

SMART
TOYS AND GAMES



SMARTMAX

GEDSMART



2021

CONTENTS



Dear Smart Partner,

Just like last year, we expect 2021 to be quite a challenge, both personally and economically. The Covid-19 virus has forced us to live close to each other in limited safe circles or in many cases in periods of isolation. Health, family, friendship, community and self-development have become the most important values in all our life's.

With SmartGames we continue to reflect these values. Our "one-player" games and "brainteasers" ensure that children, young people and adults can play entertaining and challenging games. They also enjoy the mindfulness and educational benefits of the gameplay. With our new "multiplayer" games, they can now enjoy the fun of playing with friends and family with the subliminal educational benefits still apparent in a very relaxing way.

In the Autumn last year, we launched our "Up for a Smart Challenge" marketing campaign, which continues to be very successful online and offline. In 2021, we will continue to invest in the development of our brands through a complete 360° marketing programme to the consumer with powerful in-store presentation and support.

Our construction lines SmartMax and GeoSmart have also had a strong year and with our new lines we have won many international awards, just as we have with SmartGames. In our current line, 12 SmartGames and 6 Smartmax items have already received recognition, including "Toy of the Year in Belgium and the Netherlands".

Despite the influence of the Covid-19 virus, our sales increased worldwide. For the coming years, we plan to accelerate this growth with the continued development of new products in all categories. You will find them in this catalogue as part of an award winning and highly recognised brand range that has established an important place in the toys and games market.

We thank you for your resilience, positivity and close cooperation and together we look forward to building our business for all our futures.

Up for a Smart Challenge!

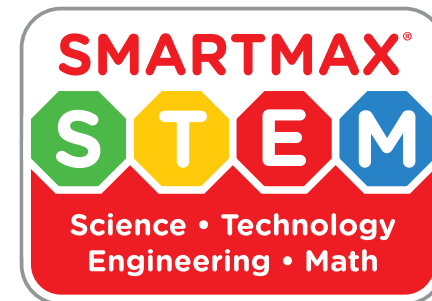
With warm wishes for a successful and healthy 2021!

Rolf Vandoren
CEO Smart Toys & Games



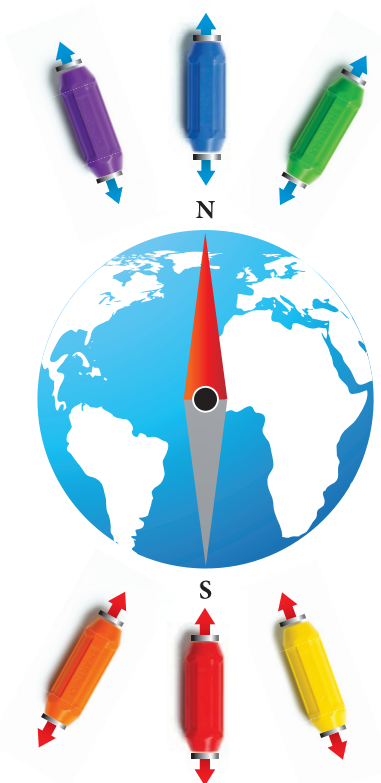
SMARTMAX[®]

m a g n e t i c d i s c o v e r y

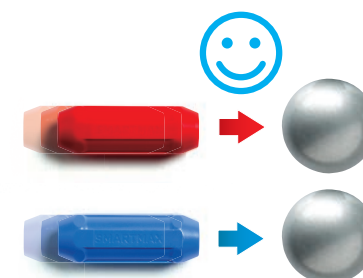
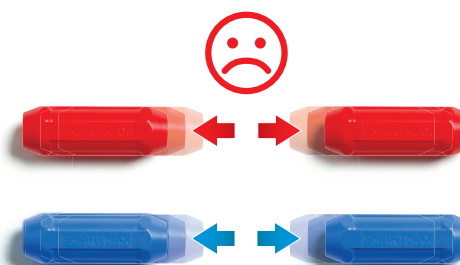
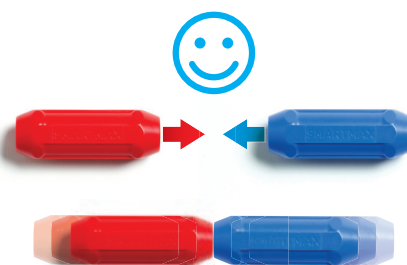


SmartMax helps children discover the magic of magnets in a completely safe way. While playing, they experience and explore the power of attracting and shedding, building new constructions and letting their imagination and creativity run wild. All parts in the three categories, My First, Build and Play are compatible with each other for extra building fun. SmartMax stimulates children in various skills and helps them to develop in a fun way.

MAXIMUM FUN WITH MAGNETISM



North & South
Magnets have a magnetic north and south pole. Bars in cold colours (green, blue and lilac) have outward directed north poles. Bars in warm colours (red, orange and yellow) have outward directed south poles.



Attract & Repel

Opposite poles attract each other, identical poles repel. All bars in 'cold' colours can be combined with all bars in 'warm' colours. All other combinations repel.

