



Character Options

Toy Fair

Media Information

January 2014



Kensington Olympia, January 21st - 23rd, 9.00 - 6.00pm



TEKSTA [AND FRIENDS]

In 2013, the world fell in love with a Robotic Puppy called Teksta. Named an official Dreamtoy for 2013, Teksta proved to be a major hit. Character Options is to launch brand new friends for Teksta all of which will echo his amazing rise to fame.

2013 Top Toy!

- Teksta featured in The Telegraph, The Daily Mail and on ITV.
- July 2013- Teksta named as Hamleys top toy for Christmas.
- October 2013- Teksta went where no toy dog has gone before, when he made his ultimate Space Jump.
- October 2013- Teksta makes Dreamtoy top 10 list.
- November/December 2013- Teksta is recommended in over 200 journals as their favourite toy.
- December 2013- Teksta featured in the Christmas TV commercials for Argos, Smyths and Boots.



Character Options is proud to announce the Teksta collection will be expanded for 2014!

Teksta Dalmatian -Just like before he flips, is hand gesture controlled and interacts with his bone, but he now has a cute spotty coat. Teksta Dalmatian will be in stores starting in Spring 2014.

Autumn 2014 will see the release of two new members of the Teksta collection, Teksta Kitty and Teksta T-Rex. Like Teksta Dalmatian and Teksta Puppy, both Teksta T-Rex and Teksta Kitty will have unique, one of a kind features.

Teksta Kitty is a cute affectionate hand gesture controlled pet with her special trick of catch the mouse. Just like a real kitten, she can curl her tail up and down, moving her ears from left to right, meow and purr. Her special trick is catching mice.



The Teksta T-Rex also joins the collection and takes the range outside of household pets. This T-Rex is no ordinary dinosaur as roles are reversed and children can take control. He walks backwards and forwards moving his head from side to side, whilst also sniffing and chewing on his favourite bone, but watch out, once this T-Rex has had enough to eat he launches it away!



Gross, Gross, Gross!

The love for gross toys has grown; the more disgusting the toy is the more children love them and after a successful launch of **The Ugglys** in 2013 Character Options has new breeds of burping and farting dogs to unveil and will sink to a whole new level of gross with the launch of **Stink Bugz!**

Here's the Ugglys story...

In an ugly town, there's an ugly pound that's home to the ugliest pet around. **The Ugglys** are the ugliest grossest electronic pets that come to life in your hands! Once you're the proud owner of an Uggly all you have to do to make him come alive is place your hand inside like a puppet! Make him pull some truly disgusting faces, then get ready to gross out your friends and watch him perform his best tricks!

After the introduction of last year's Uggly Pugs, for 2014 there are two new additions to the collection. Kids can now experience even more gross fun with the disgusting but loveable Dalmatian and St Bernard pets! Just like the pugs these bad boys are socially challenged and





always know how to make their presence felt when out in company. With over 30 gross noises and a cool warp feature to pitch the sounds of their various flarps... snores... and burps, you just gotta love 'em!

Urghhhhh – what's that smell?

Autumn 2014 however will see the stinkiest and grossest toy of them all. From the polluted sewers of the filthy city to the rancid pits of rotting trash dumps come... **Stink Bugz!**



With nine vile characters to collect there are plenty of foul smells to discover. Give 'em a squeeze to release an obscene, retched stench! Their abdomens contain a unique stink spore that releases the gaseous fumes, kids can mix with other stink spore scents to create an even more disgusting odour!

With a twist on the old classic joke the Whoopee Cushion, Stink Bugz has brought to life the **Whoopee Bug**. When pressed or sat on a disgusting smell is released, keep these locked up at dinner time as this is bound to put anyone off their food!

If the little bugs don't give off enough, then take it to the next level with the **Smell Blaster!** Shoot

foul smelling air up to 10ft away and to top it all off with three different fart sounds there will be laughs all round!

DOCTOR WHO REGENERATES FOR 2014

Christmas Day 2013 ushered in a new era for Doctor Who as over 11 million viewers tuned in to see Matt Smith's regeneration episode, welcoming Peter Capaldi into the esteemed role of the Doctor in the process.

Doctor Who fans around the world will now be eager to know what's in store for Character Options' popular 3.75-inch action figure collection. Since 2006, Character Options has been the global manufacturer of the official Doctor Who action figure range and with over 8 million action figures sold; the first official figure of a new Doctor is always hotly anticipated.



The exciting new collection for March 2014 will not disappoint. There are six stylish new 3.75-inch fully articulated action figures featuring a Zygon, a brand new Clara Oswald, Matt Smith's Eleventh Doctor, a Weeping Angel (screaming), an Assault Dalek, an Imperial Guard Dalek and of course the newly regenerated Twelfth Doctor (Peter Capaldi).

