

TOYS AND GAMES





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Czech Trade Promotion Agency is proud to present the Czech toys and games companies in the new sector guide.

If you are looking for a supplier in the Czech Republic, Czech Trade Promotion Agency will be delighted to assist you in order to find new manufacturing/ service partners, professional organisations and interest groups.



CzechTrade network contains 50 offices.

CzechTrade is a government trade promotion agency of the Czech Republic focusing on developing international trade and cooperation between Czech and foreign businesses. CzechTrade works with Czech companies to facilitate their success on international markets.

The goal of this brochure is to inform interested foreigners about the field of toys and games production in the Czech Republic. Take the companies listed in this brochure as a sample listing, which will help you to formulate a better picture of the specific field. If you are interested in more information on Czech companies, please contact: **supplier@czechtrade.cz**

CzechTrade

YOUR BUSINESS PARTNER IN THE CZECH REPUBLIC

Foreign companies contact CzechTrade when looking for new reliable partners in the Czech Republic. CzechTrade foreign office network together with its sourcing team will identify potential suppliers based on your requirements:

- ◉ initial consultation by phone/email/in person
- ◉ provision of a basic overview of a special sector
- ◉ access to an entire supplier database through the National Business Opportunities website and a parallel dedicated supplier search
- ◉ compilation of a contact list of companies interested in cooperation
- ◉ eventual facilitation of meetings with Czech companies

Other services:

- ◉ doing business in the Czech Republic guide
- ◉ access to verified Czech suppliers
- ◉ assistance with language support
- ◉ presentation of Czech companies at foreign trade shows
- ◉ preparation of business missions to the Czech Republic



**Information and contacts
for individual foreign offices
can be found at
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DID YOU KNOW?

CzechTrade has an extensive network of foreign offices in 50 countries on five continents. With their scope of activities, the foreign network offices cover Europe from Scandinavia to the Balkans, Eastern Europe and the CIS, Africa from Sub-Saharan Africa to South Africa, major Asian regions, the American continents from Canada to Latin America, and Australia.

THE ASSOCIATION FOR TOYS AND PLAY

The Association for Toys and Play of the Czech Republic was founded in 1990 as a non-governmental, non-profit organisation. It brings together manufacturers, retailers, pedagogues, child psychologists, artists, expert testing centres, trade fair agencies, and publishers from the toy manufacturing sector. At the same time, it performs the function of a chamber of commerce, defending the interests of the Czech manufacturers and dealers in toys and games in the EU. At the beginning of 2018, the association had 140 members from a range of companies and individuals.

Other activities of the association:

- ◉ It supports the development of a child's personality through toys and games and seeks to improve their product range and safety not only on the Czech market.
- ◉ It supports the pro-export activities of its members through joint excursions to foreign trade fairs and exhibitions.
- ◉ It organises expert seminars, exhibitions and contract events.
- ◉ It participates in the SAMNIC international project to acquire basic knowledge and certified qualification in toy safety.
- ◉ It cooperates on the international project IBUS, (Integrated business model for customer driven custom product supply chains), creating an international trading platform for producers and retailers of toys and play articles.
- ◉ It cooperates on the international E-commerce project 4 children, supporting the online business of small and medium-sized enterprises.
- ◉ It keeps the database of the producers and retailers of toys and play articles and at the same time monitors the economic data on the production and trade in toys.

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Jindřišská 2
113 60 Prague 1
Czech Republic

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www.sdruzenihracky.cz



Czech toy manufacturers regularly exhibit at prestigious international toy fairs. The most important of these is SPIELWARENMESSE in Nuremberg, where about 50 Czech producers display their products each year. Other major trade fairs are MODE HOBBY SPIEL in Leipzig, TOYS and GAMES FAIR Hong Kong, TOY FAIR in New York and others.

The biggest Czech fair of toys and games is the FOR TOYS fair in Prague Letňany, which is held regularly in October.



1 TOYS AND GAMES IN THE CZECH REPUBLIC

Over 200 years of tradition • Top Design • Safety

The beginnings of the production of Czech toys date back to the early 19th century, when the less industrial regions of South Bohemia and South Moravia were among the most important regions in this field. The launch of the first factory in 1833 saw the original handmade toy production later transform into industrial production thanks to the development of machine turning. From 1945, the production of plastic and technical

toys began, and production moved to larger cities. At present, there are over 270 toy manufacturers in the Czech Republic – mainly family businesses, tradesmen, small and medium-sized enterprises. There are also factories of known multinationals in the Czech Republic – LEGO, Ravensburger, Simba and Playmobil. Most of the production is exported to the whole world.

EFFORTS IN PRESERVING FOLK TRADITIONS

In addition to the mechanisation of production, efforts have also been made to preserve toys of high quality and aesthetic value. For this purpose, the artistic production cooperatives were established in the beginning of the 20th century. One of the most important cooperatives was Artěl, active between 1908–1935, which dealt not only with toy designs, but also with the design of functional and decorative objects. One of the most famous toys conceived by Artěl is a wooden

elephant, following the design of Ladislav Sutnar. Similarly significant was the organisation Cooperative Work, founded in 1922, or Moravská ústředna Brno, which was founded in 1909. In the middle of the 20th century, the Centre of Folk and Artistic Production was established, which brought together a number of cooperatives and was later reorganised into a centrally managed economic organisation for production of toys and other works of art.



PRODUCTION OF TOYS IN NUMBERS IN 2017

272 number
of producers

4 multinational
companies

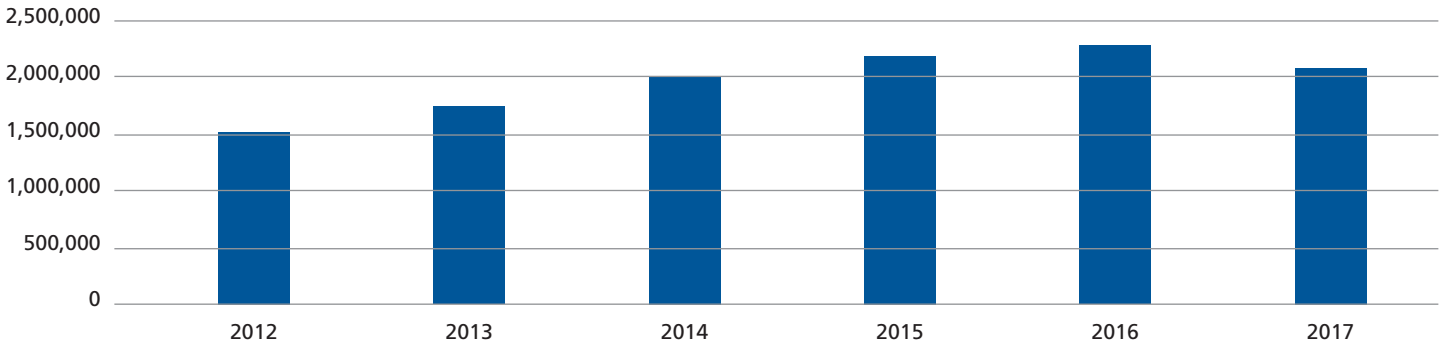
6,600
number of employees

8.85 billion CZK
Toy production EXW

(approximately 334 mil. EUR*)

Source: Association for Toys and Play
*Average exchange rate EUR/CZK
in 2017 - 1 EUR = 26.33 CZK

EXPORT OF TOYS FROM THE CZECH REPUBLIC (IN THS. EUR)

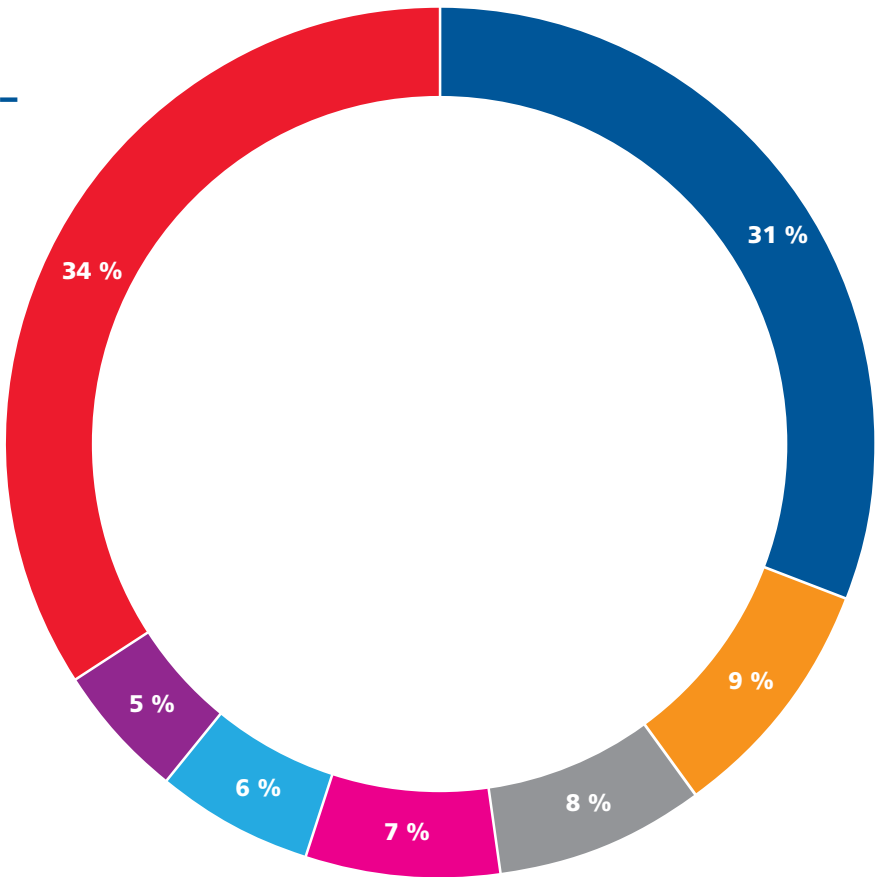


Source: The Czech Statistical Office, HS4 9503: Tricycles, scooters, dolls' prams, dolls, other toys, models, puzzles

EXPORT OF TOYS FROM THE CZECH REPUBLIC IN 2017 – TOP COUNTRIES

The export of toys is 80 % oriented on EU countries. Other major markets include the USA, Japan, Israel and Russia.

