



Art ▶ Imaginary ▶ Books ▶ Baby Toys  
Nursery ▶ Pocket Money Toys  
**+ MUCH MORE!**



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START**



# AWARDS GUIDE 2024



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Learning Resources®

As seen on  
CBeebies



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# 5



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## Welcome to the Right Start Awards 2024

Once upon a time, parents would gather their shopping bags (along with their credit cards) and head for town to do their annual Christmas shop. Now, we are more likely to make most, if not all, of our seasonal purchases online. Gift-buying at the hit of a button does make life so much easier. But what we do miss is the opportunity to explore the toys before we buy them – to evaluate them by holding them in our hands, touching them, examining them and even testing them out. That’s where the Right Start Awards comes in!

Every one of our award-winning products has been checked for longevity, durability, value, child appeal – even sustainability – so you can buy with confidence.

Find all our top picks online at [www.rightstartonline.co.uk](http://www.rightstartonline.co.uk)



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## Top Winners' Awards

### TOP TOY 0-3 YEARS

**Micro 2in1 Air Hopper**  
Micro Scooters  
(Baby Toys, page 8)

### TOP TOY 3 YEARS +

**Orboot Earth Interactive Globe**  
Character Options  
(Technology, page 13)

### TOP VALUE TOY

**SmartGames - Smart Dog**  
Smart Toys & Games  
(Games & Puzzles, page 15)

### TOP BABY PRODUCT

**Glow Sleep Easy**  
Glow Dreaming UK  
(New Mum & Baby Essentials,  
page 21)

### TOP INVESTMENT

**Mini Micro 4in1 Push Along**  
**Light Up Scooter**  
Micro Scooters  
(Active Toys, page 4)

### ECO AWARD

**Eco-Friendly Cleaning Set**  
Le Toy Van  
(Imaginary Toys, page 16)

### TOP WOW FACTOR

**Bunch O Bubbles Motorised**  
**Mega Bubble Blaster**  
ZURU  
(Active Toys, page 4)



Gold Award



Silver Award



Bronze Award



Highly Commended



## MINI MICRO 4IN1 PUSH ALONG LIGHT UP SCOOTER

### MICRO SCOOTERS

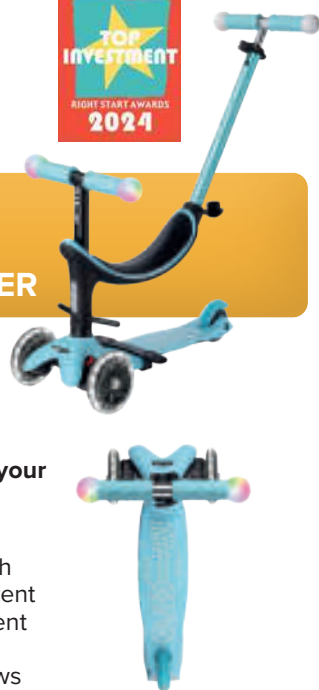
Age: 1-6  
Price: £117.95

**The ride that grows with your child.**

A multi-adaptable ride for toddlers up to age six. With four different modes – parent guided ride-on, independent trike, toddler scooter and grown-up scooter – it grows with your child. Features include an extra-grip footplate, adjustable height and touch-sensitive light-up handlebars and wheels.

#### Testers say:

*'Great value for money, excellent quality and the light-up addition makes it that much more fun to ride. A must for the school run!'*



## BUNCH O BUBBLES MOTORISED MEGA BUBBLE BLASTER

### ZURU

Age: 3+  
Price: £24.99

**A child-friendly bubble bonanza.**

Start up a storm of bubbles with the Mega Bubble Blaster which unleashes a continuous flow of 15,000 bubbles per minute! Lightweight, it features an easy-to-use trigger and no-mess refill, plus LED lights for dazzling effects. Comes with 2x250ml of bubble solution and a rechargeable battery.

#### Testers say:

*'Literally thousands of bubbles prompted squeals of joy from our happy children! Great for the garden or days out in the park. The perfect summertime toy!'*



## EARLY LEARNING CENTRE HOP ALONG DINOSAUR

### ADDO PLAY

Age: 1-2  
Price: £22.99

**Stay active and develop balance with a prehistoric friend.**

Bounce through imaginary forests and jungles on the back of this friendly hopalong Dino. He's easy to inflate and features horn-shaped handles for little hands to grip as he gallivants through prehistoric landscapes. Great for imaginary games and role play, along with developing strength and balance.

#### Testers say:

*'Very cute, easy to store and a good toy for both indoors and out. Especially helpful on rainy days when kids are energetic!'*



## SPIDEY & FRIENDS 12" BALANCE BIKE WITH LIGHT-UP WHEELS

### MV SPORTS & LEISURE LIMITED

Age: 2+  
Price: £54.99

**Take an awesome ride, spidey-style!**

Zoom through town catching bad guys on this red and blue themed balance bike. Special features include motion-activated light-up wheels, puncture-proof tires, soft, moulded handlebar grips and adjustable heights for young heroes. Perfect for awesome adventures, New York City style!

