkg dimensions:  11¹/₂" x 3¹/₂" x 7¹/₂" 7 290018 202715



637001
Matchable Stackable

13 Pcs • Age 18m+

Pkg dimensions: 7 290018 202555
10³/₄" x 8³/₄" x 2"



637005
Who's Hiding in the Woods? Puzzle

10 Pcs • Age 18m+

Pkg dimensions: 7 290018 202593
10" x 1¹/₂" x 8"



637002
Stack and Balance Octopus Puzzle

2-in-1 challenge to stack & balance sea creatures on the octopus and a 14-piece puzzle on the designed wood board.

16 Pcs • Age 18m+

Pkg dimensions: 7 290018 202562
13³/₄" x 9¹/₄" x 2"



637003
Silly Buddies Twisting Cubes

1 Pcs • Age 18m+

Pkg dimensions: 7 290018 202579
4" x 4" x 9¹/₂"



637006
Dress the Kitty Puzzle

Includes four 6-piece puzzles and a storage box.

26 Pcs • Age 18m+

Pkg dimensions: 7 290018 202609
7" x 1¹/₂" x 9³/₄"



637007
Stick & Stack Puzzle

13 Pcs • Age 18m+

Pkg dimensions: 7 290002 597520
3" x 12¹/₄" x 4¹/₄"



7251569
Fruits, Giant Puzzle

4 Pcs • Age 12m+

Pkg dimensions: 7 290016 546330
4" x 1¹/₂" x 19¹/₂"



7251565
Vegetables, Giant Puzzle

4 Pcs • Age 12m+

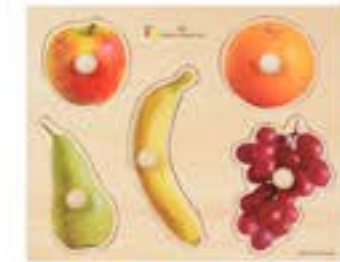
Pkg dimensions: 7 290019 596417
4" x 1¹/₂" x 19¹/₂"



7251558
Wild Animals, Giant Puzzle

4 Pcs • Age 12m+

Pkg dimensions: 7 290016 546118
4" x 1¹/₂" x 19¹/₂"



7251024
Fruits

5 Pcs • Age 24m+

Pkg dimensions: 7 290016 546095
11³/₄" x 1¹/₂" x 9¹/₂"



7251023
Vegetables

5 Pcs • Age 24m+

Pkg dimensions: 7 290016 546088
11³/₄" x 1¹/₂" x 9¹/₂"



7251022
Wild Animals

6 Pcs • Age 24m+

Pkg dimensions: 7 290016 546071
9¹/₂" x 1¹/₂" x 11³/₄"



