

## HOW DO WE MAKE IT

# Easier?

Taf Toys is an award-winning company that specializes in designing developmental infant toys that help to create a smoother parenting experience with a stylish touch. The company was founded in 1991 and as of 2019 Taf Toys can be found in more than 35 countries around the world. From the very first product collection, Taf Toys has established and continually reinforced a reputation for innovation, quality and originality.

Having worked closely with many families over the years, it has become clear that although being a parent is a wonderful experience, it doesn't come without its difficulties.

Consequently, we at Taf Toys focus to support these challenging times, offering a range of products that aim to meet the needs of infants and their parents, helping both undertake their daily routines with the fun, love and care that underpins our Easier Parenting strategy.

As a result we carry five 'Easier' categories, where each parent can find products that will make their daily parenting experience even more enjoyable.

It always has been a top priority that any Taf Toys developments meet all relevant safety standards, manufacturing under fair and honest working conditions, using top quality materials and modern production methods. We can assure you that whilst our products may change, these values never will.

Enjoy!

wanna be friends?











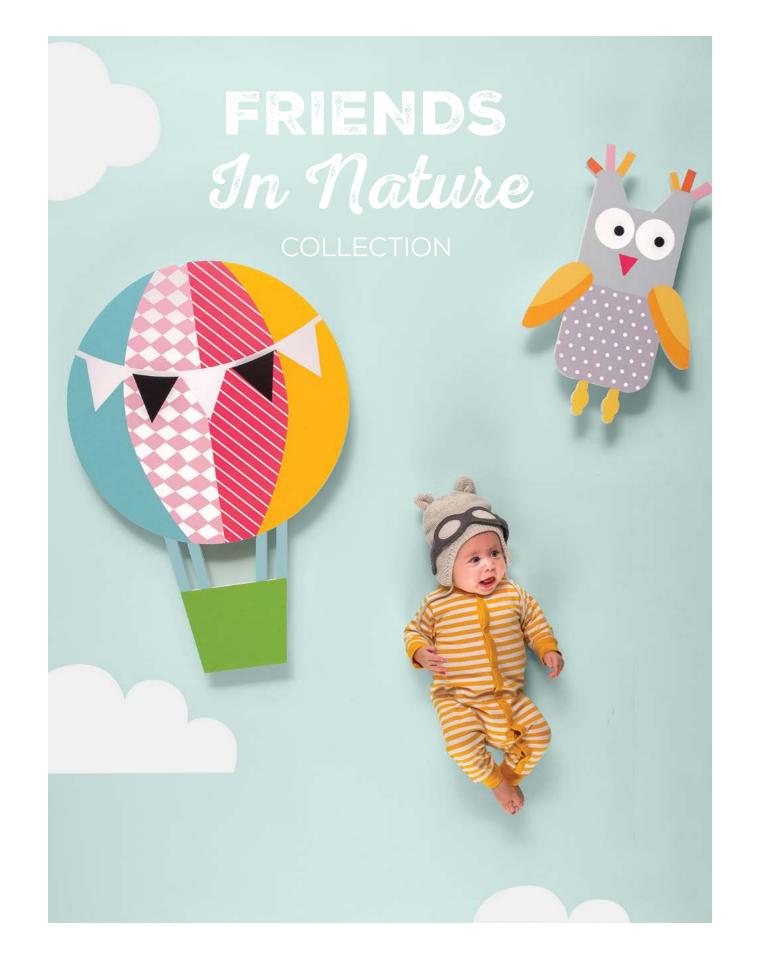




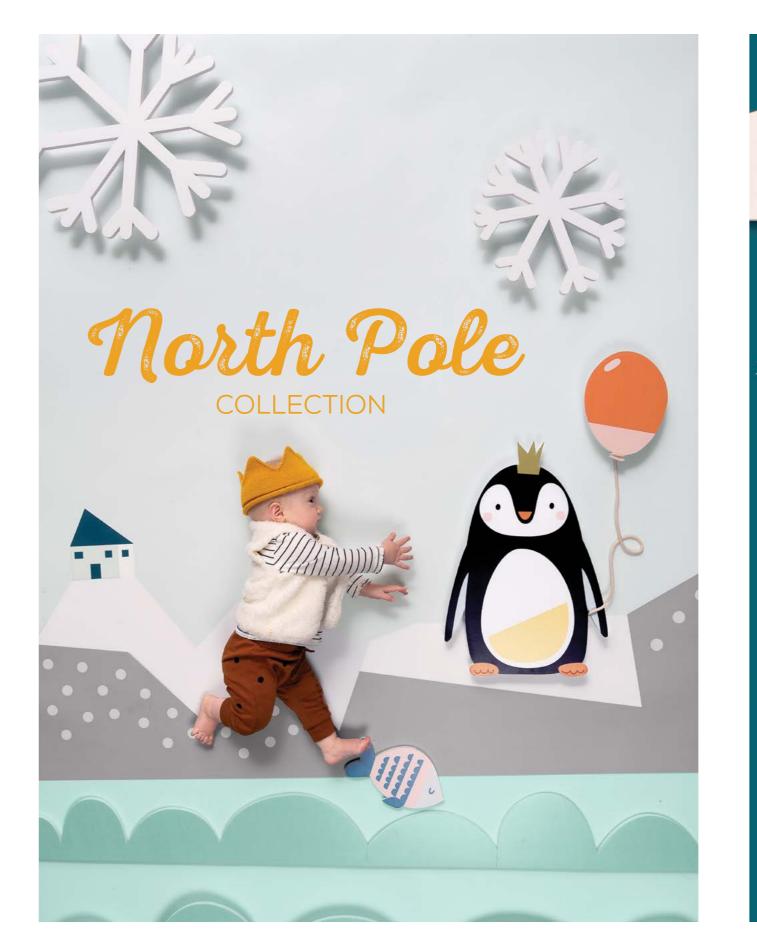


















**KOALA** MUSICAL COSY GYM OPPORT

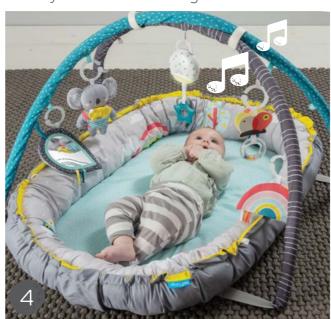
A richly colorful & thickly padded cosy gym. Perfect for newborns and will adapt as baby grows. With music, lights and lots of play activities to reflect the dreamy adventures of Kimmy koala and her pals in the joyful nature #12535



Cosy mat



Tummy-time on mat's edge



Cosy mat gym with open view arches

#### Stage 1: (0-3m)

Draw up the sides to create a cosy mat for comforting and cuddly environment.

Musical toy with 4 melodies & colorful light show soothing melody, water stream and 2 playful melodies.

Adjustable arches with unique positioning system to allow easy interaction with baby.

