



LONDON TOY FAIR STAND E49

One for Fun are looking forward to 2023 with a totally trend setting line up. With squishy fidgety micro toys proving popular, the company that brought you Pushpoppers is pushing the boundaries yet again with a brilliant range of MICRO FIDGETZ – tiny toys that can actually be played with, not static collectables, our MICRO FIDGETZ are actually fun! This new concept combines the mystery of blind bags with the collectability of a range of 16 Micro Fidgetz collections. Each round tub has a see through panel at the top displaying one fidget toy, underneath another 4 toys are stacked in blind bags, waiting to be revealed. Each MICRO FIDGETZ tub has a full list of the whole range to collect. Every toy will be playable! A real micro version of the larger toy. All to play for with this fantastic new range.

One for Fun is the company for fidgets and have provided millions of innovations to keep interest high and provide new line extensions which cover all price points. 2023 sees even more lines added to this pocket money bonanza.

Stretchy, squishy, spikey, shiny, sparkly, sweet and foody are the themes for 2023's pocket money lines with everything from squishy mesh pets, mesh squishy balls that when squidged reveal a dinosaur, a gold bear, or a host of Ocean friends. New keychains, squish balls in all manner of shapes and sizes, neon, jungle themed and diddy sizes. Candy cats will all be smiley, winky cute squishy cats in with sweet shop related names.

Sweet and savoury food stuff is celebrated throughout the Squish Ball range with the fun Breakfast Squish ball which adds to the Tutti Frutti ball joined by the Squeeze sugar ball and the very cute Diddy squish balls – three in a pack, one filled with candy, another with ice cream and the last filled with cake. Glow in the dark Moons and stars squish balls really light up the night sky and the Mini neon squishies are available in fun neon colours to complete a comprehensive range of everything squishy!! Slime and Putty have never gone away and a resurgence in popularity sees the introduction of Pop slim. Now in glitter and pearlescent finish. Lolly Putty is also new - lolly shaped putty tubs with sparkles and with butterfly, avocado and butterfly confetti. Charm putty has a matching charm and confetti, rainbows, unicorns and also a rocket and a game consul theme.

Light up pop tubes are available in bright flashing colours along with a whole host of new pocket money smellies, a scented rainbow ball, fruit scented keychains and perhaps not as pretty, we have the Smiler face puke slime (bound to be a winner). Pushpoppers have not gone away, these record selling fidgets are joined this year by the Mega Push Popper Ball, a combination of a squeeze stress ball with pushpoppers all over the surface. Squeeze push and pop! These additions strengthen and consolidate the company's reputation as THE one stop shop for all things pocket money.

The Animigos World of Nature range has won acclaim and awards for the lifelike depiction in plush of the world's animals. This year even more exotic beasts join the family along with some more familiar friends. The Okapi, Arctic Fox, Malayan Tapir, Snow Leopard and Capybara are some of the more unusual additions whilst a Pointer puppy, grey fluffy cat, seal pup, dolphin, hamster and a bat are more well known and loved.

One for Fun also distribute Dream Beams, the glow in the dark plush character companions. New waves will continue to be launched in 2023 with full details at the show.

Zuru are another sell out distribution line for One for Fun and with the award winning X shot range leading the way, 2023 sees the introduction of more best sellers – the brand new Dino Wars – armoured moving dinosaurs – the ultimate in Jurassic warfare! Come and see them in action on the stand!

Venturing into the great outdoors wouldn't be the same without the Ozbozz range of outdoor toys. 2023 sees the introduction of some great new outdoor lines including a whole range of mirrored skateboards in a variety of sizes and with some stunning design work designed to appeal to all tastes.

Distributors for Maisto and Bburago, One for Fun introduce a whole host of vehicles for 2023 – stand outs are the Farmland Play Sets with tractors, a combine harvester and many new farm vehicles which are such a popular range. For the speedsters there is a fleet of new Ferraris including a brand new SUV.

Arguably the hero product this year is the highly detailed model of the RB18 car driven by Max Verstappen in 2022. This 1:43 scale diecast replica perfectly recreates the distinctive shape of the F1 car, capturing every aerodynamic curve and line as it can be seen on the real vehicle. The level of detail on the surface is incredible, with authentic sponsor and race decals perfectly recreated. A real collector's item.

BB Junior has picked up many consumer awards in 2022. This brilliantly designed range brings artistic style and great engineering together to create a unique concept in the nursery space. The key lines for this year also take this nursery range into the fast lane with the BB Junior first collection of both Bugatti and Lamborghini cars along with the BB Junior My First Carry along garage and the BB Junior Push n Glow F1 Car. Additions to the popular bath time range include the Splash n Play Light Up Sailboat and the Splash n Play Music Tugboat.

Ends

Toy Fair 2023 – Stand E49 – your one stop shop - One for Fun

www.oneforfun.com

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