- Germany
- United Kingdom
- Poland
- France
- Russian Federation
- Italy
- Other



Source: The Czech Statistical Office, HS4 9503: Tricycles, scooters, dolls' prams, dolls, other toys, models, puzzles



DID YOU KNOW?

The Association for Toys and Play, in cooperation with the Pedagogical Faculty of Charles University and the Preschool Education Association, also inspects the toys to ensure they are pedagogically suitable for the positive physical and mental development of the child in the given age categories. Every year, the Board of Experts awards the “Right Toy – Recommended by experts” award. This green symbol shows parents in particular that the toy is suitable not only for fun but also for the positive development of the child.

SAFETY ASSURANCE OF CZECH TOYS

Safety requirements for toys are one of the strictest standards in the world. European Directive 2009 / 48ES (TSD), which applies in full to all toys marketed after 20th July 2013, governs these requirements for the European market. This directive is mainly binding on manufacturers and also on all entities launching toys on the market. Before being placed on the market, each toy must be assessed and checked for compliance with the safety requirements contained in the harmonised standards and equipped with the so-called Declaration of Conformity. Safety assessment of toys and their testing for the Czech Republic is carried out by professional testing centres (Testing Institutes), the Institute for Testing and Certification in Zlín and the Light Industry Testing Institute in České Budějovice. It is possible to responsibly declare that Czech toys, by meeting all the conditions, are safe for children.

DESIGN PLATFORM

In addition to quality, Czech toys are also characterised by a high aesthetic level. The designers realise that toys cultivate the taste, development and aesthetic feelings of the child. One of the most famous designers is Ladislav Sutnar, who created the legendary wooden elephant, but also whole cities in the form of a construction set. The elephant toy combines the principles of new pedagogical practices, abstract art, and at-the-time planned low-cost industrial manufacturing. The shop Modernista, known for reeditions of 20th century Czech design and its long-term cooperation with the Museum of Decorative Arts in Prague, breathed life into Ladislav Sutnar's classic toy from 1930. Other timeless toys are the grip and inflatable toys by Libuše Niklová, produced by the company Fatra or the metal cars and ladybirds from the company KOVAP. Czech toys have been appreciated for quality and

design not only in Czechoslovakia but also internationally. In 1958 at EXPO 58 in Brussels, toys made with the participation of famous Czech figures in toy design, such as Jiří Trnka or Václav Kubát, were on display. The Czech Pavilion won the Grand Prix award then.



© Ladislav Sutnar, c. 1930
Re-issued by Modernista in association with the Museum of Decorative Arts in Prague

Even in the 21st century, Czech design does not, however, decline in importance. One of the new ranges of stylish toys is the collection of children's wind-up cars from the designer Tomáš Rejmon, inspired by the shape of 20th century racing cars. Wooden toys are also being developed by the company Pišlické dřevěné hračky, which makes sturdy toys from natural wood. The company Fatra continues the tradition of inflatable toys by the designer Libuše Niklová from the 1960s and 1970s. The company is still working today with contemporary designers to create a new toy range. Among relatively new manufacturers is the company KUTULU, which focuses on the production of elegant wooden toy animals. In the field of cloth doll manufacture, the company Lollipop offers a range of especially outstanding products.

KUTULU – TOYS WITH A STORY

KUTULU is a brand established by a team of designers and friends in the Czech Republic. The team is trying to revive Czech traditional toys with a fine art aesthetic and craftsmanship. They want to bring children beautiful toys with a story and culture. Their toys typically feature geometric shapes and bright colours and are made from beech wood. The interest in the design of Czech toys can also be found – especially in England, Germany, France and Denmark. Pavla Boháčová, www.kutulu.cz



The field of toys and games is one of the fields in the Czech Republic that is being taught even at secondary schools. It then continues in studies at the School of Applied Arts. A graduate is ready to prove him/herself primarily as a designer and developer in the studios, workshops and factories that are involved in the production of toys and games. He/she may also prove him/herself within the technical preparation of production and as a head of a workshop or a section covering the field of craftsmanship and production.

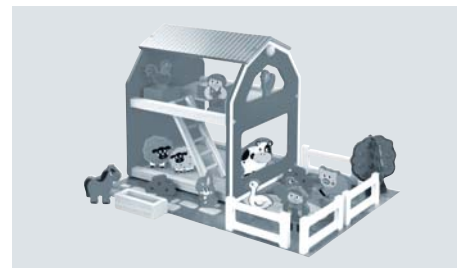
2 WOODEN TOYS

Wooden toys are once again in the spotlight not only because of quality and safety, but also because they support the development of children's motor skills. In addition, the use of wood helps to build a relationship with natural materials and creativity.

Wooden toys are among the oldest products in the toy industry, and most of the famous Czech toy manufacturers still operate in this sector today. Manufacturing companies pay attention to environmentally friendly and safe materials and to sustainability.

DID YOU KNOW?

The company Detoa Albrechtice has had the same toy in its range for over a hundred years? It is a wooden yo-yo made in several styles and the most popular one is with the design of the Czech children's character – the Little Mole.

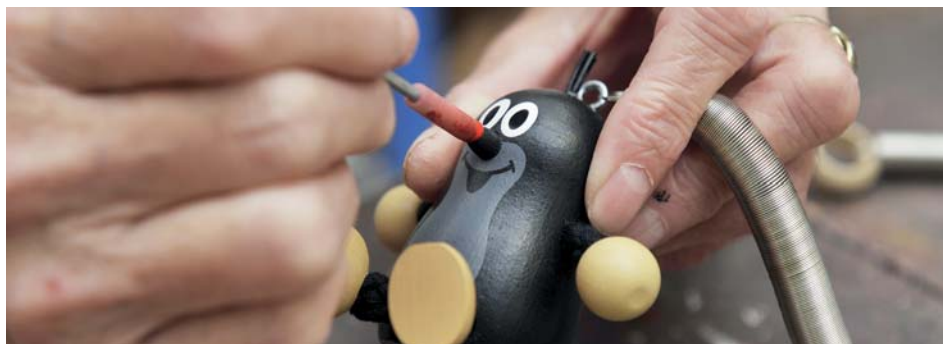


DETOA – MORE THAN 100 YEARS OF TRADITION

Detoa is a Czech manufacturer of wooden toys with a tradition dating back to 1908. The company is one of the biggest producers not only in the Czech Republic, but also in Europe. It is trying to preserve the original, time-honoured quality of materials and handmade processes. The products are made of quality wood that is logged in mountainous areas of Central Europe. For colouring, only high-quality, certified and environmentally friendly paints and varnishes complying with EN 71 are used, which do not place a burden the environment. Since the toys are

predominantly intended for the smallest children, special attention is paid to the technological process and completion, which guarantees the consistency and high quality of the products. These products are among the most aesthetically pleasing and highest quality wooden toys currently available on the European and domestic markets. These toys lead children to develop motor skills, aesthetic sense and a positive relationship to natural material – i.e. wood.

Detoa Albrechtice,
www.detoa.cz/en





Gerlich Odry is a small sheltered workshop specialising in the production of puppet theatres for children and wooden blocks from the beech wood. Therefore, they are traditional Czech toys that promote creativity, fine motor skills of children, awaken the imagination or help to expand vocabulary and children's expressive abilities. The company holds a FSC® certificate for the production of wooden blocks, which it produces from 100 % FSC beech wood. Another product is Gerlich's zither, a musical instrument that can be played by four-year-old children thanks to the incorporated visual instructions. To ensure children spend an active time in the garden, we have created sandboxes or garden sets with a swing and a slide. The inspiration behind producing the toys was to maintain traditional Czech crafts and also on the relation to natural materials and to children.

GERLICH ODRY,
www.gerlich-odry.cz

PONY IS A CASE FULL OF TOYS!

