Relevant Play™
2019 NORTH AMERICAN CATALOG

New Mad Mattr play sets for 2019!

Spring into action with ALL NEW Coilz collectibles!

Mad Mattr Meteor Monsters are taking over the Earth!

Relevant Play™

Brilliant new colors of Mad Mattr!

Create adorable robot pets with Build a Bots!

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NEW FOR FALL!

COILZ™

SPRING into action with the all new COILZ brand!

It's a tactile collectible and game, all in one!

With 3 different packs to choose from, including the COILZ CUP, there's a set of Coilz for everyone.

COILZ™

The Coilz Starter Set blind pack includes 4 collectible Coilz and a collector's card.

Over 50 Coilz to collect in series 1!

7 320584 001044

Coilz Starter Set - 4-Pack

400-104 Ages 5+

Package Dimensions - 3.5" w x 0.75" d x 5.125" h

Case pack - 24 pcs

⚠ **WARNING:** CHOKING HAZARD – Small parts. Not for children under 3 years.

NEW FOR FALL!

The Coilz Super Set blind pack includes 8 collectible Coilz and a collector's card.

Over 50 Coilz to collect in series 1!

Coilz Super Pack - 8-Pack

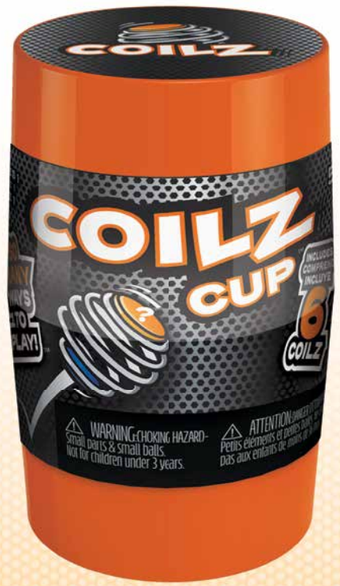
400-110 Ages 5+

Package Dimensions - 4" w x 0.75" d x 6" h

Case pack - 24 pcs

7 320584 001105

The Coilz Cup includes 6 collectible Coilz, a bocce ball, a distance marker, 2 backboards, and a collector's card. Play over 10 challenging Coilz games.



Coilz Cup

400-201 Ages 5+

PDQ Dimensions - 12.5" w x 9.5" d x 10.75" h

Case pack - 24 pcs - 2 PDQ w/ 12 pcs each

7 320584 002010

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

NEW FOR FALL!

Build a BOT™

CLICK! CREATE! CUSTOMIZE!

Introducing Build-a-Bot,
where robotics goes to the next level by building and personalizing your very own pet.
Build-a-Bot brings S.T.E.M. learning to young children!

Build a BOT

Mix and match parts to create fun characters!

Built-in sounds!

Clap and watch them move!

Dalmatian 172116

9 314812 172116

Stickers for personalization!

Unicorn 172086

9 314812 172086

Kitten 172109

9 314812 172109

Build-A-Bot Sound

Ages 4+

Package Dimensions - 8" W x 1.6" D x 9.8" H

Case pack - 4 pcs

⚠ **WARNING:** CHOKING HAZARD – Small parts. Not for children under 3 years.

Build a BOT

WATCH THEM MOVE!

EASY CLICK-AND-CREATE SYSTEM WITH OVER 25 PIECES!

MIX AND MATCH PARTS TO CREATE FUN CHARACTERS!

Fire Ant **172123**

9 314812 172123

Butterfly **172147**

9 314812 172147

Grasshopper **172130**

9 314812 172130

STICKERS FOR PERSONALIZATION!

Build-A-Bot Bugs

Ages 4+

Package Dimensions - 8" W x 1.6" D x 9.8" H

Case pack - 4 pcs

⚠ **WARNING:** CHOKING HAZARD – Small parts. Not for children under 3 years.

Never Dries Out • Easy to Clean Up • Wheat, Gluten and Casein-Free

MAD MATTR® The Unbelievable Dough You Build With!