Balls

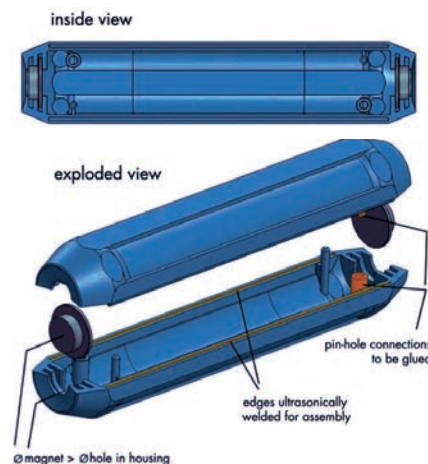
The SMARTMAX® balls are attracted by all magnetic bars, regardless of their colour..

MAXIMUM DEVELOPMENT

SMARTMAX® STIMULATES

- Hand-Eye co-ordination
- Logical thinking
- Colour recognition
- Form recognition in 2D & 3D
- Playing together
- Counting
- Fantasy
- Creativity

REDUNDANT SAFETY SYSTEM



Super sturdy bars

Cannot be swallowed!



MY FIRST



BUILD



PLAY - VEHICLES



PLAY - BALL RUNS



NEW 2021

NEW!
summer
2021

**ROBOFLEX
MEDIUM**

WORK IN PROGRESS



ROBOFLEX MEDIUM



5 414301 250555

ITEM # SMX 530
MASTER 0/6
EAN # 5414301250555

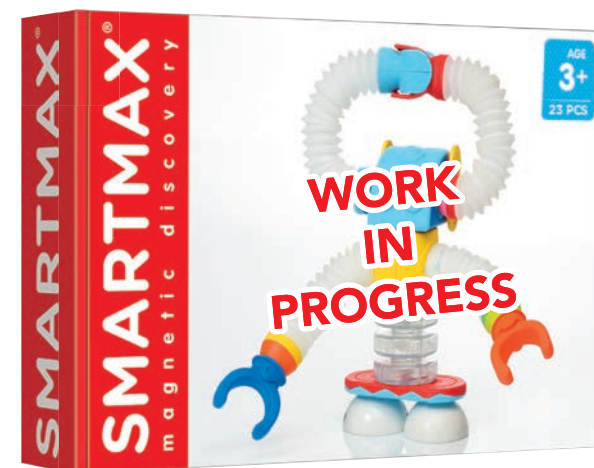


NEW 2021

ROBOFLEX
LARGE

NEW!
summer
2021

WORK IN PROGRESS



ROBOFLEX LARGE

ITEM # SMX 531
MASTER 0/6
EAN # 5414301250562

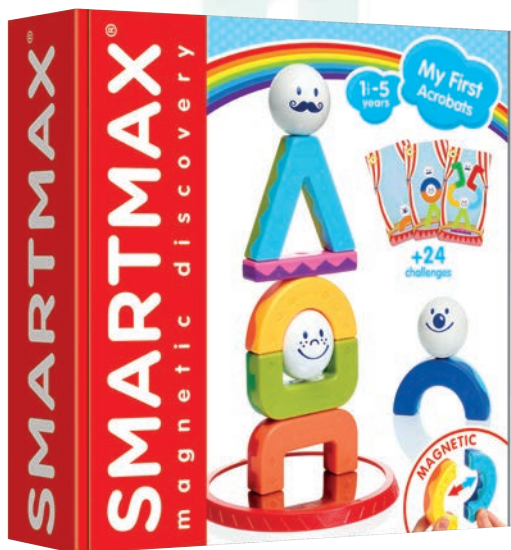


5 414301 250562

NEW 2021

My First
Acrobats10
pcs1½-5
years

NEW!



MY FIRST ACROBATS



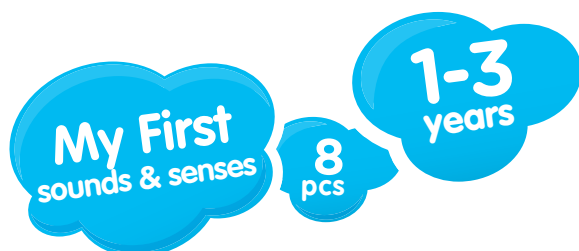
5 414301 250548

ITEM # SMX 227

MASTER 0/6

EAN # 5414301250548





MY FIRST SOUNDS & SENSES



5 414301 250470

ITEM # SMX 224
MASTER 0/6
EAN # 5414301250470

MY FIRST VEHICLES



5 414301 250487

ITEM # SMX 226
MASTER 0/6
EAN # 5414301250487



My First
Animals Mix

1-5
years



Only below 4 animals are available in this mix. Other animals are to be found in other "My First" sets.

MY FIRST ANIMALS MIX DISPLAY



5 414301 250500

ITEM # SMX 151 D12
MASTER 12/48
EAN # 5414301250500



8 pcs
My First Totem

1½-5 years



MY FIRST TOTEM

ITEM # SMX 230
MASTER 0/6
EAN # 5414301250425



14 pcs
My First Dinosaurs



MY FIRST DINOSAURS

ITEM # SMX 223
MASTER 0/6
EAN # 5414301250418





**My First
Safari Animals**

**18
pcs**



**1-5
years**

**My First
Farm Animals**

**16
pcs**



MY FIRST SAFARI ANIMALS



5 414301 249856

ITEM # SMX 220
MASTER 0/6
EAN # 5414301249856



MY FIRST FARM ANIMALS



5 414301 249863

ITEM # SMX 221
MASTER 0/6
EAN # 5414301249863



MY FIRST ANIMAL TRAIN



ITEM # SMX 410
MASTER 0/6
EAN # 5414301249887



MY FIRST TRACTOR SET



ITEM # SMX 222
MASTER 0/6
EAN # 5414301250227

23
pieces!

