



Company Profile





Welcome to A.B.Gee

A little bit about us....

Founded in 1975 in the heart of the Midlands, we are the UK's leading distributor for toys. In partnership with major suppliers as well as importing our own ranges, we are the number one choice in ensuring a smooth and consistent supply chain, from sourcing of products through to delivery to trade accounts. Our 75,000 square foot head office, distribution centre and showroom provides the base from where we supply wholesalers, retailers, large high street and online stores.

What makes us different?

We have, for a long time now, supported the UK toy trade with products from some of the largest companies in the world and with our own exclusive toys. Our vast product range of currently more than 7000 sku's covers collectibles, toys, games and accessories. We also currently carry one of the most comprehensive ranges of high profile branded and TV advertised toys in the UK.

Why choose us?

We offer buyers a quality and variety of services which is second to none such as:

- Professional & friendly sales team
- Trade website/ordering facility
- Low carriage paid orders
- Multiple payment options
- Individual shipping solutions
- Next day delivery
- Extensive showroom

Who do we distribute for?

- Mattel
- Hasbro
- Zapf/MGA/Little Tikes
- Moose
- Playmobil
- Character
- Golden Bear
- Casdon
- Flair
- Tomy
- Winning Moves
- Bestway
- Make it Real
- Basic Fun
- Alpha Animation
- Trefl
- Learning Resources
- Posh Paws
- Magic Box
- Cepia
- Spinmaster
- Jazwares
- Lisciani
- MV Sports
- Wow Stuff
- Funko

What are our exclusive ranges?

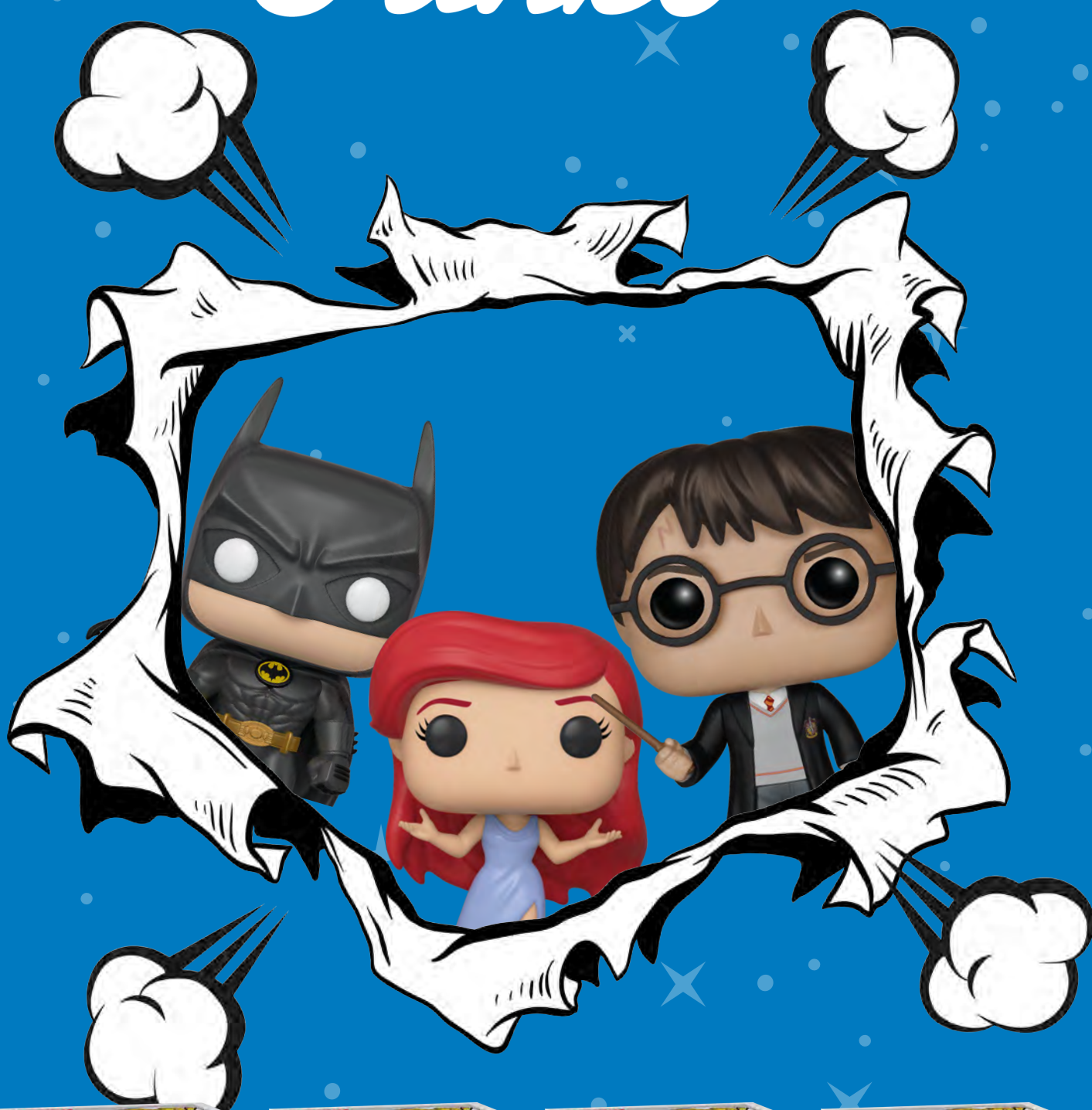
- Tooky
- Jar Melo
- Wild Planet
- Bubbles
- Palz



Click below to see products



Funko



Mattel is the owner of one of the strongest portfolios of children's and family entertainment franchises in the world. Their iconic brands have been inspiring generations of consumers and have deep emotional connections with a large fan base of children everywhere.

