



# '22 CATALOGUE

## A Global Supplier

- Design
- Create
- Manufacture
- Supply

## MEDICAL SCIENCE



TICK, TICK, TICK...

## WILD BOON BLOCKS



Award Winning



Fully Compliant



Fun Learning &  
Hands-on



# EDUCATING THROUGH PLAY

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## A GLOBAL SUPPLIER

1. **Product Development:** Our design experts have the industry experience and global network needed to identify the next big thing in play. They know what it takes to take an unrefined concept and make it market ready.
2. **Product Design:** Our talented team of award winning designers and graphic artists have over a hundred years of combined experience and a proven track record of creating great products that sell.
3. **Product Compliance:** We have trained staff whose sole function is safety compliance. This dedicated team arranges safety testing across multiple categories, and in strict alignment with all established international safety standards.
4. **Product Manufacture:** Our company-owned production facilities are audited annually. We oversee all aspects of the procurement, production and quality control needed to bring great new products to market.
5. **Product Commercialisation:** Our track record speaks for itself, having sold millions of products! We know how to successfully align the right products with the right global brands to achieve maximum sales. We provide support materials and award-winning YouTube videos and television commercials that can be overdubbed in any language.
6. **Global Distribution:** Our global network of world-class distributors allows us to move quickly and efficiently to place new products in over 60 countries around the world.

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**VISIT US ON THE WEB**

Tree Toys: [www.treetoys.com](http://www.treetoys.com)  
WILD! Science: [www.wildscience.net](http://www.wildscience.net)  
ROO Games: [www.roogames.co](http://www.roogames.co)



# WILD ENVIRONMENTAL SCIENCE

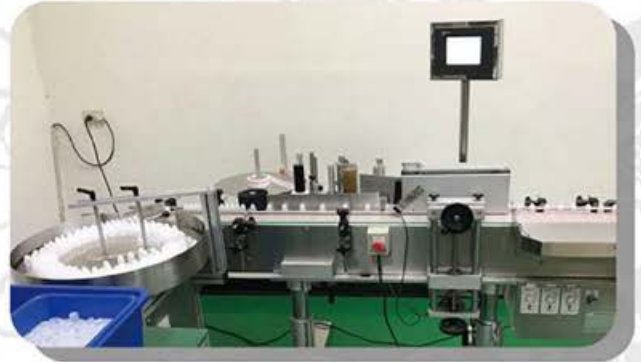
## TAIWAN FACTORY

Our state of the art, fully compliant, factory should be visited to understand our commitment to ethical manufacturing and environmental sustainability.

From this 20,000 sq ft automated facility, we manufacture and ship all of the WILD! Science® products. At present, we have the capacity to produce up to 250,000 units weekly with capacity for growth.



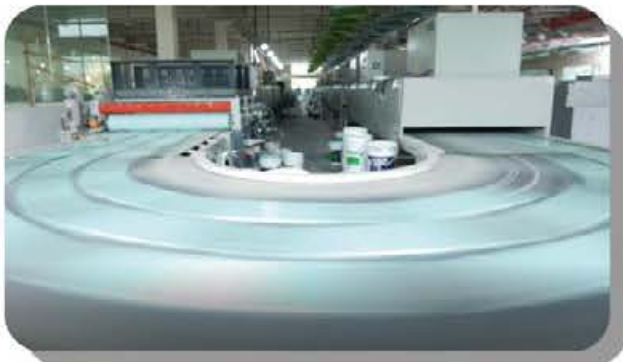
- **Number of workers:** 50/100
- **Main products:** Education Science Kits
- **Main export countries:** 30% Europe, 30% USA, 5% Asia, 35% Other
- **2 buildings, total production area (m<sup>2</sup>):** 8,000 m<sup>2</sup>
- **Production capacity:** 263,000 units/per month





# CHINA FACTORY

Located in Yunhe, Zhejiang, China. This small city, west of Wenzhou is often referred to as the “Wooden Toy City” and is the perfect place to set up a purpose-built high-end, wooden toy and game factory. We are currently manufacturing the Roo Games product line and also OEM product for distributors around the world.



- *Number of workers: 70/120*
- *Main products: Wooden Puzzles, Wooden traditional toys, Educational Wooden games.*
- *Main export countries: 40% Europe, 35% USA, 25% Others*
- *2 buildings, total production area (m<sup>2</sup>): 8,000 m<sup>2</sup>*
- *Production capacity: 250,000 units/per month*

# CERTIFICATION



SGS

Intertek



**Why do quality Science Kits continue to sell when Toys don't?  
When money is short, why do more Parents choose quality Science Kits over regular Toys?**

Most parents agree, kids today must be science and tech savvy to make the best of their future. When it comes to choosing between a 'toy' and a good 'science kit', caring parents will invest in the science kit, and will come back for more. With 24 years in this market, the WILD! Science team also knows exactly what girls and boys want in a science kit. And it does NOT 'look like school!' We deliver consistent quality and reliability; no compromise, no shortcuts. This makes us a globally trusted brand: in the past 17 years alone we have shipped over 15 million kits in 28 languages, collecting over 40 major international awards and growing. So go WILD! and grow your business.

