



# Wilton Bradley Launches New Toyrific Website Showcasing Exciting Brands for All Ages

Monday 18<sup>th</sup> August 2025 – Wilton Bradley, a leading supplier of toys, leisure products, and outdoor equipment, is proud to announce the launch of the brand-new Toyrific website, bringing together its full range of much-loved brands in one easy-to-browse destination.

The refreshed online platform offers customers a seamless shopping experience and showcases Wilton Bradley's diverse portfolio, including Toyrific, Mi-Mic, Yello, Xootz, and Osprey. From fun-packed toys and musical accessories to outdoor adventure gear, the new website is designed to inspire play, creativity, and active lifestyles for all ages.

*"Our new Toyrific site is all about making it easier for customers to explore our brands and discover products they'll love,"* said Alexandra Crouch, Brand Marketing Manager, Wilton Bradley. *"It's a one-stop shop for fun, whether you're into outdoor sports, music, or imaginative play."*

The new Toyrific website is live now at [www.toyrific.co.uk](http://www.toyrific.co.uk)

## About Wilton Bradley

Wilton Bradley is a trusted supplier of innovative toys, leisure products, and outdoor gear, committed to delivering fun and active experiences for children and adults alike. Its brands are enjoyed by families worldwide.

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