The development of the wooden PONY set dates back to 1991, when academy-trained painter Jaroslav Chadima (creator of the set) created this brilliant toy, which contains the beauty of natural beech, especially for the development of the rough and fine motor skills of children. The PONY set is made of high-quality natural beech wood. The wooden material used in production is perfectly dried and therefore the

wooden construction set retains its form even after years. The precise and accurate processing of the individual pieces is very important in order to ensure the construction set works properly. The biggest reward for builders is the chance to try out a toy. The features make individual setups possible for kids to get on top of them and ride away.

STAVEBNICE PONY,
www.myponytoys.com



For thirty years, the company Bino-Europe has been producing and distributing toys and gift items from natural materials. Toys are designed especially for children aged 0–6 years. Their popularity has been rising year after year, so the Bino designers, in collaboration with educators and developers, are constantly looking for new designs. The company exports its goods to 35 countries and has production plants and warehouses in Klatovy in the Czech Republic and in Shanghai, China. It has over 800 products in its product line, and each year it introduces many new items including licensed products. The most successful licence is the popular Czech character the Little Mole. All products are certified, have a health certificate and meet all EU standards. The high quality of the toys is guaranteed by regular and careful control both in production and before shipment.

Bino Europe,

www.bino-drevenehracky.cz



ILLUSTRATED WOODEN BLOCKS

In 2018, the Czech family company Dino Toys took over the company TOPA, a traditional producer of illustrated wooden blocks. With a total turnover of over 150 million crowns, Dino Toys became the largest Czech toy manufacturer on the domestic market. The long tradition of wooden blocks dates back to 1952. Today's production is growing and is close to 150 thousand construction sets. Almost half of the production goes to the domestic market. Illustrated

blocks primarily develop children's imagination and reasoning skills, create a sense for detail, and train the perception of colours and motor skills. The interest of Dino Toys is not only to preserve the production of wooden blocks, but also to expand further in the future. The possibilities and utilisation of production, combined with new sales concepts and trends are being examined. Exports and customised production are expanding to fit customers with their own original designs.

Dino Toys,

www.dinotoys.cz

The basic principle of WoodFormers® wooden construction set combines two basic elements – natural and simply mechanically machined hard beech wood and metal. The metal snap fasteners are firmly attached to the precisely placed wooden elements. This makes it possible to simply connect, disconnect and rotate individual parts with the fingers. At the same time, one can see which connection belongs to the other and the builder must also think and plan. The versatility of the construction sets is because of the hundreds to over thirteen thousand different joins and this is not counting their 360° rotation possibilities. By joining each piece, the builder makes a new creation just by turning it. And so a crane becomes a tank and then a snowplough. From the turtle you can conjure a dog or anything else according to your imagination just with a simple twist.

Ing. Jiří MODR,

www.woodformers.toys



UTUKUTU

It has been a professional carpentry workshop since 2014, specialising mainly in non-traditional, locomotive toys for people of all ages. Utukutu provides meaningful fun to the child and adult. It strengthens the body's constitution and the right and left hemispheres of the brain. In a natural and playful way, it fine-tunes the world in which we grow up and live. The products are tested in an accredited institute

for testing and certification of toys. Utukutu is made from the wood of carefully managed forests. Product packaging is fully recyclable. The company cooperates with experts on the healthy movement of children – recreologists, physiotherapists and athletes. From the first product until today, they ensure the whole production, invent, test and improve everything in detail themselves. Utukutu,

www.utukutu.eu



ABAFACTORY

The company is engaged in the production of high quality wooden toys and children's decorations with innovative design. The whole production at ABAfactory is carried out in accordance with applicable European standards using certified materials and colours. During the development of the new products, originality and utility value is being emphasised. At present, it produces more than 950 types of products and is constantly developing new ones. During production, attention is primarily paid to quality and safety. Additionally to the production, the company ABAfactory is also concerned with specialised wholesale and has long-term experience in exporting abroad. The product range includes its own production and selected toys and children's decorations from reliable Czech manufacturers at the same time. ABAfactory,
www.abafactory.com

BALANCE BIKES GROWING TOGETHER WITH YOUR CHILD

Re pello® is a fairly young brand that entered the market in 2015 but has already exported to the Slovak and Polish markets. In the middle of 2018, it started exporting to Great Britain and Germany. The philosophy of the brand is the motto "to have fun and grow together with children". Inspired by this, the model J™ has been created. Re pello® products are based on the top-design that is closely connected with a patented technical solution

and sophisticated ergonomics. The brand primarily respects the small child as a user, his/her needs and desires and, of course, his/her healthy physical development. By the end of 2018, they plan to introduce two new products for the market. It will be the pedal bicycle for children aged 3–6 and the ride-on car for children under three years.

Jiří Marján,

www.repello.eu



CONSTRUCTION SETS FROM SOLID WOOD

WALACHIA has been a manufacturer of solid beech wood and self-assembly pine wood construction sets since 1991. The combination of solid wood and perfect machining ensures the long life of the construction sets as well as the look of real buildings. In addition, the construction sets are an educational, aesthetically pleasing and natural toy that is also environmentally friendly and safe for children. It develops children's imagination and manual skills and teaches patience and logical reasoning.

The VARIO construction set includes folding models of buildings made

of polished beech logs with a diameter of 15 mm, in lengths from 28 to 250 mm, ending with milled half-round locks. Windows and doors, glued from solid sections, are inserted into the building walls. It is suitable for children from 5 years of age. The wooden self-assembly construction HOBBY KIT includes wooden rafters of given lengths for the construction of grafted walls and other necessary parts. Thirty-six models of traditional buildings are in the 1:32 scale. It is suitable for children from 8 years of age and for adults.

WALACHIA, www.walachia.com



GAUDIA – CONSTRUCTION SET OF CULTURAL MONUMENTS

The company Gaudia was founded based on the idea of bringing the historical buildings and architecture to children in a playful form. With the wooden blocks from the construction set, the children can play according to their imagination or build a model of historical or modern building that they know from their surroundings. The

construction set range includes more than 40 shapes of pure hardwood blocks without any chemical surface treatment. For inspiration, the construction set includes the manual, which offers 10 models of historical buildings for assembly. For each one, a brief history is given. In addition, a general explanation of the basic types of historical buildings for assembly. (fortress, castle, city fortifications, chateau, burgher's house, farmhouse, church) is included with pictures and titles of the main architectural parts of

these buildings so that the children know what they are building. The construction sets are certified as a toy for children from three years of age in the Czech Republic and the European Union.

Gaudia,

www.gaudia-stavebnice.info

3

PLUSH AND CLOTH TOYS

The biggest company producing plush and cloth toys is Moravská ústředna Brno. In production, the company focuses on sophisticated design and quality processing. All toys are safe and regularly tested. High-quality and non-harmful materials are used in production, especially plush, micro-plush, cotton and felt. Parts of the assortment are the figures of popular Czech animated shows. The toy company exports to more than 30 countries around the world. Another example of the production of plush toys is the company NOE, specialising in the production of puppets, children's costumes, teaching aids and toys for children with disabilities – such as yoga toys, hand puppets, hippopotamus the logopaedist, signing bear and others. The company Šapitó is focused on painted and black and white cloth toys for the smallest in form of rattles and teething toys.

TRADITION SINCE 1909

The company with over one hundred years of tradition is the largest producer of plush and cloth toys and souvenirs in the Czech Republic. They export their products to more than 30 countries in the world. Careful processing of products, the use of quality certified materials,

their own team of designers and own production capacity, are the reasons why new clients prefer them and come back to them. The company also offers custom-made production from key fobs to life-size advertising mascots. Moravská ústředna Brno, www.mubrno.cz





DID YOU KNOW?

The Little Mole, known to children in more than 50 countries, was given to the world by the Czech artist, animator and director Zdeněk Miler in 1956. He managed to draw the unsightly animal so well that he received two major awards just from the Venice Film Festival. He was shortly after awarded the prize in Montevideo, Uruguay. Over 55 years, he created almost 50 animated films starring the Little Mole.

The Little Mole enjoys huge popularity around the world. It is known by children and adults in Germany, Japan and Poland. He is also popular in France, Scandinavia, India, Taiwan and Korea. A large group of fans watch him in India and China. And there the Little Mole experienced his come back at the EXPO 2010 world exhibition in Shanghai, being one of the main attractions of the Czech exposition.

Today, this animated figure is the face of an educational programme for children and adults called "Into space with the Mole 2018". The programme began in 2011 together with the mission of American astronaut Andrew Feustel on the space shuttle Endeavor STS-134, where he also took the figure of the Little Mole with him – a plush toy made by Moravská ústředna Brno. In March 2018, the Little Mole journeyed into space with Andrew Feustel again, this time on a half-year mission to the ISS. The whole programme aims to familiarise the public with astronautics. It includes various discussions and lectures in schools, libraries, clubs or observatories.

