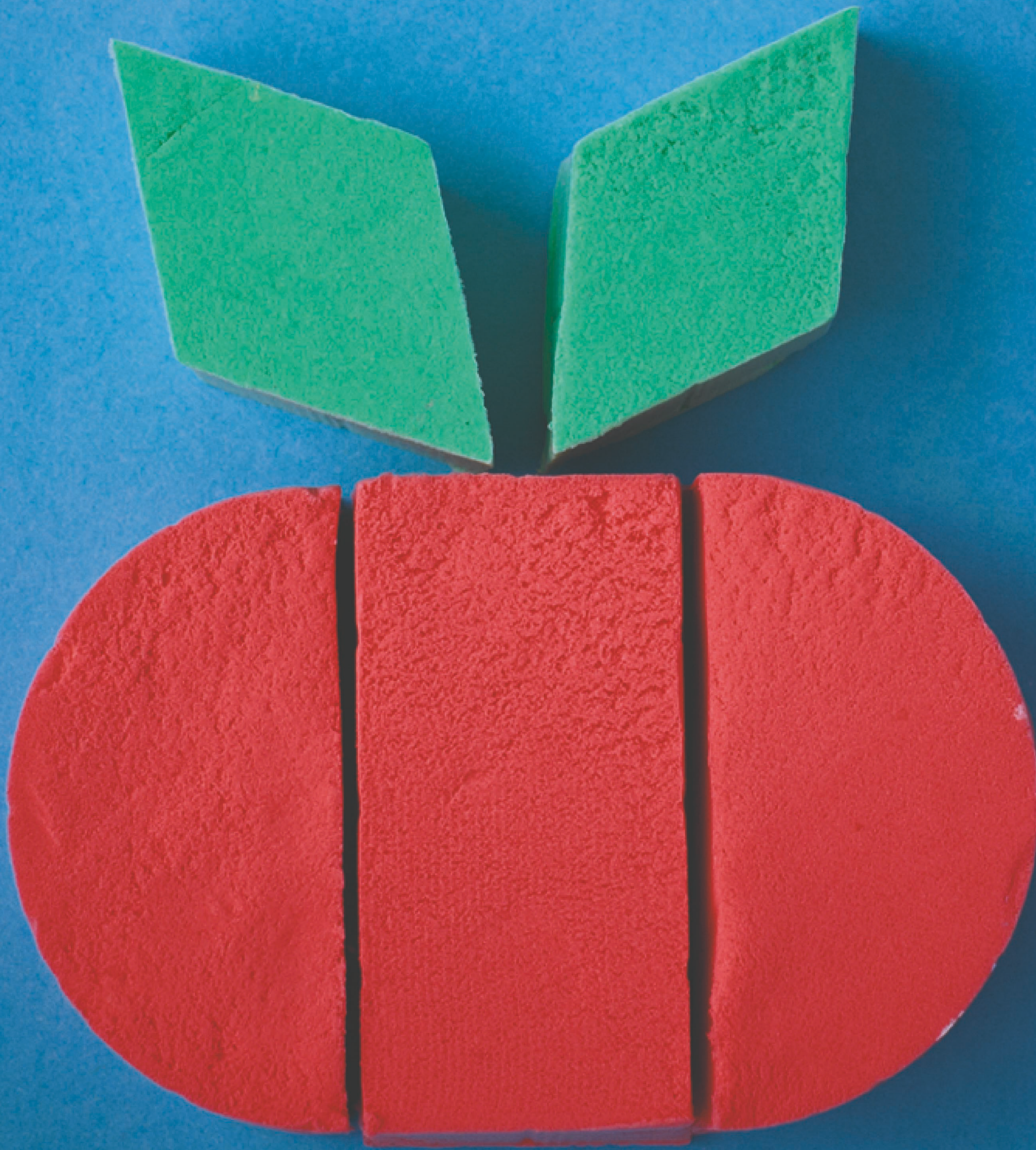




Relevant Play™



2024 CATALOG

# OUR MAGIC ✨

Relevant Play has delivered playtime enchantment with a magical blend of innovation and creativity for more than 20 years. Mad Mattr, the world's best compound, is a mesmerizing, mess-free modeling dough that sparks the imagination, allowing users to shape and mold without limits. Kinetic Sand, the compound that started it all, introduces a sensory wonderland where the sand seemingly moves on its own. It's amazing!

