

**WOW**

**25**  
years  
*Loved by toddlers*



**2022 Trade catalogue**

# Strong, Safe, Battery-Free toys for toddlers

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# The WOW Story

It all began in a small toy workshop in London in 1997. Like many parents, I was frustrated with the quality of toys available. As a toy designer, I wanted to do something about it - to make strong, well designed toys with endless play value... powered by young imaginations, not batteries! Today, with my team of toymakers, I have created the WOW World of lovable characters for you to enjoy!

## Safety first

We consider toy safety to be a top priority and have been designing and manufacturing our toys responsibly and ethically. Every toy is created to make parents smile and given a personality that kids adore. We ensure that they are tested to the very highest standards. We promise NO small parts, sharp edges, PVC or toxic colours making them toys you can truly trust.

**Happy playtime!**

*Nadin*

FOUNDER &  
MASTER TOYMAKER

Let's play and have fun  
with WOW toys!



# Play Friends & Play Animals

My name is PC Roger & Russel the dog, do you want to know what we are made of?



Our toys are designed and tested to be super safe and meet all safety standards: European EN-71 parts 1,2,3, American ASTM and CPSIA safety standards. We also meet the AS/NZS ISO 8124-1,2,3 and the Gulf region G mark, Chinese CCC and Japanese ST2012.

# About our vehicles

My name is Ernie, I have super grip wheels and any WOW Play Friend fits in my seat!



WOW Toys are designed for long lasting play! We use the strongest and most durable plastics so you can always trust our toys - that is why we offer our consumers a **5 year guarantee** on all vehicles.

I am made out of pure ABS

I am easy to clean



I have super grip wheels for soft easy control

**BATTERY FREE**

Long lasting play value  
Worry-free for parents

**NO BPA**

No compromise on safety  
No harmful chemicals used

**NO PVC**

We only use the most durable and safe plastics(ABS)+ TPE rubber free from PVC, Phthalates, lead and cadmium content

**NO SMALL PARTS**

Designed with children in mind, so no sharp edges or small parts that could be swallowed

**NO TOXIC PAINT**

Our toys are safe to be nibbled, chewed, hugged and loved. All figures are hand painted with care

Fantastic push-along vehicles are made for little hands 10m+

## Ellie and Showman Ref: 10418



- Age: 10m+ Pieces: 2
- Perfect for little hands
  - Dishwasher safe figure



Ellie



Ed



L:140mm H:120mm D:77mm  
Case pack: 24



## Ladybird Lily

Ref: 10416



- Age: 10m+ Pieces: 2
- Dishwasher safe figure
- Hidden wheels



L:140mm H:120mm D:77mm  
Case pack: 24



## Fire Engine Blaze

Ref: 10403



- Age: 10m+ Pieces: 2
- Super grip wheels
- Dishwasher safe figure



L:140mm H:120mm D:77mm  
Case pack: 24



## Police Car Bobby

Ref: 10407



- Age: 10m+ Pieces: 2
- Super grip wheels
- Dishwasher safe figure



L:140mm H:120mm D:77mm  
Case pack: 24



## Jet Plane Piper

Ref: 10411



- Age: 10m+ Pieces: 2
- Super grip wheels
- Dishwasher safe figure



L:140mm H:120mm D:77mm  
Case pack: 24



## Red Bus Basil

Ref: 10412



- Age: 10m+ Pieces: 2
- Super grip wheels
- Dishwasher safe figure



L:140mm H:120mm D:77mm  
Case pack: 24



## Tug Boat Tim

Ref: 10413



- Age: 10m+ Pieces: 2
- Floating boat
- Dishwasher safe figure



L:140mm H:120mm D:77mm  
Case pack: 24







# Collectables!

## Figure Bowl Ref: 10265

Age: 10 months+ Pieces: 80

- Dishwasher safe figures
- No BPA · No PVC · No toxic paint



x10



x8



x8



x6



x6



x6



x6



x6



x6



x6



x6



x6



10<sup>m+</sup>  
**WOW**  
 Collectables  
 NO BPA NO PVC NO TOXIC PAINT  
 DISHWASHER SAFE



