



Halsall Toys International



ALL NEW FROM HALSALL - NEW NAME, NEW PRODUCTS, NEW TOY FAIR!

HTI (formally Halsall International Ltd) will be demonstrating its strength in many key categories of the toy market on its stand at Toy Fair 2010. The Halsall Toys stand (B100) at Olympia will showcase some of the company's most innovative new product developments, unique tooling and successful designs in Wheeled Toys, Role-play, Vehicles, Dolls Prams and Pushchairs, Outdoor and Everyday Toys.

As the UK Market Leader in the Dolls Prams and Pushchairs Market with a dominant share that is three times bigger than its closest competitor, HTI exclusively unveils a striking new range with Chicco - one of the world's strongest nursery brands. Also present will be the firm's premium Silver Cross and Mamas & Papas junior collections with exciting new designs and fabrics. The firm also launches a brand new range for The WotWots (the hit new pre-school series currently airing on Five Milkshake!), as well as Dora the Explorer, Fifi & the Flowertots and Peppa Pig.



A leading supplier of toy vehicles, the company shows examples of new lines from its extensive own brand **Teamsterz** range to demonstrate its strength in die-cast, radio control, special feature and plastic vehicles as well as exciting new design racing track sets. Combining quality die-cast vehicles with three of the biggest pre-school license brands in the market, HTI introduce scale die-cast toys for **Bob the Builder**, **Postman Pat** and **Fireman Sam**. Based on the popular vehicles from these hit pre-school TV series, all items feature the theme tune, voice phrases and character drivers relevant to each vehicle.



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This category area will also feature RC and IR vehicles from The Simpsons including new Bart and Homer Micro Speedsters as well as new additions to the already extensive range of **JCB** vehicles. With a central focus on inspiring imaginative, construction themed play, new JCB lines for 2010 include the RC 8 Wheel Mobile Crane plus a mighty 16" free-wheeling Wheel Loader and Dump Truck, promising rugged construction play.



The No.1 manufacturer in the UK role-play market, HTI consolidates its strength in this category with an extensive range of role-play toys and play sets inspired by classic play patterns, many with innovative features for realistic modern-day play. Based on the sleek, stylish design style of real-life home appliances, HTI have developed a brand new range of uniquely tooled and distinctive design household items within its own Smart range. Also showcasing at Toy Fair are designs from the brand new range of Winnie the Pooh role-play toys, based on the classic brand of enduring appeal and the focus of a new Disney strategic promotional campaign through 2010. In addition, there are examples of exciting new role-play designs featuring iconic fashion brand Hello Kitty (including a cool Catwalk Mirror and Dressing Table), Peppa Pig (incorporating stills from episodes of Peppa and friends for maximum brand relevance) and JCB.





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A leading outdoor toys and wheeled toys manufacturer in the UK with many top selling lines dominating summer toy sales, HTI shall be displaying items featuring high profile brands and innovation. Supporting one of the most successful and universally popular movie franchises ever, HTI's further extended range of **Toy Story** wheeled toys and protection gear coincides with the highly anticipated release of the all new Toy Story 3 film animation in July 2010. New for AW10 HTI have developed the new Buzz Lightyear 14" Dynamo Bike. An innovative dynamo rocket unit at the rear of the bike generates power as the child pedals along to fuel exciting light and sound effects! This inventive pedal power Dynamo is not only a fun and original feature for a children's bike, it is also a truly environmentally friendly way to fuel the action on 2 wheels! Also new for 2010 is a Toy Story 3 Wheel Bubble Scooter that features a compact motorized bubble machine to the rear of the foot plate ensuring a trail of brilliant bubbles as the child scoots along!



Also showing at Toy Fair will be the new specially tooled Chuggington 'Wilson' Ride-On, Baby Annabell 3 Stage Trike, Disney Fairies 14" Bike with tassels as well as a host of top selling licensed summer lines.

Finally, as Europe's No.1 Everyday Toy Supplier, providing an extensive collection of own brand and licensed ranges across over 1,000 different lines, all positioned at pocket money price points, HTI shall be showing merchandised strips of some of its best selling and highest profile ranges.