The range will continue expanding in 2014, with a new series of figures planned to coincide with Series 8; Peter Capaldi's first full series in the role.

The 8th series will make its way into collector's hands from September. More news on the latest range will be unveiled shortly.

Register now for advanced or embargoed information by emailing amy@evolution-pr.co.uk.

MINECRAFT™



Action Figures:

Collect your favourite Minecraft characters with these super cool 3-inch scale action figures. There are 4 highly detailed and fully articulated figures to collect: Steve, Creeper, Enderman & Zombie, each with its own Minecraft accessory.

Paper Craft:

Inspired by the hit video game, Minecraft, these easy-to-build Paper Craft activity sets include either over 30, 48 or 90 pieces at 1/16 scale.

So now you can create, build and customise your own world of Minecraft with these amazing toys!





Displaying Character!

Something BIG is happening to constructable micro-figures as Character Options have developed a new innovative packaging concept for their Character Building construction range!

New to **Character Building** is the **Micro-figure Display Brix**, moving away from the traditional blind bag, to a new packaging format that will change the way Micro-figures are collected! The new Display Brix will be introduced across the complete licensed micro-figure range including favourites such as Doctor Who, Scooby-Doo and Sports Stars Football; there is plenty to get excited about when it comes to these miniature figures.



Children can find collecting even more enjoyable than before as now, the packaging doubles up as a toy, meaning twice the amount of fun! Kids can collect and build their micro-figures and then display them inside a large transparent building brick. This will encourage epic building sprees, with kids creating crazy towers and huge displays to show off their impressive collections to their friends!



The building brix are versatile as well as funky, not only do they all fit together, they are also compatible with traditional building bricks, so the excitement is endless as young ones can use them with any building brick, constructible playset or vehicle.

Of course what's displayed in the box is all important and each and every Character Building figure depicts a favourite football player or character. With 3 or 4 pieces making up each micro-figure they can then be mixed and matched to create a wall of fantasy figures like never before, such as Scooby Roo! A detective hound with the prowess of the famous Manchester United F.C player on the football pitch!

Sport Stars were the first to be transported into the Display Brix and for 2014 all favourite Character Building brands will join. With new characters and teams joining the micro-figures, the task to collect and display has only just begun!



Sweet success as coolest gadget returns to Toy Fair



Introduced at Toy Fair 2013, one item proved to be the coolest customer when it came to sales success and that's ChillFactor™. Now the Slushy Maker returns to Olympia with ¾ of a million sales under its belt and a whole load of new ways to make chilly treats to unveil

The ChillFactor™ Slushy Maker was launched in May 2013 and quickly became the sell-out item of the summer. As the dark nights rolled in, the success continued with 10s of 1000s still being sold each week. The reason for such a triumph is that this is the one slushy maker that really works and with the secret Rapid Freeze Technology, there is no mess, no stress and no sticky syrup to contend with.

After a phenomenal launch more variety is introduced to the Slushy Maker range from January, as part of the ChillFactor™ Colour Blast series featuring strong, vibrant shades. One solid colour runs across the whole cup for a uniform finish and a funky look.

The ChillFactor™ Ice Cream Maker allows you to make your very own ice cream treats using simple everyday ingredients! In the shape of an ice cream cone you can also make delicious sorbets and healthy frozen yoghurts.

In autumn 2014 Chill Factor will be releasing some exciting new concepts that are set to make creating chilled treats even more inspiring than before.

Character is bringing edible creativity to the kitchen in the form of Pop Chef! Preparing food has never been more fun, as with the Pop Chef, you can stamp out your food in a variety of cool shapes. Enjoy funky, appetising, healthy foods in three easy steps - simply push, pop and enjoy!



Another ingenious food idea that will be brought to the table this autumn is **Frosty Fruit!** This will be a fun and creative way to make delicious sorbet. Simply add in frozen fruit, crush with the lid and spin the handle to grind it all down. The end result is a delicious, smooth sorbet full of fruity flavour.



The hottest craze weaves its way into the UK

There's a brand new way to make funky jewellery and its driving girls CRA -Z! Introducing Cra-Z-Loom from the Shimmer and Sparkle collection.

Cra-Z-Loom has already taken the US by storm and in December 2013 it was brought to the UK by Character Options. With thousands of bracelet makers already having made their way into the hands of little weavers, now every young girl in the UK can join the Cra-Z-Loom craze!



