

LC

2023 Collection
Sneak Peek

Where we came from...

We are two friends Phil and Luke who met working in the toy industry, we loved the chat with the customers and how innovative children's products could be but we wanted to pick our own brands and do things a bit differently. In 2015 littleCONCEPTS was conceived and we tentatively started our own business, it was scary and the marketing budget was so tight we even slept in a tent when doing our first Harrogate Gift Fair!

Where are we going...

Since our initial launch with with PlanToys we have added Candylab, Mr & Mrs Tin, MOLUK and most recently Oli&Carol. Like our retailers we have faced a crazy economic climate but our enthusiasm for sustainable innovative kids products remains. We work closely with our retailers, especially helping to compile orders and selecting new products, we can provide lots of images and marketing materials for social media and some of the lines also have POS.

We'll be at several trade shows this year (details on the back cover) and if we're lucky our accountant might even let us upgrade to a motorhome!

Thanks for checking out our lines – Phil & Luke



Brand Collection 2023



Quirky and soothing natural rubber teethers, toys and rattles

Oli&Carol is a young company from Barcelona specialised in designing cool natural toys for modern parents and their kids.



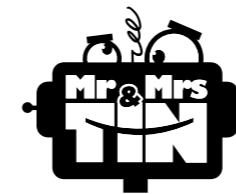
The original ethical wooden toy creator

For 40 years, PlanToys have been creating sustainable products for children, before the world "sustainable" was a marketing buzz word.



Sleek and beautiful vintage cars and vans for kids and collector

Candylab was born out of a desire to revive the glamorous '60s American modernist vibe and carve it into awesome contemporary wooden toy designs.



Handmade cheeky yet sophisticated tin robots

Mr & Mrs Tin gives a nostalgic & beautifully designed nod to the tin toys of the 50's & 60's and honours their unique craftsmanship



Modern toys that go beyond play

Driven by a passion for great design, MOLUK strives to create innovative, sustainable products that don't just entertain kids on a superficial level, but invite real interaction.





Discover more Oli&Carol and order B2B at www.littleconcepts.shop

OLI & CAROL

Quirky and soothing natural rubber teethers, toys and rattles

Oli&Carol specialise in designing cool natural toys for modern parents and their kids. Since their launch they have believed in taking care of the environment and offering natural sustainable products that follow an artisanal handmade process.

How it began

Babies health, happiness and development are at the heart of this young and dynamic business. Founded by two sisters Olimpia and Carolina from Barcelona just 5 years ago they are being recognised globally for their innovative modern designs and dedication to sourcing non plastic biodegradable ingredients. Their use of discarded cherry stones to make their recently launched rattles is inspired.

Environmental & safety credentials

Made entirely from 100% natural rubber these malleable gentle teethers and toys are kind to gums and the planet. Each product is hand painted using chemical free ingredients. There are no holes needed in the production process so the toys can't become mouldy and safety testing is rigorous.

Why we added this range to our portfolio

The enthusiasm of this company is contagious, they're passionate about bio ethics and their role in promoting a healthy lifestyle through diet. They also work with external designers such as Donna Wilson and add to the range regularly throughout the year.

Items we recommend when first ordering

It's simple – get your 5 a day and put together a compliment of fruit and vegetables and the Donna Wilson designs are always popular.

What babies say about Oli & Carol – we don't know but they dribble a lot and smile.





Discover more PlanToys and order B2B at www.littleconcepts.shop

The original ethical wooden toy creator.

Sustainable Play

PlanToys isn't just a toy brand it's an ethos, an ethical innovator and a leader in employee welfare, they introduced the concept of 'Green' to the toy industry in 1981 before the word sustainable was even a concept.

How the company began

When Vitool, the Thai owner, discovered discarded rubber plantations were being burnt he felt compelled to make use of this versatile natural by-product and set up the first company to design organic rubber wood toys. Over 40 years on 70% of the material used in manufacturing is still sourced within 25 km from the factory and they are the only toy company to print the carbon footprint on their packaging.

