



Hape Marks 30th Anniversary with Launch of Stunning Play-Inspired Toys

Milwaukee, WI (January 1, 2016) -- The world's leading manufacturer of sustainable toys, German-owned Hape, celebrates its 30th year with the launch of dozens of brand new toys and games designed to delight a whole new generation of babies to school-age children.

With hundreds of products spanning several categories, Hape is the choice for millions of parents around the world. Internationally-recognized for high quality and modern updates on classic designs, Hape is a rarity in the toy industry – it manufactures all products in its own state of the art factory.

At New York Toy Fair (booth #623) and select gift shows buyers will find a vast range of new products to choose from, including:

In celebration of their 30th Anniversary, Hape has created four new items including a 30th Anniversary Block Set of 30 red and natural wood unit blocks. In honor of the occasion and in keeping with their charitable giving programs, Hape is donating a toy to children in need around the world. This “We Care, We Share” offer allows gift givers to select which part of the world children will receive the donation in their name.

Happy and colorful clown, Hape's Roly Poly Ralph, loves being nudged and budged about, always popping back up for more fun! Made of a combination of wood, ABS plastic and colored with water based paint he stands over 3 inches. For ages birth and up.



Take a look at these stylish vehicles, marvelously engineered of wood and plastic. Soar the skies in style with the 6-inch Sky Flyer, a fast and furious classic propeller plane. Available in both orange and aqua for ages 12 months +.

Vroom! Vroom! Edge out the competition with this classic little race car. The 5.5-inch Rolling Roadster is offered in red or green! Promote a child's inner driver by letting them zoom around. For ages 12 months+.



Learn important sorting skills with the silly sea creatures of 9-piece Underwater Escapades! Over land, sea, sky, and the great beyond, sort and stack to help the critters in the 13-piece All Terrain Adventure puzzle get back on track! Practice spatial awareness by reassembling each vehicle. For ages 18 months +.



High Seas Rocker allows kiddies to cast off from shore to teeter and totter on imaginary ocean waves! Drift across the deep blue and rock worries away aboard this 32-inch long wood tugboat. For ages 12 months +.



Young walkers can pull themselves up and be in charge of their own adventures with Step & Stroll. Adjust the tension-setting front wheel to safely control the speed of little ones. Step & Stroll walker helps to

develop an understanding of a child's body, momentum, and speed. For ages 12 months +.

Hop aboard silly Bug About's back, hold onto the antennae and scoot it around and about. Stow favorite toys in Bug About's belly and take them along on a trip. For ages 12 months +.



Beep! Beep! Beep! Lay a foundation of fun for building projects big and small with the Mix 'n Truck. Steam 'n Roll is here to roll out the good roads and flatten the bad! For ages three years +. Both trucks are compatible with Hape's popular Crane Lift.

Experience the stellar power of the next generation of Quadrilla in a 176-piece deep Space City marble run! Launch your marbles through cosmic boosts and glow-in-the-dark loops to see who is the speediest space traveler. Add glow-in-the-dark stickers in cosmic or nature themes to existing Quadrilla sets. For ages 4 years +.



Chow down with a Hearty Home-Cooked Meal! Cut up the steak and serve it up with a salad, sliced carrots and home fries on a dishwasher-safe plate. Gourmet Chef Kitchen – Red is an all-in-one kitchen that inspires mini chefs to cook everywhere and everything. For ages 3 years +.

Fill the funnel and watch the wheels turn with the Hape Double Sand and Water Wheel! See what happens when water, sand and small stones are poured in the 11.5-inch high structure. With the Load & Tote Dump Truck, load, tote, dump and repeat to create the ultimate sand castle project. The Travel Sand Mold Set includes 4 brightly-colored vehicles ready to create unique designs in the sand. For ages 18 months +.



For outdoor or indoor active play try Rainbow Bowl. Have a rolling, bowling good time! Flip over the pins to peer at the world in mind-bending ways! For ages 3 Years +.



Sure-footed steering is your key to speed with this momentum-propelled powerhouse called Groovy Zoomer. Your feet unlock the cornering you need to zip through doorways and zoom past pets and parents! For ages 4 years +.

You're never too young to be an artist! Simply add paint and imagination to Hape's Little Pro Painter Set and VOILA! A masterpiece! Long sleeves, pocketed front to catch drips and Velcro close keep young artists clean as they graduate from finger to paintbrush painting. Paint brush and palette included, too. For ages 3 years +.

For more information about Hape's new offerings, visit Toy Fair booth #623 or www.hape.com.

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