Cra-Z-Loom has taken the popular concept of the friendship bracelet and given it whole new colourful twist with the use of rubber bands. Now woven bracelets and jewellery can be bolder and brighter than ever before, with a multitude of colourful bands in each set providing endless design possibilities.

Not only has Cra-Z-loom brought a fun and fresh approach to making funky jewellery, it's also created a community as kids share tips and designs online.

Girls are even enjoying Cra-Z-Loom

sleepover parties; making and creating fashionable jewellery with the **Cra-Z-loom Bracelet Maker**, to be worn, or shared with each other. Each kit comes with hundreds of rubber bands to create up to 24 bracelets! Simply loop, weave and wear!

What's more, for serious "loomers" there's refill packs too, so the weaving and wearing never ends! The **Cra-Z-loom Neon Brite Refill Pack**, includes 900 of the brightest bands to create even more funky bracelets in stand out colours for girls to really make a statement.

Coming soon from Shimmer and Sparkle...

Joining the collection in autumn will be the **Designer Nail and Body Art Studio** so girls can really design, dazzle and shine. With the colour changing light up dome girls can create dazzling nail designs and with 250 pieces to use, there are so many cool body bling designs to create!

Shimmer 'n Sparkle will also be bringing a cool new twist to fashion accessories with the **Twist n Wear Fashion Maker!** Just string, bead and turn and girls can create funky, fashionable jewellery, hair wear and more.



From a classic flying toy to new funky creations... here's what else is in the Character Options 2014 line up

Also from Character Options for 2014 is a whole load of creative kits that will add a bit of colour and sparkle to projects plus a classic toy from the 90s that will captivate a whole new generation.



The first and best selling flying doll of all time is back for 2014 - **Sky Dancers!** These beautiful dolls will fly high in the sky, just pull her cord and let go... and the elegant Sky Dancer will launch herself into the air where she will twirl and dance. New sky dancers fly higher than ever before and will have four to collect this spring with more to discover this autumn.

Character's creative collection is expanding and will introduce new concepts that are bang up to date with modern day lifestyles.

Make your case is brand new for autumn! Consumer electronics were ranked as one of the highest categories requested by children, with phone cases being the most popular accessory. Make Your Case allows kids to create and personalise their cases for iPod Touch 5, iPhone 5, 4 and Samsung Galaxy SIII. This could be the most useful creative kit ever, and with enough inside for 4 cases, you can change for every occasion.





This year, Character's successful **Blingles** collection is introducing an exciting option that has even more bling appeal than before. Now Girls can accessorise with more semi-precious style using the **Blingles Diamonds and Pearls** range.



Orbeez continues to be a success and the **Orbeez Soothing Spa** will remain a firm favourite providing them with the ultimate spa experience! The mood lighting collection will also be refreshed with the addition of a new flame shaped lamp. With colour-changing LED lights and new settings, the funky lamps change from one magical colour to the next. Children can enjoy making their own - simply Fill'em, Grow'em and Light'em.



Discover the Disney Princess Palace Pets

This spring sees the introduction of the **Disney Princess Palace Pets** and the launch of a brand new toy collection by **Character Options**.

With the **Disney Princess Palace Pets** little girls can collect all the pet friends belonging to their most loved **Disney Princesses**. Each Princess, whether it is **Snow White** or **Rapunzel**, has their very own pet to love and thanks to **Character Options** girls can add these lovable pets to their **Disney Princess** collections.



Spring will see the introduction of plenty of figures and play sets, starting with the **Furry Tail Friends** and **Primp and Pamper Ponies**. Each pet comes with accessories, including a brush to keep their furry tails soft and fluffy. Joining these cute figures is the **Talking and Singing Pets** and with three to collect, girls are able to hear the



endearing songs of Cinderella, Snow White or Ariel's furry friends.

The Pamper and Beauty Salon is the ultimate play set in the Palace Pets collection and comes with an exclusive summer character. Young girls can style their chosen pet's hair, or alternatively bathe them in water in the swing out bath and watch as a magical pattern is revealed. Girls can then treat Belle's Puppy Teacup to a ride around in the **Royal Carriage**, then roll out the red carpet upon arrival for a real entrance.



If that's not enough, autumn will see even more Palace Pets establishing the brand as a major new name in the Toy Market. The Palace Pets will add some interactive sparkle with the **Magic Dance Pumpkin** puppy! Girls will enjoy hours of fun with Cinderella's delightful pup as she speaks or sings up to 12 different phrases. Controlled by the magic wand she will walk, move her head and even dance her special routine to music! Magic Pumpkin will be a girl's best friend as children can accessorise and brush her fluffy hair.