**Here are a few secrets to our success:**

- ✓ Dedicated R&D team, graphic designers, and artists
- ✓ Quality materials and quality manufacturing in our own factories
- ✓ Audited for ultimate safety and international compliance
- ✓ Rapid product support via email and website
- ✓ Unique activities to spark creativity with real science
- ✓ Fully illustrated instructions for guaranteed success
- ✓ Real equipment for collectability and value
- ✓ Legacy top sellers plus new kits each year for 23 years
- ✓ We can customise products for your specific market

**= WILD! Science  
Make WILD! Science kits  
part of your Future.**

*WILD! Science kits  
are not toys - they  
are an Investment  
in our Future.*



## WILD ENVIRONMENTAL SCIENCE

Designed to have great play value, while exploring fascinating scientific principles.

The **WILD! Environmental Science** range was launched in 2019 as a sub-brand to our globally recognised **WILD! Science** product line. The Science Kits tackle today's topical discussions around the environment while educating and challenging the children of today through creative play!

The WILD! Environmental Science brand is all about merging great concepts with real-world lessons. Each product supports what is called Productive Pedagogy with the aim that kids always use their skills to make something unique, and useful as a proof-of-learning outcome. BUT we go further; by adding mystery, laughs, yucky bits, smells, beauty and drama to every kit produced.



**G'day, Mate! Welcome to Roo Games.**

We're a group of Australians (and a couple of Americans) who love what we do. We design, manufacture and sell the highest quality games for every age group.

WE'RE FAMILY, so we know that face-to-face play connects people like nothing else.

WE'RE PARENTS, so we know that games are an indispensable part of hands-on learning.

AND WE'RE HONORED to be sharing who we are and what we do with you – our mates!

We build every game around what game lovers young and old tell us they want. We're determined to re-imagine gaming experiences and create fun memories that find their way into hearts today, tomorrow and into the future.

**From Family Strategy to Preschool,  
we've got you covered!**

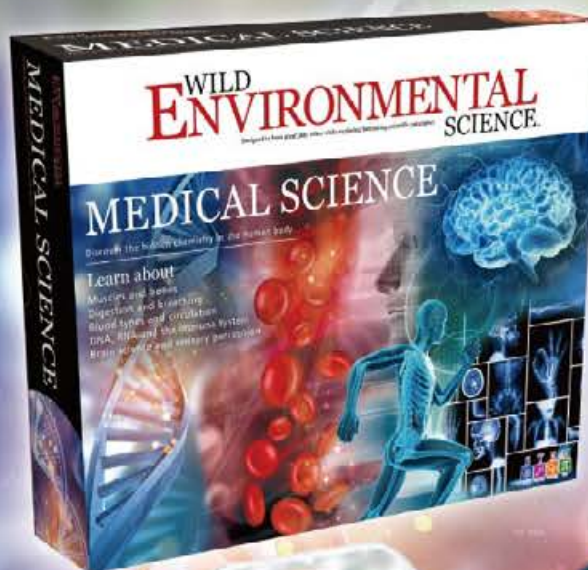


## THE SCIENCE OF NATURAL HEALTH AND WELL-BEING

Discover surprising science in traditional therapies and plant-based remedies and use critical thinking to sort science from pseudoscience. Extract and experiment with chemicals from plants, using a mortar and pestle and other laboratory tools, and experience the science of well-being with relaxing fragrance diffusers, potpourri, a dream pillow, soothing bath fizzers, and citrus bath salts.

Product Code: WES/94XL  
Product Size: 38.7 x 32.0 x 7.0 cm  
£29.99 MSRP

Ages 8+



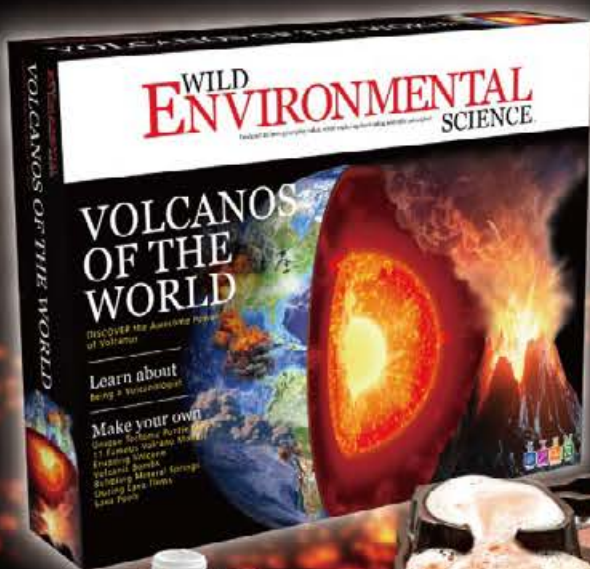
## MEDICAL SCIENCE

Explore incredible chemistry and biology of the human body with laboratory tools, chemicals, and full-colour step by step instructions for over 50 activities. Create colour-changing reactions in a test tube digestive system and see enzyme reactions in action. Make a blood typing simulation, disgusting fake snot, and DNA and protein extractions. Investigate the unique properties of water that make it essential for life, make realistic anatomical models, and experiment with muscles, bones, and sensory perception.