### Stage 2: (3m+)

Release straps to enable a full size mat.

Batteries: 2X AAA (not included) Measurements: 100X80X53cm, 39"X31.5"X20.8"

### 3 multi-sensory, double sided hanging toys $\delta$ a music & light toy



Rattling Kimmy Koala with Music & light toy fluffy ears, play pocket and a baby teether

contrast sides







A super spacious baby gym with an extra padded mat for baby's ultimate comfort. Includes soft arches, fun activity toys & a musical toy with lights. Specially designed to promote baby's senses and motor skill development. #12565







Beautiful North Pole theme illustrations to promote parent-baby interaction

Measurements - 100 X 100cm, 39.37"X39.37"



Butterfly ring rattle



Musical toy with a teether





Chime bell penguin



Rattling bear

12

Double sided hanging toys for 2 developmental stages





Freshly colored baby gym with an additional crinkling "Sensi Center". Encourage your baby to practice a variety of body positioning from day one. Proactive positioning is hugely valuable for baby's motor, cognitive, sensory and learning development. Integrate Tummy Time, sidelying and playing on the back with toys to stimulate baby's head turning & development #12435



0-3m Back lying



1m+ Kick and play

A 4 in 1 double sided crinkling "Sensi-Center" encourages baby to lie in 4 different poses, gaining developmental benefits from each position.

Batteries: 2xAAA

Measurements: 100X80X53cm, 39"X31.5"X20.8"





**0-3m** Side lying



**3m+** Tummy-time

6 playful, multi sensory hanging toys:



Rattling Kimmy Koala with baby teether



Scotty the snail with a teether



Butterfly ring rattle



A detachable music & lights toy



Double sided mushroom with baby safe mirror





An innovative cosy mat-gym, specially designed to accompany newborns and ease their transition from the womb to the outside world, while adapting to baby's needs when it grows. The mat provides an enclosed environment with an extra padded mat for perfect comfort. Comes along with music, lights and lots of play activities #12235



Cosy mat



Tummy-time on mat's edge



Full size gym with X-position arches





Stage 1: (0-3m)

Draw up the sides to create a cosy mat for comforting and cuddly environment.