7251553
Farm Animals, Giant Puzzle

4 Pcs • Age 12m+

Pkg dimensions: 4" x 1/2" x 19 1/2" 7 290016 546675



7251021
Farm Animals

7 Pcs • Age 24m+

Pkg dimensions: 11 3/4" x 1/2" x 9 1/2" 7 290016 546064



7251521
Color Learning Board

8 Pcs • Age 24m+

Pkg dimensions: 8" x 1/2" x 8" 7 290004 189044



7251529
Geometric Shapes & Colors Learning Board

6 Pcs • Age 24m+

Pkg dimensions: 9" x 1/2" x 7" 7 290004 189037



7251551
Toys, Giant Puzzle

4 Pcs • Age 12m+

Pkg dimensions: 4" x 1/2" x 19 1/2" 7 290016 546699



7251003
Toys

5 Pcs • Age 24m+

Pkg dimensions: 11 3/4" x 1/2" x 9 1/2" 7 290016 546316



7251006
Bath Time

5 Pcs • Age 24m+

Pkg dimensions: 11 3/4" x 1/2" x 9 1/2" 7 290016 546057



7251005
Garden Tools

5 Pcs • Age 24m+

Pkg dimensions: 11 3/4" x 1/2" x 9 1/2" 7 290016 546040



7251552
Musical Instruments, Giant Puzzle

4 Pcs • Age 12m+

Pkg dimensions: 4" x 1/2" x 19 1/2" 7 290016 546682



7251557
Pets, Giant Puzzle

4 Pcs • Age 12m+

Pkg dimensions: 4" x 1/2" x 19 1/2" 7 290016 546101



7251004
Construction Tools

5 Pcs • Age 24m+

Pkg dimensions: 11 3/4" x 1/2" x 9 1/2" 7 290016 546033



7251561
ABCs Alligator

26 Pcs • Age 4Y+

Pkg dimensions: 19 1/2" x 1/2" x 11 3/4" 7 290016 546125



801554
Wooden Train Set

16 Pcs • Age 36m+  

Pkg dimensions:  9" x 2 1/2" x 15 1/8" 7 290011321611

Available only in USA



637004

Jungle Jamboree Dancers

Spin the gears to watch wooden animals dance.


13 Pcs • Age 18m+  

Pkg dimensions:  12 1/2" x 9 1/2" x 1 1/8" 7 290018202586



627004

Counting Pull-A-Pup

1 Pcs • Age 24m+  

Pkg dimensions:  4 1/2" x 13" x 3" 7 290002597230



627005

Happy Zoo Train

10 Pcs • Age 24m+  

Pkg dimensions:  4 1/2" x 13" x 3 1/4" 7 290002597247

Available only in USA



526040

Board Mirrors

Child safe soft mirrors - ideal for shapes and color recognition.

4 Pcs • Age 12m+  

Pkg dimensions:  8 1/2" x 13 1/2" x 2 1/2" 7 290005076336



806002

4-in-1 Tabletop Easel

Includes 36 magnetic letters & numbers, a pack of chalk, 2 dry erase markers, an eraser, a paper roll and a paper clip.

43 Pcs • Age 36m+  

Pkg dimensions:  17" x 5" x 20" 7 290010037513

Available only in USA



SENSORY PLAY	Balls, Music, Blocks, Play Mats, Linkets, Games, Stackers, Teethers	6-55
BATH	Slides, Strainers, Spinners, Foam, Learning Games, Activity Tubs	56-65
OTHER TOYS	Plush, Trucks, Robots, Pull Backs, Magnetic Toys, Marble Runs, Puzzles	66-79

SKU	Old SKU	Product	Page
205120/10-Display		My First Rainstick, Display	25
205121		Rainstick	25
205121/10-Display		Rainstick, Display	25
205121-BC		Rainstick, Boho Chic	25
205121-BC/10-Display		Rainstick, Boho Chic, Display	25
205122		Mega Rainstick	25
205130-Turquoise		Classic Flat Drum	29
205130-Red		Classic Flat Drum	29
205131		Sea World Drum	29
205132		Jungle World Drum	29
205140-Blue		Classic Tambourine	28
205140-Green		Classic Tambourine	28
205140-Red		Classic Tambourine	28
205140-Yellow		Classic Tambourine	28
205161/14-Display		My First Shakers, Display	26
205161-BC/14-Display		My First Shakers, Boho Chic, Display	26
205170/20-Display		Maracas, Display	27
205180/16-Display		Classic Bell, Display	27
206100		Soothing Sounds Set	30
206102		First Birthday Gift Set	30
206103		Festival Music Set	30
402157		5-in-1 Truck-O-Bot Engineering	69
402158		5-in-1 Truck-O-Bot Fire Rescue	69
403636		Magnetic Marble Run	72
403638		Sticking Stackers Magnetic Block	73
408014		RC Truck - Big Job Truck	68
408017		Builder's Job Mega Truck	69
408021		RC Car - Police Patrol	68
408034		RC Truck - Fire Squad	68
408037		Firefighter Mega Truck	69
408042		RC Truck - Sanitation Squad	68
505802		Funny Face Stacker Buckets	58
505805		Bath-Ketball Set	57
505808		Tub Fun Park	57
525000		Water Spinner	59
525001		Water Whirly	59
525003		Look'N'Sea	63
525005		Ladybug Sorter	64
525006		Sensory Hoops	57
525008		Ocean Pals	58
525009/4	909004	Soap Crayons	62
525009/6	909006	Soap Crayons & Foam Holder	62
525012	909080	Tub Buddies	58
525013		Tub Sub	59
525015		Geostackers	53
525018	915018	Fish'N'Fun	64
525019	915019	Fish'N'Spell	64
525039		Fill & Spin Water Rocket	58
525052		Roly Poly Penguin	58
526023		Magic Mirror Shapes	63
526040		Board Mirrors	79
525043		Dunk & Strain Pals	59
529002		Magic Mirror, Fish	63
529005		Magic Mirror, Crab	63
545004-Jar		Funny Mix Animals, Jar	61
545301		Floating Blocks	61
547005		Magic Creations, Jungle Fun	60
547009		Magic Creations, Dinosaurs	60
547016		Magic Creations, Road Construction	60
547023		Magic Creations, Splash of Fashion	60
547024		Magic Creations, Traffic Fun	60
622706/6-Display	622706	Pull Back Pals, Display	71
622707/12-Display	622707	Happy Gums, Display	54