THE TOYS FOR JOY AND LEARNING

The family company Noe has been manufacturing original toys from velvety cotton velour and children's carnival costumes from 100 % cotton fabric since 1993. Noe focuses mainly on finger puppets, hand puppets, toys for infants, educational products for kindergartens and schools and on promotional mascots. Their handle pads based on different animals have aroused a great interest especially in Japan. New products are often designed hand in hand with pedagogues and famous designers. All toys have been tested in accordance with EU norms EN-71. Noe has already won the prestigious award "Right Toy" from experts nine times.

Noe, www.noe.cz



4 METAL AND TECHNICAL TOYS

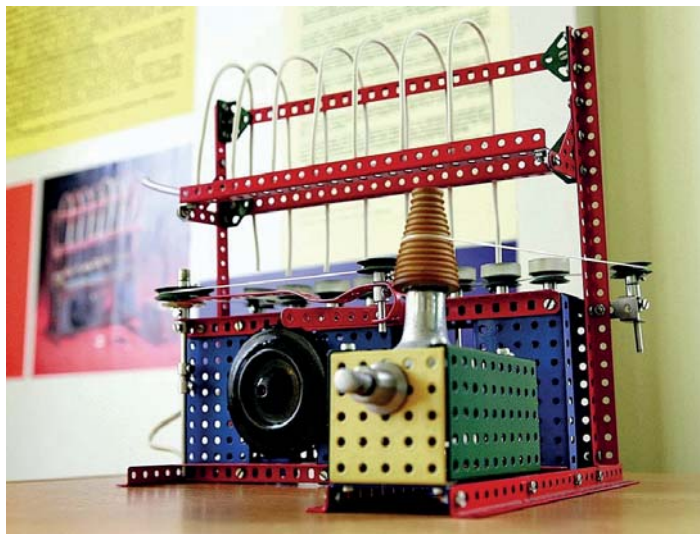
In the 19th century, technical toys began to develop. At that time they were mainly made of wood and stone. The production of the metal construction set Merkur began in the Czech Republic in 1920. The cooperatives were primarily concerned with the production of other

metal toys from the 1950s, but the production ceased during socialism due to the complexity and cost. From such cooperatives, in the early 1990s, the company KOVAP successfully resumed its operations. Thanks to this history, the companies have included in their

production process old and unique production machines, which are almost 100 years old, but without which the toys could not have been created.

DID YOU KNOW?

When the Czech chemist Otto Wichterle invented contact lenses, he used a child's construction set to do it. The device for casting soft contact lenses was assembled by the scientist at Christmas in 1961 from the popular metal construction set Merkur. The device was called the "lens machine" and the first model was powered by a dynamo from his son's bicycle. On Christmas Eve in the afternoon, he activated the Merkur apparatus and cast the first four lenses with a very regular edge.



In 2011 Aleš Stejskal won the prize for the best young scientist on the planet. At that time, he primarily made various experiments from Merkur to direct nanofibers. Students from the grammar school in Litomyšl created a robot from Merkur with whom they went to the

United States for a robotics competition. The machine broke during their journey to the competition, but they impressed the jury with how they could easily fix it in a pinch. Finally, these students beat more than fifteen hundred contestants from sixty countries.





MERKUR KIT – THE JEWEL OF THE CZECH INDUSTRY

The company Merkur Toys is a purely Czech company with a tradition dating back to 1920, which, besides the well-known metal construction set, also produces sheet metal trains in royal size "0". In recent years, the company has also focused on teaching aids, robotics and mechatronics.

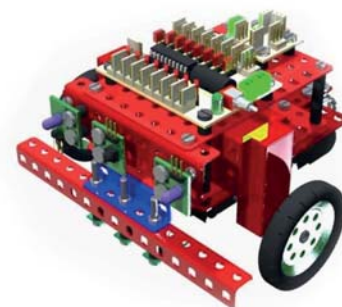
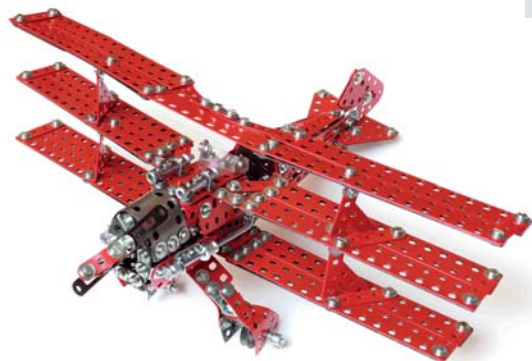
In 2009, the production was expanded with a unique teaching aid system called Merkur Education, which helps to attract the young generation to technical knowledge. Educational aids extend manual skills and support the technical thinking of children.

The components are already imported into Austria, Japan or Estonia.

After the First World War, Josef König, the grandfather of Mr. Kříž, built a weaving mill on the outskirts of the town Police nad

Metují. It was nationalised in 1948. The next chapter of the history of the company was the entry of Mr. Jaromír Kříž. He started going into the business of metalworking in the premises he had won in the restitution after his grandfather. From the original intention to buy several machines from the liquidated company KOMEb, the idea of renting a company in liquidation and trying to start the suspended production of Merkur was born. But a few days after receiving the lease, the company KOMEb was declared bankrupt for the first time. Mr. Kříž did not give up and began to negotiate with the bankruptcy trustee about the possibility of buying. After lengthy negotiations, the production was successfully resumed within three years, and the best known Czech toy was successfully saved.

MERKUR TOYS,
www.merkurtoys.cz





REAL TIN TOYS WITH TRADITION

The company KOVAP is the traditional manufacturer of quality sheet metal mechanical toys. The production of tin toys has more than seventy years tradition in Semily. The production of toys began in 1946 by KOVAP's predecessor, the company Bratři Sedlákové (The Sedlák Brothers – Mechanical Toy Manufacturing). In this year, one of the first road rollers was produced. Eduard Sedlák is also the father of the legendary key wind-up tractor that celebrated the 60th anniversary of series production

in 2017. Approximately 200 work operations are required to produce it. This legendary model with a unique apparatus (3 forward gears, reverse gear and handbrake) has been popular with children and adults all over the world for several generations. All KOVAP sheet metal mechanical toys are handmade with an emphasis on precise design and a long service life. The range of the company KOVAP currently features over a hundred different models and toys. KOVAP is the only sheet metal toy manufacturer in Europe. KOVAP Náchod,
www.kovap.cz

ABREX – THE CZECH MANUFACTURER OF METAL MODELS

The company ABREX has been operating on the market since 1998 and has been producing the car models from the smallest scale 1:72 through 1:43 to the most sophisticated scale 1:18, focusing on the Czech brands Škoda, Praga, Jawa and others. In 2015, ABREX opened a unique Museum of Toys and Cars at Přiseka Chateau near Jihlava. The exhibition contains more than 10,000 exhibits, produced in 1910–1991 and the complete production archive of the company ABREX.

ABREX,
www.abrex.cz



ETS TRAINS

The producer of the ETS model railway has been operating on the market for over 25 years. The company focuses on the small series production of railway locomotives and wagons, so the models are not only a toy but also a collector's item. The company manufactures electric RAILWAY models in the size of "0" (= TinPlate Model Railway "0" Gauge), which are designed according to the actual locomotives and wagons. It is engaged in the production of models of historical steam, diesel and electric locomotives and a wide range of passenger and freight wagons. It also has historical trams in its range.

The ETS railroad models are robust, and all-metal. During their production the attention and care is paid to their electrical and mechanical parts. All-metal electric rail models are designed based on actual locomotives and wagons. A significant part of the production is made by hand production. In addition to the models of their own design and manufacturing, the model accessory of the size "0" (= TinPlate Model Railway "0" Gauge) and custom production for their business partners can also be produced. Their customers are railway enthusiasts from all over the world.

ETS Trains,
www.ets.cz



5 MODELS AND GAMES

Popular model construction sets and board games have an important position in the Czech Republic with regards to toy production. The companies Dino toys and ALBI are the largest companies in the field of board games. The company Dino toys was founded by Ladislav Mareš, the creator of the famous board game Betting on Horses, which is among the company's most famous products. It is similar to the well-known games Monopoly and Ludo. These types of games for adults and children stimulate competition, fun and the possibility to develop strategic thinking and competition. Beside board games, the company ALBI also focuses on making gifts, wrapping material and greeting cards. In the area of the car, ships and aircrafts models, the production of Směr, výrobní družstvo stands out and is among the main European producers. The company IGRA MODEL, founded in 2011, specialises in the production of the train sets.

LEADING EUROPEAN MANUFACTURER

Směr, výrobní družstvo was established in 1952. Since then it has focused on the production of items from plastic materials. At present, it is concerning itself with the production of plastic self-assembly models and plastic toys intended for children from 1 year, some of which are iconic and famous to many generations, and not only in Czech families. All manufactured

toys are certified according to the European standard EN-71 and by their simplicity and diversity support the correct development of a child. Plastic models have a long tradition of production and the company Směr is one of the European leading manufacturers. The models are designed for beginners to modellers with a medium level of skill. There are a few unique models made by this company. Směr, výrobní družstvo, www.smer.cz/en



The company IGRA MODEL was founded in 2011 and since then has been engaged in the production of laser-cut construction sets specialising in the Czech, Austrian and Slovak markets. In the first phase, a number of model railways and vehicles were created. The company specialises in museum railroad vehicles and historic buildings that have already disappeared or are condemned. In the second phase, IGRA MODEL wants to delight fans of model aeroplanes and boats. Since 2012, the company has begun to produce the first division of wagons with Bai and DA type in the scale H0 (1:87).

