



Halsall Toys International



FROM WHEELED AND OUTDOOR TOYS TO ROLE-PLAY, WOOD AND MUSIC - HTI HAVE THE PRE-SCHOOL MARKET COVERED!

From wheeled and outdoor toys, to role-play, wood and musical toys, HTI has the Pre-School market covered!

The No.1 girls' pre-school brand in the toy market and winner of 'Best Pre-School Licensed Property' at the Licensing Awards 2009, HTI presents an exciting range of **Peppa Pig** role-play sets, outdoor toys and wooden wheeled toys, in addition to existing Peppa Pig dolls prams and pushchairs. As the No.1 manufacturer of role-play toys in the UK market, HTI has applied its unrivalled expertise to create an exciting range across all major price points. Many lines feature Peppa sounds and the instantly recognisable theme tune, as well as relevant still graphics from episodes of Peppa and friends, thus maximising the brand relevance of the product designs.



Peppa fans can cook up a treat and a pancake or two with the Peppa Pig Kitchen Play Set. The multifunctional kitchen unit features interactive sound effects, cleverly recognizing what's on the hob as the pot 'bubbles'. The kitchen also includes fun play pancakes to toss from the frying pan and invites budding little chefs "Let's make some pancakes!" as well as featuring other fun Peppa sounds to add to the excitement of cooking role-play with their favourite character. Junior cooks can even wash play food and utensils in the sink with real running water! The Peppa Pig Supermarket Play Set includes a trolley, conveyor belt, weighing scales, cash register, groceries and lots more to bring a classic role-play pattern to life with a favourite pre-school character.



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Other lines include the 'Princess Peppa' Musical Light-Up Dressing Table, 'Nurse Peppa's' Medical Set and Tea Party Picnic Set.

A major wheeled toy manufacturers in the UK, HTI cements its competence in this category with a brand new wheeled toy range with **Chuggington**, the 'train-tastic' new pre-school brand which has fast become the 3rd highest rating children's programme ever on CBeebies. The 10" Bike is supplied complete with handy zip-up saddle bag for transporting favourite character toys, whilst the 3 Wheel Scooter uniquely features a honking horn (as seen on each of the main train characters in the show itself). The range also includes a Trike with parent handle, Quad Skates and Helmet and Protection Gear.



Based on the number 1 and 2 top performing large dolls brands from Zapf Creations, the global leader in the Nurturing Dolls Sector, HTI present **Baby Annabell and Baby Born** wheeled toy ranges. With many items cleverly incorporating a baby carrier seat, little pre-school mummies can take their own doll every where they go! The range includes Bikes, Trikes, Scooters, Skates, Protection and even a Battery Operated Motorbike. Featuring the instantly recognizable brand graphics, the Baby Annabell wheeled toys also feature a cute 'lamb' bag, based on the doll's own favourite toy.

For pre-school boys, HTI's range of **Roary the Racing Car** wheeled toys and inflatables compete for pole position on the pre-school outdoor market. The firm is delighted to announce that it has been awarded the rights to manufacture Roary the Racing Car scooters which will compliment the brand new wheeled toy range for Spring Summer. A fantastic battery operated Roary Racing Car single-seater ride-on, based on the speedy star of the show, provides pre-school fans with their first driving experience, with steering and reverse functions as well as fun sounds and phrases from the series to really bring the toy to life!



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Meanwhile HTI continue to enjoy blooming success with its range of **Fifi and the Flowertots** wheeled toys, summer inflatables, musical toys, outdoor furniture and dolls prams and pushchairs. All featuring the famous floral character that pre-school fans will instantly recognize, fans can have fun and games with Fifi and her friends in the garden with a Giant Ludo and Garden Dash Game whilst a new Fifi Saxophone, Big Band Set and Echo Microphone brings music to the ears of little flowertots!

Finally, capitalizing on the huge brand awareness and loyalty of little female fans for now classic evergreen brand **Dora the Explorer**, HTI provide a top selling range of Wooden Musical Toys, Wooden Puzzles and Dolls Prams for little ones to explore.



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PRESS CONTACT

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