Product Code: WES/120XL  
Product Size: 38.7 x 32.0 x 7.0 cm  
£29.99 MSRP

Ages 8+





# VOLCANOS OF THE WORLD

Create the world's only tectonic puzzle map. Make and decorate ELEVEN Different amazing volcano models. Learn the awesome and scary story behind each one. Make volcanic bombs and react them in the special crater of volcano no. 12! Create erupting lava and lava lakes. Be THE EXPERT at your next science fair and demonstrate bubbling volcanic springs and much much more.

Product Code: WES/65XL

Ages 8+

Product Size: 38.7 x 32.0 x 7.0 cm

£29.99 MSRP



# CLIMATE CHANGE

## UNDERSTANDING GLOBAL WARMING

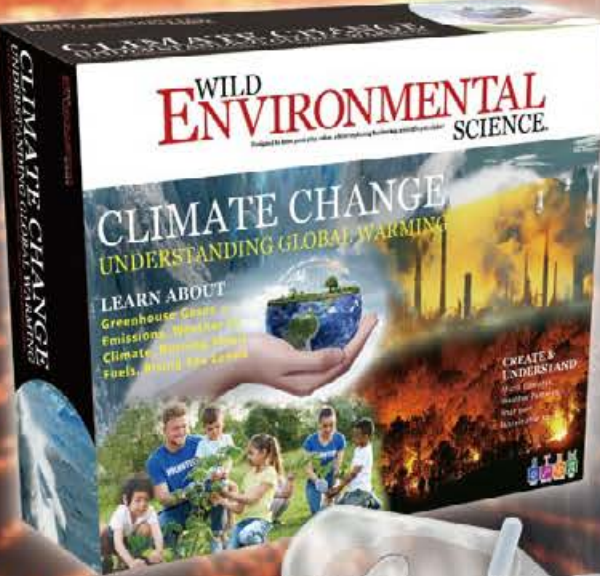
The CLIMATE CHANGE kit makes sense of global weather systems and the impact of human activity. It works just like our planet and even looks like it. Use real apparatus to conduct scientific experiments that will startle, thrill and amaze you. Grow and eat your own crops, irrigate a desert, create rainfall and see if you can save your real ice glaciers! Watch oceans rising, create and measure winds, measure carbon dioxide and acid emissions. Feel the greenhouse effect. Float icebergs and monitor ocean currents as they melt. And much much more...