#### Testers say:

*'Spiderman fans will love this bike! It's the perfect fit for preschoolers, who may need parental help to steer until they're confident to ride alone.'*





## STITCH DELUXE BOBBLE RIDE ON

**MV SPORTS & LEISURE LIMITED**

Age: 12 months+

Price: £37.99

**An easy rider with a Hawaiian-style vibe.**

This cool purple and turquoise ride-on features Hawaiian flowers and stitch motifs. With an ergonomic seat and anti-tip rear wheels, it offers stability on any surface, helping little ones to develop coordination, balance and confidence when they are on the move.



**Testers say:**

*'The slim, low, lightweight design makes for an easy ride for toddlers and the four wheels offer stability indoors and out. Love the colours!'*



## SMOBY ACTIVITY WALL

**SIMBA SMOBY UK**

Age: 2+

Price: £79.99

**Make a splash and discover something new.**

Experiment with water using Smoby's double-sided water wall. Ideal for indoor and outdoor play, it features six engaging activities, including a ball/water run, tic-tac-toe, exercise wheel and chalkboard. Durable, UV-protected and easy to assemble, it offers lots of learning opportunities.



**Testers say:**

*'Interchangeable pieces mean that children can experiment with testing cause and effect. A wide variety of activities gives the toy longevity.'*



## MINI GO! TILT SCOOTER WITH SQUISHIE

**MV SPORTS & LEISURE LIMITED**

Age: 3+

Price: £34.99

**Epic first ride for Disney film fans.**

Fans of Lilo and Stitch will adore this movie-themed three-wheel scooter. With tilt 'n' turn steering, an anti-slip footplate, height-adjustable handlebars and soft grips, it guarantees a secure and comfortable journey. It comes with a detachable squishie pouch and Stitch graphic-adorned footplate.



**Testers say:**

*'A great first scooter for toddlers just starting to learn, at an affordable price. Felt smooth and stable when out on the pavement.'*



## MINI MICRO DELUXE LIGHT UP & GLOW SCOOTER

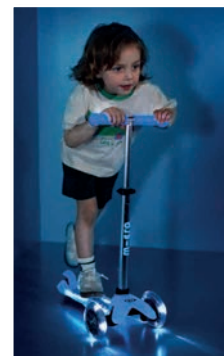
**MICRO SCOOTERS**

Age: 2-5

Price: £119.95

**Glow, glide and go further.**

Powered by natural or UV light, this deluxe scooter glows on deck, handlebars and wheels, with push-powered LEDs to add extra shine. With features including adjustable handlebars, innovative breaking and puncture-free wheels, it's the perfect blend of safety and fun.



**Testers say:**

*'The wheels and lights were adored by the kids. It has unlocked a whole new world of play in the park that get them active – and tires them out!'*





## PAINT POP COLLECTION

**TRENDS UK**

**Age: 3+**

**Price: from £4.99**

**Vibrant, mess-free art in minutes.**

Boost your child's creativity with vibrant, mess-free paint sticks. Easy to hold, they glide on surfaces including paper, wood and glass, and the paint dries in seconds. Choose from metallics, face paints, paint pens and more to inspire artistic endeavours at home or on-the-go.

**Testers say:**

*'Exciting to work with – we love the neon colours and they're great for all ages. The thinner paint pens are a clever addition to the range, allowing more detailed artwork.'*



## ON THE FARM SCRIBBLE MAT

**SCRIBBLE MAT**

**Age: 3-7**

**Price: £20**

**Clean, colourful and sustainable artwork fun.**

Perfect for mess-free art, this eco-friendly silicone colouring mat is made of reusable, wipe-clean canvas and measures a generous 40cm x 30cm. With quick-drying, smudge-resistant pens and an easy-to-carry felt storage pouch, it's just the job for young artists at home or on-the-move.

**Testers say:**

*'Our toddler loved this. It's portable, ideal for germaphobe parents who want to keep surfaces clean, and fun for kids while out and about.'*



## FABLAB GLOW IN THE DARK GLITTER TATTOOS

**PLAYMONSTER UK**

**Age: 8+**

**Price: £13.99**

**Glitter and glow wherever you go.**

Add some sparkle to your child's day with this do-it-yourself eco-friendly tattoo kit that includes 75 temporary tattoos and 28 stencils to apply glitter accents. Also included are bio glitters in four colours, cosmetic glue, two brushes and step-by-step instructions to create designs that shimmer in the dark.

**Testers say:**

*'All kids love a little glitter and glow in their lives and these tattoos are colourful and cute. The set contains everything you need and is fun and easy to use.'*



## DINOSAUR LCD DRAWING TABLET

**ONE FOR FUN/HGL**

**Age: 3+**

**Price: £10.99**

**Dino pad packed with play and learn features.**

This lightweight and portable dinosaur drawing and writing pad has an 8.5in LCD screen and innovative pressure-sensing technology. Multifunctional and perfect for practising schoolwork, it includes an eye-friendly screen, erase button, screen lock and a replaceable built-in battery.

**Testers say:**

*'Practical and easy to use, this is great fun but also offers lots of formal learning. We thought it good value too.'*





## OUT TO IMPRESS DIAMOND SPARKLE ART

### ADDO PLAY

Age: 6-12

Price: £11

**Awesome visual art project to develop creativity.**

Imagine a world where every dot of colour transforms into a sparkling gem? The Diamond Sparkle Art kit offers children an innovative way to explore their creativity. With over 8,000 shimmering gems and all the tools needed, young artists can craft four stunning masterpieces.