START



5 414301 249719

ITEM #	SMX 309
MASTER	0/6
EAN #	5414301249719

TRY ME!
feature!30
pieces!

START PLUS



5 414301 249726

ITEM #	SMX 310
MASTER	0/6
EAN #	5414301249726

42
pieces!

START XL



5 414301 245018

ITEM #	SMX 501
MASTER	0/6
EAN #	5414301245018

NEW
COLOURS!

**NEW
COLOURS!**



**70
pieces!**



5 414301 249771

BUILD XXL

ITEM #	SMX 907
MASTER	1/2
EAN #	5414301249771



**100
pieces!**



5 414301 249825

BUILD & LEARN

ITEM #	SMX 908
MASTER	1/6
EAN #	5414301249825

includes 2 building booklets



6 CURVED BARS



5 414301 241010

ITEM #	SMX 101
MASTER	6/24
EAN #	5414301241010



6 METAL BALLS



5 414301 241034

ITEM #	SMX 103
MASTER	6/24
EAN #	5414301241034

**NOW WITH
FACES!**



6 MEDIUM + 6 LONG BARS



5 414301 241058

ITEM #	SMX 105
MASTER	6/24
EAN #	5414301241058



30
pieces!



CLICK & ROLL

ITEM # SMX 404
MASTER 0/6
EAN # 5414301249795



71
pieces!



44
pieces!