Kids of all ages love to stretch their imagination muscle with Mad Mattr!®

This super-soft building compound easily molds and shapes into endless creations, inspiring open-ended play.

Cleanup's a breeze, and when molded and sculpted into any shape you like, its texture is incredibly smooth to the touch. You have to try it!

This futuristic dough can be mixed together to create and build even more Mad Mattr fun. Its unique, non-toxic formula is gluten, casein, and wheat free.

9 new colors for 2019!

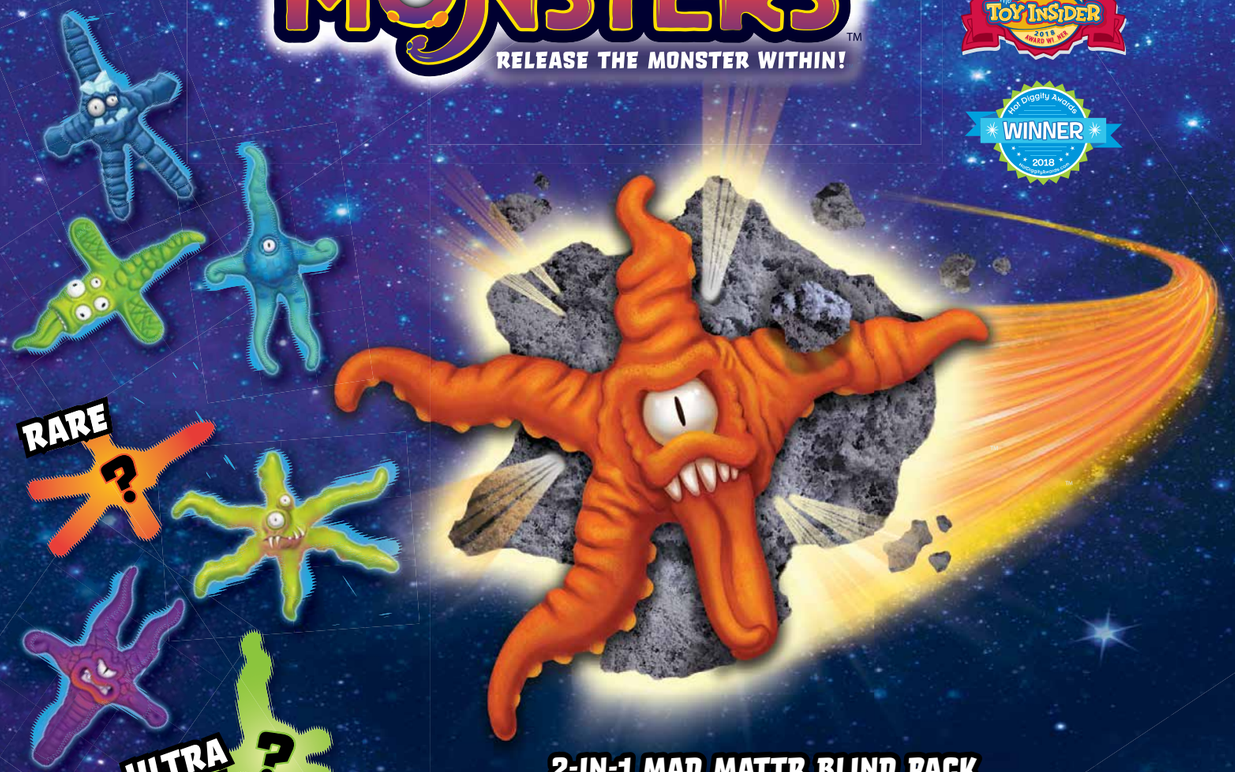
COMPOUND MADE IN SWEDEN

METEOR MONSTERS™

RELEASE THE MONSTER WITHIN!

Toy Insider Top Holiday Toys 2018

Hot Diggity Awards WINNER 2018



2-IN-1 MAD MATTR BLIND PACK COLLECTIBLE!

INCLUDES 2 OZ MYSTERY COLOR OF MAD MATTR

COLLECT 8 COOL MONSTERS, INCLUDING A RARE AND ULTRA-RARE!