#### Testers say:

*'An intricate activity that requires time, concentration and effort. When completed the children were very proud to display their artwork.'*



## MAPED CREATIV DINO FACTORY

### MAPED CREATIV

Age: 6+

Price: £18.99

**Custom-build your very own T-Rex.**

An imaginative 2-in-1 activity that combines a 3D wooden puzzle and brightly-coloured dough to custom-build your very own roaring T-Rex. Simply assemble the numbered pieces, then cover with dough that hardens in four hours. T-Rex comes with a QR code tutorial.



#### Testers say:

*'This is an appealing toy for dino-lovers, combining several different skills. It's simple to use, with plenty of dough, and the end result looks so cool.'*



## MAPED CREATIV LUMI BOARD

### MAPED CREATIV

Age: 4+

Price: £49.99

**Learn to draw a step at a time.**

A captivating drawing machine with a magical light projection feature, the Lumi Board offers 30 templates with 250 images for varied drawing experiences. The set includes the board, templates and pens, and supports skill development with five difficulty levels.



#### Testers say:

*'So many different stencils to use and the kids enjoyed creating entire scenes with all the different animals and pictures. Inspires imagination and drawing confidence.'*



## CRYSTALVERSE DELUXE KIT

### CURIOUS UNIVERSE

Age: 6+

Price: £25

**Gallop through the Crystalverse!**

Crystalverse characters Apollo, Starlana and Kiki are seeking kids to bedazzle them with magical sparkle gems! The Deluxe Kit is a fusion of toy and craft with 3500 crystals in 15 colours to customise your cosmic pony crew. Once the ponies are decorated, they make great subjects for pretend play.



#### Testers say:

*'Our girls loved personalising the ponies and found the gems/glue easy to work with. Afterwards they created some fabulous stories around their sparkly new friends. Great value toy!'*



## MICRO 2IN1 AIR HOPPER

### MICRO SCOOTERS

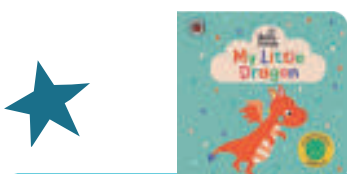
Age: 18 months+  
Price: £44.95

**Bouncing meets riding for twice the fun.**

Switch between bouncing and riding for double the fun with the Micro Air Hopper. Portable and versatile, its ergonomic design improves balance and coordination, making it an easy transition from a bouncy hopper to a smart ride-on. It can be used indoors and out.

#### Testers say:

*'This offers something more than a standard ride-on or trike. The 360-degree wheels make it super fun for riding.'*



## BABY TOUCH: MY LITTLE DRAGON

### LADYBIRD

Age: Birth-3 years  
Price: £7.99

**Discover dragons with touch-and-feel textures.**

Introduce your baby to friendly dragons with this interactive touch-and-feel book. Featuring shiny scales, soft fur, a squishy belly and bumpy wings, each page offers new textures to explore. Simple text and high-contrast colours make it perfect for encouraging motor skills and together-time.

#### Testers say:

*'A sweet story for babies to touch, that ends with the baby dragon asleep on a purple cloud.'*



## HALILIT BABY'S FIRST BIRTHDAY BAND GIFT SET

### HALILIT

Age: 12 months+  
Price: £23.49

**Strike a chord with early musical exploration.**

A vibrant instrument set that includes an ocean drum, baby maraca, ring my bell, rainbow shaker and clip clap, and encourages early music exploration and creativity. The colours are appealing and the noises exciting for babies.

#### Testers say:

*'Interesting colours and textures for babies, who loved the different noises and gravitated towards the instruments with little encouragement.'*



## GROWING GREENHOUSE COLOUR & NUMBER PLAYSET

### LEARNING RESOURCES®

Age: 18 months+  
Price: £24

**Watch your garden grow with this sustainable playset.**

Get ready for school with this garden-inspired toy with a working watering can. Explore colours and numbers by sorting and counting petals, and then matching flowers to pots. Made from recycled materials, it includes an activity guide.

#### Testers say:

*'Bold, attractive colours and safe, fun plant representations. Love that the watering can actually works and that the set is environmentally conscious.'*



## EARLY LEARNING CENTRE BEDTIME BEAR

### ADDO PLAY

Age: Birth + Price: £15

**Cuddle up close with a soft and comforting companion.**

A cuddly companion to soothe and comfort babies. With embroidered sleepy eyes, and dressed in pink or blue pyjamas (and a night cap), this plush bear is perfect for bedtime snuggles. Made with recycled materials, it's soft, safe and stimulating for baby's senses.

#### Testers say:

*'Cute, cuddly, safe and easy for little hands to grasp. A comforting bedtime companion that could easily become a favourite teddy.'*



## PLUS-PLUS BIG BLOOM/BREEZE 100PC CUBE

### PLUS-PLUS

Age: 12 months+  
Price: £22.99

**Puzzle play with a twist.**



Construct shapes and designs with oversized, interlocking puzzle pieces in peach, purple and white, stimulating creativity and motor skills development. Puzzle pieces are compactly stored, easy to clean and transportable for play on-the-go.

#### Testers say:

*'The material of the bricks is smooth and durable and the colour scheme is striking. A creative alternative to Duplo but probably best from age two years.'*





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Splash Mat  
on table



Wipeezee™  
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Wipeezee™ Aprons  
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## TEN MINUTES TO BED: LITTLE WOLF

**LADYBIRD**

Age: 2-5

Price: £7.99

**Sleep easy with this enchanting bedtime story.**

A new interpretation of a fairy-tale adventure in the well-known Ten Minutes to Bed series. Join Socks the Little Wolf Cub as he explores the woods, meets a mysterious friend and conquers his fear of the dark. Perfect for bedtime, this will send young readers to sleep with happy thoughts.