SKU	Old SKU	Product	Page
622708		Happy Gums Set	54
622709		Dream Teethers	54
622736/8-Display	622736	Speedy Pull Backs, Display	71
627004		Counting Pull-A-Pup	78
627005		Happy Zoo Train	78
627023		Texture Memory Game	52
637001		Matchable Stackable	74
637002		Stack and Balance Octopus Puzzle	74
637003		Silly Buddies Twisting Cubes	74
637004		Jungle Jumboree Dancers	78
637005		Who's Hiding in the Woods? Puzzle	74
637006		Dress the Kitty Puzzle	74
637007	627022	Stick & Stack Puzzle	74
700002		X-Stand for Activity Tub	65
700090/4		Opaque Activity Tubs	65
700090-Blue		Opaque Activity Tubs	65
700090-Green		Opaque Activity Tubs	65
700090-Red		Opaque Activity Tubs	65
700090-Yellow		Opaque Activity Tubs	65
700090-TP		See-Through Activity Tub	65
705105		Sensory Push & Roll	20
705106		Sensory Rollers	20
705172-Purple/Turquoise		The Original Sensory Ball, Color Dots	16
705172-Purple/Turquoise-Loop		The Original Sensory Ball, Color Dots	16
705172-Yellow/Purple		The Original Sensory Ball, Color Dots	16
705172-Yellow/Purple-Loop		The Original Sensory Ball, Color Dots	16
705172-BC-Coffee		The Original Sensory Ball, Color Dots, Boho Chic	17
705172-BC-Coffee-Loop		The Original Sensory Ball, Color Dots, Boho Chic	17
705172-BC-Cream		The Original Sensory Ball, Color Dots, Boho Chic	17
705172-BC-Cream-Loop		The Original Sensory Ball, Color Dots, Boho Chic	17
705173		The Original Sensory Balls, Color Dots	10
705174		The Original Sensory Balls, Opaque	10
705174-BC		The Original Sensory Balls, Boho Chic	10
705175		The Original Sensory Balls, See-Me	10
705176-BC-Brown		The Original Sensory Ball, Opaque, Boho Chic	13
705176-BC-Brown-Loop		The Original Sensory Ball, Opaque, Boho Chic	13
705176-BC-Pink		The Original Sensory Ball, Opaque, Boho Chic	13
705176-BC-Pink-Loop		The Original Sensory Ball, Opaque, Boho Chic	13
705176-Blue		The Original Sensory Ball, Opaque	12
705176-Blue-Loop		The Original Sensory Ball, Opaque	12
705176-Green		The Original Sensory Ball, Opaque	13
705176-Green-Loop		The Original Sensory Ball, Opaque	13
705176-Red		The Original Sensory Ball, Opaque	12
705176-Red-Loop		The Original Sensory Ball, Opaque	12
705176-Yellow		The Original Sensory Ball, Opaque	12
705176-Yellow-Loop		The Original Sensory Ball, Opaque	12
705179		The Original Sensory Balls Mega Pack	21
705179-BC		The Original Sensory Balls Mega Pack, Boho Chic	21
705183/12-Display		The Original Sensory Balls, Display	11
705188		Scented Sensory Balls	20
705191-Turquoise		The Original Sensory Ball, See-Me	15
705191-Turquoise-Loop		The Original Sensory Ball, See-Me	15
705191-Green		The Original Sensory Ball, See-Me	15
705191-Green-Loop		The Original Sensory Ball, See-Me	15
705191-Pink		The Original Sensory Ball, See-Me	14
705191-Pink-Loop		The Original Sensory Ball, See-Me	14
705191-Yellow		The Original Sensory Ball, See-Me	14
705191-Yellow-Loop		The Original Sensory Ball, See-Me	14
705191-Red		The Original Sensory Ball, See-Me	14
705191-Red-Loop		The Original Sensory Ball, See-Me	14
705192		Colorbits Balls	20
705197		The Original Sensory Balls Set	21
705199		Sensory Shapes & Balls	23
705200		Sensory Mini Balls	22
705200-BC		Sensory Mini Balls, Boho Chic	22
705201		Sensory Mini Balls	22
705202/16-Display	722006/16	Textured Mini Balls, Display	23
705203	722009/3	Sensory Pals	23
705203/9-Display	722009	Sensory Pals, Display	23