7 320582 507005

Mad Mattr Meteor Monsters Series 1

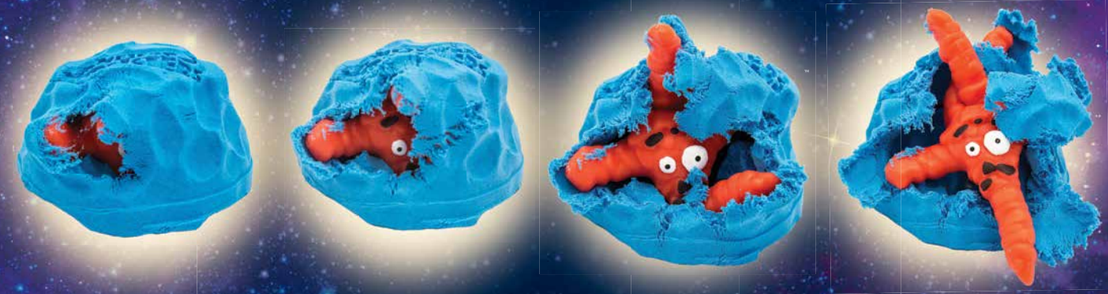
250-700 Ages 5+

PDQ Dimensions - 12.75" w x 9.5" d x 9.5" h

Case Pack - 24 - 2 PDQ w/ 12 pcs each

MAD MATTR The Unbelievable Dough You Build With!

SMASH AND RELEASE!



NEW VIDEO HEADER!

FREE WITH THE PURCHASE OF 48 MAD MATTR METEOR MONSTERS!

Meteor Monsters Video Header

V250-700

Case Pack - 1 piece

Includes Micro USB plug

Easily replaces existing PDQ header card

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

UNICORN SPARKLE MATTR™

Create a magical Mad Mattr unicorn with the Unicorn Sparkle Mattr set! Make the Mad Mattr sparkle with the included glitter. This fantastical set includes Blue, Pink, and White Mad Mattr, a Unicorn Mold, a tool, and glitter!

Available Now!

Make your Mad Mattr sparkle!

Create a magical Mad Mattr unicorn!

Includes 3 colors - Blue, Pink, and White!

Mad Mattr Unicorn Sparkle Mattr

220-232 Ages 3+

Package Dimensions - 7.5" W x 1.75" D x 8.5" H

Case Pack - 6 pcs

7 320582 202320

⚠ WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

MadMattr® The Unbelievable Dough You Build With!

GALAXY

NEW FOR FALL!

Create an out of this world experience with the Galaxy Mattr set!
Make Mad Mattr sparkle like the stars with the included glitter. This spacey set includes blue and purple Mad Mattr, a space Mold, a tool, and glitter!

Includes 10oz of Mad Mattr!

Create space shapes withincluded mold and tool. Make them sparkle too!

Galaxy Mad Mattr

220-242 Ages 3+

Package Dimensions - 7.5" W x 1.75" D x 8.5" H

Case Pack - 6 pcs

7 320582 202429

COMPOUND MADE IN SWEDEN

Top Summer Toys! The Toy Insider 2018 Award Winner

Mad Mattr® Quantum Pods™

Play & build wherever you go!

Build wherever you go with the Mad Mattr Quantum Pods. Now available in eight (8) vibrant colors, the 2 oz. Quantum Pods are a perfect impulse buy for Mad Mattr fans.

NEW COLORS! Hello Yellow & Orange Rush!

Comes in a re-sealable storage pod!

Mad Mattr Quantum Pods

Ages 3+

PDQ Dimensions - 10" w x 8.5" d x 8.375" h

Package dimension - 3" w x 1.25" d x 5.5" h

Case Pack - 36 - 2 PDQ w/ 18 pcs each

Colors not sold separately.

230-018

7 320582 300187

Available while supplies last

230-218

7 320582 302181

New Assortment for Fall

Play & build wherever you go!

Introducing DARK MATTR and ANTI-MATTR Quantum Pods!