**Testers say:**

*'Appealing illustrations with clever story rhyming that helps children remember and read along. The map is great fun and encourages imagination.'*



## PLAYFUL WONDERS

**DK**

Age: Birth-5 years

Price: £8.99

**Art and craft made magic at home.**

An activity book brimming with over 45 sensory play ideas to encourage curiosity and fun at home. Transform everyday items into exciting crafts, teaching shapes, colours and letters. Ideal for preschoolers, this book offers easy, engaging activities with step-by-step photos.

**Testers say:**

*'Full of cheap and interesting ways to explore materials we have to hand at home. The instructions are clear and simple – perfect for a busy parent.'*



## AROUND THE WORLD ACTIVITY BOOK

**WORLDWIDE BUDDIES**

Age: 5+ Price: £12.99

**Travel the world a page at a time.**

Backpack across the globe in this puzzle-packed adventure featuring over 200 activities. Explore famous cities and landmarks and discover faraway rivers, mountains, lakes, national food, music and more. Activities include spot-the-difference, puzzles, colour-by-numbers and dot-to-dot.

**Testers say:**

*'The illustrations are beautiful and we learned lots of new facts about different countries.'*



## MEET ROSIE FUENTES!

**WORLDWIDE BUDDIES**

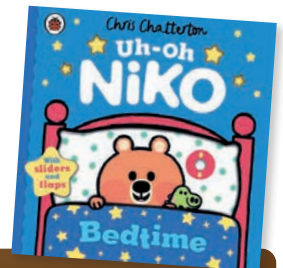
Age: 3+ Price: £10

**Bilingual adventures with Rosie and family.**

Five-year-old Rosie Fuentes has lots of questions and a family keen to help her answer them! This book introduces the bilingual world of Rosie, from the PBS preschool series 'Rosie's Rules', as she learns, plays and explores her way through life.

**Testers say:**

*'Good practice for learning Spanish, or bilingual families, and a big win for fans of the Rosie show, who will enjoy reading about their favourite character.'*



## UH-OH, NIKO: BEDTIME

**LADYBIRD**

Age: 2-5 Price: £7.99

**Teach toddlers life skills through interactive storytelling.**

Niko is a cute little bear trying very hard to get his bedtime routine right, despite many distractions along the way! This interactive board book features jolly rhymes along with push-and-pull sliders and flaps, engaging toddlers in the story as well as teaching them life skills.

**Testers say:**

*'Small children will relate to Niko's bedtime adventures! A funny story and a gentle way to teach toddlers about routines.'*





# RIGHT START AWARD WINNERS

PERFECT FOR DINOSAUR ENTHUSIASTS WITH A CREATIVE FLARE



LOVED BY YOUNG ARTISTS WHILE HELPING TO DEVELOP THEIR PINCER GRIP



CARTOON LOVERS CAN NOW BRING DRAWINGS TO LIFE WITH THE ANIMAKER!



MAPED CREATIV IS A NEW RANGE OF INNOVATIVE CRAFT TOYS AND ACTIVITIES FOR CHILDREN'S PLAY TIME. THE COLLECTION OFFERS A WIDE RANGE OF FUN CREATIVE ACTIVITIES, SUITABLE FOR CHILDREN AGE 2+.

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Available at [amazon.co.uk](https://www.amazon.co.uk)

Scan to view the full Maped Creativ range







## CONNETIX 60 PIECE RAINBOW STARTER PACK

### CONNETIX

Age: 3+ Price: £65

**Click and create dynamic structures.**

Bursting with vibrant squares and triangles, this magnetic starter set sparks imagination and STEM learning. Build castles, rockets, creatures, 2 and 3D patterns: or create entire landscapes – farms, zoos, outer space or whatever takes your fancy.

#### Testers say:

*'A brilliant, dynamic toy that our kids played with over and over. It's not just about designing cool structures, but using them in imaginative play games.'*



## CONNETIX 80 PIECE PASTEL BALL RUN EXPANSION PACK

### CONNETIX

Age: 3+ Price: £75

**A thrilling do-it-yourself ball run for all ages.**

This collaborative ball run includes a tube, an exclusive X shaped spiral, brightly coloured tiles and wooden balls. The 80 pieces connect magnetically making it accessible for younger children. It can be used by one or more children, encouraging imagination and problem-solving.

#### Testers say:

*'Something the whole family can get involved in – it's creative, and exciting for kids to imagine all the possible options when designing the ball run.'*



## DESIGN & DRILL® ROBOT WORKSHOP

### LEARNING RESOURCES®

Age: 3-6 Price: £30

**Step into the future and hone your building skills.**

Build your own robots from scratch using kid-friendly tools and interchangeable pieces. Young engineers can create over 100 combinations. The set includes a drill, Phillips bit, screwdriver, gear socket bit, bolts, gears and more.