A.B.Gee are proud to have been Mattel's main distributor for over 25 years and offer the following services:

- Weekly deliveries from supplier
- Great stock levels
- Single piece ordering available on a large proportion of the range
- Dedicated area in showroom
- Yearly catalogues and marketing material
- **Click below to see products**



It's all fun and games at Hasbro, one of the biggest toy maker in the US and the producer of such childhood favourites as Play-Doh, Transformers and My Little Pony. Hasbro has a significant relationship with Disney, producing merchandise for the entertainment giant's megabrands including Star Wars, Marvel (including Spider-Man, Thor, and Captain America), Frozen and other Disney features. Besides toys, Hasbro produces classic board games such as Monopoly and Trivial Pursuit along with Connect 4, Guess Who and Cluedo. A.B.Gee are proud to have been a main distributor of Hasbro for over 25 years and offer the following services:



- Weekly deliveries from supplier
- Great stock levels
- Single piece ordering available on a large proportion of the range
- Dedicated area in showroom
- Yearly catalogues and marketing material
- **Click below to see products**



Character Options is engaged in the design, development and international distribution of toys and games. Home to big brands like Peppa Pig and Postman Pat! Plus they never fail to get their toys into the Christmas top 10!

▪ Click below to see products



Tooky Toy are exclusive to ABGee in the UK. Over 250 lines of beautifully crafted, premium quality wooden toys. Brightly coloured, educational and timeless. Covering many categories from infant push and pull toys, music sets, role-play and puzzles, these really are 'More than a toy'

- Great stock levels
- Single piece ordering available on a large proportion of the range
- Regular promotional items
- Online catalogues and great marketing material
- **Click below to see products**



Jar Melo products are also exclusive to ABGee in the UK. Over 90 lines of premium quality art & craft product from a leading brand derived in Europe. Something for every artist from Baby Roo crayons, suitable for 12mths+, rock painting, step by step drawing books, sticker fun to origami and paper model making for the more adventurous artist.

- Great stock levels
- Single piece ordering available on a large proportion of the range
- Regular promotional items
- Online catalogues and great marketing material
- **Click below to see products**





Wild Planet, our exclusive range of over 150 handmade plush toys, keyrings and pens, all manufactured with premium quality fabrics that are super soft to touch. This range is made up of two collections. All about nature - a superb array of realistic cuddly animals each with fun species facts on their tag and Orbys - brightly coloured collectables with large glittery eyes. All types of creatures available from land, sky and sea.

- Great stock levels
- Single piece ordering available on a large proportion of the range
- Free stands available * minimum spend will apply
- Online catalogues and great marketing material
- **Click anywhere to see products.**



New for 2020, A.B.Gee struck up a trading relationship with Moose Toys. Moose creates, manufactures, and markets toy brands across many categories. The action figure, arts, craft & activity, collectible, doll, games, plush, preschool, and youth electronics toy aisles are where you'll find their 'WOW' toy brands!

Using ground breaking designs, they are constantly thinking outside the (toy)box and pushing innovation boundaries. Trailblazing the way in toy design with some of the world's favourite toy brands, such as Bluey, Kindi Kids, Space Jam, Real Littles and Scruff-a-Luvs (to name a few!). Check out their awesome toy brands below!



▪ [Click anywhere to see products](#)





Spin Master is a leading global children's entertainment company creating exceptional play experiences through a diverse portfolio of innovative toys, entertainment franchises and digital games.

▪ Click logos below to see products



With over 40 different themes, the unique playing principle stimulates imagination and creativity and thus promotes child development: With PLAYMOBIL®, children cannot only slip into many different roles, but also recreate and experience the world in miniature.

▪ Click anywhere to see products



playmobil®





Great Brands Brought to Life! Partnered with licensed brands to deliver toys that are really innovative and on brand. Winner of the Toy of the Year 2020 with their Harry Potter Invisibility Cloak!!

Click anywhere below to see products.



MV is the U.K's leading designer and supplier of wheeled and outdoor toys, sporting goods, cycles and accessories with many licenses, popular children's characters and famous names.

Click anywhere below to see products.





Lisciani is a Worldwide Educational Company, which has been designing, developing and manufacturing educational toys that can improve the lives of children and their families for the last 30 years. Lisciani is also a Research Centre for childhood learning strategies.

