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COLOGNE TOY FAIR
HALL 11.2 STAND B50
20-23 SEPT 2018

noun \ ' bün \

Definition of BOON

- 1: benefit, favor; especially : one that is given in answer to a request
- 2: a timely benefit : blessing
- 3: kickass products for modern parents



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Logo Concepts

A C B
A CERTAIN BECCA LACQUER

A CERTAIN
becca
LACQUER

A Certain Becca
lacquer

a certain becca
L A C Q U E R

a certain becca
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ACB
LACQUER

A Certain
Becca Lacquer

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ADOBRBS
Retail CDU Concept



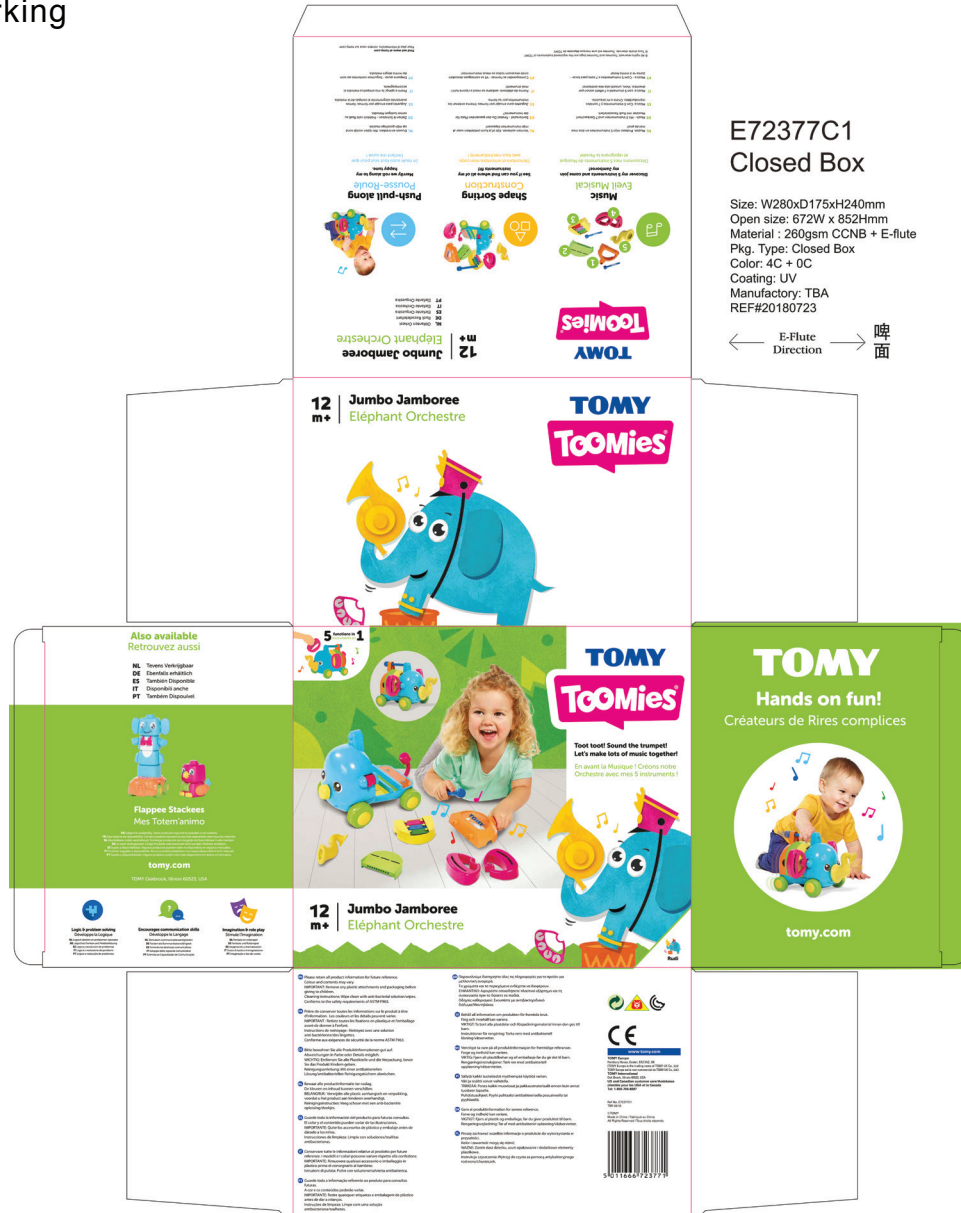
MY FAIRY GARDEN
Retail FSDU Header



AQUADOODLE
Packaging Artworking



TOMY TOOMIES
Packaging Artworking



E72377C1
Closed Box

Size: W280xD175xH240mm
Open size: 672W x 852Hmm
Material : 260gsm CCNB + E-flute
Pkg. Type: Closed Box
Color: 4C + 0C
Coating: UV
Manufactory: TBA
REF#20180723

← E-Flute Direction → 啤面



LAMAZE
London Toy Fair Exhibition Wall
Stand Artworking



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Meet Our New
Development Expert:
Dr. Jeanette Cohen



Jeanette Sawyer Cohen, PhD specialises in early childhood development, maternal well-being, and parent-child interactions. We work closely with Jeanette and other experts to produce toys that we believe are developmentally appropriate for your child.



0m+

- Large motor movement of arms and legs
- Stares at bright objects and follows them with their eyes
- Prefers to gaze at patterns, not plain surfaces
- Turns head towards source of sound
- Smiles at faces and objects that resemble faces



3m+

- Discovers feet and hands and is fascinated by them
- Grasps objects
- Rolls on to their back
- Begins to sit with support
- Vision fixates on small objects
- Responds to high-pitched sounds and begins to make own babble noises



6m+

- Rolls over back and front with ease
- Sits unaided for brief periods of time
- Recognises familiar people and likes attention
- Reaches for objects with both hands
- Plays with sounds and responds to noises and to speech



9m+

- Picks up objects with thumb and forefinger
- May begin to crawl
- Tries to kneel and to stand
- Seeks to understand cause of actions and consequences of actions
- Plays peek-a-boo; begins to understand object permanency (out of sight is not out of mind)



12m+

- Understands words in context; may use one or two words
- Responds to his/her name
- Imitates actions of others
- Uses gestures to convey language
- Enjoys picture books



18m+

- Begins to be able to sort shapes and colours
- Complete familiar rhymes and parts of songs
- Names items in books
- Crawling up stairs and coming down backwards
- Begins to engage in pretend play



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New packaging

New categories



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