

# **Dear Partners**,

# This year Edushape is celebrating its 40<sup>th</sup> anniversary and 25 years of the Original Sensory Ball!

Founded in 1983, we have always aspired to build a business that will last for generations. As we are celebrating this important milestone, I'd like to start by acknowledging all the Partners, Employees, and Families who have been part of the journey. Edushape wouldn't be the business it is today without your trust, collaboration, and passion for child development.

As we reflect on the last 40 years, we are proud of the work we have accomplished. Since day 1, we have aspired to help children develop to their full potential through play. Enhancing child development through quality, fun educational toys has always been in our DNA. This year we are recommitting to pursue that mission with renewed vigor and creativity.

- We are updating our brand tagline to reflect our focus on child development. We will now proudly state that we've been "Shaping child development since 1983".
- We are introducing a Sensory Play category to emphasize our passion about all things Sensory. We also revised clustering of our products to be by product category, which should make portfolio navigation easier and our products even more clear.
- We are introducing new colors and animated characters a Boho Chic collection, updated primary colors, and a family of characters with unique personalities. These changes will make Edushape even more relevant to parents worldwide and win over their children's hearts in a heartbeat.
- We are continuing to innovate on our logistics & supply chain. We are happy to announce a new Logistics Center in China that will introduce extra agility and speed into distributing our product worldwide and enable much better pricing!
- We are investing into further strengthening our offering for the educational market through collaborations with child development experts, reinforced quality standards, and recent acquisitions in the space.
- And, of course, drumroll please... We are launching new toys, across numerous categories!
   They will be marked as "NEW" throughout the catalog. These new toys emphasize our focus on child development and Sensory Play.

With the above changes and more to come, today we are excited and more optimistic than ever about Edushape's future!

As we envision the next 40 years, we are ambitious for all of us: our business, our partners, the families that we serve, and all our employees worldwide. We are excited to continue driving innovation in child development, creating new bestselling toys, and deepening our partnerships with all of you.

We look forward to celebrating many more milestones together. Let's do it!

Danny Shirazi CEO





# 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!

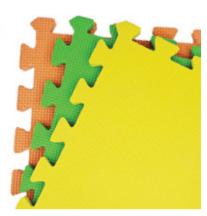


Edushape has always innovated in toys that incorporate learning into play. Over the last 40 years, we have pioneered a wide array of materials, product types, and child development benefits:



#### Safe play with foam

Edushape was first to introduce foam-based toys. Foam products are light and ensure safe play with no splinters, bumps, and bruises



### First playmat

We introduced our Edu-Tiles Playmat to the market. It was the first playmat to combine play and learning by incorporating educational elements



The Original Sensory Ball

Edushape invented the world's first Sensory Ball and since then launched variations of the Original Sensory Ball with different colors, textures, and shapes



#### **Bath toys**

We developed a new line of bath toys, pioneering the concept of making bath a time for learning



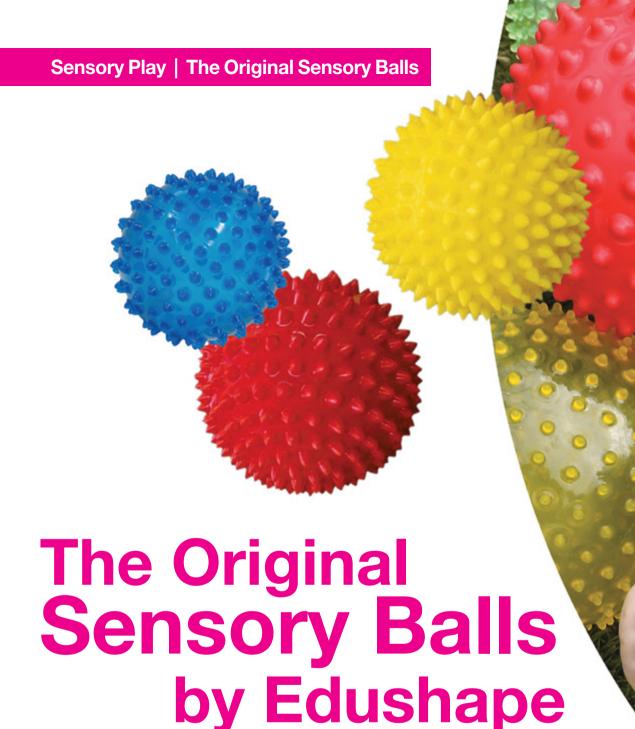
Safe construction

Edushape created safe, soft, flexible, and easy to grip Edu-Blocks to enable safe construction play