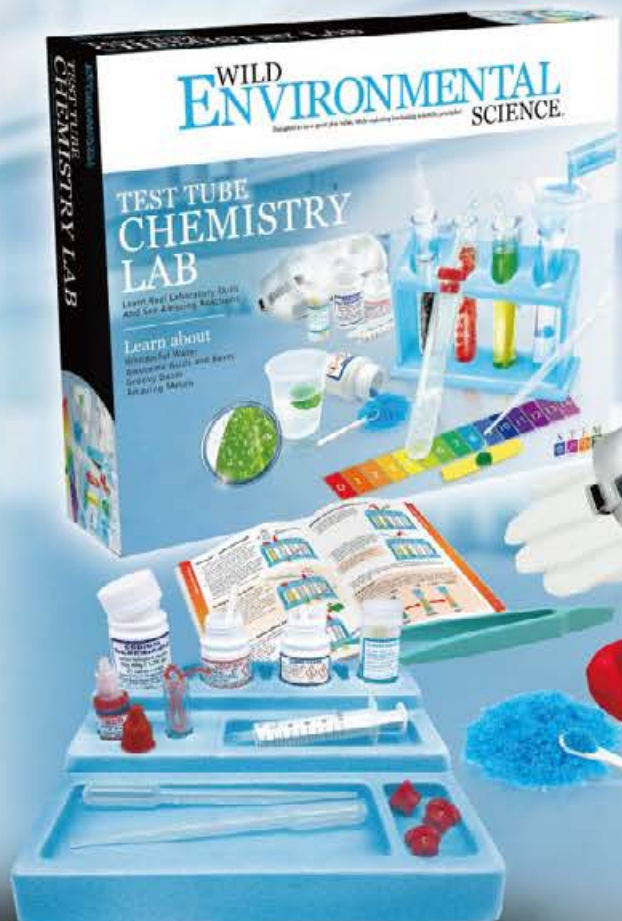
Product Code: WES/86XL

Ages 8+

Product Size: 38.6 x 31.9 x 11.6 cm

£39.99 MSRP



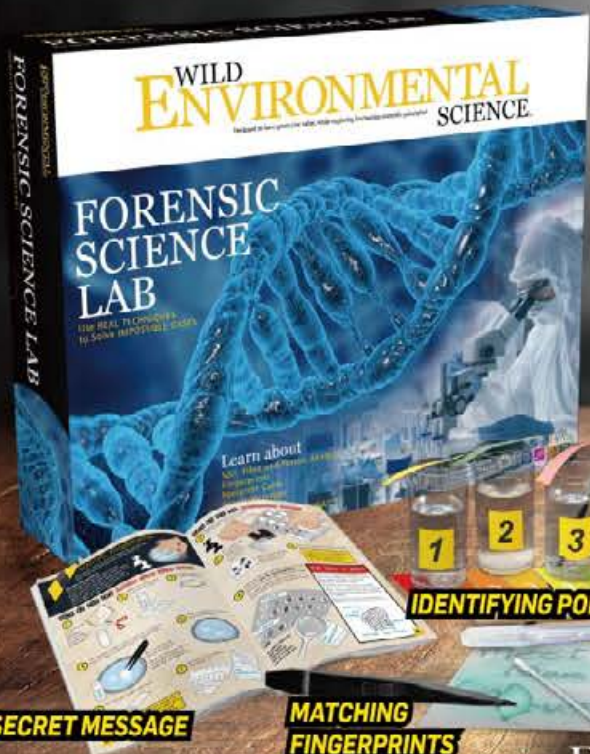


## TEST TUBE CHEMISTRY LAB

The perfect starting point for any curious chemist! Investigate Awesome Acids and Bases, Groovy Gases, Amazing Metals, and Wonderful Water, using real laboratory techniques. Featuring over 50 experiments and full colour instructions, packed with fascinating facts and images about incredible chemistry.

Product Code: WES/90XL  
 Product Size: 38.7 x 32.0 x 7.0 cm  
 £29.99 MSRP

Ages 8+



## FORENSIC SCIENCE LAB

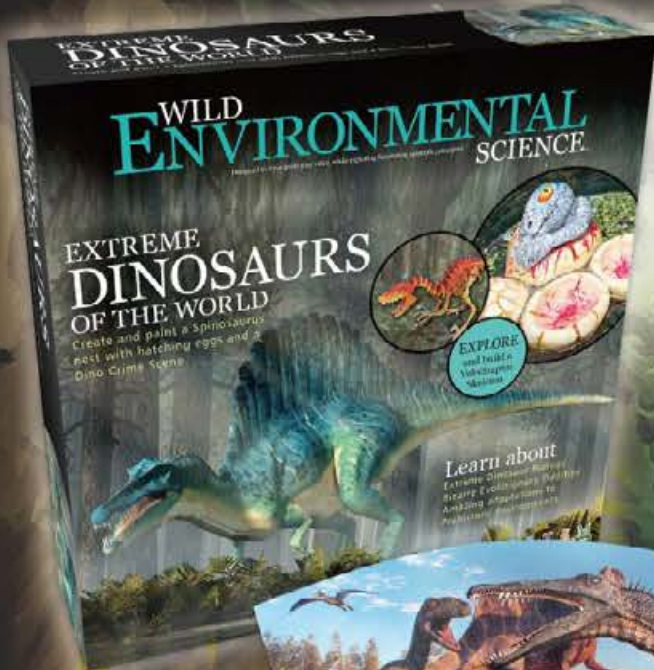
Use the magic of Chromatography to extract telltale colours from Crime Scene Notes (like DNA analysis). Special Indicators spot dangerous ACIDS and ALKALIS. Develop and Lift and Match fingerprints. Trap thieves with GLOW-in-the-dark inks. Collect Suspect Shoeprints, then compare to your crime scene Footprint Cast. Reveal Secret Messages. Who drove the getaway car? YOU will know using Cloth Fibre Analysis... and much much more.