MEGA BALL RUN

ITEM # SMX 600
MASTER 0/4
EAN # 5414301249641



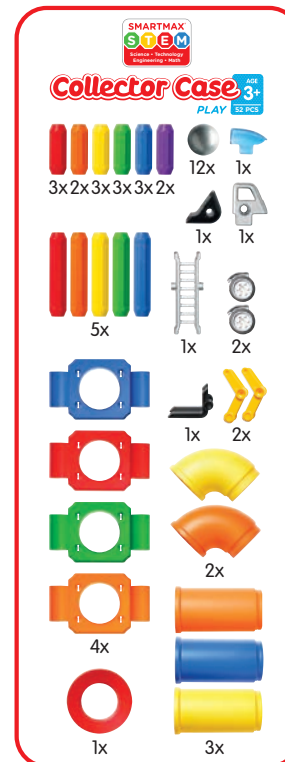
BUILD & ROLL

ITEM # SMX 909
MASTER 0/2
EAN # 5414301250135





ITEM #	SMX 303
MASTER	0/6
EAN #	5414301243038



ITEM #	SMX 502
MASTER	0/6
EAN #	5414301245025



ITEM #	SMX 904
MASTER	0/2
EAN #	5414301250081

MAXIMIZE your sales with the SmartMax marketing & POS material

ONLINE / MARKETING



ONLINE / SOCIAL MEDIA PRESENCE



WWW.SMARTMAX.EU



SMARTMAX VIDEOS

INSTORE VISIBILITY



DISPLAY CUBES



DEMO TABLE WITH MAGNETIC PLAY AREA



ACRYLIC DISPLAY

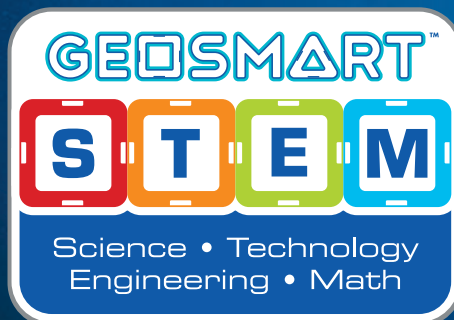


A2 POSTER



ROLL-UP

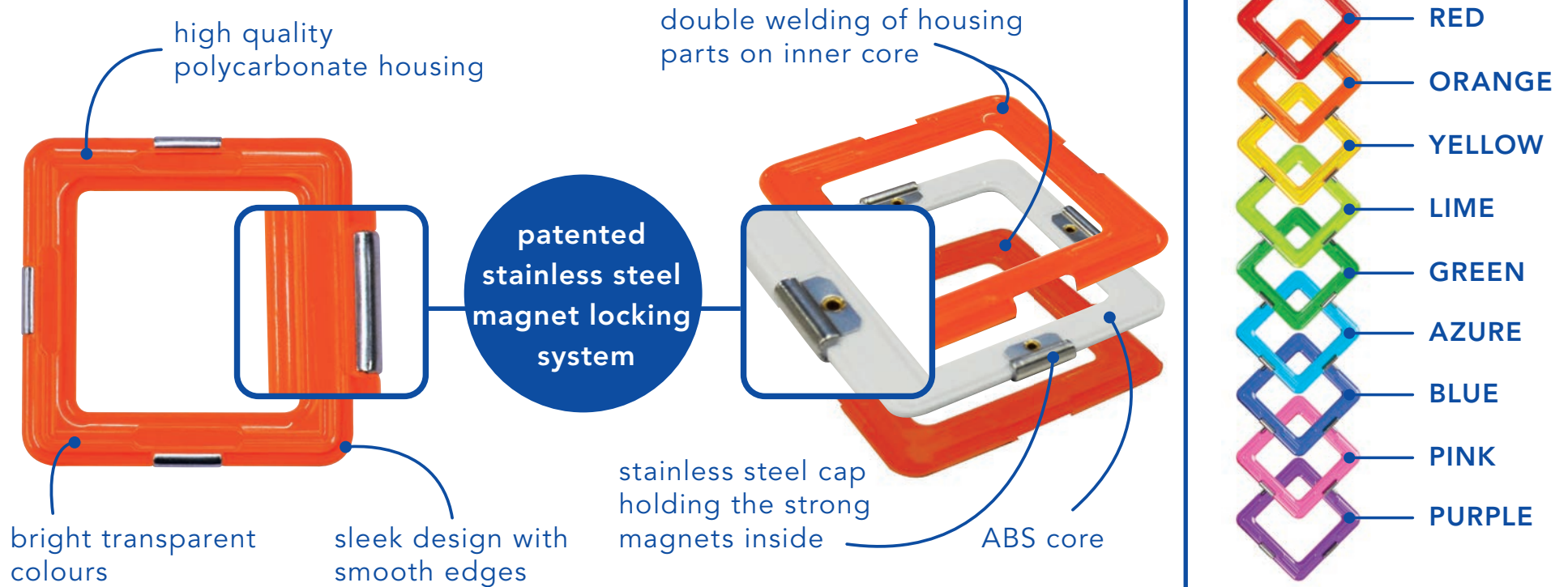
THE FUTURE OF GEOMAGNETIC PLAY®



Geosmart is a magnetic construction toy, suitable for children from 3 years of age. Each piece contains magnets that are protected by a dual safety system. This innovative, patented stainless steel magnetic locking system makes GeoSmart safe and strong, easy to clean and offers longevity.

GeoSmart includes unique colorful play elements such as spinners, wheels, tracks, connectors, LED lights and a remote control. With GeoSmart, children experience endless creative gaming pleasure and develop important skills in a playful way.

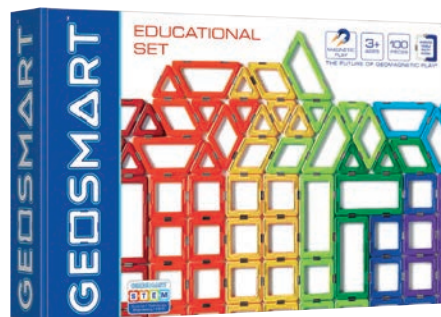
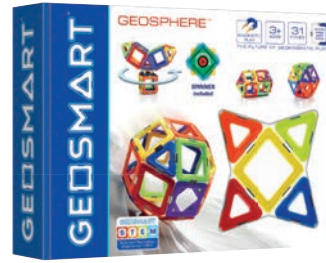
THE ULTIMATE IN MAGNETIC SAFETY



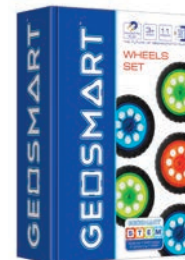
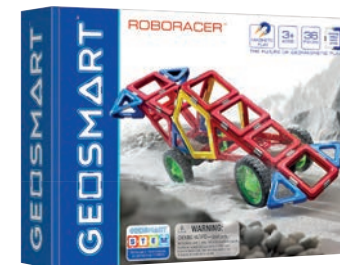
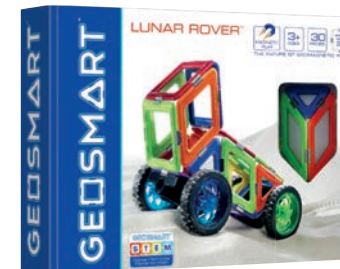
• DOUBLE SAFETY SYSTEM • STRONGER • LONG LIFETIME • EASY TO CLEAN



GEOSHAPES



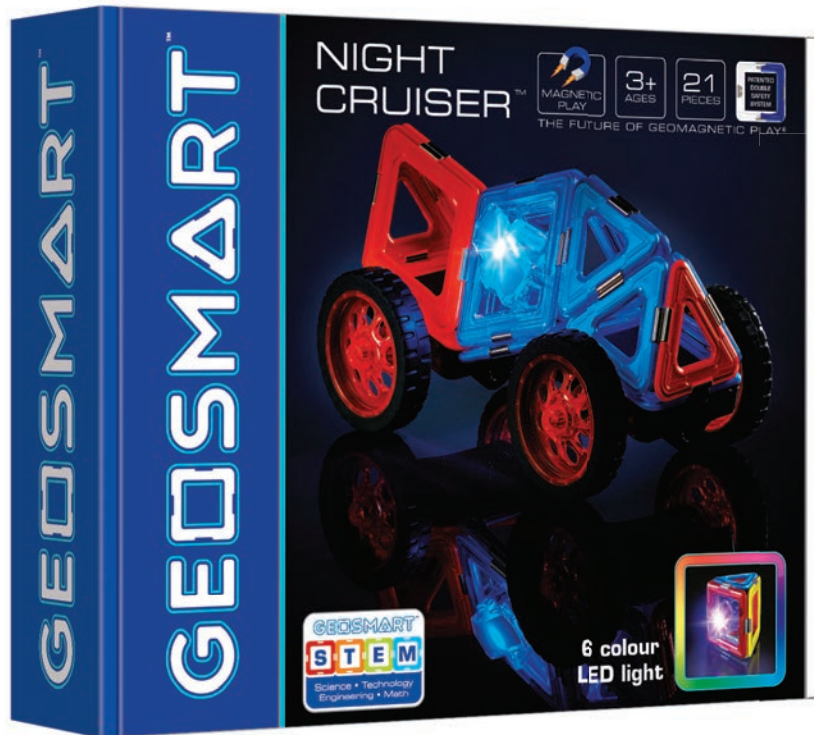
GEOWHEELS



NEW!