SKU	Old SKU	Product	Page
705353-BC-Olive		Texture-iffic, Boho Chic	18
705353-Turquoise		Texture-iffic	18
705353-Purple		Texture-iffic	18
705363		Incredi-Ball	19
705373		Rainbow Soft Ball	19
705377		Glow in the Dark	19
706010		Hide & Seek Activity Mat, Jungle	44
706021		Baby Crawl & Play Mat, Jungle Fun	44
706030/9-BC		Edu-Tiles Play Mat, Boho Chic	45
706163/9		Edu-Tiles Play Mat	45
709000/36	709036	Corrugated Edu-Blocks	42
709000/52	709052	Corrugated Edu-Blocks	42
709000/84	709084	Corrugated Edu-Blocks	42
714000/26-Bag	806026	Flexi Edu-Blocks, Giant, 4 1/2"	40
714000/50-Carton	806050	Flexi Edu-Blocks, Giant, 4 1/2"	40
714002/26-Bag	826026	Flexi Edu-Blocks, 2 1/2", Reusable bag	40
714002/52-Bag	826052	Flexi Edu-Blocks, 2 1/2", Reusable bag	40
714001/36-Bag	845036	Flexi Edu-Blocks, Big, 3 1/2", Reusable bag	40
714003/28-Bag	826029	Flexi Edu-Blocks, Jungle, Reusable bag	41
714004/30-Bag	826028	Flexi Edu-Blocks, Train, Reusable bag	41
715000/30	715070	Wood-Like Edu-Blocks, 1 3/8"	36
715000/30-Bag	716070	Wood-Like Edu-Blocks, 1 3/8", Reusable bag	36
715000/80	715071	Wood-Like Edu-Blocks, 1 3/8"	36
715000/80-Bag	716071	Wood-Like Edu-Blocks, 1 3/8", Reusable bag	36
715001/32-Bag	726032	Wood-Like Edu-Blocks, Big, 2 3/4", Reusable bag	37
715002/16-Carton		Wood-Like Edu-Blocks, Giant, 4 1/3"	37
715002/32-Carton		Wood-Like Edu-Blocks, Giant, 4 1/3", Reusable bag	37
716000/30	716575	Color Edu-Blocks, 1 3/8"	34
716000/80	716576	Color Edu-Blocks, 1 3/8"	34
716000/30-Bag	716075	Color Edu-Blocks, 1 3/8", Reusable bag	34
716000/80-Bag	716076	Color Edu-Blocks, 1 3/8", Reusable bag	34
716001/32-Bag	726033	Color Edu-Blocks, Big, 3", Reusable bag	35
716002/32-Carton	700140	Color Edu-Blocks, Giant, 4 1/3"	35
716002/16-Carton	700145	Color Edu-Blocks, Giant, 4 1/3"	35
716167		Sensory Puzzle Blocks	33
716035	726035	Color Window Blocks	39
717000/30-Bag	716030	Textured Blocks, 1 1/4"	33
717000/80-Bag	716080	Textured Blocks, 1 1/4"	33
717006	977006	Soft & Squeezy Critter Blocks	41
717010	977010	Mix & Match Textured Blocks	33
730001/72-Jar	929070	Magic Brix	43
730002/36-Con	997036	Young Brix	43
730003	929029	Travel Brix	43
730004	925072	Magic Brix in Motion	43
749973		My Soft World, Town	38
749974		My Soft World, Farm	38
750054	975054	Magic Shapes with a Board	39
750054/81-Jar	977081	Magic Shapes Jar	39
801554		Wooden Train Set	78
805737		Stack & Drop Tower	53
805800		Rollipop Advanced	73
805801		Rollipop Starter Set	72
805802		Marbulous Marble Run	73
806002		4-in-1 Tabletop Easel	79
809801		Bounce-A-Marble	72
826131/12-Display	826131/12	Mighty Minis, Display	70
826139/9-Display	826139/9	Mighty Helis, Display	70
826135		Push & Pull Racers Trio	71
826137/12-Display	826137	Mighty Racers, Display	70
829012		Flexi Baby Connects	51
829014/50-Jar	829050	Kiddy Connects Advanced	51
829013/72-Bag	829072	Kiddy Connects, Reusable bag	51
841010/110-Con		Construction Pipes & Wheels	49
841014/90-Con		Hexagon-Shaped Building Blocks	49
841018/90-Con		Click & Link Gears	49
841021/112-Con		Slot-in Blocks & Wheels	49
862021/3-Bag	862021	Gummyball Teether	55
862121/12-Display	862121/12	Gummyball Teether, Display	55
925107		Dr. Pooch	67