NEW SPRING COLORS!

2 oz of Mad Mattr!

Display includes 12 Dark Mattr and 6 Anti-Mattr Pods

Comes in a re-sealable storage pod!

7 320582 309180

Mad Mattr Dark Mattr and Anti-Mattr Quantum Pods

230-918 Ages 3+

PDQ Dimensions - 10" w x 8.5" d x 8.375" h

Package dimension - 3" w x 1.25" d x 5.5" h

Case Pack - 36 - 2 PDQ w/ 18 pcs each

Colors not sold separately.

⚠ **WARNING:** CHOKING HAZARD – Small parts. Not for children under 3 years.

COMPOUND MADE IN SWEDEN

Mad Mattr® The Unbelievable Dough You Build With!

quantum pack

Comes in a re-sealable storage bag!

10 oz of Mad Mattr!

Orange Rush 210-200

Green 210-700

Blue 210-600

NEW SPRING COLORS!

Hello Yellow 210-100

Red 210-300

Purple 210-500

Pink 210-400

Teal 210-800

Mad Mattr Quantum Packs

Ages 3+

Package Dimensions - 7.25" W x 1.75" D x 8.5" H

Case Pack - 6 pcs

Colors sold separately.

Pink Flamingo 210-410

Green Dream 210-710

NEW FOR FALL!

Jewel Tones!

Blue Wonder 210-610

Rocket Red 210-310

Purple Paradise 210-510

Mad Mattr Quantum Packs

Ages 3+

Package Dimensions - 7.25" W x 1.75" D x 8.5" H

Case Pack - 6 pcs

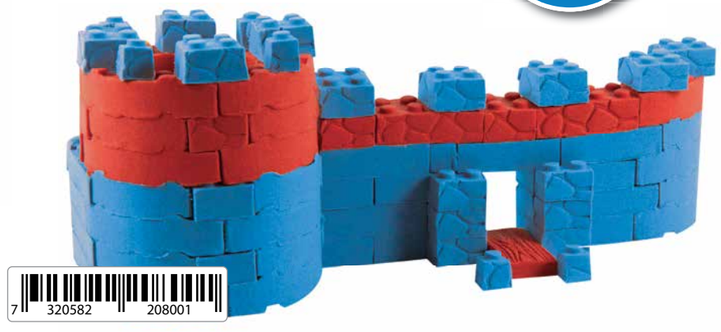
Colors sold separately.

⚠ **WARNING:** CHOKING HAZARD – Small parts. Not for children under 3 years.

quantum

Tool box™

With 20 tools and two 5 oz packs of Mad Mattr® included in the portable tool box, there are endless ways to maximize your construction play. Press it, mold it, squish it, and sculpt it. What will you build?



Mad Mattr Quantum Tool Box

220-800 Ages 5+

Package Dimensions - 11.25" w x 6.5" d x 5.25" h

Case Pack - 4 pcs

7 320582 208001

Mad Mattr® The Unbelievable Dough You Build With! super pack

NEW FOR FALL!

Mad Mattr Super Pack

Shape it! Build it! Stretch it! Do all this and more with the Mad Mattr Super Pack, the ultimate builder's pack. The pack includes 14 oz of Mad Mattr (7 oz each of Blue and Green), 2 Ultimate Brick Makers, 6 Extruders, and a safe cutting tool. All of this comes in a re-sealable pouch.

The Ultimate Builder's Pack!

Mad Mattr Super Pack

220-914 Ages 5+

Package Dimensions - 11.5" W x 2.5" D x 12" H

Case Pack - 4 pcs.

7 320582 209145

⚠ **WARNING:** CHOKING HAZARD – Small parts. Not for children under 3 years.

Mad Mattr®
The Ultimate Brick Maker

Includes one (1) Ultimate Brick Maker and one (1) 2 oz pouch of Matt Mattr® super soft building dough.

Available in re-sealable hanging bags.

Purple 220-202

7 320582 202023

From dough to brick in one easy trick!