NEW!



GEO 217 **21 PCS**

- 6 squares
- 6 triangles
- 2 diamonds
- 1 LED panel
- 4 wheels
- 2 wheel boxes

NIGHT CRUISER



5 414301 250579

ITEM # GEO 217
MASTER 0/6
EAN # 5414301250579





GEO 215

30 PCS

- 4 squares
- 2 diamonds
- 2 panel diamonds
- 4 long arms
- 1 tube coupling
- 3 tube connectors
- 4 short arms
- 2 wheels
- 2 fast snap-in motors
- IR transmitter and chargeable receiver
- 4 track wheels

FLIP BOT



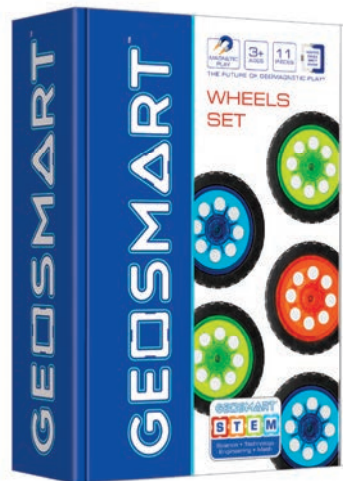
5 414301 250197

ITEM # GEO 215

MASTER 0/6

EAN # 5414301250197





GEO 100 11 PCS

- 6 wheels
- 3 wheel boxes
- 2 train couplings

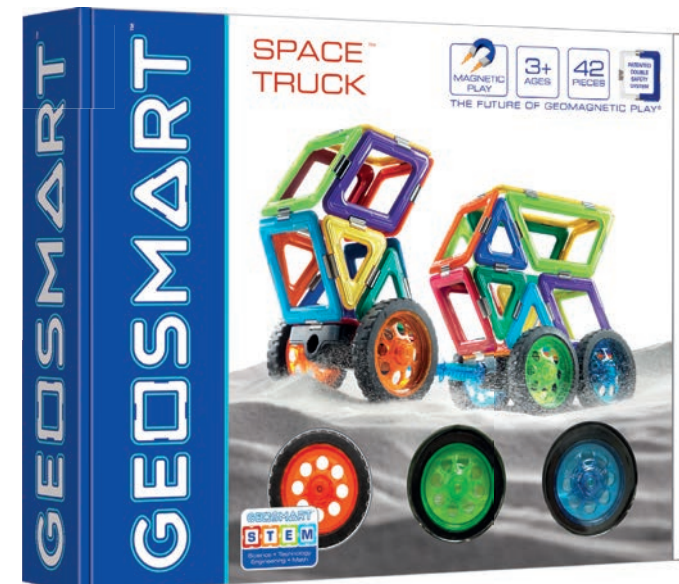
WHEELS SET



GEO 211 30 PCS

- 9 squares
- 8 triangles
- 1 rectangle
- 4 diamonds
- 2 trapezoids
- 2 wheel boxes
- 4 wheels

LUNAR ROVER



GEO 301 42 PCS

- 10 squares
- 14 triangles
- 2 rectangles
- 4 diamonds
- 2 trapezoids
- 3 wheel boxes
- 6 wheels
- 1 train connector

SPACE TRUCK



5 414301 250203

ITEM #	GEO 100
MASTER	0/6
EAN #	5414301250203



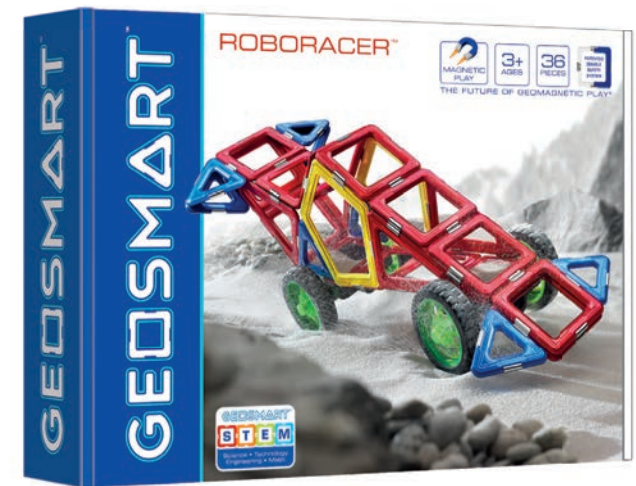
5 414301 250005

ITEM #	GEO 211
MASTER	0/6
EAN #	5414301250005



5 414301 249948

ITEM #	GEO 301
MASTER	0/4
EAN #	5414301249948



GEO 216		36 PCS
• 14 squares	• 2 pentagons	
• 10 triangles	• 4 wheels	
• 4 isosceles triangles	• 2 wheel boxes	