**Social Emotional Learning** 

We developed our Feelings Friend plush toy in collaboration with a PhD Professor at Tel Aviv University (Department of Human Development and Education)



# **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!





# The Original Sensory Balls | Sensory Play



#### 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 4" 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!

# **Specialty balls included:**

Our team at Edushape loves Sensory Balls! And so we invented **specialty** balls that little ones will love. Our **Texture-iffic** ball has 8 tactile patterns and a uniquely soft material, Glow in the Dark lights up when hidden from sunlight, Incredi-Ball is sensitive to temperature and will reflect little one's handprint! Explore these balls and more in our Sensory Play category.

# **Sensory Play** | The Original Sensory Balls

4" Balls





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+



7 290012 679797 Pkg dimensions: 8<sup>1</sup>/<sub>2</sub>" x 4" x 10"



The Original Sensory Balls, Opaque

4 Pcs • Age 6m+









The Original Sensory Balls, See-Me

Pack of four 4" Original Sensory Balls in transparent material.

4 Pcs • Age 6m+









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:



# **NEW**



705176-Blue The Original Sensory Ball, Opaque

1 Pcs • Age 6m+





# **NEW**



705176-Red The Original Sensory Ball, Opaque

1 Pcs • Age 6m+

8<sup>1</sup>/<sub>4</sub>" x 7" x 9"





# **NEW**



The Original Sensory Ball, Opaque

7" Original Sensory Ball in opaque material. Now in renewed, nature-inspired colors!

**1** Pcs • Age **6m**+

Pkg dimensions:

81/4" x 7" x 9"







705176-Yellow The Original Sensory Ball, Opaque

1 Pcs • Age 6m+





**NEW** 

8<sup>1</sup>/<sub>4</sub>" x 7" x 9"



# **NEW**



705176-Green The Original Sensory Ball, Opaque

1 Pcs • Age 6m+





Pkg dimensions: 7 290019 596264

# **NEW**



# 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<sup>1</sup>/<sub>4</sub>" x 7" x 9"







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

1 Pcs • Age 6m+

0.4lb



**NEW** 

Pkg dimensions: 81/4" x 7" x 9"





The Original Sensory Ball, See-Me

7" Original Sensory Ball in transparent material.

1 Pcs • Age 6m+





Pkg dimensions: 81/4" x 7" x 9"







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

1 Pcs • Age 6m+





Pkg dimensions: 81/4" x 7" x 9"







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

1 Pcs • Age 6m+





Pkg dimensions: 81/4" x 7" x 9"



# The Original Sensory Balls | Sensory Play



#### 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: 81/4" x 7" x 9"







#### 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+

11b /



Pkg dimensions: 8<sup>1</sup>/<sub>4</sub>" x 7" x 9"





#### 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<sup>1</sup>/<sub>4</sub>" x 7" x 9"





#### 705172-Purple/Light Blue 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<sup>1</sup>/<sub>4</sub>" x 7" x 9"









## **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.

Baby can squish the ball to deflate, and it will re-inflate all by itself!

2 Pcs • Age 12m+





Pkg dimensions: 5" x 5" x 10"



# **NEW**



## 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" x 7<sup>1</sup>/<sub>4</sub>"





**Texture-iffic Ball** 

8 tactile patterns to maximize Sensory stimulation.

**1** Pcs • Age **6m**+











8 tactile patterns to maximize Sensory stimulation.

1 Pcs • Age 6m+





81/4" x 7" x 9"





Texture-iffic Ball

8 tactile patterns to maximize Sensory stimulation.

1 Pcs • Age 6m+





Pkg dimensions: 8<sup>1</sup>/<sub>4</sub>" x 7" x 9"





Glow in the Dark Sensory Ball

Regular ball by day, glows by night!

1 Pcs • Age 6m+









Incredi-Ball

Changes color with heat.

1 Pcs • Age 6m+





Pkg dimensions: 81/4" x 7" x 9"

7 290002 597360



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

1 Pcs • Age 6m+





Pkg dimensions:



# **Sensory Play** | The Original Sensory Balls

# **Specialty Balls**



# **Colorbits Balls**

Pkg dimensions: 81/4" x 4" x 3"

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

2 Pcs • Age 6m+

0.6<sub>lb</sub>





### 705106 **Sensory Rollers**

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

2 Pcs • Age 0+



Pkg dimensions: 8<sup>1</sup>/<sub>2</sub>" x 4" x 3"







#### 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<sup>1</sup>/<sub>2</sub>" x 3<sup>1</sup>/<sub>2</sub>" x 8<sup>3</sup>/<sub>4</sub>'7 290006 308467



#### The Original Sensory Balls Mega Pack

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

4 Pcs • Age 6m+





Pkg dimensions: 7 290011 812942



#### The Original Sensory Balls Mega Pack, **Boho Chic**

Collection of our Original Sensory Ball bestsellers. Includes a 7" with a 4" Sensory Opaque Balls, a 7" Texture-iffic Ball and a 4" Colorbiths Ball.