Pink 220-201

7 320582 202016

Blue 220-203

7 320582 202030

Imagine and build limitless creations with Mad Mattr, the unbelievable dough you build with. Form your bricks out of Mad Mattr and make masterpieces come to life. Then, smash the dough and start all over again!

ASTRA AMERICAN SPECIALTY TOY RETAILING ASSOCIATION BEST Toys For Kids 2017 WINNER

Mad Mattr The Ultimate Brick Maker

Ages 3+

Package Dimensions - 6.25" w x 2" d x 7" h

Case Pack - 6 pcs

Mad Mattr®
The Ultimate Brick Maker X6

Create six (6) bricks at once with Mad Mattr and the revolutionary Ultimate Brick Maker X6. Includes two (2) 5 oz pouches of Mad Mattr, X6 brick maker, and safe cutting tool.

7 320582 202047

Mad Mattr The Ultimate Brick Maker X6

220-204 Ages 3+

Package Dimensions - 10.75" W x 2.25" D x 7.75" H

Case Pack - 6 pcs

NEW FALL COLORS!

Includes Ultimate Brick Maker and 10 oz. of Mad Mattr!

Hello Yellow 220-231

7 320582 202313

Orange Rush 220-230

7 320582 202306

Teal 220-226

7 320582 202269

Red 220-224

7 320582 202245

Blue 220-228

7 320582 202283

Green 220-229

7 320582 202290

Purple 220-222

7 320582 202221

Pink 220-227

7 320582 202276

Mad Mattr Quantum Builder Pack

Ages 3+

Package Dimensions - 7" w x 2" d x 8" h

Case Pack - 6 pcs

Colors sold separately.

⚠ **WARNING:** CHOKING HAZARD – Small parts. Not for children under 3 years.

Mad Mattr® Master Creator Extruder Kit*

With six (6) Mini Extruder shapes to choose from - Triangle, Hexagon, Cube, Star, Circle, House – you can stack, shape, stretch, and build endless, colorful 3D shapes.

*Does not include Mad Mattr®

Build and Create with 3D Shapes!

Mad Mattr Master Creator Extruder Kit

194-100 Ages 3+

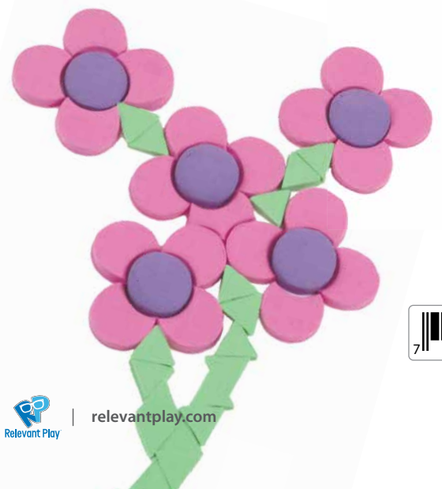
Package Dimensions - 4" W x 2" D x 6" H

Case Pack - 12 pcs

7 320581 941008

Mad Mattr® Master Builder Mini Extruder Set

Includes six (6) mini-extruders, safe cutting tool, and two (2) 5 oz pouches of Mad Mattr® super soft building dough.



Mad Mattr Master Builder Mini Extruder Set

220-104 Ages 3+

Package Dimensions - 10.75" W x 2.25" D x 7.75" H

Case Pack - 6 pcs

7 320582 201040

NEW FOR SUMMER!

Mad Mattr® The Unbelievable Dough You Build With! 3+ • Moldable, soft, & stretches as far as you want to go • Never dries out and stays fresh! • Wheat, Gluten, & Casein Free

Create fun and educational Mad Mattr activities!

$99 value!

This Mad Mattr set includes 30 oz of green Mad Mattr, 6 Ultimate Brick Makers, and 12 extruders.