ROBORACER



5 414301 250494

ITEM #	GEO 216
MASTER	0/6
EAN #	5414301250494



GEO 212

31 PCS

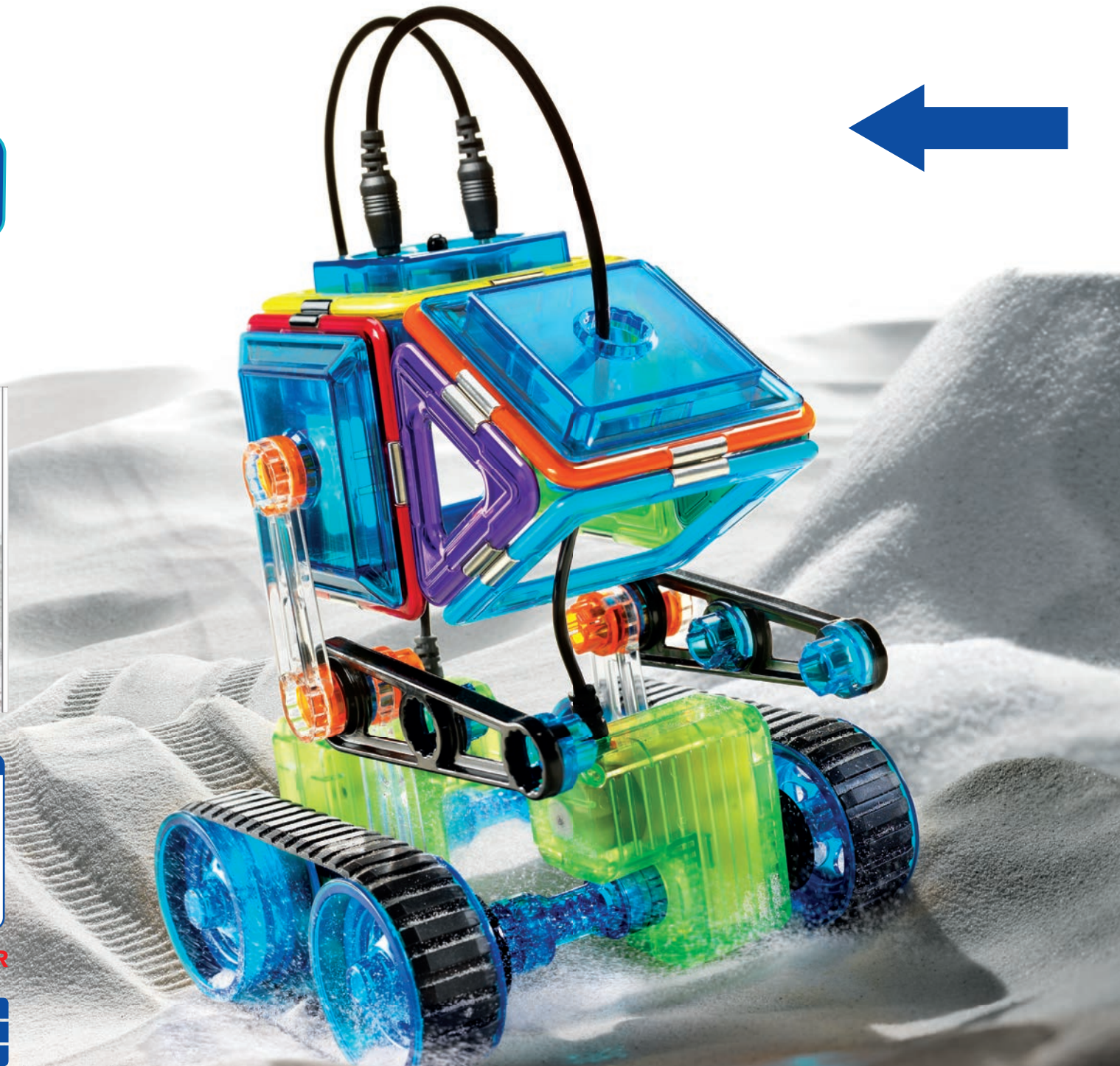
- 6 squares
- 2 triangles
- 3 square panels
- 2 tracks
- 4 track wheels
- 2 tube connectors
- 4 short snap-in arms
- 4 long snap-in arms
- 2 snap-in motors
- IR transmitter and receiver with 3 frequencies