#### Testers say:

*'This combines practical and problem-solving skills with real imaginative and creative input. Our young testers became really absorbed in their robotic designs.'*



## PLUS-PLUS LEARN TO BUILD ROBOTS

### PLUS-PLUS

Age: 3+ Price: £15.99

**Imagine a world ruled by robots made by you.**

These small robots are bursting with personality. Do they have bulging bodies, spindly legs or wonky heads? Are they friendly or will they destroy towns and cities? Children can create the robot of their imagination using 275 colourful pieces, wheels, hubs and a guidebook.

#### Testers say:

*'We loved the fun, quirky appearance of the robots. The instructions offer a range of ideas and it was satisfying seeing them come to life.'*



## CONNETIX 24 PIECE RAINBOW MOTION PACK

### CONNETIX

Age: 3+ Price: £39

**Rev up the action and discover magnetism.**

Perfect for little vehicle enthusiasts, this set includes a reversible transport base, motion bases with rubber wheels and a variety of brightly coloured magnetic tiles. Create trains, planes and more, and explore magnetism and geometry.

#### Testers say:

*'Being able to create something from a selection of tiles is very appealing and the children returned to this set time and time again. We're keen to get an expansion pack.'*



## MATHLINK® CUBES ACTIVITY SET NUMBERBLOCKS® EXPRESS

### LEARNING RESOURCES®

Age: 3-6 Price: £20

**Choo Choo! All aboard for maths mastery.**

Make sure the express train reaches its destination by building it, then tackling 10 maths challenges with double-sided activity cards. Encourages adding and subtracting skills and you can enhance learning by watching the popular TV show featuring Numberblocks Express.

#### Testers say:

*'Children enjoyed the familiar Numberblocks characters, which they watch at school, and the train was fun to make. Great for basic maths skills.'*





## ORBOOT EARTH INTERACTIVE GLOBE

### CHARACTER OPTIONS

Age: 4+

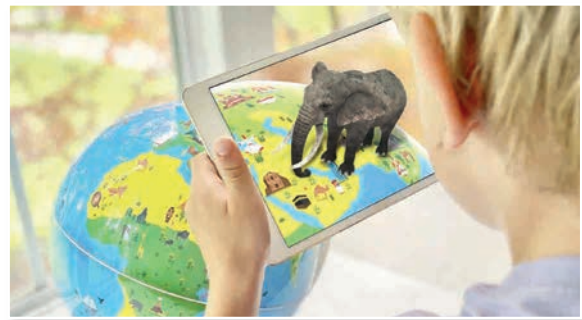
Price: £39.99

Take an interactive spin around the globe.

Explore the world with Orboot Earth, an interactive globe. This educational toy comes with a travel kit and companion app, bringing hundreds of 3D animals, monuments, cultures, cuisines and more to life. Curious kids will enjoy solving puzzles and collecting coins as they learn.

#### Testers say:

*'The kids loved being taken on a treasure hunt and learning interesting facts along the way. The passport/stamp/stickers are a great addition!'*



## MAPED CREATIV ANIMAKER FLASH

### MAPED CREATIV

Age: 6+ Price: £10.99

Make your very own mini cartoons.

Dabble with animation by creating drawings that can be transformed into mini cartoons using the Animator app. Colour squares in the A4 notebook, capture with the app and watch your creations take on a life of their own! The kit includes 12 animations and all you need to bring animations to life.

#### Testers say:

*'This clever way of combining tech and art, and seeing drawings come to life is thrilling! Our young testers absolutely adored seeing their very own animations come to life. A multilingual app would make the process easier.'*



## SPACE ROVER DELUXE CODING ACTIVITY SET

### LEARNING RESOURCES®

Age: 4-8

Price: £65

Explore the cosmos and learn screen-free coding skills.

Put on your space suit and take a trip to the moon, where young astronauts can plot paths for their space rover amidst celestial obstacles. This push-button coding set develops screen-free coding skills with the use of coding cards, plus space-themed characters and mission objectives.

#### Testers say:

*'Children enjoyed figuring out how to code the vehicle and then creating their own pathways and obstacles – good for extending play and imagination. It was great to see them enjoying something both educational and fun that did not involve a screen!'*



## SMARTGAMES – 5 LITTLE BIRDS



### SMART TOYS & GAMES

Age: 5+ Price: £19.99

Take the 60-level challenge posed by the little birds!

A logic game that challenges players to place birds correctly in a wooden tree using provided clues. The game starts 'easy' and as you improve, the challenges become harder and the options increase. With 60 progressively difficult challenges, it engages kids and adults, combining logic with hands-on fun.



#### Testers say:

'The little birds add a real element of fun to this unusual, cleverly designed puzzle game. Although it's meant for one, we enjoyed playing together.'



## NUMBERBLOCKS® BLOCKZEE™ BALANCE ACTIVITY SET



### LEARNING RESOURCES®

Age: 3-6

Price: £32.50

Help kids tip the scales of math mastery.

Featuring the Blockzee™ monster from the hit TV series, this engaging set helps children compare numbers through interactive play. Place multilink cubes in clear buckets, and the equals sign on Blockzee's mouth and belly button will move to indicate weight. Includes colourful activity cards.

#### Testers say:

'Great to see kids working together to solve the activities. The clever little 'equals' sign is a fun and informative introduction to mathematical understanding and terminology.'



## MELISSA & DOUG ICE CREAM MAGNETIC PUZZLE



### MELISSA & DOUG

Age: 2-5

Price: £19.99

Quality wooden puzzle and appealing role play set all in one.