Classroom Activity Pack

240-001 Ages 3+

Package Dimensions - 7" w x 7" d x 7" h

Case Pack - 1 pc

7 320582 400016

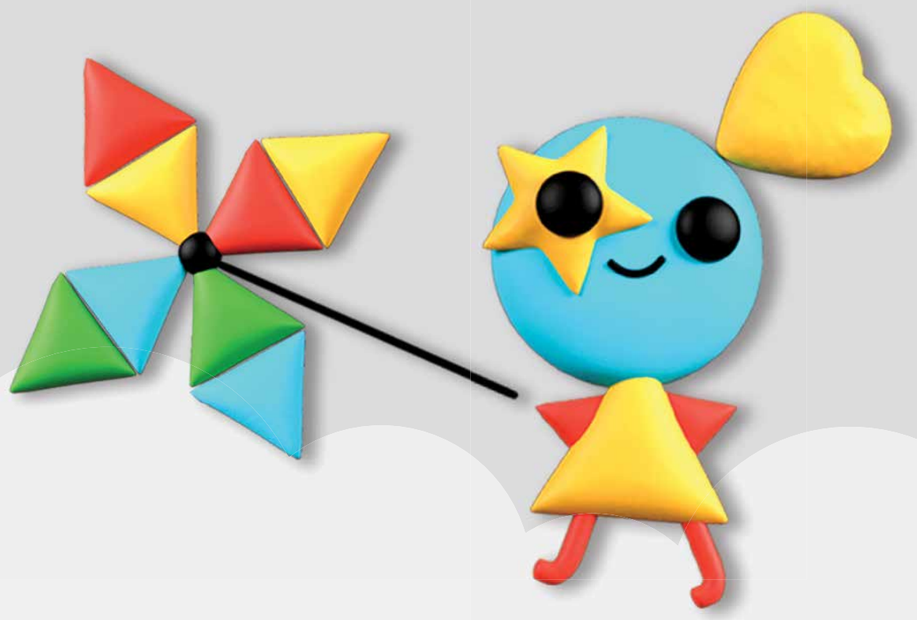
⚠ **WARNING:** CHOKING HAZARD – Small parts. Not for children under 3 years.

Toki DOUGH™

MODELING COMPOUND

Welcome to the magical world of Toki Dough, inspired by Kawaii design!

With Toki Dough, you have everything you need to create delightfully cute characters and designs. The Toki Dough modeling compound is non-toxic, smooth, flexible, and stretchable. The colorful, imaginative creations that can be shaped with Toki Dough are never-ending!



Toki Dough™ Bento Boxes

The Toki Dough™ Bento Boxes have everything you need to create a Sweet Treat or a Garden Party fantasy!

Each set includes:

- 8 theme colors (2 oz. each)
- 7 Toki Dough Tools (3 pcs)
- 4 Face Makers (2 pcs)
- Smooth work surface
- Texture panels
- Storage case
- Themed background for stop-motion animation

Sweet Treats **310-500**

7 320583 105002

7 Tokis!

Includes 8 Toki Dough™ Colors!

Garden Party **310-600**

7 320583 106009

Toki Dough Bento Boxes

Ages 5+

Package Dimensions - 10" w x 1.75" d x 9" h

Case Pack - 4 pcs

Sets sold separately.

⚠ **WARNING:** CHOKING HAZARD – Small parts. Not for children under 3 years.

Toki Dough™ 2-Packs & 4-Packs

Toki Dough™ modeling compound comes in 2-packs and 4-packs.

Easy to mold!

Toki Dough 2-Pack Assortment

310-101	Ages 5+
Package Dimensions - 5: w x 2.5" d x 2.5" h	
Case Pack - 6 pcs - 3 of each color assortment	

7 320583 101011

Dough Packs must be ordered using the assortment numbers.