Musical toy with 3 melodies - soothing melody, water stream sound and playful melody.

Adjustable arches with **unique positioning** system to allow easy interaction with baby.

#### Stage 2: (3m+)

Release straps to enable a full size mat.

Batteries: 2X AAA (not included) Measurements: 100X80X53cm, 39"X31.5"X20.8"

### 3 multi-sensory double sides hanging toy & a music & light toy



Rattling penguin



Musical toy with colorful lights



Jittering seal



Rainbow baby-safe mirror

16





Sturdy plastic baby gym with foldable legs for easy storage and travel. Features two sides for two developmental stages to aid baby's senses and motor skill development #12525





**3 fascinating, double sided & detachable hanging toys:** a lovable jingle bell star with colorful ribbons, mini moon ring rattle with colorful beads and a cheerful cloud rattle with a fluffy fabric and a teether.

Features two sides for two developmental stages:

## Stage 1: (0-3m)

High contrast side of soft panel and hanging toys.

### Stage 2: (3m+)

Colorful side of soft panel.

Legs fold flat when not in use for easy storage and portability.





# I LOVE BIG MAT -SOFT COLORS

0m+

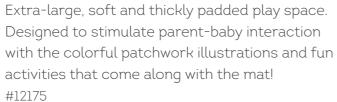
**Plenty of activities:** pineapple teether, a squeaker, a detachable baby-safe mirror, plastic rings and crinkling shapes.

This double size mat is big enough to accommodate twins

Eye-catching texts and delightful illustrations.

Measurements 100 X 150cm, 39" X 59"







0m+

**Unique design** allows baby to practice raising his head, strengthening the neck and helping with muscle development.

**Detachable ring rattle and a teether,** that can be connected in two locations, to encourage baby's reach.

Extra soft fabric on reverse of the pillow for baby's sensitive skin.

A unique ergonomic design that supports baby's chest whilst allowing free movement of the arms

ERGONOMIC DESIGN

#12045



Colorful illustrations



Detachable teether & ring toys





A unique ergonomic design of two pillows for 2 developmental stages that supports baby's chest for extended tummy time practice from day one! #12475





### Stage 1: (0-3m)

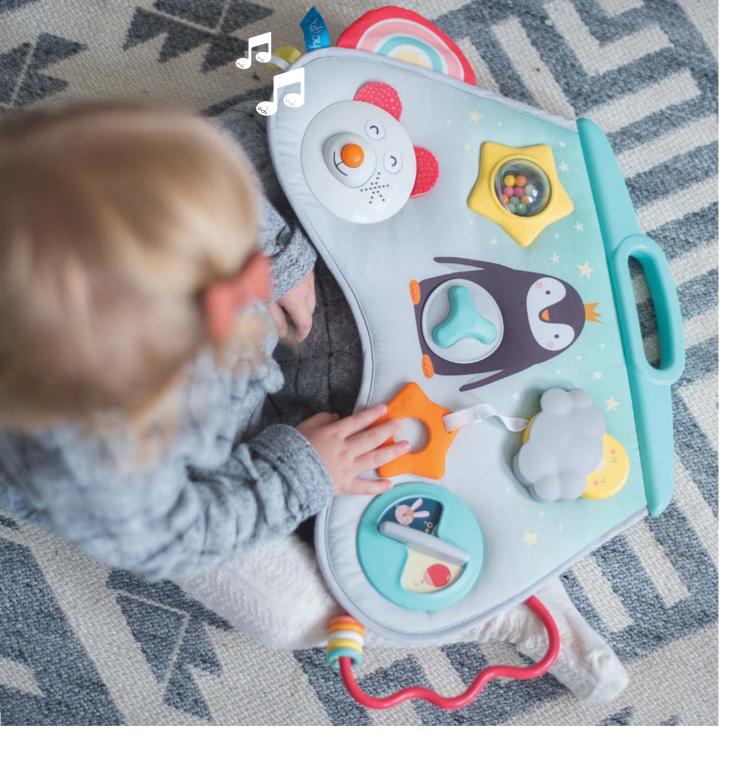
Soft and lower support with gentle fluffy fabric, allows newborn babies to practice raising their head, strengthening the neck and helping with muscle development. Designed in a "U" shape to bring elbows together, allowing baby to observe the high contrast illustrations on condensed pillow.