The magic lies not only in the our material's playfulness, but also our commitment to eco-friendly, non-toxic materials, ensuring a magical and fun experience that's safe for all. With Mad Mattr and Kinetic Sand, Relevant Play crafts a spellbinding journey where creativity knows no bounds, making playtime enchanting for everyone.

#RelevantPlayMagic





2024



# MAD MATTR<sup>®</sup> QUANTUM PACKS

Kids love to stretch their imaginative muscles with Mad Mattr! This super-soft and oh-so satisfying sensory dough easily forms, flows and cuts into endless creations. These 10oz packs hold plenty of material for two or even three children to play at once. Just know, they're going to want more!

## FEATURES

- Molds and shapes easily
- Super duper soft
- Reusable! Never dries out
- Easy to Clean Up
- Wheat, Gluten and Casein-Free
- Comes in a re-sealable storage pouch

## ADDITIONAL DETAILS

- AGES 3+
- QUANTITY 10oz Mad Mattr per pack

## AVAILABLE COLORS



COLOR	SKU	DIMENSIONS	UPC	CASEPACK
RED	210-300	7.25" x 1.75" x 8.5"	7320582103009	6
PINK	210-400	7.25" x 1.75" x 8.5"	7320582104006	6
PURPLE	210-500	7.25" x 1.75" x 8.5"	7320582105003	6
BLUE	210-600	7.25" x 1.75" x 8.5"	7320582106000	6
GREEN	210-700	7.25" x 1.75" x 8.5"	7320582107007	6
TEAL	210-800	7.25" x 1.75" x 8.5"	7320582108004	6

# MAD MATTR

## WITH TOOLS!

Mad Mattr is great by itself, but it's even better when paired with inspirational tools. These kits are designed to be open-ended. Sure, we suggest a numerous creations with both sets, but with our Brick Maker (included in both sets), the possibilities really are endless!



## TOOLBOX

The perfect solution for hassle-free, mess-free creative play, the Mad Mattr Toolbox is an all-in-one creative extravaganza!

### FEATURES

- 10oz Mad Mattr in 2-colors
- 20 Creative Tools including the Brick Maker!
- Handy toolbox for storage

### ADDITIONAL DETAILS

AGES 3+  
QUANTITY 10oz Mad Mattr per set



## ULTIMATE PACK

From solo play to group activities, the Ultimate Pack ensures endless amounts of captivating and creative fun.

### FEATURES

- 10oz Mad Mattr in 2-colors
- 9 Fun Tools including 2 Brick Makers!

### ADDITIONAL DETAILS

AGES 3+  
QUANTITY 10oz Mad Mattr per set

ITEM	SKU	DIMENSIONS	UPC	CASEPACK
QUANTUM TOOLBOX	220-800	11.25" x 6.5" x 5.25"	7320582208001	4
ULTIMATE PACK	220-920	9.5" x 2.5" x 7.5"	7320582209206	4



# MAD MATTR<sup>®</sup> QUANTUM PODS

Create wherever you go with the Mad Mattr Quantum Pods. Now available in five (5) vibrant colors, the 2 oz. Quantum Pods are a perfect impulse buy for Mad Mattr fans.

## FEATURES

- Play and create wherever you go
- Re-sealable storage pod
- Includes 2oz of Mad Mattr (in 5-colors)

## ADDITIONAL DETAILS

AGES	3+
QUANTITY	2oz Mad Mattr per pod
PIECES	18 per PDQ / 36 total

## PDQ

SKU	230-018
DIMENSIONS	10"x 8.5" x 8.5"
UPC	7320582302181
CASEPACK	2 PDQs

## PODS

DIMENSIONS	3" x 1.25" x 5.5"
UPCs	<ul style="list-style-type: none"> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: red; margin-right: 5px;"></span> 7320582303003</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: pink; margin-right: 5px;"></span> 7320582304000</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: purple; margin-right: 5px;"></span> 7320582305007</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: blue; margin-right: 5px;"></span> 7320582306004</li> <li><span style="display: inline-block; width: 10px; height: 10px; background-color: green; margin-right: 5px;"></span> 7320582307001</li> </ul>



# MINI MAD MATTR® POUCHES

The Mad Mattr Pouch may be little, but it's MAJOR fun! The 1.5 oz. pouches are a perfect impulse buy and a great way to create new Mad Mattr fans.