Welfare and sustainable accountability

Their manufacturing plant is powered by biogas and solar panels and proactively employs staff with disabilities. The company have built employee housing and a co-operative shop and for the population of Thailand they've created libraries and an interactive nature theme park.

Why we chose to distribute the range

Because of the transparency in manufacturing enabled by owning their own factory, so they can control the entire production process – they live their ethos, it's not just aspirational.

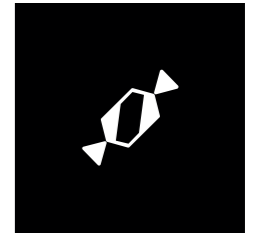
Suggestions for opening orders

We love the camera, and snail and wooden bath toys, towards Christmas we also recommend the Dolls House.

What kids will say in 2070 about PlanToys – 'Can we play with Granny's dolls house today?'



Discover more Candylab and order B2B at www.littleconcepts.shop



Candylab

Sleek and beautiful vintage cars and vans for kids and collector

For contemporary humans. Candylab have built a faithful following across all continents. Discerning parents equally saturated with the forgettable mass-market plastic toys, collectors and design buffs everywhere have taken notice.

Their origins

These iconic vehicles, food trucks and campervans with their modern feel generate fans and super fans. The Brooklyn creators call themselves designers, gearheads, engineers and parents and they're fanatical about retro Americana Automobiles.

The ethos

Candylab have created the first die-cast wooden toy cars and are stringent in using the best quality and largely all natural materials such as Canadian beechwood. Their mission is 'to make wooden toys better than plastic ones, with zero compromises'.

Why we chose to be their distributor

The passion the products generate in both children and adults is over whelming, collectors pride themselves in describing the specifics about the engines, chassis and pistons of each individual original model and the eye-catching stylish designs make them coveted for the toy box and hipster shelf.

Which designs to include in an opening order

Whichever food truck catches your eye - hungry for a hot dog? digging the donuts? or itching for ice cream? Your Candylab world can then be expanded with RV's, buses, trucks and car transporters!

What kids say about Candylab – vroom vroom beep beep, neooooow

What Kidults say about Candylab – Wow a Longhorn Sierra! I've got one of those in my garage!





Discover more MMT and order B2B at www.littleconcepts.shop

Cheeky yet sophisticated robots for the kidult collector

The appeal

Mr & Mrs Tin was born out of a love for the toy robots of the 1960's. They're handcrafted with only 2,000 being made of any one design each coming with a Bot certificate showing their unique production number. Also included in their crafted giftbag is a letter of introduction & thanks from the designers.

Introducing the range

For impact and display we recommend starting off with 2 of each Robot – there are only 8 in total and a set of new designs are introduced each year.

Where did Mr & Mrs Tin meet – on Tinder of course!



Discover more MOLUK and order B2B at www.littleconcepts.shop

Modern toys that go beyond play



Rock, spin, stretch, cradle

MOLUK toys are props for open ended imaginative play that can't be defined on paper as they're limitless. This small brand is the inspired concept of Alex a Swiss designer who wanted toys to encourage movement, role play and adventure.

The antithesis to single use

Made entirely from recyclable materials these award-winning multipurpose toys take on a new identity with each game they're absorbed into. Described as the ultimate fidget toy they stimulate the senses and are used widely in schools, nurseries and SEN environments.

Key products to stock – Plui Rain Cloud, Oogi & Bilibo

What kids say about Moluk – Can we fly to the moon in my tadpole catcher? You know the red toy that was my rocking hedgehog last week?





Visit us in 2023

Home & Gift

Harrogate
16 - 19 July
Stand DP1-A87

Autumn Fair

N.E.C
3 - 6 September
Stand 20K48-L49

Nursery Fair

Harrogate
15 - 17 October
Stand C-27

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