7 320583 103015

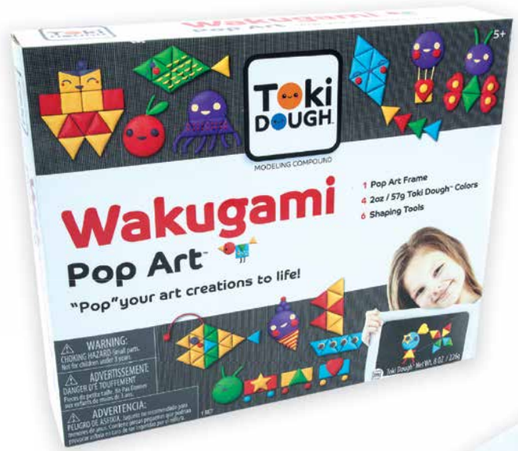
Toki Dough 4-Pack Assortment

310-301	Ages 5+
Package Dimensions - 9" w x 2.25" d x 2.25" h	
Case Pack - 6 pcs - 3 of each color assortment	

Toki Dough™ Wakugami Pop Art™

"Pop" your art creations to life with Toki Dough Wakugami Pop Art! With the included shaping tools, Toki Dough magically pops through the Wakugami screen.
The colorful designs that can be created are never-ending!

Each set includes:
- 5 "Pop" tools
- 4 - 2 oz Toki Dough colors
- 3-in-1 Rolling pin/Face maker tool
- 1 Wakugami Pop Art frame that rotates for horizontal or vertical presentation
- 1 Smooth surfaced Toki Dough tray



Pop your creations to life!

Wakugami Pop Art

310-700	Ages 5+
Package Dimensions - 14" w x 2.5" d x 11.5" h	
Case Pack - 4 pcs	

7 320583 107006

⚠ WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

Kinetic Sand™

EXP CERTIFIED

The first sand that breathes motion, like nothing you have seen before. Kinetic Sand® offers a magical and mesmerizing experience, giving a moment of relaxation for both young and old. Kinetic Sand is 98% pure sand and 2% magic.

Working Kinetic Sand with your palms and fingertips is a relaxing and stress-relieving experience. The nature of the sand is tactile and soft, allowing children of all ages to develop their fine motor skills through fun open-ended play.

2.2 lbs Kinetic Sand®

The 2.2 lbs box is perfect for individual use and is popular with the therapeutic mark et.

7 320581 501011

2.2 lbs (1 kg) Kinetic Sand	
150-101	Ages 3+
Package Dimensions - 3.625" w x 2.5" d x 7.625" h	
Case Pack - 12 pcs	

5.5 lbs Kinetic Sand®

The 5.5 lbs box was designed for the specialty market. The larger quantity allows for more play options and can easily be shared with a friend or sibling.

7 320581 503015

5.5 lbs (2.5 kg) Kinetic Sand	
150-301	Ages 3+
Package Dimensions - 7.5" w x 3.25" d x 11" h	
Case Pack - 4 pcs	

11 lbs Kinetic Sand®

The 11 lbs box is great for group projects and proves to be the most popular choice for the education market.

7 320581 502018

11 lbs (5 kg) Kinetic Sand	
150-201	Ages 3+
Package 7.25" w x 2.5" d x 9.5" h	
Case Pack - 2 pcs	

• 2.2 lbs (1 kg) Kinetic Sand cannot be sold in any toy or gift specialty accounts.*
• 5 lbs (2.5 kg) Kinetic Sand cannot be sold in accounts with more than 9 locations.
*Other account restrictions may apply.

Kinetic Sand® Colors

Kinetic Sand® is available in four (4) vibrant colors, adding a new dimension to this magical sand.

The first sand that breathes motion, like nothing you have seen before. Kinetic Sand offers a mesmerizing experience, giving a moment of relaxation for both young and old.

Available in red, green, blue and purple. Allow your child's imagination to flow by using the colors to add new dimensions to their open-ended play.

Red 150-303

7 320581 503039

Green 150-703

7 320581 507037

Blue 150-603

7 320581 506030

Purple 150-503

7 320581 505033

Kinetic Sand 1-Color - 5 lbs (2.27 kg)	
	Ages 3+
Package Dimensions - 7.25" w x 2.5" d x 9.5" h	
Case Pack - 4 pcs	

Colors sold separately.

• 2.2 lbs (1 kg) Kinetic Sand cannot be sold in any toy or gift specialty accounts.*
• 5 lbs (2.5 kg) Kinetic Sand cannot be sold in accounts with more than 9 locations.
*Other account restrictions may apply.