4 Pcs • Age 6m+





Pkg dimensions: 8" x 7" x 19<sup>1</sup>/<sub>2</sub>"





# **Sensory Play | The Original Sensory Balls**

# **Balls Assortment**



# **Balls Assortment**

# The Original Sensory Balls | Sensory Play



#### Sensory Shape & 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 additon, 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+





**NEW** 





#### **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+









#### 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+









# **Textured Mini Balls, Display**

Sensory Balls with 4 unique textures. Different patterns and colors maximize Sensory stimulation.

16 Pcs • Age 0+





Pkg dimensions: 12" x 3" x 11"



# **Edu-Blocks**

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!



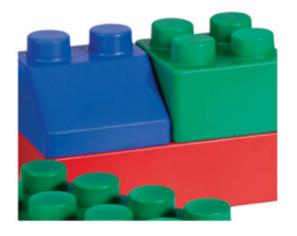
# **High quality and sturdy:**

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.



**Sensory Puzzle Blocks** 

Nubby texture enhances Sensory stimulation.

**18** Pcs • Age **24m**+









716030 Textured Blocks, 11/4" PVC bag

**30** Pcs • Age **24m**+





Pkg dimensions: 7 290005 076923



716080

Textured Blocks, 11/4" PVC bag

**80** Pcs • Age **24m**+









**Mix & Match Textured Blocks** 

Teach numbers, colors, and shapes.

**10** Pcs • Age **0**+











**30** Pcs • Age **24m**+

0.8<sub>lb</sub>

Pkg dimensions: 7 290012 679384



716075 Color Edu-Blocks, 1%" PVC bag

30 Pcs • Age 24m+





Pkg dimensions: 7 290010 424900



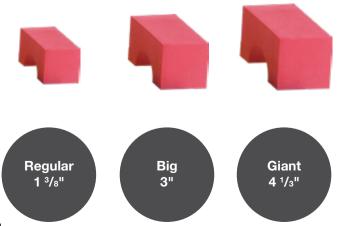
Color Edu-Blocks, 1%"

80 Pcs • Age 24m+





Pkg dimensions: 83/4" x 83/4" x 111/2" 7 290012 679391





Color Edu-Blocks, 1%" PVC bag

**80** Pcs • Age **24m**+





Pkg dimensions: 10" x 11<sup>1</sup>/<sub>2</sub>" H



# Foam Blocks



715070 Wood-Like Edu-Blocks, 13/8"

**30** Pcs • Age **12m**+







715071 Wood-Like Edu-Blocks, 13/8"

80 Pcs • Age 12m+





Pkg dimensions: 83/4" x 83/4" x 71/2" 7 290012 679865





716070 Wood-Like Edu-Blocks, 13/8" PVC bag

**30** Pcs • Age **12m**+





7 290010 424825 Pkg dimensions: 10" x 8" H



716071 Wood-Like Edu-Blocks, 13/8" PVC bag

**80** Pcs • Age **12m**+





7 290010 424894 Pkg dimensions: 10" x 11<sup>1</sup>/<sub>2</sub>" H



Wood-Like Edu-Blocks, Big 23/4" PVC bag

**32** Pcs • Age **9m+** 





Pkg dimensions: 18" x 9" x 12"



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



81 Pcs • Age 36m+





Pkg dimensions: 5" x 6" H



Contain transparent tinted film. Teach colors and shapes.

12 Pcs • Age 12m+







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

32 Pcs • Age 12m+





Pkg dimensions: 8" x 6" x 8"





**Magic Shapes with Board** 

Magnetic board included for stacking experiments.