Stage 2: (3-6m)

Condensed support for baby's chest, allowing free movement of the arms. Includes a crinkling feature to help teach baby about cause  $\delta$  effect.





LAPTOY ACTIVITY
CENTER
6m+

Activity toy that grows with your baby, suitable for use in the crib, on the play mat or just about anywhere #12265







Music & lights

Two clip options allow to adjust height when hanging on baby's bed.

**Features music & lights bear,** Peek-A-Boo activities, rattling clear ball, crinkling parts and more.

**Includes easy-to-grab handle**, for babies to take along wherever they go.

Batteries: 2X AAA (not included)







A crinkly double sided soft panel that can be positioned in two variations for two developmental stages. This toy introduces baby to five essential expressions: happy, sad, sleepy, hungry and surprised. Identifying a range of emotions helps to promote emotional intelligence and baby-parent interaction whilst exploring the playful activities.
#12545







#### Stage 1: Newborn-3m

**High contrast** illustrations promote baby's vision and encourage baby's tummy time practice, in which strengthens neck and shoulders muscles while in flat or propped up position.

**Flat position** encourages baby to experience the sense of crinkly fabric using his hands or feet while developing his gross motor skills.







### Stage 2: 3m+

The book develop baby's emotional train to **identify emotions** and aid to develop emotional intelligence. Excellent tool to encourage **parent-baby joint** play while learning the various facial expressions & emotions.











A double sided soft baby book for two developmental stages with lovely illustrations and multi sensory textures along with fun activities for baby. Uses flip and play concept with standing feature to encourage tummy-time #12395









#### Stage 1: (0m+)

High contrast colors, baby safe mirror and face drawings allow baby to focus on one image at a time and minimize stimulation. Promotes baby's senses development and emotional intelligence.











CRINKLING PAGES

ONE IMAGE FOCUS TO AVOID OVER STIMULATION

BABY-SAFE MIRROR

#### Stage 2: (3m+)

Rich colors, textures and 3D activities including a cute baby koala teether and a play pocket to develop baby's fine motor skills. The book stands up to encourage tummy-time play. Suitable for use in tummytime or in sitting position.



3D PLAY POCKET WITH BABY JOEY

**KOALA TEETHER** 









PEEK-A-BOO TREE COLORFUL **CRINKLING ILLUSTRATIONS** PEEK-A-BOO KITE



# NORTH POLE ACTIVITY BOOK

0m+





Double-sided soft book for two developmental stages with crinkle filling for ultimate sensation. Suitable for use in the cot or pram and for tummy -time play

#12385





3m+

A star teether toy and a soother play pocket, for baby's motor skills development and for parents convenience.

**Includes:** baby-safe mirror, crinkling shapes, textured fabrics and a star teether. The book has crinkle filling that teaches baby about cause & effect and can stand up for tummy time play.

Measurements - 14 X 85cm, 5.5" X 33.5"



3 IN 1 BABY
BOOK
Om+





Double-sided soft book for two developmental stages, suitable for use in the cot or pram and for tummy-time play #12025





**Includes**: baby-safe mirror, crinkling shapes, textured fabrics and a pineapple teether.

The book can stand up alone, for tummy-time play.

Pinapple-teether toy and play pocket, for baby's motor skills development and for parents convinience.

Measurements - 14 X 85cm, 5.5" X 33.5"



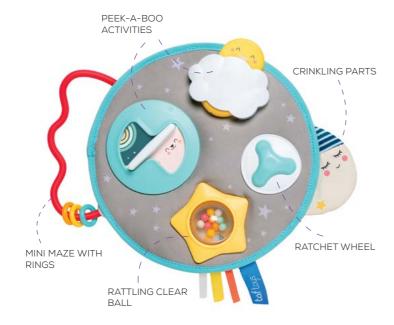


Suitable for tummy time play or lap play on the floor.

**Includes 8 activities** for mutual play and exploration

**Easy-to-grab handle** for babies to take along wherever they go.

A take along activity toy with plenty of fun activities that develop baby's motor skills #12375





MINI MOON RING RATTLES

0m+

A cute baby rattle, for senses and fine motor skills development

Plenty of chewing and grabbing options. Clear plastic ring with colorful beads

Measurements - 13cm/5.1"



Cheeky Chick #12055



Cheerful Cloud #12075



Mini Moon #12065



# **COT PLAY** CENTER

0m+

### Stage 1: (0-3)

Positioned vertically on the cot-side while observing bright colors & hanging toys, helping baby to focus and develop visually.