⚠ **WARNING:** CHOKING HAZARD – Small parts. Not for children under 3 years.

COMPOUND MADE IN SWEDEN

Never Dries Out • Easy to Clean Up • Wheat, Gluten and Casein-Free

Shape it!™ THE ORIGINAL SAND PLAY

5 lbs of Shape it!

Shape it!™ is an advanced and versatile, two-in-one sand-based compound.
It may be used in its soft form, where it can be molded and compressed to make sand sculptures.
However, it can also be compacted and baked in the oven.
This allows the product to take on a solid form, which can then be carved and painted.

This can be used to develop carving and painting skills for art students
or to simply create a lasting childhood memory.

Red 130-303

7 320581 303035

Green 130-703

7 320581 307033

White 130-013

7 320581 300133

Purple 130-503

7 320581 305039

Blue 130-603

7 320581 306036

Yellow 130-103

7 320581 301031

Shape it! - 5 lbs (2.27 kg)

Ages 3+

Package Dimensions - 11" w x 2.625" d x 7.75" h

Case Pack - 4 pcs

Colors sold separately

Bake It! Shape It! Paint It!

20 lbs of Shape it!

Bake at 275° for 10-15 minutes in an oven safe mold or on a baking sheet. Let the creation cool completely before carving, sanding or painting.

Shape It! - 20 lbs (9.07 kg)

130-011 Ages 3+

Package Dimensions - 12" w x 9" d x 6" h

Case Pack - 1 pc

7 320581 300119

Dr. Toy 10 BEST Creative Products WINNER

Parenting Media Award WINNER

Dr. Toy 100 BEST Children's Products WINNER

⚠ **WARNING:** CHOKING HAZARD – Small parts. Not for children under 3 years.

EXP CERTIFIED

Large Castle Molds*

Create your next castle with these fun molds. Build towers, stairs and stone walls around your castle. The set includes 8 plastic molds and tools for use with Relevant Play compounds.

Large Castle Molds
192-101 Ages 3+
Package Dimensions - 5.5" w x 3" d x 8.75" h
Case Pack - 12 pcs

7 320581 921017

PlayTray*

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

PlayTray
191-101 Ages 3+
Package Dimensions - 10.5" w x 10.5" d x 2.25" h
Case Pack - 12 pcs

7 320581 911018

More ways to play!

*Castle Molds do not include compound or PlayTray.
*PlayTray does not include compound or molds.

Sturdy Design
Eye-Catching Graphics
Maximize Retail Space

Mad Mattr Floor Display
POSDISP-1 Does not include product
Assembled Dimensions - 22.75" w x 15" d x 52" h
Case Pack - 1 pc

Mad Mattr Quantum Pod
230-218
PDQ Dimensions - 10" w x 8.5" d x 8.375" h
Case Pack - 36 - 2 PDQ w/ 18 pcs each

Mad Mattr Dark Mattr & Anti-Mattr Quantum Pods
230-918
PDQ Dimensions - 10" w x 8.5" d x 8.375" h
Case Pack - 36 - 2 PDQ w/ 18 pcs each

Mad Mattr Meteor Monsters
250-700 Series 1
250-720 Series 2
PDQ Dimensions - 12.75" w x 9.5" d x 9.5" h
Case Pack - 24 - 2 PDQ w/ 12 pcs each

Mad Mattr Mini Meteor Monsters
220-241
PDQ Dimensions - 8" w x 6": d x 11" h
Case Pack - 24 - 2 PDQ w/ 12 pcs each

Coilz Cup
400-201
PDQ Dimensions - 12.5" w x 9.5" d x 10.75" h
Case Pack - 24 - 2 PDQ w/ 12 pcs each

All display examples presented in this catalog are subject to change or discontinuation without notice from Relevant Play. Structure, graphics, colors, materials, contents and pricing may vary.

⚠ WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

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All products are tested to exceed CPSIA/ASTM and EN71 toy safety standards.

@relevant_play
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