**54** Pcs • Age **36m**+

(dl8.0)



Pkg dimensions: 12" x 2" x 8<sup>1</sup>/<sub>4</sub>"





# **Soft and Flexible Blocks**



Flexi Edu-Blocks, 21/2" PVC bag

26 Pcs • Age 12m+









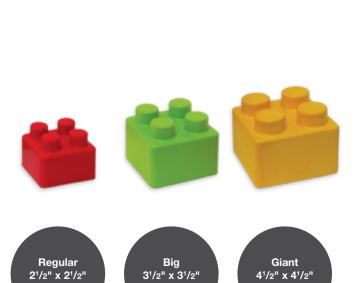
Flexi Edu-Blocks, Big 31/2" PVC bag

**36** Pcs • Age **6m**+





Pkg dimensions: 7 290012 679612





Flexi Edu-Blocks, 21/2" PVC bag

**52** Pcs • Age **12m**+









Flexi Edu-Blocks, Giant, 41/2" PVC bag

26 Pcs • Age 0+









**50** Pcs • Age **0**+

15lb/





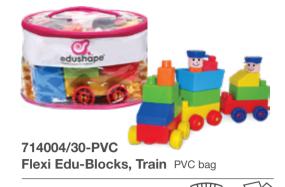


Flexi Edu-Blocks, Train

25 Pcs • Age 12m+

1.8<sub>lb</sub>/

Pkg dimensions: 13" x 42/5" x 61/2" 7 290011 321727



Pkg dimensions: 7 290011 321406

**30** Pcs • Age **12m**+



21 Pcs • Age 12m+





Pkg dimensions: 7 290011 812171



Flexi Edu-Blocks, Jungle PVC bag

28 Pcs • Age 12m+





Pkg dimensions: 7 290011 812164 8<sup>1</sup>/<sub>2</sub>" x 10" H



**Soft & Squeezy Critter Blocks** 

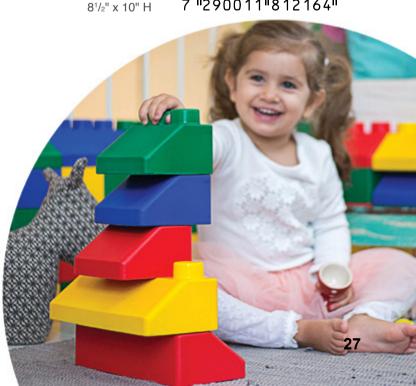
6 unique animal designs

6 Pcs • Age 6m+









# Laminated Cardboard Blocks **Edu-blocks**



709036 **Corrugated Edu-Blocks** 

Extremely sturdy laminated blocks, hold up to 100 lbs!

36 Pcs • Age 18m+









709052

#### **Corrugated Edu-Blocks**

Extremely sturdy laminated blocks, hold up to 100 lbs!

**52** Pcs • Age **18m**+





Pkg dimensions: 7 290010 424252



Regular

6" x 3" x 3"







Giant 12" x 6" x 3"



709084

#### **Corrugated Edu-Blocks**

Extremely sturdy laminated blocks, hold up to 100 lbs!

84 Pcs • Age 18m+

16.5lb/







Sold in reusable storage box.

**36** Pcs • Age **18m+** 





Pkg dimensions: 7 290016 546019



Travel platform included to enable construction on the go.

33 Pcs • Age 36m+





Pkg dimensions: 7 290016 546170



Include mechanical moving pieces that enable motion.

**56** Pcs • Age **36m**+





Pkg dimensions: 7 290016 546620



29

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.



#### Baby Crawl & Play Mat, Ocean World

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

Let the child explore the depths of the Ocean World 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"











706160 **Edu-Tiles Puzzles** 

10 Pcs • Age 36m+





Pkg dimensions: 13" x 6" x 13"





#### 706021

#### Baby Crawl & Play Mat, Jungle Fun

Our beloved double-sided mat is now available in new

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: 31" x 4" x 16<sup>1</sup>/<sub>5</sub>"





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: 19<sup>3</sup>/<sub>4</sub>" x 7" x 19<sup>3</sup>/<sub>4</sub>" 7



Hide & Seek in the Jungl





#### **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+









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!