## FEATURES

48 Pouches per Display  
Blind Packs  
1.5oz of Mad Mattr (5-colors)

## ADDITIONAL DETAILS

AGES 3+

## DISPLAY

SKU	210-048
DIMENSIONS	8" x 8" x 10"
UPC	7320582100480
CASEPACK	2 Displays



2024 EDUCATION







# KINETIC SAND®

Kids can't resist digging, kneading, squeezing, and playing with Kinetic Sand. Soft to the touch and virtually mess-free, Kinetic Sand feels and moves as if it were wet, but it's completely dry...which creates a unique sensation that naturally inspires hours of hands-on, tactile exploration!

## FEATURES

- Molds and shapes easily
- Reusable! Never dries out
- Easy to Clean Up
- Wheat, Gluten and Casein-Free

## ADDITIONAL DETAILS

AGES 3+

ITEM	SKU	DIMENSIONS	UPC	CASEPACK
KINETIC SAND 1KG	150-101	3.5" x 2.3" x 7.5"	73205821501011	12
KINETIC SAND 2.5KG	150-301	7" x 2.25" x 9.25"	7320582503015	4
KINETIC SAND 5KG	150-201	7.5" x 3.25" x 11"	7320582502018	2

# CREATIVE ACCESSORIES

## FORTUNE FAVORS THE PREPARED!

Relevant Play takes pride in designing materials and tools for open-ended play. While small in number, our accessories offerings pack a big punch — by allowing children to be successful and (hopefully) helping to keep their play space clean.

We have ideas and are busy developing new tools, but we also want to hear for you. Reach out if you or your customers should have any ideas, we'd love to hear from you!

[info@relevantplay.com](mailto:info@relevantplay.com)





## MINI CASTLE MOLDS

Easy-to-use castle molding set that's perfect for use with our compounds. Build towers, stairs and walls oh my!

### FEATURES

8-piece Castle Mold Set  
Dishwasher Safe

### ADDITIONAL DETAILS

AGES 3+

## PLAY TRAY

The perfect solution for an individual work space. The sturdy construction will hold up to daily play with Relevant Play compounds.

### FEATURES

Can be used with water, bricks and other materials!

### ADDITIONAL DETAILS

AGES 3+

ITEM	SKU	DIMENSIONS	UPC	CASEPACK
MINI CASTLE MOLDS	192-201	7" x 4.5" x 2.5"	7320581922014	4
PLAY TRAY	191-103	10.5" x 10.5" x 1.75"	7320581911032	12



# OUR PARTNERSHIP

Relevant Play is committed to deliver products that offer a bounty of customer delight. Mad Mattr and Kinetic Sand are not just toys; they're gateways to a world of boundless creativity and soothing, sensory exploration. Relevant Play products stand apart because they are, undeniably, the best compounds in the world, and we stand 100% behind them. If you're not happy, we'll refund your purchase.

But our commitment isn't just in the products; it's in the partnership. Relevant Play is committed to supporting our retailers with top-notch service, marketing support, and products that fly off the shelves. Choosing Relevant Play isn't just a purchase; it's an investment in the magical experience that captivates customers and keeps them coming back for more.

#MagicWithRelevantPlay



## RELEVANT PLAY

16350 E. Arapahoe RD, Unit 108  
Foxfield, CO 80016 USA  
Ph: + 1-303-410-7172 x300



## PARTNER SITE

<https://whsl.relevantplay.com>  
Online Ordering | Digital Assets  
POS Assets | And More!