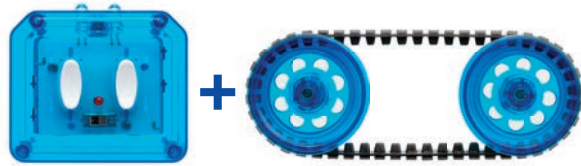
MOON LANDER



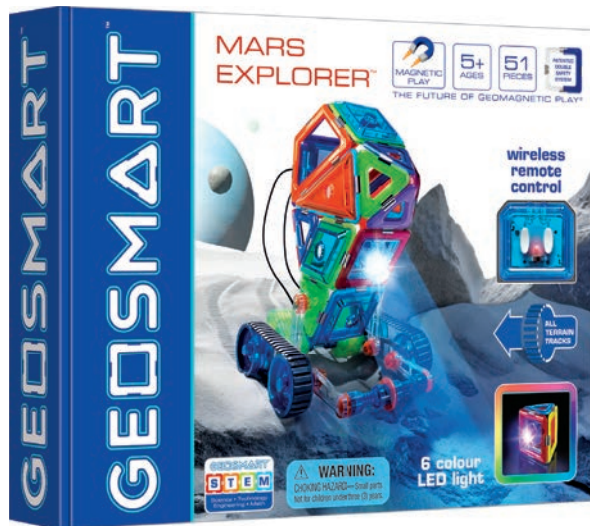
5 414301 250098

ITEM #	GEO 212
MASTER	0/6
EAN #	5414301250098





Remote control + tracks



LED-light



GEO 302

51 PCS

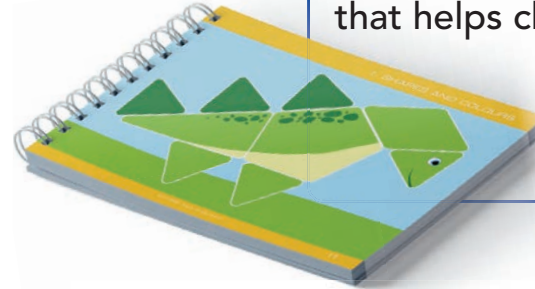
- 8 squares
- 8 triangles
- 2 diamonds
- 2 trapezoids
- 2 isosceles triangles
- 2 square panels
- 2 triangle panels
- 2 diamond panels
- 2 isosceles panels
- 1 LED snap-in panel
- 2 tracks
- 4 track wheels
- 3 tube connectors
- 1 tube coupling
- 4 short snap-in arms
- 2 long snap-in arms
- 2 snap-in motors
- IR transmitter and receiver with 3 frequencies

MARS EXPLORER



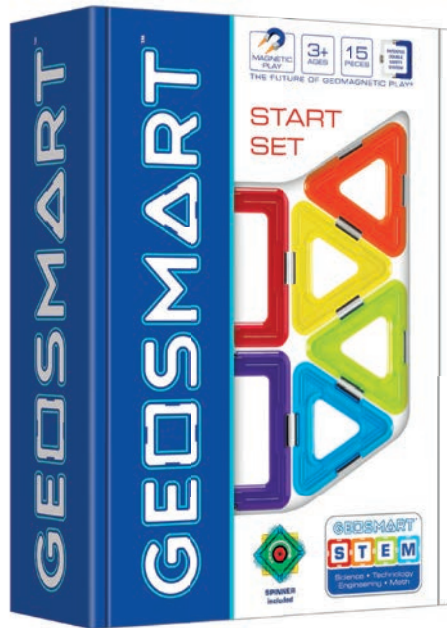
5 414301 249955

ITEM #	GEO 302
MASTER	0/4
EAN #	5414301249955



includes 62 pages multi-level challenge booklet, that helps children learn about:

- shapes & colors
- pattern recognition
- 2D & 3D figures



GEO 102 **15 PCS**

- 6 squares
- 8 triangles
- 1 spinner



START SET



GEO 700

205 pcs

- | | | |
|--------------------------|-------------------------|---------------------------|
| • 45 squares | • 6 hexagons | • 8 square panels |
| • 27 triangles | • 6 pentagons | • 6 tube coupling |
| • 12 isosceles triangles | • 8 long snap-in arms | • 6 wheel boxes |
| • 12 trapezoids | • 10 short snap-in arms | • 12 wheels |
| • 8 rectangles | • 8 triangle panels | • 4 base station spinners |
| • 4 rectangles XL | • 4 isosceles panels | • 3 train connectors |
| • 12 diamonds | • 4 diamond panels | |

EDUCATIONAL SET DELUXE



5 414301 250463

ITEM # GEO 102
MASTER 0/6
EAN # 5414301250463



5 414301 250210

ITEM # GEO 700
MASTER 0/1
EAN # 5414301250210



LED-light



100
PCS

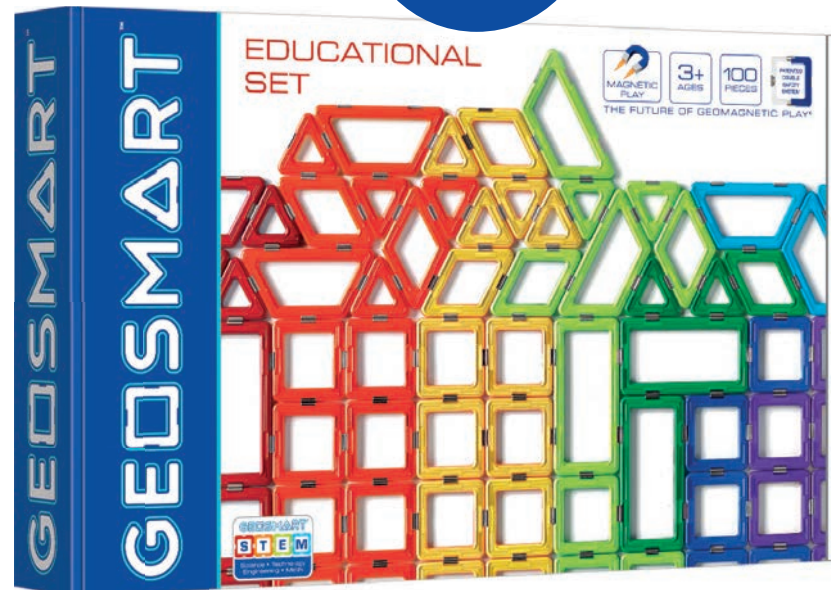


GEO 303

36 PCS

- 18 squares
- 12 triangles
- 4 trapezoids
- 1 spinner
- 1 LED panel

SPACE BALL



GEO 600

100 PCS

- 36 squares
- 24 triangles
- 8 rectangles
- 8 isosceles triangles
- 6 trapezoids
- 10 diamonds
- 2 spinners
- 4 wheels
- 2 wheel boxes