Product Code: WES/103XL  
 Product Size: 38.7 x 32.0 x 7.0 cm  
 £29.99 MSRP

Ages 8+







# EXTREME DINOSAURS OF THE WORLD

Product Code: WES/952  
Product Size: 26.7 x 26.7 x 6.5 cm  
£14.99 MSRP

Ages 6+



## EXTREME DINOSAURS OF THE WORLD

Create and paint a Spinosaurus nest with hatching eggs and a Dino Crime Scene

EXPLORE and build a Velociraptor Model

Learn about Extreme Dinosaurs, their amazing adaptations, and how they lived

Themed poster

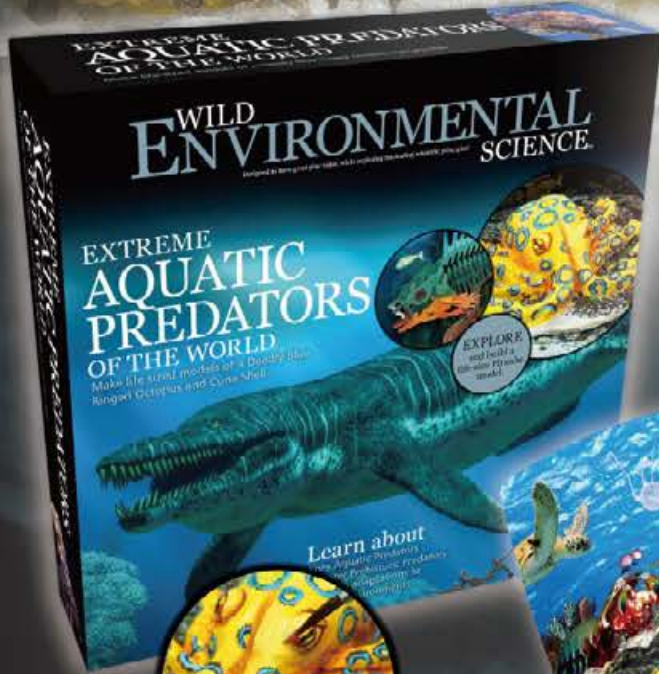
Crime scene diorama



Paint and varnish your models to bring them to life.

Make Spinosaurus nest with eggs, and egg stealer footprint models

3D Velociraptor puzzle



# EXTREME AQUATIC PREDATORS OF THE WORLD

Product Code: WES/951  
Product Size: 26.7 x 26.7 x 6.5 cm  
£14.99 MSRP

Ages 6+



## EXTREME AQUATIC PREDATORS OF THE WORLD

Make life sized models of a Piranha, a Hungry Octopus and Cane Toad

EXPLORE and build a Piranha Model

Learn about Extreme Aquatic Predators and how they lived

Pose the models in the diorama

Themed poster

Paint and varnish your models to bring them to life.