#### Stage 2: (3m+)

Hanging horizontally on the cot-side, tiny fingers can explore and experience the many delightful textures whilst enjoying tummy-time play.

#### Stage 3: (9m+)

Enjoyed as an activity book when baby becomes more mobile and begins to sit up and play on the floor.

Designed to fit easily on most fabric and wooden cots.

Batteries: 2X AAA (not included)

Innovative and entertaining toy that grows with the baby, designed to be used in three developmental stages #11655



Features hanging shapes with activity pockets. Peek-A-Boo flaps, rattling clear ball, crinkling parts and more.

Music & lights

0m+





9m+

# DEVELOPMENTAL CUBE

Soft play cube full of activities, illustrations and fun #12185

**PLENTY OF ACTIVITIES** 



Easily attaches to most prams and car seats with a flexible plastic ring.

3m+





# MUSICAL BOAT OWL TOY

0m+

Attaches safely to the cot rails, with music, movement and star shapes projection.

#### 2 Music options:

"Night mode" with soothing melody, nature sounds and water stream sound to soothe baby before bedtime.

Musical toy specially designed to help parents and baby in their first year. This toy will help to entertain at changing time, soothe at bedtime, engage during playtime and to encourage baby to crawl after it #11805

**"Day mode"** with playful melodies, for baby's development.

Motion, light and volume control.

Batteries: 3X AAA (not included)



**3m+** Tummy-time play



**6m+** Crawling toy



Changing time helper



# HUNNY BUNNY STACKER



9m+

Lovable stacker with 4 colorful rings and a bunny pal on top.

Flat base keeps the stacker within baby's reach.

Handled stacker rings are easy to grab and play with. **Placing rings on pole strengthens hand-eye coordination and develops motor skills.** 

**Baby develops cognitive abilities** by learning to differentiate colors and sizes and by learning problem-solving skills.



#12445

Easy to grab rings



Colorful stacker toy with a friendly bunny character

senses, motor skills and cognitive development

taken from our North Pole collection. Develops baby's

Swirling beads

36







Kimmy Koala rattle #12425 Clear plastic ring with colorful beads.

Measurements: 13.5cm/5.3"

Cute baby rattles featuring the loveable pals from our Koala Daydream collection for baby's senses and fine motor skills development. Easily attaches with a flexible plastic ring



## Scotty the Snail ball rattle #12415

A rotating clear ball rattle with colorful beads and ribbons.

Measurements: 16cm/6.2"



## Kimmy the Koala #12405

Soft rattling sound and crinkly fluffy ears. Comes with baby Joey teether cuddled in his mamma's play pocket.

Measurements: 16.7cm/6.5"



NORTH POLE DOLLS



Paul the Bear #12315 Includes a ring rattle, colorful ribbons and textured fabrics.

Measurements: 25cm/9.8"

Soft toys with a North Pole shine! For baby's senses and motor skills development. Easily attaches with a flexible plastic ring



**Star the Seal** #12325 Features jitter function, rattling sound and shiny, crinkling parts.

Measurements: 26cm/10.2"



**Prince the Penguin** #12305 With soft chime bell sound, a teether and textured, shiny fabrics.

38

Measurements: 21cm/8.2"





FRIENDS IN NATURE DOLLS

Fascinating jittering feedback and rattling sound.

Plenty of chewing and grabbing options.

Create a sense of comfort for baby as they carry around their best friend.

Measurements - 20cm / 8"