A new way to style the pets will be available this autumn with the **Fashion Tails** collection. Each enchanting animal comes with 3 interchangeable tails giving either Beauty or Teacup a different look for every occasion.

Even more friendly faces will be introduced in the Furry Tail Friends and Primp and Pamper Pony collections along with a fourth member of the Talking and Singing Pets; Mulan's adorable panda friend Blossom.





Hair Raising Collectables- Collect your Zelf!

The Zelfs launched in 2013, and sent everyone into a collecting frenzy! With the introduction and demand of the Ultra Rare Miss Clover Zelf it's proved apparent that kids will do anything to complete their prized collection of Zelftastic characters!



The hunt to find all The Zelfs never ends as new characters are released every few months and new for 2014, more **Ultra Rare Zelfs** including Ruby Zelf and White Tiger Zelf. Children will have endless amounts of fun in the search to collect them all and if they are lucky enough to grab an Ultra Rare Zelf, they will be the envy of all their friends!

In Spring six of the hero characters are ready to party! With all new decos including Masquerade masks. Also in

Spring is the introduction of 12 all NEW Zelfs, keep your eyes peeled for Ultra Rare Ruby Zelf.



The



Zelf fun doesn't stop there; as kids hunt for more, further

hair raising entertainment can be had with the introduction of new playsets. Take The Zelfs for a trip to Zardenia and enjoy a hair-riffic spin on the swing with the **Toadstool Twirl and Swing Playset!**

In autumn 2014 the new **Zelicious Medium Zelfs** are introduced; they are all scented with familiar sweet smells such as chocolate, mint, and strawberry. Each loveable Zelf comes with an added Zelfcessory to match their scent, and with six new friendly faces on want to collect them

offer little ones will

This new toy launch is a significant development for Character Options pre-school division. Managing Director, Jon Diver commented: "Peppa Pig is a major part of the Character Group and year after year the toy line sees growth both domestically and on the international market. Now we have been able to bring the magic of Peppa to fans in a whole new way and one that will engage an audience from an even earlier age and whilst doing this we will appeal to parents who remember Weebles with great affection from their own childhoods."

Ben and Holly join the line-up of Character Favourites!

Character is renowned for its pre-school collections and 2014 sees Kid's favourite, Ben and Holly make its debut to the company's line up which includes Peppa Pig, Postman Pat and everyone's much loved hero Fireman Sam.



The Ben and Holly TV series is set in a tiny enchanted Magical Kingdom inhabited by fairies, elves and colourful insects. This is where the magical Ben Elf and his best friend Princess Holly have many adventures, as Holly practices her magic and Ben delights everyone with his skill at making things, especially toys.

Character's brand new toy range will launch in July and includes all the favourite characters as collectable figures and some lovely playsets that capture the very essence of the Magical Kingdom. Here's just a sprinkle of the magic the

new collection holds.

Experience the magic with the **Thistle Castle Playset**, when exploring Thistle Castle, but be careful when you sit on the throne as it may move! When you enter the throne room don't forget to stop to create a magic potion with the cauldron. After all the castle excitement, take a trip with Holly to the **Playground Playtime Playsets**. Collect all three outdoor activities to create the ultimate Ben and Holly playground experience! No true fan's collection is complete without a Ben and Holly plush, with plenty to choose from, this is a must have! Ranging from collectables to Talking Plush and even a Hide and Seek Holly feature plush!





Weebles wobble, but they don't fall down!

Peppa's new Weebles collection.

2014 is an exciting year for Postman Pat with the launch of the very first Postman Pat film on May 23, plus a whole host of new products to be delivered. The fantastic **Showbiz Pat** looks super cool in his sparkly outfit, with microphone and sunglasses. Press Pat and watch him dance along to the music! Features 3 fun Postman Pat songs!

Autumn will see the launch of **Postman Pat's Transforming Playset**, a deluxe vehicle and loading bay combination that will deliver a truly great postal experience for young fans. This impressive SDS van folds out to reveal a crane and loading bay scene; use the crane to pick up a parcel and drop into the chute that directs it into the back of Pats van, ready to go off on a postal adventure.



Fireman Sam is still a firm favourite amongst children with the **Jupiter Drive and Steer** being every kid's first remote control emergency vehicle choice last Christmas.

Autumn brings the new products based around the new series ocean rescue theming. There are some exciting, all-action products including a Titan rescue boat and a huge Ocean Rescue Centre with a multitude of features. The **Fireman Sam Ocean Rescue Centre** has everything you need to be the

hero at sea; Fireman's pole, lift, helipad, viewing platform, and much more!

For more information about individual products please contact the Character Options Consumer PR Office by emailing Michele@evolution-pr.co.uk