3D Piranha puzzle

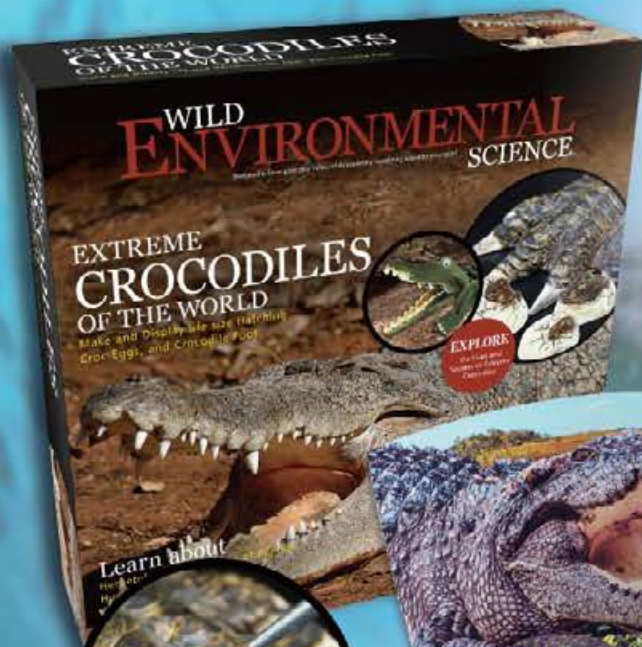
# EXTREME CROCODILES OF THE WORLD

Product Code: WES/946

Ages 6+

Product Size: 26.7 x 26.7 x 6.5 cm

£14.99 MSRP



**Themed poster**

**Pose the models in the diorama**

**3D crocodile puzzle**

**Paint and varnish your models to bring them to life.**

**Make saltwater crocodile themed models.**

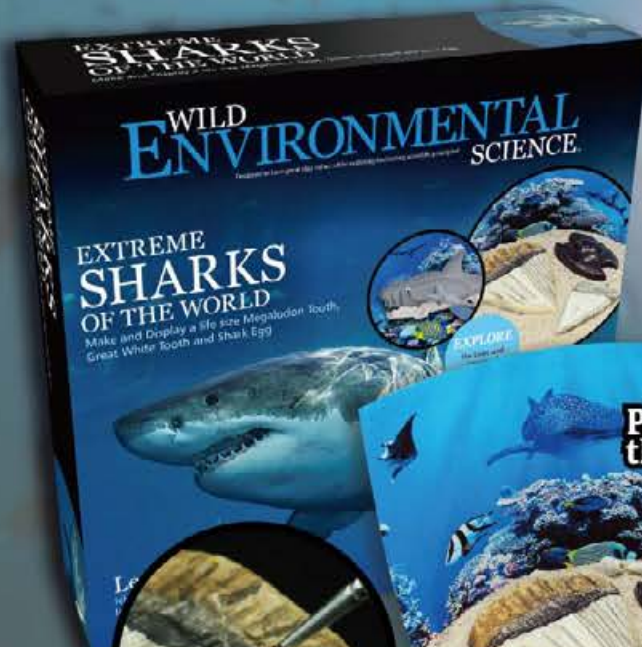
# EXTREME SHARKS OF THE WORLD

Product Code: WES/942

Ages 6+

Product Size: 26.7 x 26.7 x 6.5 cm

£14.99 MSRP



**Themed poster**

**Pose the models in the diorama**

**3D shark puzzle**

**Paint and varnish your models to bring them to life.**

**Make shark and megalodon themed models.**



# EXTREME BIG CATS OF THE WORLD

Product Code: WES/947  
Product Size: 26.7 x 26.7 x 6.5 cm  
£14.99 MSRP

Ages 6+



**Themed poster**



**Pose the models in the diorama**

**Make snow leopard themed models.**

**Paint and varnish your models to bring them to life.**

**3D Bengal tiger puzzle**



# EXTREME WILD DOGS OF THE WORLD

Product Code: WES/948  
Product Size: 26.7 x 26.7 x 6.5 cm  
£14.99 MSRP

Ages 6+



**Themed poster**



**Pose the model in the diorama**

**Make a model fennec or desert fox.**

**Paint and varnish your model to bring it to life.**

**3D grey wolf puzzle**





Layer effects

Goopy Bath



Wash away the bath time blues with fizzy chemistry that's bursting with bubbles. Mould beautiful bath bomb balls and shapes, a salty bath bomb, and a bath bomb that turns to jelly right before your eyes!

Product Code: WS/05L

Ages 8+

Product Size: 26.7 x 26.7 x 6.5 cm

£14.99 MSRP



Crystal Gel Pourri



Extract and blend your own secret formulae. Create perfumed ruby gel pourri. Real base perfumes, sample bottles, colour, atomizer and pressure filtering tools and a custom made perfume bottle included.

Product Code: WS/08L

Ages 8+

Product Size: 26.7 x 26.7 x 6.5 cm

£14.99 MSRP



Melt expensive berry wax beads, cosmetic oils and other ingredients together to make custom balms. Make multi-coloured, flavoured, shimmer effect lip balms in a crystal compact.

Product Code: WS/55L

Ages 8+

Product Size: 26.7 x 26.7 x 6.5 cm

£14.99 MSRP



The soap in this kit can be melted and moulded to make almost any solid shape. Whipping the soap creates a stable foam that can be piped onto soap cakes to make any sweet creation you can imagine.

Product Code: WS/100L

Ages 8+

Product Size: 26.7 x 26.7 x 6.5 cm

£14.99 MSRP

# VOLCANO LAVA LAB

UNIQUE DOUBLE CRATER KIT! Based on a real volcanic island in Alaska. Create coloured lava flows, and 'poison gas' lakes. Make bubbling colour change mineral pools and coloured mineral salt deposits. Just like Yellowstone. Mould different kinds of volcanic bomb. Workbench and tools included.

Product Code: WS/65L

Ages 8+

Product Size: 26.7 x 26.7 x 6.5 cm

£14.99 MSRP



Lava Bombs

Gas Valley

Eruption!

# CODING 101

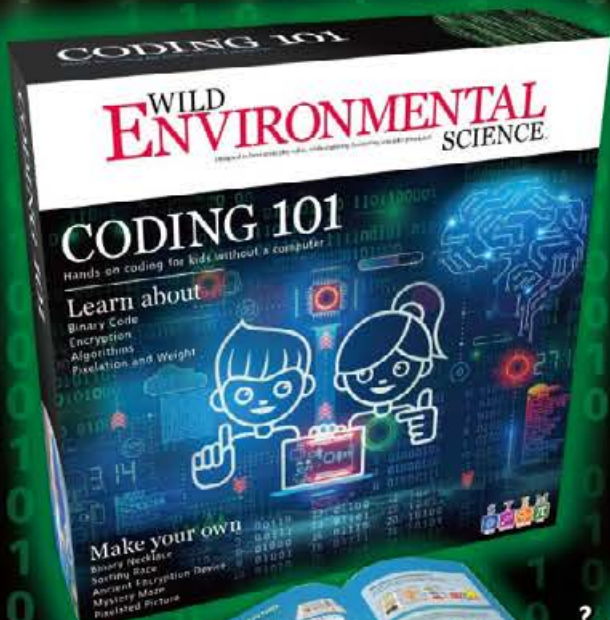
Explore coding and computer science without a computer! Encode your initials in a cool binary necklace. Race the clock to sort objects by weight, using real sorting algorithms. Make an ancient encryption device, write a program to guide a friend through a maze, and crack the code to create pixelated pictures.