SKU	Old SKU	Product	Page
925108	581001	Dress-A-Pillar	67
925109	851003	Melody Snaily	67
925110		Happy Monkey	66
925111		Happy Kitten	66
925120		Feelings Friend	67
925140		Look & Feel Baby Book	66
925200		Shake, Listen & Match	52
929001		Sensory Linkets	48
929001-BC		Sensory Linkets, Boho Chic	48
929001/66-Jar	926066	Sensory Linkets, Jumbo	48
929010/10-Display		Click & Weave Threads, Display	46
929010/10-BC-Display		Click & Weave Threads, Boho Chic, Display	46
929010/10-BW-Display		Click & Weave Threads, Black & White, Display	46
929010/48-Con		Click & Weaves Threads	47
929011	525021	Thread-o-Ball	47
929048/48-Jar	929048	Nuts & Bolts	48
929412/16-Jar	997416	Fishies, Jar	48
995012		Sensory Snap Beads	50
995012/16-Jar	997016	Sensory Snap Beads, Jar	50
995013	997313	Sensory Beads	50
995013/16-Jar	997316	Sensory Beads, Jar	50
7251003		Toys	76
7251004		Construction Tools	77
7251005		Garden Tools	77
7251006		Bath Time	77
7251021		Farm Animals	76
7251022		Wild Animals	75
7251023		Vegetables	75
7251024		Fruits	75
7251521		Color Learning Board	77
7251529		Geometric Shapes & Colors Learning Board	77
7251551		Toys, Giant Puzzle	76
7251552		Musical Instruments, Giant Puzzle	76
7251553		Farm Animals, Giant Puzzle	76
7251557		Pets, Giant Puzzle	76
7251558		Wild Animals, Giant Puzzle	75
7251561		ABCs Alligator	77
7251565		Vegetables, Giant Puzzle	75
7251569		Fruits, Giant Puzzle	75



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