Label example



Actual size 1:1

80 Figures

L:117mm H:165mm D:177mm  
 Case pack: 2



# Fire Buggy Bertie

Ref: 10311



Age: 1-5 years Pieces: 2

- Push along · Fun rocking action
- Removable figure



L:200mm H:120mm D:90mm  
Case pack: 24



# Farm Buddy Benny

Ref: 10316



Age: 1-5 years Pieces: 2

- Push along
- Fun rocking action



L:200mm H:120mm D:90mm  
Case pack: 24

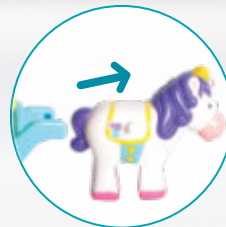


# Phoebe's Princess Parade Ref: 10394



Age: 1-5 years Pieces: 3

- Push along sounds · Detachable horse
- Removable figure



**NEW**



L:280mm H:180mm D:125mm  
Case pack: 6

5 033491 103948

# Cop Car Cody

Ref: 10715



Age: 1-5 years Pieces: 2

- Push & Go motor - Magnetic hook
- Removable figure



L:230mm H:140mm D:100mm  
Case pack: 24



# Richie Race Car

Ref: 10343



Age: 1-5 years Pieces: 3

- Push & Go motor - Magnetic hook
- Removable figure - Reversible barrier



L:230mm H:140mm D:100mm  
Case pack: 24



# Fireball Frankie Ref: 01015



Age: 1-5 years Pieces: 2

- Push & Go motor
- Magnetic hook
- Removable figure



L:230mm H:140mm D:100mm  
Case pack: 24

5 033491 010154

# Dynamite Daisy Ref: 01016



Age: 1-5 years Pieces: 2

- Push & Go motor
- Magnetic hook
- Removable figure



L:230mm H:140mm D:100mm  
Case pack: 24

5 033491 010161

# Sunny Submarine Ref: 03095



Age: 1-5 years Pieces: 1

- Wind up · Dishwasher safe · Mould resistant
- Bath and floor toy



L:230mm H:140mm D:100mm  
Case pack: 24



# Tommy Tug Boat Ref: 04000



Age: 1-5 years Pieces: 1

- Wind up · Dishwasher safe · Mould resistant
- Bath and floor toy



L:230mm H:140mm D:100mm  
Case pack: 24



# Fireboat Felix Ref: 01017



Age: 1-5 years Pieces: 2

- Mould resistant · Dishwasher safe
- Push button to squirt water



L:230mm H:140mm D:100mm  
Case pack: 24



# Police Boat Perry Ref: 10347



Age: 1-5 years Pieces: 2

- Mould resistant · Dishwasher safe
- Push button to squirt water



L:230mm H:140mm D:100mm  
Case pack: 24



# Danny's Diving Adventure Ref: 04010



Age: 1-5 years Pieces: 5

- Mould resistant · Dishwasher safe · Working diving board
- Water pouring action · Opening deck · Secret cabin



L:280mm H:180mm D:125mm  
Case pack: 12

# Pip the Pirate Ship Ref: 10348



Age: 1-5 years Pieces: 4

- Squirting cannon · Scoop and pour sail
- Floating boat · Mould resistant



L:280mm H:180mm D:125mm  
Case pack: 12



# Johnny Jungle Plane Ref: 01013



Age: 1-5 years Pieces: 3

- Push & Go motor - Rotating propellers
- Rotate tail to reveal 3 secret compartments



L:280mm H:180mm D:125mm  
Case pack: 12



# Motorbike Mason Ref: 10392



Age: 1-5 years Pieces: 4

- Push & Go motor
- Removable figures and pet dog



L:280mm H:180mm D:100mm  
Case pack: 4



# Police Chase Charlie

Ref: 04050



Age: 1-5 years Pieces: 3

- Push & Go motor
- Push button flip open roof



L:280mm H:180mm D:115mm  
Case pack: 12



# Police Plane Pete

Ref: 10309



Age: 1-5 years Pieces: 3

- Push & Go motor
- Rotating propellers
- Rotate tail to reveal 3 secret compartments