With 16 magnetic wooden pieces, this puzzle play set is also the perfect prop for role play games. Kids can match the pieces to pictures on the puzzle board or use the magnetic scooper to create pretend ice cream treats with toppings – and even sell them to keen customers on a hot day.



#### Testers say:

'A great toddler jigsaw and clever role play toy wrapped into one. The various play options give it long lasting appeal.'



## CROCODILE CREEK 36 PIECE PUZZLES



### CROCODILE CREEK

Age: 3+

Price: £17.50

Sturdy, vibrant puzzles that fire imagination.

Immerse young explorers in a world of wonder with heavy-duty 36-piece puzzles in a variety of themes. Crafted for little hands, they feature vibrant, whimsical designs that encourage storytelling and attention to detail. Puzzles are packaged in quirky, sturdy boxes made from recycled materials.



#### Testers say:

'Lovely bright and appealing design, and the puzzle is just the right level of challenge.'





## PLUS-PLUS PUZZLE BY NUMBER KITTEN/PUPPY

### PLUS-PLUS

Age: 5+

Price: £22.99

Create a magnificent mosaic step-by-step or freestyle.



Match numbers and colours to build a beautiful, themed mosaic step by step. Then, dismantle and rebuild, or use the 500 Plus-Plus pieces for further creations. Featured designs include a dog, cat, unicorn, rainbow, peacock, planet, sword and much more. Great for fine motor skills and logic.

#### Testers say:

*'These offer such a range of creative possibilities. Children who appreciate structure might prefer the puzzle: others enjoy the versatility of freestyle building which encourages imagination.'*



## DOGGY DOGGY WOOF WOOF!

### ORCHARD TOYS

Age: 2-6

Price: £9.75

Tail-wagging fun for all the family.

This lively doggy-themed matching and memory game offers double-sided boards for two play modes. Younger children complete dogs on their kennel board, while older players aim to match as many dogs as possible – the results are hilarious! With 13 adorable pups, it's tail-wagging fun for all ages.



#### Testers say:

*'A fun, interactive game for siblings and friends. The kids liked the different characters and trying to complete their dogs. Makes a great gift!'*



## SMARTGAMES - SMART DOG

### SMART TOYS & GAMES

Age: 7+

Price: £14.99

Challenging game of strategy for all ages.

Guide a loveable doggy through 60 challenging levels in this compact puzzle game. It includes six obstacle pieces: each level provides a start and finish position and all you need is to work out the routes in between. Suitable for ages 7 to 70 – everyone in the family will enjoy the challenge.



#### Testers say:

*'Even though it's a single-player game, the kids worked together to solve the puzzles and really enjoyed the challenge. Great value and good for long car drives!'*



## EARLY LEARNING CENTRE GOLDEN HONEY BEE TREE

### ADDO PLAY

Age: 3+

Price: £16

Fast and furious strategy game.

A fun family game to make everyone buzz with excitement! Players must carefully remove leaves without dropping bees. The player with the least number of bees at the end wins. Strategic and social, this interactive game engages logic and encourages quick thinking and decision-making.



#### Testers say:

*'The golden bee is a nice twist to a familiar game. Play pieces are durable and easy to store. We had great fun playing with this as a family.'*



## SMOBY FLOWER MARKET



**SIMBA SMOBY UK**

Age: 3+ Price: £39.99

**Create stunning bouquets for friends and family.**

Design and assemble bouquets using this innovative flower-making craft kit which comes with 100+ accessories. Then collect any unused fabrics in your home and mix and match to create personalised flowers using the included flower press mechanism.

**Testers say:**

*'The kids created paper money to use in 'shop' games and thoroughly enjoyed disassembling and remaking the flowers in different designs.'*



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## EARLY LEARNING CENTRE WOODEN COFFEE POD MACHINE

**ADDO PLAY**

Age: 3+  
Price: £20

**Playtime with a caffeine kick!**

Treat your favourite friends to a coffee date with your brand-new wooden coffee pod machine that includes everything needed to become a coffee connoisseur. Choose your pod, adjust the dial, and enjoy the fun sounds. Add milk, sugar and a latte art top for the perfect pretend brew.

**Testers say:**

*'Stylish and eco-friendly, the coffee pod comes with lots of exciting accessories. Nowadays, even the teddy bears in our house are enjoying coffee!'*



## ECO-FRIENDLY CLEANING SET

**LE TOY VAN**

Age: 3+ Price: £39.95

**Makes cleaning feel like child's play.**

Step up your cleaning routine with this luxurious set that includes an eco-bristled broom, brush, sponge, dustpan, surface cleaner, dish soap and laundry liquid. With FSC®-certified wooden pieces in stained walnut and natural finishes, this eco-friendly toy is entirely plastic free.

**Testers say:**

*'Not only did the kids use these very cute utensils in pretend play games: they actually swept the kitchen floor!'*



## MOTOR TOWN MY FIRST GARAGE

**PAT AVENUE**

Age: 18 months+  
Price: £29.99

**Buckle up, push back – and hit the road!**

Take a leisurely drive through the car wash and then zoom into a parking space before cruising down the slope and round the roundabout into the city. Watch out for the crash barriers! This three-lever play garage is perfect for preschoolers and includes one push-and-go car.