The company IGRA MODEL exports its product range abroad, mainly to Hungary, Poland, Austria, France and Germany. It is currently working on new models such as platform wagon, Liaz 150.261, Tatra Phoenix Euro 5 and Euro 6, Tatra 148 AD-20 crane in the scale H0, then in TT scale on the model Zaes Rah tank wagon, Bai passenger car and Faccns hopper wagon. With their own state-of-the-art production technology, their goal is to faithfully represent the fine details of actual originals through their models. IGRA MODEL, www.igramodel.cz/de



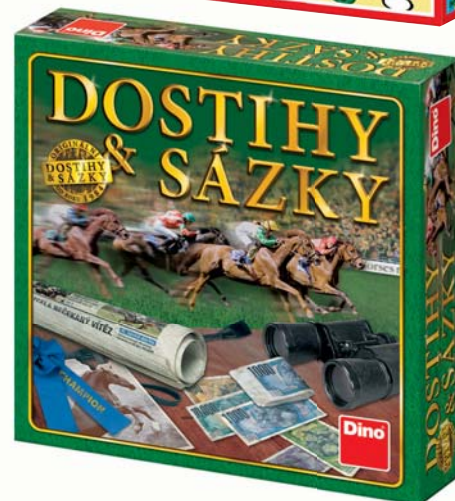
The company ALBI is the leading manufacturer of board games, gifts, packaging material, and greeting cards. They have been active on the Czech market for 28 years and gradually expanded to Slovakia and Poland. ALBI has its own brand stores and the entire team has over 450 employees. In addition to licensing foreign games, they focus on exporting their own products abroad in the field of games and entertainment. Successful export projects include, for example, the family game Karak, where players in the underground labyrinth

fight with a variety of monsters, the leisurely game Empatia, full of dream cards, the knowledge matching game Smart Memo as well as a series of board games for adults. A quite exceptional position in their range is enjoyed by the educational concept of interactive pencil and educational books for children – Magic Reading, which has already won a number of prestigious awards in the Czech Republic, Slovakia and Poland. ALBI Česká republika, www.albi.eu

The company Dino Toys is the leading producer of puzzle and board games. It carefully monitors the quality of its products, which conforms to strict European norms and standards, and is therefore the bearer of the label Safe and Quality Toy. Dino Toys tracks the latest trends at a global level. It places great emphasis on its own game development and specialises in educational, children's and family games. The company achieved

the biggest success with the board game, called Betting on Horses (the Monopoly variant), which it has been producing since 1984 and of which more than 2.5 million units have been sold so far. Other real keepers are Člověče nezlob se (Ludo) or Pojd' si hrát (Come and Play). In addition, it is the producer and distributor of well-known licences on behalf of Walt Disney or the classic Little Mole by Zdeněk Miler. The production of jigsaw puzzles in various formats ranging

from children's 12 pieces to large formats up to 6,000 pieces passes through a unique laser check. The special NEON or SECRET puzzle series is another one of its products. The company Dino Toys offers custom-made puzzles and games, to suit the customer's wishes. With its own design and subject-matter in the top quality Dino products. Dino Toys,
www.dinotoys.cz



6 PLASTIC TOYS

The production of plastic toys began in the 1950s and has been successfully developing to this day. Among plastic toys, the well-known IGRÁČEK is the most popular product made by the EFKO brand. This plastic figure, representing various professions and activities, originated in the early 1970s from the cooperation between Hans Beck and Jiří Kalina. In addition to the aforementioned figure, the company is also engaged in the production of other plastic toys, construction sets and board games. Traditional toys include inflatable animals of the company Fatra, production of which began in the 1970s, featuring simple shapes and distinctive colours. Also significant are the SEVA construction sets, manufactured by BENEŠ a LÁT since 1979. The latest product in the field of plastic toys is then a foam puzzle produced by the company MALÝ GÉNIUS, developing the logical and spatial thinking of small children and serving as a suitable teaching aid.

IGRÁČEK / POKEETO

The company EFKO - karton, founded in 1993, began to be active on the Czech toy market as a distribution wholesaler. Not long after its foundation, the company began to produce its own products, specialising in cardboard articles and later also in plastics processing. Today, it develops three major segments of the production of games and toys: its own production that focuses on educational and board games; licensed cooperation with Czech and foreign creatives and artists; the manufacture of plastic toy brands IGRÁČEK / POKEETO, MultiGO and ROTO. The company EFKO emphasises the precise processing of products and the quality of materials it uses. The products meet all hygiene standards and have the appropriate certificates. All parts of the plastic toys are made right here in the Czech Republic from high quality ABS plastic. Health certification shows that MultiGO is suitable for

children older than 3 years. The key product of the company is Igráček (for foreign markets under the brand name Pokeeto), a constantly developing figure, representing a variety of human professions and activities. Igráček (Pokeeto) is also compatible with other products such as the aforementioned MultiGO cars. Igráček has been produced for over 40 years and is exported to Hungary, Poland, Ukraine, Russia and Greece. EFKO - karton, www.efko.cz



LEGENDARY DESIGN TOYS

The company Fatra is a traditional Czech manufacturer of inflatable toys. The original toys from the world-famous designer Libuše Niklová, perfectly match the form's beauty, colour and functionality. The most popular are inflatable animals – Elephant, Buffalo, Giraffe, Caterpillar, Horse and Piggy. The animals are big, but light; ideal for young children aged 2 to 4 years. They can also serve as a seat, and children can train their motor skills on them. Inflatable toys and water belong together, so in the offer you can find balls, swim rings, deck chairs, boats or Indian canoes. Each product is a design original that cannot be found at another manufacturer. All toys are phthalate-free and have the Safe Toy certificate.

Fatra,

www.fatra.cz



GECCO – ORIGINAL WITH FLOWER

Gecco is an original Czech construction set, based on a patented method of joining pieces. The flower-like joins allow the unique joining of parts “in a circle” – at 30°. This allows greater flexibility in construction, especially of castles and chateaus, which inspired the creators of the construction set. The company Gecco entertains children and adults for a long time. It is ideal for those, who like to play, think, want to relax with something entertaining and educational and build not only following the plan, but also according to their own imagination. The construction sets are placed in a practical carrying case that is easy to carry. All the variants are mutually compatible and allow the collective

construction of infinitely large castles. The construction set develops creativity, fine motor skills, spatial perception and aesthetic sense and supports logical thinking. Gecco is the only Czech toy that has been named as the outright winner of Toy of the Year and at the same time it is a three times winner of the Right Toy award, awarded by the Toys and Games Association. At Gecco they have created wonderful images of castles and chateaus in inspiration for the construction set. From them a so-called everlasting calendar was created, usable not only as a calendar any and every year, but also as a beautiful home decoration. 365 castles and chateaus for every day of the year. The calendar is available in 6 languages (CZ, EN, SL, GER, ESP, FR). KAME-EKO, www.gecco.cz



CZECH FOAM PUZZLE

The company MALÝ GÉNIUS was founded in 2005 and has been oriented on the production of Czech foam puzzles from the very beginning. The basis of this project is a European material of unparalleled quality. Production is 100 % Czech. These basics provide stable quality and safety for children from birth. Most toys have an original design and sophisticated features. For a number of customers, MALÝ GÉNIUS makes individualised products.

The production is sold in addition to the Czech Republic and Slovakia in Poland and Germany. Thanks to the constant production, the company has a full range of products in their warehouse, and it guarantees the delivery of products throughout Europe within a few days. This allows customers to optimise their inventory. In 2015 at the ForToys fair in Prague, the folding ball BallFormat was among the three winners of the Grand Prix award.