L:280mm H:180mm D:125mm  
Case pack: 12



# Tyler Street Sweeper

Ref:10391



Age: 1-5 years Pieces: 2

- Push along · Rotating rubber brushes
- Removable figure



L:440mm H:240mm D:170mm  
Case pack: 6



# Lift-it Luke

Ref: 01026



Age: 1-5 years Pieces: 2

- Push & Go motor
- Pull handle to lift bucket



L:280mm H:180mm D:125mm  
Case pack: 12



# Paige Pooch 'n' Ride Ref: 10393



Age: 1-5 years Pieces: 4

- Push & Go motor · Magnetic hook
- Removable figure and dog basket



**NEW**



L:280mm H:180mm D:125mm  
Case pack: 4

5 033491 103931

# London Bus Leo Ref: 10720



Age: 1-5 years Pieces: 5

- Push & Go motor · Shape sorter
- Push button flip open tailgate



L:320mm H:180mm D:115mm  
Case pack: 12



# The Turbo Twins Ref: 06060



Age: 1-5 years Pieces: 4

- Push & Go motor · Magnetic hook
- Removable figure



L:320mm H:180mm D:115mm  
Case pack: 12



# Ernie Fire Engine Ref: 10714



Age: 1-5 years Pieces: 2

- Push & Go motor · Extend and lift ladder
- Clicking ladder



L:300mm H:200mm D:140mm  
Case pack: 12



# Mack Monster Truck Ref: 10325



Age: 1-5 years Pieces: 2

- Push & Go motor · Opening mouth
- Rubber wheels · Flip open roof



L:300mm H:200mm D:140mm  
Case pack: 12



# Freddie Farm Truck Ref: 10710



Age: 1-5 years Pieces: 6

- Push & Go motor
- Removable animals and figure



L:320mm H:200mm D:120mm  
Case pack: 12



# Marco's Moto Team Ref:10716



Age: 1-5 years Pieces: 5

- Push & Go motor · Detachable trailer
- Place figure in motorcycle



L:320mm H:200mm D:120mm  
Case pack: 12





# Harry Copter's Animal Rescue



Age: 1-5 years Pieces: 4

- Motorised rotors · Magnetic animal lift
- Trigger-pull propellers · Clicking tail rotor



L:320mm H:200mm D:140mm  
Case pack: 6



5 033491 010147

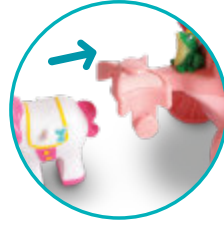
# Pippa's Princess Carriage

Ref: 10240



Age: 1-5 years Pieces: 4

- Push along sounds · Use figure to rotate mirror
- Detachable horse



L:320mm H:200mm D:120mm  
Case pack: 12



# Polly's Pony Adventure

Ref: 10349



Age: 1-5 years Pieces: 5

- Push & Go motor · Detachable horse trailer
- Place figure in horse



L:320mm H:200mm D:140mm  
Case pack: 12



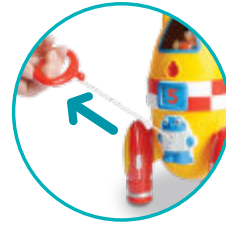
# Ronnie Rocket

Ref: 10230



Age: 1-5 years Pieces: 2

- Vibrating countdown motor - Pull cord to start the countdown
- Shakes and shudders - Press button to flip open cockpit



5...4...3...2...1...  
Lift off!



L:230mm H:240mm D:150mm  
Case pack: 12



# Mix 'n' Fix Mike

Ref: 10185



Age: 1-5 years Pieces: 2

- Push & Go motor - Rotating mixer
- Spinning swirl



L:320mm H:200mm D:140mm  
Case pack: 6

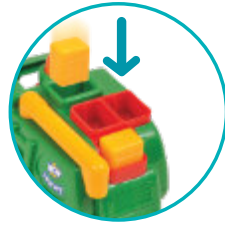


# Harvey Harvester Ref: 10120



Age: 1-5 years Pieces: 4

- Push & Go motor · Rotating rattling thresher
- Automatic baler · Swivel out grain arm



L:350mm H:220mm D:180mm  
Case pack: 6



# Kitty Camper Van Ref: 10324



Age: 1-5 years Pieces: 6

- Push & Go motor · Opening roof
- Opening front cab · Magic WOW button opens tailgate



L:350mm H:220mm D:180mm  
Case pack: 6



# Dustin Dump Truck Ref: 10183



Age: 1-5 years Pieces: 2

- Push & Go motor · Sturdy carry handle
- Automated tipping truck



L:380mm H:220mm D:180mm  
Case pack: 6



# Dexter the Digger

Ref: 01027



Age: 1-5 years Pieces: 4

- Push & Go motor · Mechanical arm
- Secret engine compartment · Rattling boulder



L:440mm H:240mm D:170mm  
Case pack: 6



# Rocco's Big Race

Ref:04015



Age: 1-5 years Pieces: 5

- Push & Go motor · Push along car · Opening tailgate
- Press green button to winch · Press red button to release



L:440mm H:240mm D:170mm  
Case pack: 6



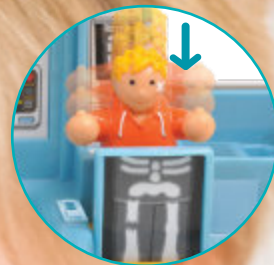
# Robin's Medical Rescue

Ref: 10141



Age: 1-5 years Pieces: 5

- Push & Go motor · In-built x-ray machine
- Push button to open tailgate · Sliding door



L:440mm H:240mm D:170mm  
Case pack: 6



5 033491 101418

# Flip 'n' Tip Fred Ref: 01018



Age: 1-5 years Pieces: 6

- Push & Go motor · Load bucket · Revolving waste crusher
- Match and sort the bins · Pull lever to flip the bins



L:460mm H:240mm D:180mm  
Case pack: 6



5 033491 010188



# Sam the Steam Train Ref: 08000

Age: 1-5 years Pieces: 5

Push & Go motor · Push chimney to blow whistle  
Role-play fun carriage · Hook-on carriage