Product Code: WST/707

Ages 6+

Product Size: 26.7 x 26.7 x 6.5 cm

£14.99 MSRP



MYSTERY MAZE

ANCIENT ENCRYPTION DEVICE

SORTING RACE

PIXELATED PICTURE

BINARY NECKLACE



## MAGIC SCIENCE SHOW

Star in your own magic show! Levitate beads and make coins and fingers disappear into a 'black hole'. Build a 'hologram' theatre (free apps), train a mind reading squid and play in 3D space. Create colour storms with a finger touch... and loads more tricks with all the science explained.

Product Code: WST/700

Product Size: 26.0 x 30.5 x 7.0 cm

£14.99 MSRP

Ages 6+



LAVA LAMP



COLOUR MAGIC



RAINBOW STORMS



UNDERWATER ERUPTION

RAINBOW CRYSTAL



DEEP BLUE TENDRILS



REFRACTION ACTION

## MIND BOGGLING SCIENCE

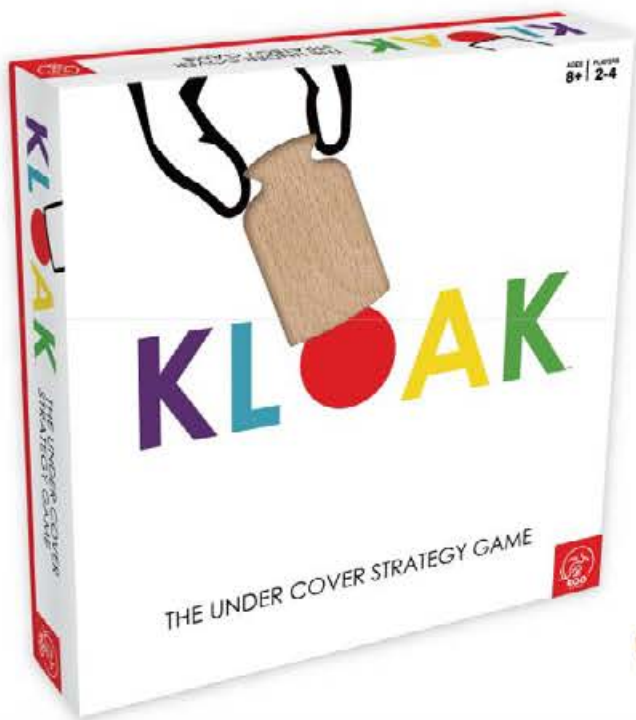
This kit explores the magical mysteries of physics, chemistry and biology in a blaze of colour, action and fun! Make bouncing crystals that morph from blue to red. Test tubes gush colour and rainbows swirl at your command. Amaze friends with green goop-rock tricks. It is a liquid and a solid - but you decide when. Make animations that boggle the eyes and mind. Create chemical lava lamps, mini volcanoes and secret writing. Learn about vision and light, pH, diffusion, acids and bases and much, much more...

Product Code: WST/711

Product Size: 26.0 x 30.5 x 7.0 cm

£14.99 MSRP

Ages 8+




# KLOAK

THE UNDER COVER STRATEGY GAME



Introducing KLOAK, the beautiful all-wooden game that allows you to hide (kloak) or seek (unkloak) your way to victory. Kloak small pieces under big pieces, but remember where they are because the first to find three sets of the same colour wins. Do you have what it takes to be the Kloak Master?

Includes: Wooden board with non-slip foam feet, 10 wooden big pieces, 15 wooden small pieces, 1 storage bag and rules for 2, 3 or 4 players.

Product Code: AS/810/19

Ages 8+

Product Size: 28.0 x 28.0 x 6.0 cm

£24.99 MSRP



# Peek-A-Boo ZOO

An animal has escaped the zoo! Can you help the zookeeper find the missing animal?

Includes: 1 game board, 16 animals on 8 double-sided cards, 4 pawns, 1 die and rules

Product Code: PM/22

Ages 3+

Product Size: 26.5 x 26.5 x 6.5 cm

£24.99 MSRP



Can You Guess  
**WHO**  
Escaped the  
**ZOO?**



Flip a card and then race your opponents to match the pattern using the correct size and color frames. Arrange face up or, when a black line appears on the card, be quick to build vertically. Arrange your frames to match the pattern and then be first to slap the card to score it. Score 10 cards first and win!

Includes: 48 high-density wooden frames, 50 cards with 100 patterns and game rules.

Product Code: PM/16W

Product Size: 28.0 x 28.0 x 6.0 cm

£24.99 MSRP

Ages 8+



Race to roll and place your blocks on the pattern card. Do it successfully, and live to roll another day. Take too long, and the spring-loaded board may go KABOOM! Choose one of two ways to play. Race and roll to stop the board from popping or work together to fill the board before it goes KABOOM!

Includes: 1 Kaboom board with built-in timer and pop-up tray, 16 six-coloured blocks, 20 double-sided pattern cards and rules. No batteries required.

TICK, TICK, TICK...

