



Toi-Toys, the well-known Eindhoven toy company, is making a lot of progress. It is becoming increasingly active in a larger number of European countries, the range is growing, the showroom has recently been enlarged from 600 to 1200 m2 and various organizational changes have recently been made. The latter is mainly due to the fact that Toi-Toys is increasingly developing unique, distinctive products and brands itself.

It was another bustle of interest at Toi-Toys at the Spielwarenmesse where the company had a significantly larger stand compared to 2020. "It was good to be back and everyone was happy to meet each other. In addition, this fair is super important to us", says an enthusiastic CEO Rob Rooijackers (in the middle of the photo). "Here we receive the majority of existing international customers and for new customers this is often a first introduction. With our large stand we give a business card who we are and what we do and experience shows that we can then bind those customers to us for a long period of time. It is also the result of the expansion of the international sales team in recent years. We are now present on the ground in a growing number of European countries and it is bearing fruit. And because we are within walking distance of Eindhoven Airport, it is easy for key accounts to fly in so that we can show our complete collection. That collection is also growing. We now have 1400 'active' items in stock and 400 more will be added this year. That is also the reason why we have just enlarged the showroom from 600 to 1200 m2. We can then continue to present everything clearly and work with customers in peace."

We have to distinguish ourselves

With regard to the range, a lot has changed at Toi-Toys in recent years. First a production was purchased in the Far East and sold here, now you see that Toi-Toys is clearly committed to products/brands that are developed entirely in-house. "If you want to continue to distinguish yourself in the market, you have to do more work on unique items that you design yourself and then have made," says Rooijackers. "We have invested a lot of money in this over the past few years. Nowadays we have our own design division, we invest in our own moulds and in technical know-how. What does not change is that we continue to focus on the lowest price segment, with trips to the middle segment. Therein lies our strength and will continue to do so."

New Product Innovation department

Toi-Toys is now taking the next step. Last year André Laaij (on the right in the photo) joined the company, who is well acquainted with the play-good industry. For example, he worked for Intertoys and Bol.com (toys). Laaij has been appointed Director Product Innovation, a completely new position within Toi-Toys, and he has been given the task of setting up the Product Innovation division. Together with his team, he will be responsible for developing innovative, unique products. These can also be licensed products. According to Rooijackers, the Product Innovation department will be an important pillar with which Toi-Toys wants to create a flat form to achieve the ambitious growth goal. This change also meant that a new purchasing director had to be recruited. That is Jeroen Reemers (left in the photo) who, with his appointment on 1 January of this year, brings more than 25 years of international toy experience.

Kidscovery

One of the new brands that Toi-Toys launched internationally in Nuremberg was Kidscovery, which is entirely dedicated to STEAM (science, technology, engineering, arts and mathematics). This is a good example of a (brand) collection developed by Toi-Toys in-house. The Kidscovery collection is divided into four themes that can be recognized by the color of the box: blue stands for experimentation and research, purple for 'fun science', yellow for chemical experiments and green for physics tests.

From April/May, nineteen products will be introduced, which have a very competitive, recommended retail price between € 1.99 and € 9.99. The larger boxes are a bit more expensive. It is also very nice that the Kidscovery articles come with a voluminous booklet with background information, tips & tricks. It is the intention that this collection is regularly renewed.

Orbixxz gelblaster



Another eye-catcher at the fair was the gel blaster Orbixxz, which was also developed by Toi-Toys. Gel blasters, the fully automatic toy guns that fire gel balls, are popular and have already caused a lot of controversy for safety reasons. The gel blaster Orbixxz that Toi-Toys will launch in June follows the toy directive and is therefore completely safe,

also with regard to the kinetic energy (the water pearls must not be shot too hard). In addition, the gel balls are already filled with water; immediately ready for use and biodegradable. Toi-Toys has put a lot of time into research and development so that this product can be sold by toy stores without any problems.

The two starter sets of gel blasters from the Orbixxz production line differ from each other in terms of design and print. They come with 1000 gel balls and safety glasses. Refill packs, with ready-to-use water pearls, are available separately.