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

12 Pcs • Age 12m+





Pkg dimensions: 5" x 12¹/₅" x 11"



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

12 Pcs • Age 12m+





Pkg dimensions:





# 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.

12 Pcs • Age 12m+





Pkg dimensions: 5" x 12<sup>1</sup>/<sub>5</sub>" x 11"





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

11 Pcs • Age 12m+





Pkg dimensions:



**Linking Toys** 

**Sensory Play** 



Pkg dimensions: 7 290012 679698



**12** Pcs • Age **0**+





8" x 8" x 6"

Pkg dimensions: 7 290019 596202



66 Pcs • Age 0+









Pkg dimensions: 6" x 8" H





**Sensory Snap Beads** 

**12** Pcs • Age **12m**+









Sensory Snap Beads, Jar

**16** Pcs • Age **12m+** 





Pkg dimensions: 6<sup>1</sup>/<sub>2</sub>" x 10<sup>1</sup>/<sub>2</sub>"



# **NEW**



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

**14** Pcs • Age **12m+** 











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



12 bells, 6 sounds. Game to find a matching pair of

13 Pcs • Age 24m+









#### 627023

#### **Texture Memory Game**

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

**12** Pcs • Age **36m**+







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: 7 290002 597643



## 805737

#### **Stack & Drop Tower**

4 jumbo balls to drop into a tower of up to 6 stacking cups.

**14** Pcs • Age **12m+** 





Pkg dimensions: 73/4" x 51/2" x 91/4" 7 290002 597803 Available in the USA only



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





Dream Teethers

1 Pcs • Age 0+





Pkg dimensions: 5" x 1<sup>1</sup>/<sub>2</sub>" x 6"





**12** Pcs • Age **0**+





Pkg dimensions: 7" x 7" x 31/8"







Happy Gums Set

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

2 Pcs • Age 0+





Pkg dimensions: 6<sup>1</sup>/<sub>3</sub>" x 1<sup>1</sup>/<sub>3</sub>" x 9"



# **Sensory Play**



**Gummyball Teethers** 

Each teether has 8 nubs with different textures.

**3** Pcs • Age **0**+

0.2lb



Pkg dimensions: 4" x 8<sup>1</sup>/<sub>2</sub>" H





**Gummyball Teethers, Display** 

Each teether has 8 nubs with different textures.

**12** Pcs • Age **0**+





Pkg dimensions: 91/2" x 81/2" x 4"





### Bath

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.



Floating platform can be transformed into a multilayered slide. Water spinner used to prop up the slide can also be enjoyed as a standalone toy. Oh and did we mention?! The set includes 2 balls that can be rolled from the slide directly into the shark's mouth.

Make bath time more fun by incorporating learning, adventure, and a great opportunity for pretend play!

**5** Pcs • Age **10m**+









Sliding, straining, and spinning elements all in one game!

**5** Pcs • Age **12m**+







Includes three 21/2" Sensory Balls and a floating four-hoop 'basket'.

16 Pcs • Age 12m+











**Bath-Ketball Set** 

Includes three sensory balls and a netted 'basket' with suction cups.

4 Pcs • Age 12m+







# **Strainers**



3 Pcs • Age 3m+

0.5<sub>lb</sub>



Pkg dimensions: 4" x 4" x 81/3"





**Funny Face Stacker Buckets** 

4 Pcs • Age 12m+





Pkg dimensions: 8" x 31/4" x 8"







3 Pcs • Age 10m+











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: 31/2" x 31/2" x 81/3" 7 290018 202128



525039 Fill & Spin Water Rocket

1 Pcs • Age 18m+









525043 **Dunk & Strain Pals** 

3 Pcs • Age 12m+





Pkg dimensions: 4" x 31/2" x 101/2" 7 290018 202104



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: 8" x 4" x 4"





**Water Spinner** 

1 Pcs • Age 12m+





Pkg dimensions: 3" x 3" x 10<sup>2</sup>/<sub>3</sub>"





#### 547009

#### Magic Creations, Dinosaurs

Our foam is resistant to mold and mildew. Includes a mesh storage bag.

13 Pcs • Age 36m+









### 547024

#### Magic Creations, Traffic Fun

Our foam is resistant to mold and mildew. Includes a mesh storage bag.

23 Pcs • Age 36m+











#### 547016

#### **Magic Creations, Road Construction**

Our foam is resistant to mold and mildew. Includes a mesh storage bag.

26 Pcs • Age 36m+









#### 547005

#### Magic Creations, Jungle Fun

Our foam is resistant to mold and mildew. Includes a mesh storage bag.

18 Pcs • Age 24m+





Pkg dimensions: 7 290006 308948



#### Magic Creations, Splash of Fashion

Our foam is resistant to mold and mildew. Includes a mesh storage bag.

**40** Pcs • Age **36m**+









#### 545004

#### Funny Mix, 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**+









#### **Floating Blocks**

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

12 Pcs • Age 18m+









# **Creativity & Mirrors**





#### 909004

#### **Soap Crayons**

Non-toxic for safe creativity through writing and drawing!