Rattling, soft jitter toys for baby's senses and fine motor skills development





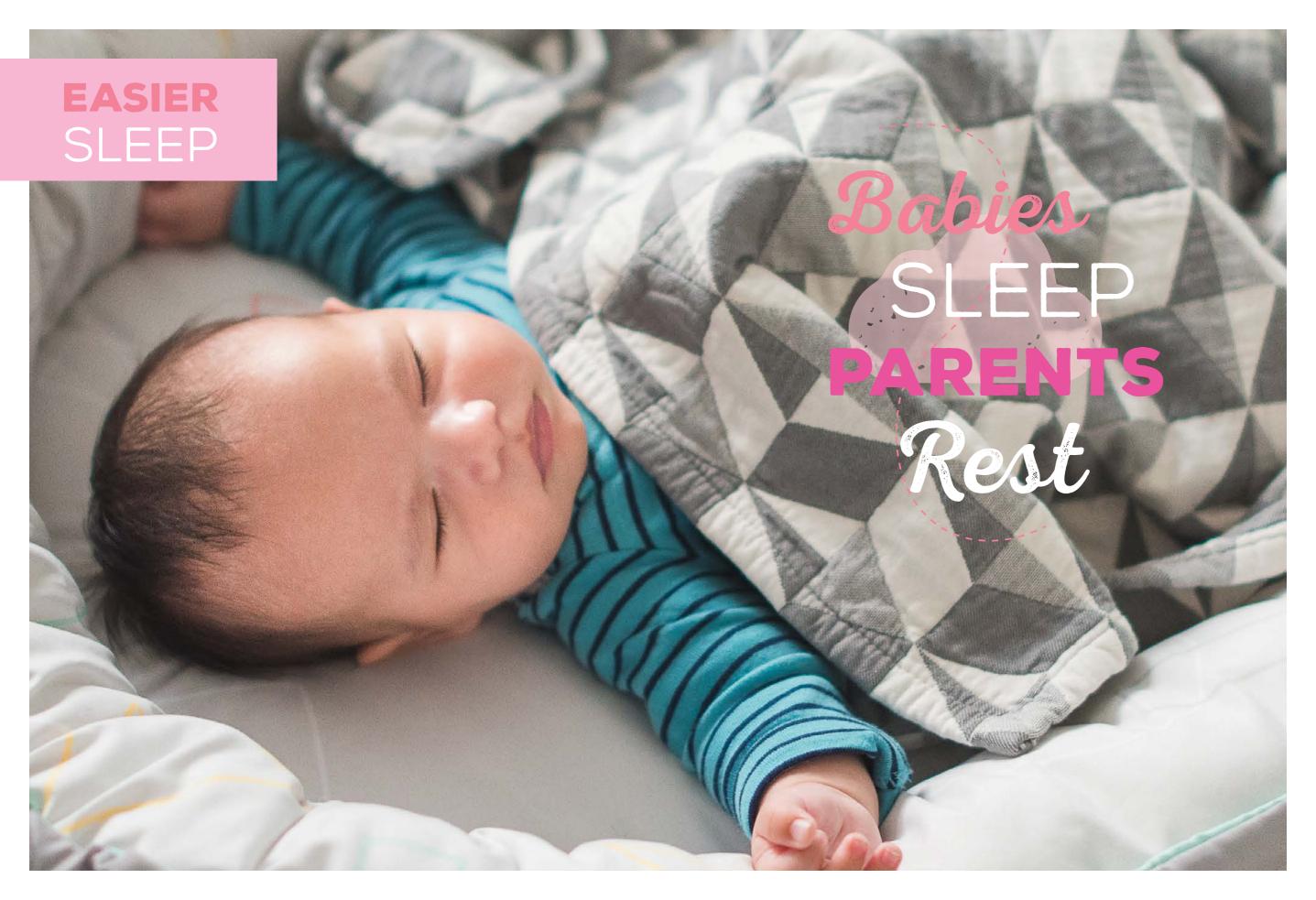


Obi the Owl #11855



Marco the Monkey #11865

40





# PRINCE THE PENGUIN BABY SOOTHER

0m+

"Soothing mode" sounds include water stream, shushing and rain accompanied by soft light. Each option plays for 15 minutes, just long enough for baby to drift off to sleep.

"Play mode" with four melodies and child voice.

"Light mode" soft night light activates for 10 minutes. Activated by pulling the teether or by pressing the light unit.

Sound sensor reactivates music & light when baby starts crying, helping him to stay asleep

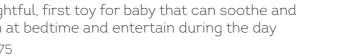
Delightful, first toy for baby that can soothe and calm at bedtime and entertain during the day #12275



Play time melodies



Glowing night light & music



## MUSICAL GARDEN MOBILE

0-5m

30 minutes of 8 consecutive classical melodies.

Volume control.

Soft garden toys - Ronnie the Rabbit, Cheeky Chick Bird and a strawberry.

Soothing mobile with 30 minutes of classical music specially adapted for babies. Ideal for promoting baby's senses, cognitive skills and emotional intelligence

MUSIC











Baby's first attachment object for developing the senses and emotional intelligence #12115

With lovable moon toy & a soother velcro strap for baby's comfort.