**Testers say:**

*'Smaller children will enjoy this garage set, which folds up neatly with a carry handle making it easy to store and good for travelling.'*





## POP-UP PLAY TOWN - ICE CREAM SHOP

**WILTON BRADLEY**

Age: 3+ Price: £19.99

**Transform any doorway into a sweet spot for playtime.**

Turn ordinary doors into vibrant roleplay zones with the innovative Pop-Up Play Town range. Designed for creativity and convenience, it includes a supermarket, ice cream shop and theatre, along with accessories like paper play money: so many pretend games to be played!

**Testers say:**

*'Brilliant design – it's so easy to attach (and detach) the pop-up shop to any doorway. The kids had a blast and felt like proper shop owners!'*



## MELISSA & DOUG SORT, STOCK, SELECT WOODEN VENDING

**MELISSA & DOUG**

Age: 3-6 Price: £79.99

**Pop a coin in the slot and see what pops out.**

Need a quick snack? This wooden vending machine stocks nine play food packages, including snack bars, drinks and pouches. Insert a coin or bank card, press the letter and number button and watch the snack drop! A bonus is that it's assembly-free and you can personalise the sign.

**Testers say:**

*'Huge win! The kids had fun role-playing real life scenarios that required sharing, problem solving, restocking and organising. A fun edition to any pretend shop!'*



## NUMBERBLOCKS® RAINBOW COUNTING BUS

**LEARNING RESOURCES®**

Age: 3-6 Price: £25.96

**Hop aboard the Counting Express.**

Stand in line to board the Rainbow Counting Bus for imaginative adventures in Numberland! Enjoy 12 songs and sounds from the series. Count friendly Numberblocks and find the hidden rainbow. The bus contains room for Numberblocks 1 to 6 (sold separately). Batteries included.

**Testers say:**

*'The driver is a firm favourite from the TV series and the kids enjoyed using the bus in other imaginative play games, too.'*



## PITTER PATTER PETS - QUACK QUACK DUCKLING

**ADDO PLAY**

Age: 3+ Price: £20

**Dip and dive with a dancing duckling.**

Meet Walkalong Duck from Pitter Patter Pets. It quacks, waddles and dances to funky music with the flick of a switch. Featuring soft yellow fur and cute orange feet, the little duck offers plenty of interactive fun, making it an instant favourite for non-stop dancing and entertainment.

**Testers say:**

*'A sweet, entertaining toy for small children. The on/off button is hidden under the duckling's fur – in case anyone is looking!'*



## PLAY TRAY SEA & DINO PLAY MAT SET

**WILTON BRADLEY**

Age: 3+ Price: £64.99

**Dig deep to discover exciting worlds and creatures.**

Plunge into the ocean or take a ride on a Diplodocus with this dynamic sand play table that includes play mats, sand toys and moulds. With adjustable metal legs, rubber feet for stability and easy-to-lift hand grips, the table offers hours of creative fun for every young explorer.

**Testers say:**

*'The play table and accessories really encourage children to dream up new worlds and invent imaginary games together.'*



## MINIMEIS G5

### MINIMEIS

Age: 6 months-4 years

Price: £169

**So comfy, it lets you carry your child for longer.**

A stylish, eco-friendly baby/child carrier made from recycled ocean bottles. It's lightweight (1.6 kg) and foldable so ideal for travel. Your little one's weight is evenly distributed through the carrier's body, making it comfy for parent and child. Includes ankle and waist straps and a five-point harness.

#### Testers say:

*'Once you've adjusted the carrier to suit you and your child, it's very comfy and allows you to carry kids for longer. Well-made and secure.'*



## BESAFE FLEX FIX 2

### BESAFE

Age: 4-12

Price: £199

**Safety and comfort every ride.**

Safety and comfort are top of the list in the design of Flex Fit 2. Accommodating up to three seats in a row, it features side impact protection, innovative headrest, recline position and PAD+ for extra chin and chest protection. Adjustable, washable and transportable.

#### Testers say:

*'Comfortable, secure and the additional side impact protection is also a useful headrest when little ones need a nap. Will last ages – great value!'*



## SPLASH ABOUT GO SPLASH SWIM VEST

### SPLASH ABOUT

Age: 1-6

Price: £22

**Make a bigger splash.**

Swim up a storm with this lightweight, portable vest. It's made from quick-drying neoprene and is available in a range of funky designs, perfect for jolly holidays. Robust and comfortable, the vest helps children learn to swim with ease and confidence.

#### Testers say:

*'Light, quick to pack and easy to get on and off. A good buoyancy aid, and the rainbow/hot air balloon design is so cute!'*







## TIME POP LIGHT UP PUSHPOPPER GAME

**ONE FOR FUN/TOBAR**

Age: 5+

Price: £9.99

**Test your reflexes in a game of speed and fun.**

Pop bubbles with lightning speed in this fast-moving, on-the-go game. It has light and sound with volume control, and five exciting gameplay modes to keep you hooked. The Push Popper comes in three colours (blue, pink and orange) and is fun for the whole family.

**Testers say:**

*'This game is so addictive, with "score mode" the most competitive and fun! The volume can be muted, making it a handy travel buddy. Everyone needs one of these!'*



## MELISSA & DOUG STICKER WOW - DINOSAUR

**MELISSA & DOUG**

Age: 3-7

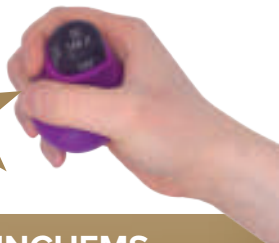
Price: £9.99

**Simple stick-and-stamp-on fun.**

Use Olive the Dinosaur sticker stamper to decorate a 24-page activity pad or as part of any creative project. The set includes 300 easy-to-remove stickers including 100 prehistoric-themed designs, and 300 extra refill stickers. This mess-free set offers engaging play and learn, at home and away.