▪ [Click anywhere below to see products](#)



Jazwares, is a global leader in consumer products including toys, plush, action figures, collectibles and musical instruments. Jazwares' portfolio includes a variety of dynamic, wholly-owned and licensed brands like preschool powerhouses Blippi, Cabbage Patch Kids, CoComelon and Peppa Pig, unstoppable action and gaming brands like Fortnite, Halo, Micro Machines, Nerf, Pokémon and Roblox, leading lifestyle and entertainment brands like All Elite Wrestling(AEW), BLACKPINK, Blinger, UFC, musical property First Act, and beloved plush Hug-A-Pet and Squishmallows, just to name a few. With over 20 years of design, development, and manufacturing expertise, Jazwares is an award-winning company with a progressive focus on identifying new trends and transforming them into high-quality products for consumers of all ages.

Jazwares

▪ [Click anywhere below to see products](#)



make it real!

BRINGING CREATIVITY TO life™

Helping to empower girls to think creatively through interactive play, shape their pathway towards creative careers and inspire young creators to make their dreams real. Ranges include Jewellery making, make up, decor, Juicy Couture and Disney.

- Online tutorials
- Real girls channel
- Fully supported APP
- **Click below to see products**



Real life fun & play with Casdon Toys!

A family business producing replica, role play toys loved today and by generations of children – and their parents!



- **Click anywhere below to see products**



Winning Moves is a games company. They make games, sell games and play games; international family favourite games like Top Trumps, Monopoly, Cluedo, Risk, Connect 4, Pass The Pigs and many more. They are the proud producers of city, football and specialist editions of the board games Monopoly and Cluedo, with some of Europe's biggest and best locations finding their home in the classic games - not to mention football giants like Liverpool, Barcelona & Real Madrid and even very special editions like Game of Thrones and Harry Potter!



Winning Moves

▪ Click anywhere below to see products



Their mission is to make the world smile. Tomy offer a wide range of innovative, high-quality toys and nursery products that kids love and parents ask for by name. Tomy never take for granted the role our products play in the lives of children and families and want to earn your trust and loyalty by manufacturing high quality products that deliver safety, value, and a little Tomy magic.

TOMY

▪ Click logos below to see products



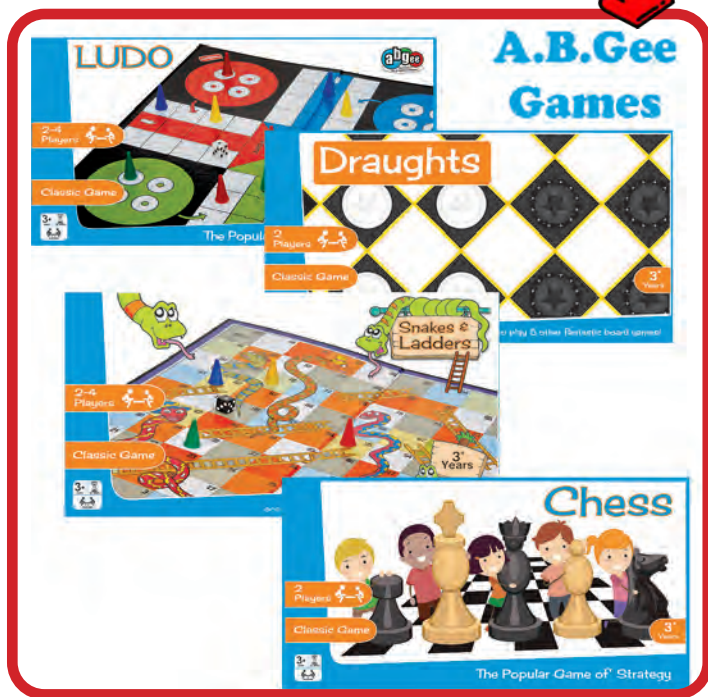
To see more top brands click below.



To see more top brands click below.



To see more top brands click below 



Flair

Flair are known for their wide range of toys including iconic brands, licensed toys and award-winning favourites. They strive to find and develop toys, that provide endless fun, meet childrens and parents' high expectations and support a childs development through encouraging imaginative play.

Click on the logos below to see products 



MGA Entertainment features a diversified portfolio of leading toys, dolls, collectibles, preschool toys, action figures and ride-ons from brands like L.O.L. Surprise!, Rainbow High, BABY born, Little Tikes, VIRO Rides, Baby Annabell and many more of your favourite toys!

▪ Click logos below to see products 



Who are Basic Fun?

They are creators of fun, experts in play and makers of toys. They are leaders in toy production and distribution with a focus on collectibles, small dolls, retro toys, pre-school, vehicles, youth electronics, science toys and construction. Their mission is simple. They want to make the world a happier and more playful place. It's hard work, but someone has to do it!

▪ Click anywhere below to see products 

CARE BEARS

Tonka



ARCADE CLASSICS

Basic Fun!



K'nex

Asher Lane Business Park, Asher Lane, Ripley, Derbyshire DE5 3SW
Tel: 01773 570444 Email: sales@abgee.co.uk www.abgee.co.uk