Measurements - 18 X 18cm / 7" X 7"









# KOALA CAR WHEEL TOY

12m+

With a clicking steering wheel, ratcheting gear lever, a baby safe mirror and lots of funny sounds, lights and buttons to press with music.

Easily attaches to car's headrest.

Batteries: 2X AA (not included)



Now baby can pretend to drive too! The Koala Car Wheel Toy is designed to keep little ones entertained whilst travelling in a forward facing car seat, allowing baby to imitate the driver's actions #12515





# KOALA CAR MIRROR

0m+

The mirror easily connects to the headrest using a Velcro adjustable strap, whilst a tethering ring provides extra security.

**Lovable Kimmy the Koala character** to keep rear-facing babies entertained.

Colorful baby-safe curved mirror that provides an easy and convenient parental view of the baby from the driver's seat #12505





# KOALA IN-CAR PLAY CENTER

0m+

Baby-safe curved mirror for easy and convenient adult view of baby inside the car.

Rattling soft activity toys – crinkling rainbow, rattling koala and a chime bell snail with a baby teether.

Keeps both baby and parent calm and happy while in car.

Easy to attach and adjust for baby's play.



A great combination of high quality rear view mirror and a colorful play toy. For rear facing babies

#12485



Rear view mirror



# NORTH POLE FEET FUN CAR TOY

0m+

Features a special high contrast black and white foot stimulation pad, with rolling beads to touch and move with the feet.

Includes three loveable hanging soft toys; a rattling penguin, a rainbow baby-safe mirror and a crinkling ice cream cone.

Easy to attach and adjust for baby's play

A car activity center for rear-facing babies, with a unique foot stimulation feature that helps to develop baby's senses and motor skills while teaching the concept of cause & effect #12295







# **PENGUIN** PLAY & KICK CAR TOY 🛕 0m+

The perfect travel companion for babies! The Penguin Play & Kick Car Toy is an innovative activity center which has been specially designed to entertain babies travelling in a rear facing car seat. Comes with a remote control, enabling parents to re-activate the music and lights #12285

Features a light-up hat, a dangly baby-safe mirror and a rattling fish toy. Baby activates the music and lights through the kick pad, teaching baby about cause & effect.

and lights.

Easy to connect to the headrest and to adjust for baby's reach.

"Soothing Mode" with soothing melodies "Playtime Mode" with a playful melody Baby kicks to activate music & lights Batteries: 3X AA and 2XAAA (not included)



Remote control



Keep baby amused when travelling! This richly colored play center is specially designed to provide entertainment for baby when travelling in a rear-facing car seat, with music and light features to promote baby's senses and motor skills development

MUSIC

& LIGHTS

REAR

**FACING** 

#11835

Three hanging soft toys provide plenty of activities for baby to feel and grab, including a jingle bell cloud, a rattling owl and a baby-safe mirror.

Gentle music plays and soft light twinkles when baby kicks the soft kick pad.

Helps to teach baby about cause δ effect

Batteries: 3X LR44 (included)



54

Play & kick







With a user friendly fastening strap that allows easy  $\upDelta$  simple transformation to a cosy mat.

Foldable and washable.

Freshly colored mat.

Full size mat's measurements: 72 X 100 cm, 28.3" X39.3", Cosy mat's measurements: 50 X 84cm, 19.6" X 33"

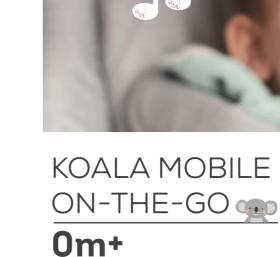




Roll to take along

A lightweight and easy to fold cosy mat specially designed to make babies feel secure in their early months whilst getting used to the outside world #12455





**Easily attaches to most car seats and prams** with extra large size clip.

Includes 30 minutes of 8 consecutive classical melodies and three soft hanging dolls to encourage baby's reach and playful activity while on the go.

Batterries: 3XAAA (not included)

A delightful musical mobile for baby's fun whilst out and about, aiding motor skills and emotional development #12465

FUN ON THE GO

PLAYFUL

**MELODIES** 



Open mat





Colorfully designed.

With water resistant base.

Foldable and washable.

Measurements - 140 X 115cm, 55" X 45"



Folded into a bag

Lightweight and spacious outdoors mat with a water resistant base, for fun and development while playing outside #12145



Outdoors play



# WATERMELON SUN SHADE ( ) Om+

Attaches quickly and easily to the canopy of any stroller, pram or car seat.