**Testers say:**

*'The children liked the novelty of the stamper. They used up the stickers quickly so you may need to get some spares!'*



## SCRUNCHEMS FORTUNE TELLER SQUISH BALL

**ONE FOR FUN/TOBAR**

Age: 3+

Price: £3.99

**Fate and fortune-telling for all ages.**

Shake and squeeze to reveal your fate! Perfect for fidgeters, this squishy version of a Magic 8 Ball offers six answers to your questions, including yes, no, try again, and not now. Available in purple or black, and engaging for all ages.

**Testers say:**

*'A game of chance is always appealing, especially when using it on your siblings with questions like, "Is it my turn next?" Great for encouraging co-operative play.'*



## SCRUNCHEMS CANDY CATS

**ONE FOR FUN/TOBAR**

Age: 3+ Price: £3.99

**This little kitty just loves cuddles.**

Introducing Candy Cat, a super-cute stress-buster for your child to take everywhere. Sweet-smelling and squishy, she comes in four scents and colours: fudge, lemon, raspberry and cola. No matter how much you squeeze, squish and stretch, Candy Cat will bounce back to its original shape every time!

**Testers say:**

*'So satisfying to squish these colourful kitties. They're also fun to throw and can be used in character games. The cola one smells best!'*



## MINI BRANDS BOOKS CAPSULE

**ZURU**

Age: 5-7

Price: £7.99

**Tiny tales for big imaginations.**

Iconic stories come to life in miniature form with Mini Brands Books Capsule. Collect over 40 minis, each with tiny, yet readable pages! Immerse yourself in favourites like Matilda and hunt for special finds like the glow-in-the-dark version of Goosebumps Night of the Living Dummy!

**Testers say:**

*'A tiny book library is just the job for story lovers who are also collectors. The search for the mini magnifying glass is on!'*





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Age 1+



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## GLOW SLEEP EASY

### GLOW DREAMING UK

Age: Birth+ Price: £119.95

**Make bedtime dreamtime for the whole family.**

A smart sleep device designed to enhance sleep routines for both parents and children. Featuring a red LED light to boost melatonin, pink noise for deep sleep and an ultrasonic humidifier for easy breathing, it reduces night waking and early rising. App-controlled with additional sleep support.

#### Testers say:

*'Sleep is everything! We've started integrating it into our baby's nighttime routine.'*



## V2 HANDS-FREE BREAST PUMP

### HONG KONG LUTE TECHNOLOGY CO

Price: £162.11

**Easy expressing for busy mums on the move.**

A wearable breast pump offering lightweight portability, strong suction and a close-fitting design for comfort. It supports on-the-go mums with nine suction levels and three modes.

#### Testers say:

*'Very convenient and quiet. It helps with milk supply and hands-free is especially useful for new mums with older children.'*



## BIBETTA SPLASH MAT & COVERALL BIB BUNDLE

### BIBETTA LIMITED

Age: 1-6 Price: £39.99

**Messy moments made easy.**

Keep little ones clean with this versatile mat and bib which covers arms, body and highchair. Designed for mess-free mealtimes and creative play, it's made from wipe-clean, waterproof materials and is machine washable. Fits on most highchairs and can be used in three modes.

#### Testers say:

*'The big floor mat is a favourite, protecting floors. The Velcro tab on the bib makes it an easy fit.'*



## SEAMLESS FLORAL PUSH UP NURSING BRA - YN46

### HONG KONG LUTE TECHNOLOGY CO

Price: £32.42

**Effortless support for nursing mums.**

A wire-free nursing bra for lifting and supporting breasts gently with innovative 'Jelly Gel' layers. Designed to provide 360° round support without compromising comfort, it prevents sagging and maintains natural shape. Thin breathable fabric and adjustable pads ensure durability and a good fit.

#### Testers say:

*'Attractive design that doesn't look too mumsy. It's supportive and comfortable when sleeping.'*



## MULTIFUNCTIONAL AND ADJUSTABLE NURSING PILLOW

### HONG KONG LUTE TECHNOLOGY CO

Price: £32.42

**For bonding and feeding moments.**

This C-shaped nursing pillow offers versatile support for nursing and bottle-feeding, relieving strain on back, neck and arms. It's made with 100 per cent machine-washable cotton and is height-adjustable, allowing ergonomic positioning for baby and parent comfort.

#### Testers say:

*'The clip strap keeps the pillow nicely in place, making it easy and convenient to position your baby to feed comfortably.'*



## HIPPYCHICK FEEDING PILLOW

### HIPPYCHICK

Age: Birth+ Price: £39.95

**Feed comfortably wherever you go.**

This versatile pillow supports newborns in optimal feeding positions, adapts to mums' bodies and secures snugly with attachable ties. Machine washable with a removable cotton cover, it transitions from feeding aid to baby nest, ensuring comfort at home and away.

#### Testers say:

*'This firm pillow incorporates ties to ensure stable support when nursing. We liked the fact that it has a removable cover for cleaning and it's not too bulky.'*

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