MALÝ GÉNIUS,
www.toyformat.com



The company DYNAMIS specialises in the processing of PUR foam, transforming it into high quality products, especially for children. In this way high-quality furniture is created – sets of coloured foam blocks, sitting furniture, exercise aids, light pillows and mattresses. The company DYNAMIS also focuses on selling the equipment to schools,

nurseries and other places that work with children. All products are non-toxic and made from hypoallergenic materials that meet international safety standards. Products can also be designed and manufactured according to customer requirements, even in the small series production. DYNAMIS, www.dynamis-toys.cz



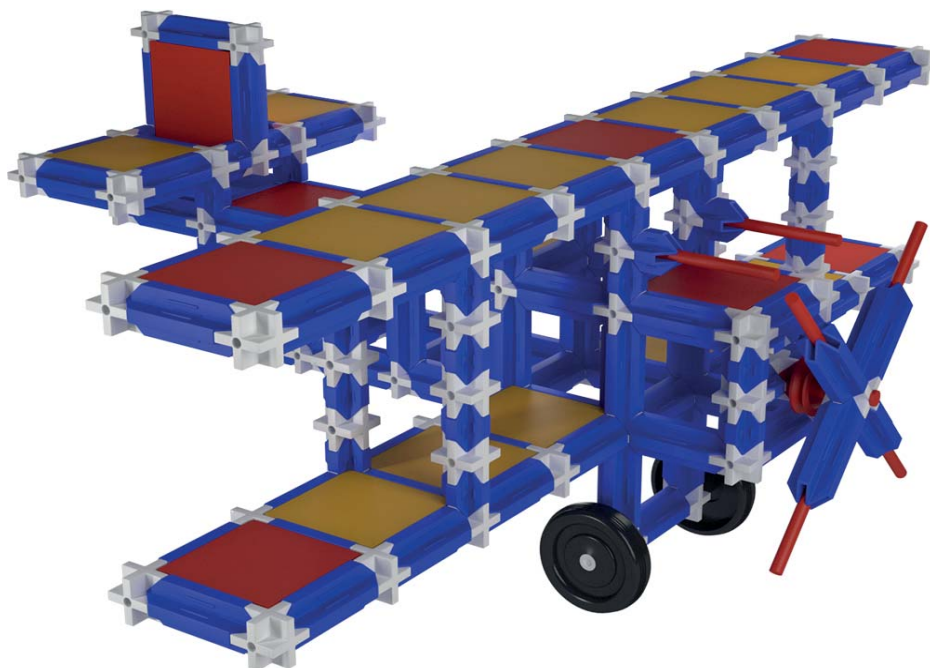


One of the largest toy manufacturers in the Czech Republic is the company LENA - hračky, which focuses on distributing a complete assortment to all countries around the world. In 2005, the production plant in the German city of Roth was closed down, and the entire toy production was moved to the Czech Republic. The range includes car racetracks, toys for the sandbox, cars, beads, creative toys, popular ball tracks and musical toys. Their toys are characterised by a high level of resistance and maximum play value. Only high quality materials are used during production, and at the same time their quality is constantly checked. Thanks to the newly built production hall that uses state-of-the-art production technology, the company LENA - hračky, can be proud of its ecological production. LENA - hračky,
www.lena-hracky.cz

SEVA – PURELY CZECH TOY

The Seva construction set by BENEŠ a LÁT company is a polytechnic construction set that has been manufactured in the same design since it was launched in 1979. It has taught the children not only fun, but also patience as well as technical and creative thinking. Nothing has changed about this during the brand's 39-year long history. Today, it is also one of the recommended construction sets for the first year of elementary school, because of its versatility. Seva construction sets are proportionally

balanced, capture the character of the subject-matter and are fully functional. The more advanced versions even includes a mechanical or electric gearbox. The toy is made from 99 % plastic. There are 180 SEVA construction sets in different sizes in the offer. The company BENEŠ a LÁT also has MOSAIC, BLOK construction sets in the assortment, for model makers the well-known Monti System (over 90 models), SEKO construction sets and other plastic toys. BENEŠ a LÁT,
www.seva-czech.cz/en



The company KOSÁČCI - hračky, které letíí, is the creator and seller of the unique Czech educational building set PIX-IT, which is currently exported to many countries around the world. PIX-IT develops the intellect of children at the pre-school and school age as it was created in collaboration with pedagogues. It actively stimulates 10 areas of thinking ability (abstract thinking, knowledge, imagination and creativity, memory, reading and working with letters, spatial and areal imagination, attention and perception, logical thinking, math skills and working with numbers and communication skills). It supports the development of fine motor skills. It is made of high quality, safe and non-harmful culinary silicone. It meets all the strictest EU and US toys standards. It is certified non-phthalate product. KOSÁČCI - hračky, které letíí, www.pix-it.cz



LEGENDARY TATRA 148

Among the most successful products of the COMPANY Dino Toys is the legendary plastic Tatra 148, which is a faithful copy of the iconic toy from the 80s. The production of legendary Tatra cars and smaller 30 cm models moved completely to Bohemia in 2017, where the company Dino Toys controls the high quality of material and design, so the whole Tatra has won a number

of Safe and Quality Toy certificates. In 2014, the plastic Tatra 148 won the Best Innovation of the Year award. All plastic Tatra models have mechanical functional parts and are therefore an interactive toy suitable for children from 1 year. Even in this segment, the company Dino Toys offers customised production. It can make models in a different colour design with the customer's brand. Dino Toys, www.dinotoys.cz

7 DOLLS AND PUPPETS

The importance of producing dolls and puppets in the Czech Republic is based on a long tradition and still contributes to the promotion of traditional regional production.

CZECH PUPPETRY - FOLK INTERPRETATION ART

Czech puppetry is a phenomenon that has existed continuously since the second half of the 18th century. The nomadic puppeteers, who were most widespread in the 19th century, performed intensively across the Czech Republic and spread the Czech language. The golden age was experienced by the family puppet theatre at the beginning of the 19th century, when over 2,000 theatre groups in the region regularly performed for children. The interest has significantly begun to be taken in them by the educated and talented personalities (artists, writers and actors), who tried to emphasise the aesthetic values in the understanding of the puppet theatre and promote the puppet theatre as an artistic genre. It was greatly supported by the first puppet magazine in the world,

Český loutkář (1912) (The Czech Puppeteer), published today under the title *Loutkář* (The Puppeteer).

Matěj Kopecký is considered the father of Czech puppetry. In the first half of the 19th century he spread Czech culture through his work in the countryside. This activity was passed down as a family craft by the Kopecký family and today it is entering its eighth generation. They have all devoted

themselves to puppets and nomadic ways of life. In 2009, they founded the ensemble Cirk La Putyka in Prague, devoting themselves to the new circus genre. They try to cross the boundaries between acrobatics, modern dance, puppet theatre, concert and sport. The ensemble takes part in theatrical and (new) circus performances in the Czech Republic and elsewhere in the world, for example in China (Shanghai), Australia, Brazil or France.





DID YOU KNOW?

The phenomenon of Czech puppetry has reached worldwide significance and was registered on the UNESCO List of Intangible Cultural Heritage. The Czech puppetry represents an intangible cultural asset – puppet theatres operated in the national language in all its historical forms and various expressions. In accordance with the Convention on the Safeguarding of Intangible Cultural Heritage, it can be considered as a phenomenon of folk interpretive art. Throughout its existence, it has been recognised as an important cultural and social phenomenon. Marionette theatre, as an interpretative art, is inherently connected with professional and folk art (carving, painting, puppet costume, decoration painting) in the Czech cultural context. There are currently several secondary schools and universities in the Czech Republic, where puppetry or the technology of puppets can be studied. At the Theatre Faculty of the Academy of Performing Arts in Prague, there is the Department of Alternative and Puppet Theatre, which applies puts the Czech puppetry tradition in practice.

KINGDOM OF THE PUPPETS

Mašek is a family owned company, founded in 1990. At present it is the largest producer of puppets in the Central Europe. Each year they produce around 30,000 pieces and many of them travel all over the world. The production combines modern technology and honest craftsmanship to create top products not only in the field of marionettes and design wooden toys. The artist Emil Hauptmann is the creator of many designs for puppets, theatres or toys, as well as various drawings and packaging. The company can also create a puppet with your portrait, which is often requested by managers or company directors. Charlie Chaplin's puppet has also been produced the company. Mašek - art production, www.masekartproduction.com



MARIONETINO – PUPPET THEATRES

Hyperion is a Czech company involved in the development and production of puppet theatres MARIONETINO for children from 3 years of age. As the only producer, it offers a wide collection of the most famous fairy tales for the theatres, especially adapted for puppet theatres. Each fairy tale contains puppets, backdrops, props, scenarios and attachments. The distinctive feature of the MARIONETINO theatres is the top quality, timeless design and easy handling. The company is constantly working on the

development of fairy tales. It is now developing theatre creative sets and educational aids for teaching foreign languages. For high product quality, aesthetic design and contribution to the general development of the children, MARIONETINO products won the SUITABLE TOY prize from the experts, awarded by the Association for Toys and Game, the Union of the Artists of the Czech Republic and the Association of the Preschool Education.

Hyperion,
www.kufrik.cz



8 TOYS FOR DISABLED CHILDREN AND EDUCATIONAL TOYS

Czech manufacturers also focus on toys for disabled children and toys of an educational nature. The company GERLICH ODRY, founded in 1999, produces board games for the blind and also sighted children; 75 % of its employees are people with disabilities. The company GERLICH ODRY also focuses on educational toys, such as the small zither, a simple musical instrument that thanks to intuitive and simple tutorials, teaches children to play by themselves. The company Benjamín is also involved in the educational games, focusing on toys, supporting the fine motor skills, balancing toys and games focused on logical and mathematical thinking, speech development, etc. The more traditional educational toys are the educational electronic games of the company Voltik Toys, with games focused on teaching multiplication, English or traffic signs.