4 Pcs • Age 36m+





Pkg dimensions: 10" x 1<sup>1</sup>/<sub>2</sub>" x 10"

7 290018 202142



#### 909006

#### Soap Crayons & Foam Holder

Non-toxic for safe creativity through writing and drawing! Includes a holder.

**7** Pcs • Age **36m**+





10" x 1<sup>1</sup>/<sub>2</sub>" x 10"





Pkg dimensions: 7 290012 679742

9<sup>1</sup>/<sub>2</sub>" x 2" x 9"

529005

Magic Mirror, Crab









0.4lb/ 1 Pcs • Age 12m+ Pkg dimensions: 7 290018 202784 9<sup>3</sup>/<sub>4</sub>" x <sup>1</sup>/<sub>2</sub>" x 10"

529002

Magic Mirror, Fish





8 Pcs • Age 10m+





**123** Pcs • Age **36m**+

0.5lb



11" x 2" x 8 <sup>1</sup>/<sub>2</sub>"

Pkg dimensions: 7 290005 076633



Fish 'N' Fun

Excellent for indoor and outdoor play.

**56** Pcs • Age **36m**+

0.5lb







#### 700090-TP

#### **See-Through Activity Tub**

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

4 Pcs









#### 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









700002 X-Stand for Activity Tub

1 Pcs













#### 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+









#### 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+









925140 Look & Feel Baby Book

1 Pcs • Age 0+





Pkg dimensions: 6<sup>1</sup>/<sub>3</sub>" x 3" x 7"





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 71/2" x 9"





**Feelings Friend** 

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

1 Pcs • Age 36m+









#### 581001

#### **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<sup>1</sup>/<sub>2</sub>" 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 13" x 12"



# **Other Toys**

# **Trucks & Robots**





#### 408042

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

31 Pcs • Age 36m+

1.5<sub>lb</sub>







#### 408034

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

33 Pcs • Age 36m+









#### 408014

#### **RC Truck - Big Job Truck**

Construction-themed truck. Includes a DIY screwdriver to take apart and re-assemble.

31 Pcs • Age 36m+





Pkg dimensions: 13" x 51/3" x 71/2" 7 290006 308627



#### 408021

**RC Car - Police Patrol** 

Includes a DIY screwdriver to take apart and re-assemble.

22 Pcs • Age 36m+







# **Trucks & Robots**

## **Other Toys**



**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**+









**Firefighter Mega Truck** 

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

103 Pcs • Age 36m+









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+









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+











826137/12 Mighty Racers, Display

**12** Pcs • Age **18m**+









826131/12 Mighty Minis, Display

**12** Pcs • Age **12m+** 





Pkg dimensions: 7 290016 546323



9 Pcs • Age 12m+









826135 Push & Pull Racers Trio

3 Pcs • Age 12m+

1.2lb



Pkg dimensions: 41/5" x 91/2" x 41/5" 7 290006 308535



**Pull Back Pals, Display, Display** Animal-shaped pull backs.

6 Pcs • Age 18m+

(1.8lb) 1



Pkg dimensions: 7" x 7" x 31/8" 7 290002 597407



622736/8 Speedy Pull Backs, Display

8 Pcs • Age 18m+





Pkg dimensions: 7" x 7" x 111/8" 7 290002 597391



# **Other Toys**

# Magnets & Marble Runs





**Magnetic Marble Run** 

**36** Pcs • Age **36m+** 









Bounce-A-Marble

**30** Pcs • Age **12m+** 





Pkg dimensions: 12<sup>1</sup>/<sub>2</sub>" x 5<sup>1</sup>/<sub>2</sub>" x 15" 7 290005 076534



**Rollipop Starter Set** 

13 Pcs • Age 9m+







Magnets & Marble Runs

**Other Toys** 



**Rollipop Advanced** 

20 Pcs • Age 9m+

Pkg dimensions: 7 290010 424122



**Marbulous Marble Run** 

100 Pcs • Age 4Y+





Pkg dimensions: 7 290016 546286



**Sticking Stackers Magnetic Block** Magnetic cube and 4 funny face blocks.

**5** Pcs • Age **12m+** 











13 Pcs • Age 18m+





Pkg dimensions: 7 290018 202555



637005 Who's Hiding in the Woods? Puzzle

10 Pcs • Age 18m+





7 290018 202593 Pkg dimensions: 10" x 1/2" 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



**Silly Buddies Twisting Cubes** 

1 Pcs • Age 18m+





Pkg dimensions: 4" x 4" x 9<sup>1</sup>/<sub>2</sub>"







637006

#### **Dress the Kitty Puzzle**

Includes four 6-piece puzzles and a storage box.

