

TDmonthly™

a trade magazine for the toy, hobby, game & gift industry

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Inside the LA Mart

Take a Peek at Some of 2010's Newest Toys, and Classics, Too

By [Alison Marek](#)

February 2010

In January, the LA Mart and California Gift Show in downtown Los Angeles opened their doors to wholesale buyers. Below are some of the toys the **TDmonthly** video crew spotted. Please scroll down to see them all.

Retailers: Did you know you can [broadcast TDmonthly Toy Videos from your website](#)? Manufacturers: Find out how a [TDmonthly Video attracts buyers](#).

Swirl Hoop by ZIPPY TOYZ LLC

This transparent Hoop filled with colored water comes in assorted colors. ([Watch Video](#)) 1/27/2010



Glowz Jump Rope by ZIPPY TOYZ LLC



This 9' light-up jump rope requires 2 AA batteries. ([Watch Video](#)) 1/27/2010

Eight Silly Monkeys by MOVING PICTURE BOOKS

By combining high quality animation, rich narration, sound effects and music,

Moving Picture Books provide a fun and educational digital reading experience for children ages 0-7. There are 38 titles — both classic stories and new favorites — each available in English, Spanish and English Read-Along-Text versions. Our books can be purchased as digital downloads, or DVDs. ([Watch](#)



[Video](#)) 1/27/2010

Recycled Paper Bead Bracelets by REFASHIONED



Each recycled paper bead bracelet contains 30 beads woven with fabric stretch elastic. And... each bead is handmade in the villages around Phnom Penh, Cambodia from WASTE PAPER & OLD MAGAZINES. Your purchase assists in creating fair, ethical & sustainable livelihoods for some of Cambodia's poorest people. No two are alike. One size fits most. (📺 [Watch Video](#)) 1/27/2010 (Age: All Ages)

Fuzzy Friends Slippers by AROMA HOME

These fun Fuzzy Friends slippers will keep your feet warm on those long winter nights. These novelty slippers come in a one size to fit most feet in a range of animal designs to appeal to everyone. (📺 [Watch Video](#)) 1/27/2010 (MSRP: \$20.00; Age: All Ages)



Hot Hugs by AROMA HOME



Hot Hugs are made with the highest quality supersoft fabrics. These animals contain an easily removable natural wheat filled tummy insert. The tummy insert has been infused with lavender and camomile pure essential oil to help soothe and calm your little ones at bed time. Simply heat the insert in a microwave to enjoy a lovely warm cuddle. (📺 [Watch Video](#)) 1/27/2010 (MSRP: \$30.00; Age: All Ages)

Bug Eyes by INKOLOGY INC.

These fun pens will keep kids distracted during math class. 1/27/2010



Classic Pooh by [KIDS PREFERRED INC.](#)



This classic Pooh will appeal to kids of all ages. Other characters from the Hundred Acre Woods are available separately. Launch date: 2010. (📺 [Watch Video](#)) 1/27/2010

Where's Spot? by [KIDS PREFERRED INC.](#)

Based on the well-known interactive LIFT THE FLAP book series by Eric Hill, "Where's Spot?" was first published in 1980 and over 40 million Spot books are in print and read by children all over the world. This 16-inch loveable, huggable plush puppy will delight young readers as they enjoy their many Spot books. ([Watch Video](#)) 1/27/2010 (MSRP: \$30.00)



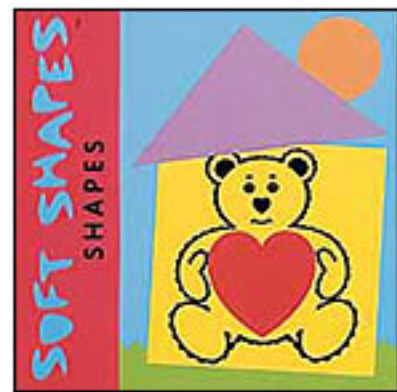
Green Start™ book and game sets: Numbers in Nature by INNOVATIVEKIDS



From three snowy white polar bears to seven fluffy bunnies, kids will love reading the 10-page rhyming board book and counting to ten with all the wonderful numbers in nature! Next, they can use the game cards to match all the animal sets. Launch date: September 2009. ([Watch Video](#)) 1/27/2010 (MSRP: \$9.99; Age: 3 to 6)

Shapes by INNOVATIVEKIDS

Children learn that common shapes can be found everywhere in this 8-page, bathtime, anytime fun book. Launch date: September 1999. ([Watch Video](#)) 1/27/2010 (Age: 1 to 4)



Now I'm Reading Plays by INNOVATIVEKIDS



This nifty book provides a script that highlights junior's parts, plus has masks for characters to wear. ([Watch Video](#)) 1/27/2010

Easter Parade by UP WITH PAPER

This pop-up book is full of cute and colorful animals to keep kids amused. ([Watch](#)

[Video](#)) 1/27/2010