CZECH ELECTRONIC CONSTRUCTION KIT

Voltik Toys is a purely Czech company that develops and manufactures electronic educational toys and original electronic experimental kits for children, known as VOLTÍK. The owner and founder of the set company, Ivan Svoboda, has been dedicating himself to making and producing toys for 25 years. His first product in the 1990s was the Electric Multiplier, in which he used his own method of evaluating the accuracy of results by means of an electro-conductive pattern, printed on paper. Using the same principle, a number of educational tables have emerged, such as Zvířata (Animals), Dopravní

značky (Traffic Signs), Hezky Česky (Nicely Czech), Angličtina – Brnkačka (English – A piece of cake), Malý záchránář (Little Rescuer) for pre-schoolers the picture / puzzle game Školička (Kid's school). Ivan Svoboda is also the author of the original Czech electronic kit Voltík, produced in three models, Voltík I., II. and Digital Voltík III., which has been enjoyed by children for years at home and at schools for a intuitive playing with electronic circuits and an easy understanding of the basics of electronics.

VOLTIK TOYS,
www.voltik.cz



EDUCATIONAL TOYS FOR THE WHOLE CLASS

The company Benjamin was founded in 1998 to bring complex and quality services to nurseries, schools and individuals. There are also teaching aids, furniture and garden architecture in the range of products. The priority is the high quality of products with minimal impact on the environment.

The company delivers an exceptional and original Czech product, called Wigglyworm. Thanks to the wide use of this teaching aid, it is suitable not only for children in the

kindergartens, but also for disabled individuals and people after injuries who find its merits in occupational therapy, as well. The combination of foam plugs, plastic worms and wooden crosses offers an endless amount of playing combinations. The Wigglyworm is made in the wooden and plastic versions. Other original products are special collections of wood, cork and EVA foam, bringing plenty of fun to children.

Benjamin,
www.benjamin.cz/en



UTUKUTU

Apart from making wooden toys, the company Utukutu also specialises in toys for the handicapped. They design their products with regard to usability and functionality. Thanks to their simplicity, space-saving shape and various ways of use, they are popular and sought after elements for both children and adults with disabilities, for elderly people to train their mobility, and also in classical physiotherapy practices. For example the rockerboard is suitable for stimulating gross motor skills, global motion patterns, fine motor skills and mainly balanced reactions. It has been demonstrated in groups of children with autism and mild cerebral palsy. Likewise, it is popular in groups of children with ADHD.

Utukutu, www.utukutu.eu



TRADECON TRADING

The company TRADECON TRADING implements its own projects. The most interesting is the project called Kolokočárek (Babybike). It is a unique hybrid of the bike and pram, designed not only for healthy but also disabled children. The pram can be used for children from the age of six months until the age of seven. The key advantage is primarily the placement

of the pram or, alternatively, the child's seat, in the front of the whole system. Thus the parent has the opportunity to see his/her child while driving, watching over the little one always. The complete safety of the whole structure in the form of a reliable braking mechanism and a stable placement of the pram body is a matter of course. The child is then secured in the seat by the safety belt and his/her perfect comfort ensures the elongated shape, which also serves as

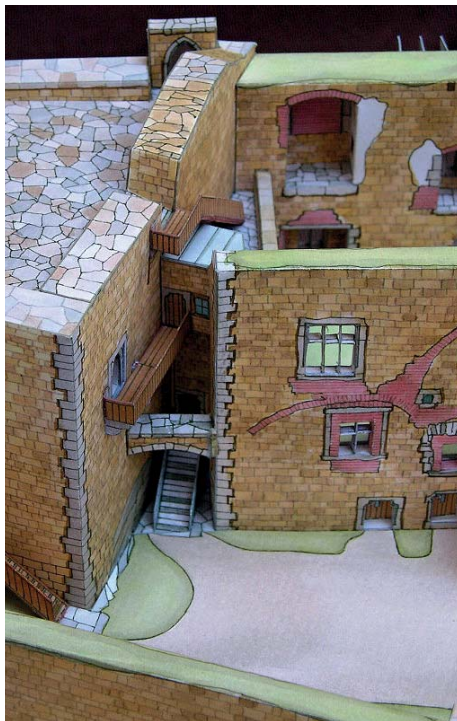
a head support for smaller children. The ride can also be enjoyed by those children whose health limitations make it very difficult to stay in an unsupported sitting position. The Special Kolokočárek (Babybike) allows them to discover the world and to overcome the barriers that traveling brings to this group of people.

TRADECON TRADING,
www.kolokocarek.cz



9 OTHER TYPES OF TOYS

An interesting section of toy production in the Czech Republic concerns toys focusing on the physical activity of children – children's balance bikes, scooters and tricycles, as well as equipment for children's playgrounds. Another segment of Czech toy production is the equipment for children's hospital departments and kindergartens.



PAPER MODELS

The company has been operating in the market for paper models since 2000. It publishes the models at its own expense. These are the paper models of the architect Richard Vyškovský, whose works are known mainly from the ABC magazine and also from the many titles of the publishing house Albatros. The models are famous for their precise and faithful processing. Their quality reflects fifty years of author's experience as well as their

subsequent processing in their own DTP studio.

In addition to its own model production, it also offers cut-outs from workshops of other, mostly Czech creators and publishers. The complete assortment currently available can be viewed and purchased through the online store. In addition, the paper models are supplied to other dealers and shops, both in the Czech Republic and abroad.

ERKOTYP,
www.erkotyp.cz



GIANT CONSTRUCTION SET

The Czech giant construction set “Bricks for kids” occupies one of the leading places in the large construction set category for children from 3 up to 8 years of age. The bricks find the most use in building bunkers, fortresses, castles, and houses, where children naturally find their privacy. The tables, benches, chairs, fitted kitchen, sales stands, garages, towers, bridges, animals, statues, robots and many other buildings can be made. In addition, the bricks can be used in motion activities – to build a balance track, obstacles, crawler gates and tunnels, mazes, barriers or football or hockey gates. The

bricks can also be used outdoors in the garden during the dry season. The material is a unique five-layered cross cardboard with a surface made of long-fibre Swiss cardboard with an anti-slip protective lacquer. Combined with the inner structure, the bricks are durable; children can walk, sit and lie on them. The highest quality European materials with health certification are used. The corners are rounded for greater safety. The individual bricks can be joined together with the help of the couplings to create long lintels and beams that are needed for building of wider gates, brick kilns or roofs. Atrix Design,
www.bausteine-fuer-kinder.de



FURNITURE FOR KINDERGARTENS

TVAR, has been a traditional furniture manufacturer since 1951. Since 1990 it has specialised in the production of furniture for kindergartens, which has become very popular especially in the countries of Western Europe. Thanks to two manufacturing plants, modern CNC equipment and precise manual detail oriented processing; it offers high-quality wooden chairs and tables made of solid beech or the production of formica table tops. It is also offered a wide range of furniture made of high-quality laminated chipboards from leading German manufacturers in various wooden decors and colours. The production programme is continuously upgraded and, in the case of a demand for large quantities, it offers the possibility of atypical modifications or production according to customer's requirements. TVAR,
en.tvar-kt.cz

TAED – NEVER-ENDING IMAGINATION

The company TAED was founded in 2000. From the beginning, it focuses on the production and development of the furniture for kindergartens. It develops both ready-made and customised products. When developing new products, they work with educators, pedagogues and designers. The production combines craftsmanship of carpenters with modern techniques and technologies. Thanks to the emphasis placed by the company on the quality and safety of products, it has gradually become one of the leading Czech manufacturers of the equipment for the kindergartens.

TAED, www.taed.cz/en



MMCITÉ – STREET FURNITURE

Playcité is an expanding commercial brand with an ambition to introduce and uphold high-quality Czech designer products around the world, focused mostly on children and active leisure activities in the public space. The brand offers playgrounds, game elements, multifunctional sports grounds, outdoor fitness and a playground for seniors on some world markets. Thematic game elements and constructions create their own small worlds in large cities, villages, parks and natural areas. Some of the most successful projects include children's playgrounds in Budapest (Margaret Island), Spanish

Malaga, several dragon playgrounds, referring to the sign of the town Krakow in Poland, or a children's playground in the Panorama City development project in Bratislava, Slovakia.

The assemblies of game elements may be quite specific, characterising specific place or wishes of the contracting entity. Wooden playgrounds are made of acacia wood, transferring their properties and variety to the play sets, by which original works can be created. Playcité does not neglect safety, so all playground elements are provided with appropriate certificates.

mmcité 1,

www.mmcite.com

10 CONTACTS

Association for Toys and Play,

www.sdruzenihracky.cz

It brings together manufacturers, retailers, pedagogues, child psychologists, artists, expert testing centres, trade fair agencies, and publishers from the toy manufacturing sector. At the same time, it performs the function of a chamber of commerce that defends the interests of Czech manufacturers and dealers with toys and game items in the EU. It monitors and processes analyses of Czech exports and toys market. The Association for Toys and Play will also provide contacts to all other Czech toy producing companies interested in business and manufacturing cooperation.

ABAFactory s.r.o., **www.abafactory.com**

The company ABAfactory is engaged in producing high quality wooden toys and decorations with innovative design. At the same time, the company ABAfactory is a wholesaler and exporter specialising in toys and children's decorations exclusively from Czech production.