26 Pcs • Age 18m+





Pkg dimensions: 7 290018 202609



Stick & Stack Puzzle

13 Pcs • Age 18m+









7251569 Fruits, Giant Puzzle

4 Pcs • Age 12m+

(0.9lb)



Pkg dimensions: 7 290016 546330



7251024 **Fruits** 

**5** Pcs • Age **24m**+

0.95<sub>lb</sub>/



Pkg dimensions: 11<sup>3</sup>/<sub>4</sub>" x <sup>1</sup>/<sub>3</sub>" x 9<sup>1</sup>/<sub>2</sub>" 7 290016 546095



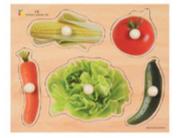
### 7251565 Vegetables, Giant Puzzle

4 Pcs • Age 12m+

(0.9<sub>lb</sub>/



Pkg dimensions: 7 290019 596417



7251023 Vegetables

**5** Pcs • Age **24m**+



Pkg dimensions: 113/4" x 1/3" x 91/2" 7 290016 546088



#### 7251558 Wild Animals, Giant Puzzle

4 Pcs • Age 12m+





Pkg dimensions: 7 290016 546118



7251022 Wild Animals

6 Pcs • Age 24m+





Pkg dimensions: 91/2" x 1/3" x 113/4" 7 290016 546071



7251553 Farm Animals, Giant Puzzle

4 Pcs • Age 12m+





**Farm Animals** 

**7** Pcs • Age **24m**+

Pkg dimensions: 7 290016 546064



7251551 **Toys, Giant Puzzle** 

4 Pcs • Age 12m+



Pkg dimensions: 7 290016 546699



7251003 **Toys** 

**5** Pcs • Age **24m**+



Pkg dimensions: 113/4" x 1/3" x 91/2" 7 290016 546316



#### 7251552 **Musical Instruments, Giant Puzzle**

4 Pcs • Age 12m+

4" x 1/3" x 2"





### 7251557 Pets, Giant Puzzle

4 Pcs • Age 12m+









7251521 **Color Learning Board** 

8 Pcs • Age 24m+









7251006 **Bath Time** 

**5** Pcs • Age **24m**+









7251004 **Construction Tools** 

5 Pcs • Age 24m+





Pkg dimensions: 113/4" x 1/3" x 91/2" 7 290016 546033



7251529 **Geometric Shapes & Colors Learning** 

6 Pcs • Age 24m+





9" x <sup>1</sup>/<sub>3</sub>" x 7"





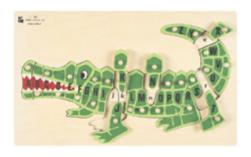
7251005 **Garden Tools** 

**5** Pcs • Age **24m**+









7251561 **ABCs Alligator** 

26 Pcs • Age 4Y+





Pkg dimensions: 19³¼" x ¹/₃" x 11³/₄" 7 290016 546125





Jungle Jumboree Dancers

Spin the gears to watch wooden animals dance.

13 Pcs • Age 18m+





Pkg dimensions: 123/4" x 91/2" x 11/5" 7 290018 202586



**Counting Pull-A-Pup** 

1 Pcs • Age 24m+





Pkg dimensions: 41/2" x 13" x 3" 7 290002 597230



801554 **Wooden Train Set** 

**16** Pcs • Age **36m**+





Pkg dimensions: 7 290011 321611



**Happy Zoo Train** 

10 Pcs • Age 24m+









#### 526040

#### **Board Mirrors**

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

4 Pcs • Age 12m+

0.6<sub>lb</sub>



Pkg dimensions: 11" x 2" x 12"

7 290005 076336



#### 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**+









## Music

We strongly believe that music is an important part of play and learning for children of all ages. Edushape has and will continue to bring the best musical toy instruments in the market.



### **Soothing Sounds:**

We are passionate about making toys with quality clear sound that are soft and soothing to the ear.



### **Quality Materials:**

Our musical toys are made of quality plastics, BPA free, and sturdy.



#### **Diverse Portfolio:**

Edushape has a fitting product whether the Budding Musician is a fan of percussion, soothing rain sounds, tropical maracas, or anything in between!