**Features two colorful hanging toys** to entertain baby both when the shade is down or stored away.

Shields your baby from over 97% of the sun's UVA and UVB rays.

High shading and half shading options, to allow air circulation and prevent overheating

3 in 1, UV protected stroller shade has been tested to and rated at UPF 50+, providing your baby with the best protection from the sun's harmful rays #12155

### Allowing airflow to baby



Half open option



Pouch shade storage





Includes a rattling hot air balloon and jingly tree.

Fits onto most prams, strollers or bouncers.

Batteries: 3X LR44 (included)

Super soft and richly colored musical arch. As baby reaches for the loveable hanging Owl toy, gentle music will be activated and light will twinkle and shine, helping baby to understand cause and effect #11875





# TROPICAL ORCHESTRA ARCH

0m+

Plastic clips securely attach to most strollers, prams and bouncers allowing baby to play on the go.

**Innovative joints** allow the arch to be angled towards the feet or hands.

Toys feature variety of instrumental sounds

Baby is rewarded by sounds when the toys are hit or kicked.

Flexible pram arch with fascinating instrumental toys, to stimulate baby's discovery of sounds, for baby's senses and motor skills development #12135







With soft rattling characters taken from our Mini Moon collection

Easy to fold & carry.

**Easily attaches to most prams, strollers or bouncers** with large size plastic clips.



Soft & flexible pram arch with 3 loveable rattling toys to encourage baby's reach and fine motor skills development #12365





# MINI MOON PRAM MOBILE

0m+

Easily attaches to most prams with extra large size clips.

Includes: Chime Bell sound, rattling soft toys and more.



Fun action on-the-go for baby's senses and motor skills development #12095





## CLIP ON PRAM BOOK

0m+





Clip attachments

Double-sided soft book for two developmental stages, side one is aimed at birth to 3 months, side two is richly colored and has delightful illustrations along with many appealing textures
#10635





3m+

Comes with two plastic clips for attaching to the pram.

Wraps around most prams and  $\mbox{cribs}$  for stimulation when baby is awake.

**Added features include:** baby- safe mirror, crinkling shapes and textured fabrics.

Measurements - 14 X 85cm, 5.5" X 33.5"





0m+

Soft and playful activity center, wraps around most infant car seat handles and stroller bars #12105

With strawberry soother case.

Includes soft jingling Cheeky Chick, rattling Ronnie the Rabbit toy and a clear ring rattle.



Soother case



Unique Velcro straps to hold toy in position.





# OBI OWL CHIME BELL MOBILE

0m+



**Obi Owl Chime Bell Mobile** #12165 Offers lovely chime bell sound and textured toys to encourage reaching out.

Measurements - 15cm X 15cm X 34cm

# NORTH POLE PYRAMID 🛕



## North Pole Pyramid #12255

Soft pyramid toy with chime bell sounds, baby-safe mirror, a teether, plastic rings, colorful ribbons, shiny printing, textured fabrics and crinkling parts.

Measurements - 13cm X 13cm X 33cm





# MEALTIME MONKEY HIDE & EAT 6m+

Peek-A-Boo monkey makes mealtimes easier and fun when introducing baby to solid food.

Finger food is a great way to develop child's independence and motor control.

**Easily attaches to any flat surface** with suction feature.

Dishwasher safe

**BPA FREE** 

Baby's first plate for independent eating with finger foods in a fun-easy way. The friendly monkey is based on the principle of Peek-A-Boo game and provides the opportunity for bonding time with the family at mealtime





\*Serving suggestions



# MINI TABLE CAROUSEL

6m+

**Easily attaches** to any flat surface.

With a detachable squeaking soft butterfly toy, rotating carousel and beads.

Wipe clean base.

Colorful high chair toy for fun and development while waiting for meals to be served #10915







#12535 KOALA MUSICAL COSY GYM **p/9-10** 



#12565 NORTH POLE 4 SEASONS GYM **p/11-12** ME GYM **p/13-14** 



#12435 ALL AROUND



#12235 MUSICAL NEWBORN COSY GYM **p/15-16** 



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#12475 2 IN 1 TUMMY-TIME PILLOW **p/21-22** 



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**EASIER** 

SLEEP

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#12325 STAR

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## EASIER PARENTING POINT OF SALE MARKETING MATERIALS



Header



Floor Sticker







Roll-Up Banners



Displays