KABOOM!  
BLOCKS

Roll & Place  
the blocks

before the  
tray POPS!

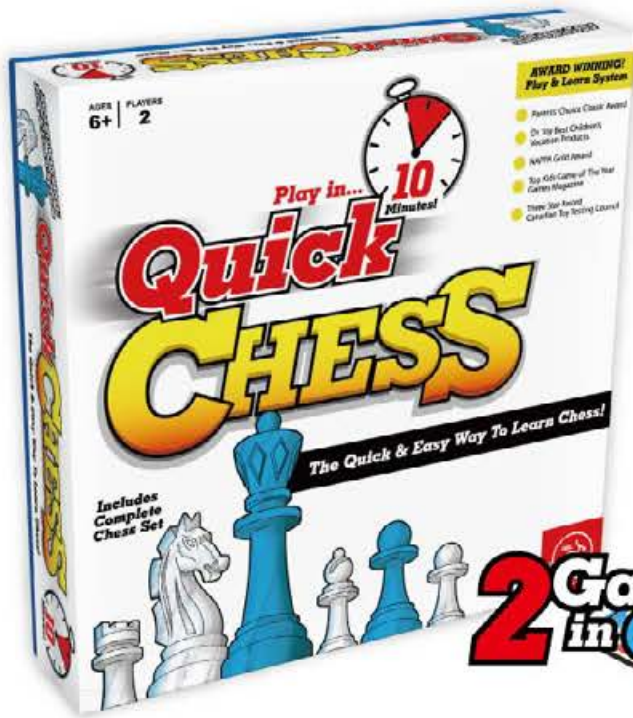
Product Code: AS/810/22

Ages 7+

Product Size: 22.0 x 22.0 x 11.8 cm

£24.99 MSRP





Play in... **10** Minutes!

# Quick CHESS



**2 Games in One!** Double Sided Board!

Learn to play the world's favorite game in ten minutes. Now you're ready to flip the board over and play a traditional game of chess like never before! Comes with complete chess game, quick chess game, quick reference mat to place under the game board, and rules with 10 levels of play.

Includes: Complete chess set, double-sided board, Instructions for all 10 levels of play, and quick reference game mat.

Product Code: QG-01

Ages 6+

Product Size: 28.0 x 28.0 x 6.0 cm

£18.99 MSRP

**GRAB A MO!**

# CAN O' MOS

**EVERYONE PLAYS AT ONCE, MAKING A MOUSTACHE CHAIN.**

**IT'LL TAKE A STEADY HAND AND A TON OF MOJO...**

**... TO CONNECT THE MOST MOS AND WIN!**



Includes: 25 plastic mustaches, and rules

Product Code: PM/14T

Ages 7+

Product Size: 11.2 (Dia) x 3.8 cm (Can)

36.0 x 47.5 x 7.8 cm (CDU)

£5.95 MSRP



### Spoon & Fork

Product Code: AT/B08  
Product Size: 17.0 x 7.0 x 1.5 cm  
£5.99 MSRP



### Suction Bowl & Spoon

Product Code: TTM-14  
Product Size: 26.1 x 20.2 x 6.5 cm  
£9.99 MSRP



### 3D Handprint

Product Code: 3D-01  
Product Size: 27.7 x 27.3 x 7.0 cm  
£17.99 MSRP



### 3 Piece Dinner Set

Product Code: TTM-13  
Product Size: 23.5 x 22.8 x 9.6 cm  
£18.99 MSRP



### Feeding Bowl & Spoon

Product Code: TTM-35  
Product Size: 26.4 x 21.6 x 4.6 cm  
£14.50 MSRP



by  
ROYAL DOULTON

### 3 Piece Dinner Set

Product Code: TTM-33  
Product Size: 23.5 x 22.8 x 9.6 cm  
£17.99 MSRP



### Spoon & Fork

Product Code: AT/B08D  
Product Size:  
17.0 x 7.0 x 1.5 cm  
£5.99 MSRP

### Suction Bowl & Spoon

Product Code: TTM-48  
Product Size:  
26.1 x 20.2 x 6.5 cm  
£9.99 MSRP



### Feeding Bowl & Spoon

Product Code: TTM-34  
Product Size: 26.4 x 21.6 x 4.6 cm  
£14.50 MSRP



### 3 Piece Dinner Set

Product Code: TTM-31  
Product Size: 23.5 x 22.8 x 9.6 cm  
£17.99 MSRP



### Spoon & Fork

Product Code: AT/B08C  
Product Size:  
17.0 x 7.0 x 1.5 cm  
£5.99 MSRP

### Suction Bowl & Spoon

Product Code: TTM-49  
Product Size:  
26.1 x 20.2 x 6.5 cm  
£9.99 MSRP



### Feeding Bowl & Spoon

Product Code: TTM-32  
Product Size: 26.4 x 21.6 x 4.6 cm  
£14.50 MSRP





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