L:460mm H:240mm D:180mm  
Case pack: 6









# Product Index

Pack	Ref	Name	Theme	Barcode	Page
A	10265	Figure bowl	World	5033491 102651	9
	10418	My First WOW <b>Ellie</b> and <b>Showman</b>	Adventure	5033491 104181	6
	10416	My First WOW <b>Lily</b>	Fantasy	5033491 104167	7
B	10403	My First WOW <b>Blaze</b>	Emergency	5033491 104037	7
	10407	My First WOW <b>Bobby</b>	Emergency	5033491 104075	7
	10411	My First WOW <b>Piper</b>	Adventure	5033491 104112	7
	10412	My First WOW <b>Basil</b>	Town	5033491 104129	7
	10413	My First WOW <b>Tim</b>	Adventure	5033491 104136	7
	10311	Fire Buggy <b>Bertie</b>	Emergency	5033491 103115	10
C <sub>1</sub>	10316	Farm Buddy <b>Benny</b>	Farm	5033491 103160	10
	10394	<b>Phoebe's</b> Princess Parade	Fantasy	5033491 103948	11
C <sub>2</sub>	10715	Cop Car <b>Cody</b>	Emergency	5033491 107151	12
	10343	<b>Richie</b> Race Car	Racing	5033491 103436	12
	01015	Fireball <b>Frankie</b>	Racing	5033491 010154	13
	01016	Dynamite <b>Daisy</b>	Racing	5033491 010161	13
	03095	<b>Sunny</b> Submarine	Adventure	5033491 030954	14
	04000	<b>Tommy</b> Tug Boat	Adventure	5033491 040007	14
	01017	Fireboat <b>Felix</b>	Emergency	5033491 010178	15
	10347	Police Boat <b>Perry</b>	Emergency	5033491 103474	15
D <sub>1</sub>	04010	<b>Danny's</b> Diving Adventure	Adventure	5033491 040106	16
	10348	<b>Pip</b> the Pirate Ship	Fantasy	5033491 103481	16
D <sub>2</sub>	01013	<b>Johnny</b> Jungle Plane	Adventure	5033491 010130	17
	10392	Motorbike <b>Mason</b>	Town	5033491 103924	17
	04050	Police Chase <b>Charlie</b>	Emergency	5033491 040502	18
	10309	Police Plane <b>Pete</b>	Emergency	5033491 103092	18
	10391	<b>Tyler</b> Street Sweeper	Town	5033491 103917	19
	01026	Lift-it <b>Luke</b>	Construction	5033491 010260	19
	10393	<b>Paige</b> Pooch 'n' Ride	Town	5033491 103931	20

Pack	Ref	Name	Theme	Barcode	Page
D <sub>3</sub>	10720	London Bus <b>Leo</b>	Town	5033491 107205	21
	06060	The <b>Turbo Twins</b>	Racing	5033491 060609	21
E <sub>1</sub>	10714	<b>Ernie</b> Fire Engine	Emergency	5033491 107144	22
	10325	<b>Mack</b> Monster Truck	Racing	5033491 103252	23
E <sub>2</sub>	10710	<b>Freddie</b> Farm Truck	Farm	5033491 107106	24
	10716	<b>Marco's</b> Moto Team	Racing	5033491 107168	24
	01014	<b>Harry</b> Copter's Animal Rescue	Adventure	5033491 010147	25
	10240	<b>Pippa's</b> Princess Carriage	Fantasy	5033491 102408	26
	10349	<b>Polly's</b> Pony Adventure	Farm	5033491 103498	26
	10230	<b>Ronnie</b> Rocket	Fantasy	5033491 102309	27
	10185	Mix 'n' Fix <b>Mike</b>	Construction	5033491 101852	27
F <sub>1</sub>	10120	<b>Harvey</b> Harvester	Farm	5033491 101203	28
	10324	<b>Kitty</b> Camper Van	Adventure	5033491 103245	28
F <sub>2</sub>	10183	<b>Dustin</b> Dump Truck	Construction	5033491 101838	29
G <sub>1</sub>	01027	<b>Dexter</b> the Digger	Construction	5033491 010277	30
	04015	<b>Rocco's</b> Big Race	Racing	5033491 040151	30
	10141	<b>Robin's</b> Medical Rescue	Emergency	5033491 101418	31
G <sub>2</sub>	01018	Flip 'n' Tip <b>Fred</b>	Town	5033491 010185	32
	08000	<b>Sam</b> the Steam Train	Adventure	5033491 080003	33

#### Functions key

 Push along	 Motorised rotors	 Vibrating countdown
 Push along sounds	 Push & Go motor	 Bath toy

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Ref:90624EN