ABREX s.r.o., **www.abrex.cz**

ABREX produces car models with a focus on Czech brands Škoda, Praga, Jawa and others.



ALBI Česká republika a.s., **www.albi.eu**

The company Albi is one of the leading manufacturers in the entertainment industry for 28 years and operates in the Czech, Slovak and Polish markets.

Atrix Design s.r.o., **www.bausteine-fuer-kinder.de**

The Czech giant construction set "Bricks for Kids" enjoys one of the leading places in the large construction set category for children from 3 to 8 years of age.

BENEŠ a LÁT a.s., **www.seva-czech.cz/en**

The company is one of the most important manufacturers of plastic construction sets in the Czech Republic.

Benjamín s.r.o., **www.benjamin.cz/en**

The Czech company Benjamín has a twenty-year tradition on the market and focuses on complex services for kindergartens, schools, other institutions and individuals. They bring exceptional and original products to the market, supporting the development and education of children.

Bino Europe k. s., **www.bino-drevenehracky.cz**

The company produces and distributes wooden toys and gift items for children from 0 – 6 years.

Detoe Albrachtice s.r.o., **www.detoe.cz/en**

A company with more than 100 years of tradition in the field has quickly become one of the most important toy producers in Europe. Currently, it is the oldest and largest manufacturer of wooden toys in the Czech Republic.

Dino Toys s.r.o., **www.dinotoys.cz**

Dino Toys is a leading producer of puzzles, board games, cards, dice and other toy ranges on the Czech market.

DYNAMIS, s.r.o., **www.dynamis-toys.cz**

The specialisation of this company is the production of the quality furniture for children, created from the PUR foam.

EFKO - karton, s.r.o., **www.efko.cz**

EFKO - karton is a leading Czech manufacturer of plastic toys and board games with the flagship brands of Pokeeto, MultiGO and ROTO.

ERKOTYP, **www.erkotyp.cz**

It is a manufacturer of paper models and buildings, which are precisely cut.

ETS Trains s.r.o., **www.ets.cz**

The company focuses on the small series production of railway locomotives and wagons. The models are not only a toy but also collector's items. All-metal electric rail models are designed based on real locomotives and wagons.

Fatra, a.s., **www.fatra.cz**

The company Fatra is the processor of plastic. It manufactures and sells vinyl floor coverings, foil waterproofing, vapour permeable foils, BOPET foils, PVC granulate, injection moulded products, plastic profiles, softened PVC foils and inflatable toys.

Gaudia, **www.gaudia-stavebnice.info**

The company Gaudia is engaged in the production of construction sets, from which historic and modern buildings can be assembled. In this way, it tries to bring the children closer to the history of architecture they can know from their surroundings or family trips.

GERLICH ODŘY s.r.o., **www.gerlich-odry.cz**

This sheltered workshop was established until 1999, when the first wooden toys were made.

Hyperion spol. s r.o., **www.kufrik.cz**

Hyperion is a Czech company involved in the development and production of puppet theatres MARIONETINO for children from 3 years of age.

IGRA MODEL s.r.o., **www.igramodel.cz/de**

The company IGRA MODEL was founded in June 2011. Since its inception, it has been developing and producing models, as well as model accessories, mainly with Czech and Slovak themes.

Ing. Jiří MODR, **www.woodformers.toys**

The family company, producing the construction set WoodFormers® with a great deal of manual work.

Jiří Marján, **www.repello.eu**

The young brand Re pello® produces wooden full-suspension balance bikes that grow together with the child. Re pello® products are based on the top design that is closely linked with the patented technical solution and sophisticated ergonomics.

KAME-EKO, a.s., **www.gecco.cz**

Gecco is an original Czech construction set, based on a patented method of joining pieces. The new feature is also the so-called everlasting calendar for use in any year.

KOSÁČCI - hračky, které letííí, s.r.o., **www.pix-it.cz**

This company is the creator and seller of the unique Czech educational building set PIX-IT and also the exclusive distributor and importer of many toys, games and construction sets.

KOVAP Náchod, s.r.o., **www.kovap.cz**

The only manufacturer of sheet metal toys in Europe.
All KOVAP products are manufactured by hand.

LENA - hračky, s.r.o., **www.lena-hracky.cz**

LENA – hračky is one of the biggest manufacturer of plastic toys in the Czech Republic. They export to all countries around the world.

MALÝ GÉNIUS s.r.o., **www.toyformat.com**

The company has been engaged in the production of Czech foam toys since the very beginning.

Mašek - art production, **www.masekartproduction.com**

The company produces puppets, marionettes, puppet theatres, flexible figures and other wooden toys. It combines primarily quality products with an appealing design.

MERKUR TOYS s.r.o., **www.merkurtoys.cz**

A purely Czech company with a long tradition going back to 1920. It is famous, especially thanks to the metal construction sets which are known all over the world.

mmcité 1 a.s., **www.mmcite.com**

The company offers products, focused on active leisure activities in the public space. The brand offers playgrounds, game elements, multifunctional sports grounds, outdoor fitness and a playground for seniors on some world markets.

Moravská ústředna Brno, **www.mubrno.cz**

The company with over one hundred years of tradition is the largest producer of plush and textile toys and souvenirs in the Czech Republic. They export their products to more than 30 countries worldwide.

Noe s.r.o., **www.noe.cz**

A family company that manufactures textile toys especially hand puppets.

Pavla Boháčová, **www.kutulu.cz**

KUTULU is a brand established by a team of designers and friends in the Czech Republic. They want to bring beautiful wooden toys with story and culture to our youngest.

Směr, výrobní družstvo, **www.smer.cz/en**

The company is engaged in the production of toys and plastic models for assembling. There are few unique models made by this company.

STAVEBNICE PONY, **www.myponytoys.com**

The PONY construction set is a wooden set for boys and girls of all ages. You can build anything you can think of simply by joining together the wooden beams, wheels, poles and pegs.

TAED, s.r.o., **www.taed.cz/en**

The company focused on the production and development of the furniture for the kindergartens.

TRADECON TRADING s.r.o., **www.kolokocarek.cz**

The company has developed a unique hybrid of bike and pram which is designed not only for able-bodied but also for disabled children.

TVAR, výrobní družstvo Klatovy, **en.tvar-kt.cz**

The company has been a traditional furniture manufacturer since 1951. Since 1990 it has been specialised in the production of furniture for kindergartens, which is very popular especially in Western European countries.

Utukutu s.r.o., **www.utukutu.eu**

It produces wooden motion toys and aids that naturally strengthen the body and mind of a child or an adult. Everything is invented primarily with the desire for minimalism, ecology, security and regular use in everyday life.

VOLTIK TOYS s.r.o., **www.voltik.cz**

Voltik Toys is a purely Czech company that develops and manufactures electronic educational toys and original electronic experimental construction sets for children, known as VOLTÍK.

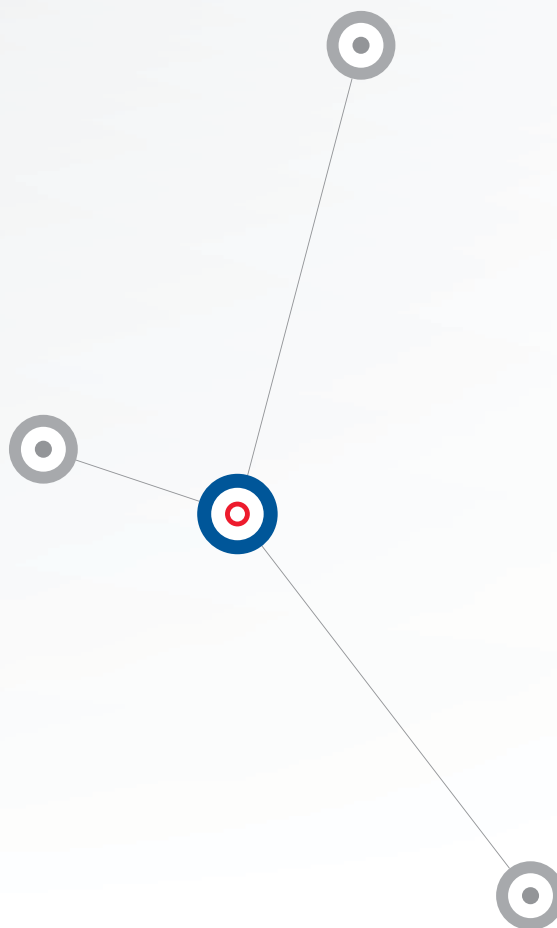
WALACHIA, s.r.o., **www.walachia.com**

It has manufactured solid beech wood and self-assembly pine wood construction sets since 1991. They have won the “Right Toy” award, which is usually awarded to the toys that meet a range of criteria, ranging from quality, health and hygiene to educational benefit for the child.

The catalogue of toys and games in the Czech Republic was created as collaboration between the CzechTrade Agency and the Association for Toys and Play of the Czech Republic.







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