EDUCATIONAL SET



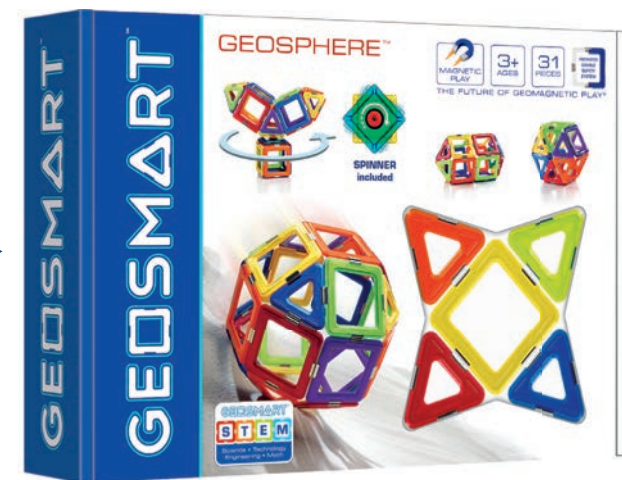
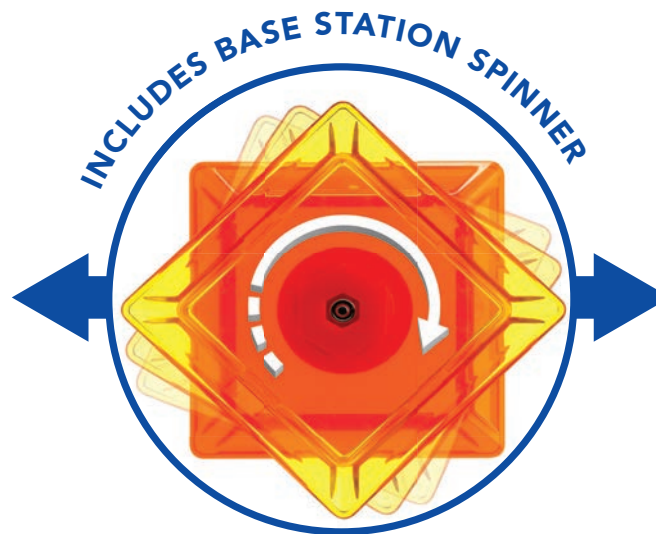
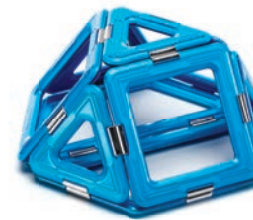
5 414301 250166

ITEM # GEO 303
MASTER 0/6
EAN # 5414301250166



5 414301 250012

ITEM # GEO 600
MASTER 0/4
EAN # 5414301250012



GEO 200	23 PCS
<ul style="list-style-type: none"> • 12 squares • 10 triangles • 1 base station spinner 	

SOLAR SPINNER



5 414301 249924

ITEM #	GEO 200
MASTER	0/6
EAN #	5414301249924

GEO 210	31 PCS
<ul style="list-style-type: none"> • 18 squares • 12 triangles • 1 base station spinner 	

GEOSPHERE



5 414301 249931

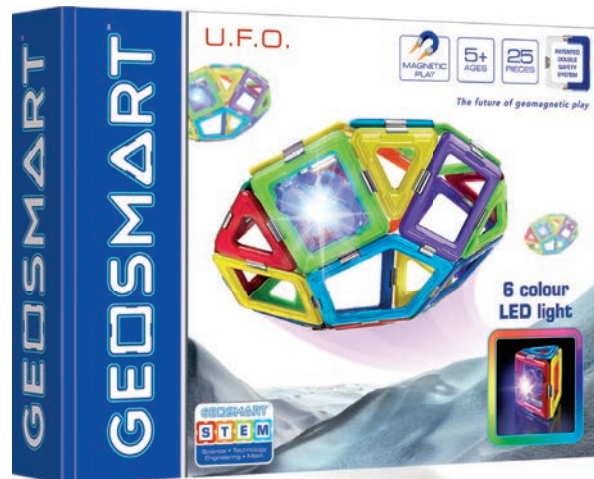
ITEM #	GEO 210
MASTER	0/6
EAN #	5414301249931



LED-light



2 LED-lights



GEO 213 25 PCS

- 12 squares
- 10 triangles
- 2 pentagons
- 1 LED snap-in panel

UFO



GEO 401 70 PCS

- 36 squares
- 12 triangles
- 6 rectangles
- 4 trapezoids
- 8 isosceles triangles
- 2 LED snap-in panels
- 2 base station spinners

GEOSPACE STATION



5 414301 250104

ITEM # GEO 213
MASTER 0/6
EAN # 5414301250104



5 414301 249979

ITEM # GEO 401
MASTER 0/4
EAN # 5414301249979

MAXIMIZE your sales with GeoSmart marketing & POS materials

ONLINE / MARKETING



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GEOSMART VIDEO



GEOSMART ONLINE BANNER

INSTORE VISIBILITY



DEMO DISPLAY



A2 POSTERS



ROLL-UPS



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International patents & patents pending. All our products (including packaging, pictures, styles, and game rules) are protected by intellectual property rights and laws.

5 414301 717232

DD: 20210104