**Baby Drum** 

3 Pcs • Age 18m+









3 Pcs • Age 18m+





8<sup>1</sup>/<sub>2</sub>" x 8" x 5"





1 Pcs • Age 12m+













2 Pcs • Age 24m+

0.5lb



Pkg dimensions: 7 290006 631398



**1** Pcs • Age **12m+** 

11b



Pkg dimensions: 7 290002 582151



1 Pcs • Age 12m+









Pkg dimensions: 7 290014 329775





**HL362** Baby Maracas, Card

1 Pcs • Age 3m+

0.1<sub>lb</sub>





**24** Pcs • Age **3m**+



Pkg dimensions: 7 290002 582076



**Maracitos, Display** 

24 Pcs • Age 18m+









HL359-5 **Egg Shakers** 

5 Pcs • Age 6m+

0.3lb



Pkg dimensions: 7 2900 19 596424



**16** Pcs • Age **3m**+



Pkg dimensions: 7 290006 631473





Egg Shakers, Display

**40** Pcs • Age **6m**+





Pkg dimensions: 7 290014 329478



24 Pcs • Age 3m+



Pkg dimensions: 7 290006 631367



HL387/14 **Tropical Cage Bells, Display** 

**14** Pcs • Age **3m**+





Pkg dimensions: 9" x 10" x 8"



# **Shakers**





#### HL384/20 Roller Ball, Display

**20** Pcs • Age **3m**+





Pkg dimensions: 7 290014 329683



**Baby Rattle, Card** 

1 Pcs • Age 3m+





Pkg dimensions:  $4^{1/4}$ " x  $7^{1/3}$ " 7 290014 329331





#### HL341/12 Cage Bell, Display

**12** Pcs • Age **3m**+





Pkg dimensions: 7 290002 582496





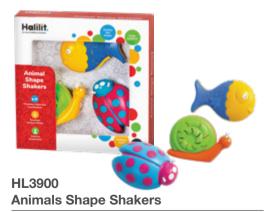
HL466/36 **Baby Rattle, Display** 

**36** Pcs • Age **3m**+





Pkg dimensions: 7 290002 582137



**3** Pcs • Age **3m+** 



9" x 2" x 9"



### HL5005

### My First Baby Band

Includes 5 shakers: Tube Shaker, Egg Shaker, Rattle, Mini Cage Bell, and a Baby Maraca.

**5** Pcs • Age **6m**+





Pkg dimensions:  $7^{7}/8" \times 7" \times 2^{1}/3"$  7 290014 329904



### HL3004

### **Baby's Music Carnival**

Includes 4 instruments: Mini Cage Bell, Baby Maraca, Clip Clap, and a bestselling Rainboshaker.

4 Pcs • Age 6m+









### **HL9008**

### **Baby's First Birthday**

Ilncludes 5 bestselling instruments: Ocean Drum, Baby Maraca, Ring My Bell, Rainboshaker, and a Clip Clap.

5 Pcs • Age 12m+









## HL3005

**Trio Rattle Band** 

3 Pcs • Age 6m+









### HL9015

### Calypso Band

Includes 3 instruments: Baby Maraca, Cage Bell, and a Tambourine.

**3** Pcs • Age **6m+** 









### HL3800 Shake, Jingle & Roll

**3** Pcs • Age **3m+** 

Pkg dimensions: 7 290006 631138



Pkg dimensions: 7 290014 329652

9<sup>1</sup>/<sub>2</sub>" x 1" x 9"



HL4300 **Young Maestro** 

4 Pcs • Age 6m+

1<sub>lb</sub>







**HL344** Jingle Bell, Card

1 Pcs • Age 24m+

0.1<sub>lb</sub>/



Pkg dimensions: 7 290002 582311



3 Pcs • Age 3m+







Pkg dimensions: 7 290017 267173 11" x 2<sup>1</sup>/<sub>2</sub>" x 6<sup>1</sup>/<sub>3</sub>



1 Pcs • Age 12m+





Pkg dimensions: 7 290006 631510





**HL342** Handy Bells, Card

1 Pcs • Age 24m+





Pkg dimensions: 7 = 290002582380



**HL8888 Musical Rings** 

4 Pcs • Age 3m+





Pkg dimensions: 10" x 4" x 7"

7 290014 329676





Pkg dimensions: 7 290014 329232



**Melody Tubes** 

8 Pcs • Age 24m+











HL3011 **Curved Xylophone** 

2 Pcs • Age 12m+









36 Pcs • Age 12m+





Pkg dimensions: 7 290002 582540



Rubbing these different-texture Sound Blocks against each other creates an endless variation of sound effects. Modular design allows for different combinations and enhances learning.

8 Pcs • Age 18m+





Pkg dimensions: 12" x 2" x 6"



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