One for Fun are flying into 2024 with a sensory line up designed to cultivate impulse buys and build on their award winning portfolio of pocket money winners. Many new additions include everything squishy, soft, playable and pliable . MICRO FIDGETZ WAVE 2 brings even more tiny toys that can actually be played with, not static collectables, our MICRO FIDGETZ are actually fun! This award winning concept combines the mystery of blind bags with the collectability of a range of 25 additional Micro Fidgetz . Each round tub has a see through panel at the top displaying one fidget toy, underneath another 4 toys are stacked in blind bags, waiting to be revealed. There is a cross sell leaflet showing the whole range in every tub. Every toy will be playable and a real micro version of the larger toy.

Friendship bracelets have been around for a while and have seen a resurgence this year with the added top pop star push that has been lighting up social media. Our brand new CONCERT bracelets have been designed with differing themes in mind and with plenty of retailers already buying into the concept, this range is going to be one of the stars of the show.

Stretchy, squishy, emoji, shiny, sparkly, cute and definitely foody are the themes for 2024’s Scrunchems range from Tobar. Lots of new sensory Scrunchems at impulse buy prices, Scrunchems make fruit and veg appealing! From Vegetable squishy buddies and Fruit (all

packed with no plastic) to a Mystic Squeeze Mushroom and for Christmas 24 a unique advent calendar packed with your foodie squishy buddy faves. There are sugar balls and sugar shapes, and a cuteness overload with the Scrunchems Sushi set – three characters with cute kwaii faces, good enough to eat!. Emojis are here with the Emotions ball imprinted with lots of emojis which surface when squeezed. There are squeezy cute sausage dogs, unicorns, diddy kittens and diddy bears all in glittery squishable colours. Don’t miss the famous fortune teller squish ball, which will be on the stand to forecast your future sales figures!

HGL’s sixth sense for crazes is here again – the fidget range is focusing on the Axolotl – watch out for Axolotl’s – they are the new unicorns! This salamander stars as an Axolotl fidget with a body that twists and turns , we have stretchy sand Axolotls – then there are Snaxolotls, combining the fake foodie snack trend with cute soft and squishy axolotl characters

Create a gaggle of cute plush dinosaurs, add flowing hair for additional play value and throw in the suspense element with a range of surprise eggs and the result is -DINO COLLECTO.

Crossing a variety of price points and with loads of collectability these wildly adorable softies come in a variety of forms. Start with the DINO COLLECTO SURPRISE EGG – just hatch open the glittery egg and your tiny Dino appears! Lovely soft plush with a matching surprise sticker. All the important information is there, your new friends nickname, birthday, fave food and lots more info in the collectors guide. There are 8 to collect. Then take a look at the DINO COLLECTO MEDIUM PLUSH – another eight dinos to collect each standing 8 inches tall and with their own personalities and characteristics. Loads of sparkle and glitter too!

Top of the range DINO COLLECTO HAIRASSIC FANTASTIC puts the jazz in Jurassic! These fashionista Dinos feature long hair to style. Each of the six characters comes with their own hair brush. Loads of creative play value and lots to collect.

Keeping to the soft theme Animigos World of Nature range wins acclaim and awards for lifelike depiction in plush of the world’s animals. This year even more exotic creatures join our lexicon of the world’s beasts. Enter the plush version of the Axolotl!

These endangered aquatic cuties with their cheery smile are now immortalised in plush with lots of information about them included. Educational information about each creature is always included in the Animigos range making them more than just a soft toy. Joining the Axolotl this year is the Naked Mole Rat, pink and plush this rodent is the longest lived of all the rodents.

One for Fun also distribute Dream Beams, the glow in the dark plush character companions, with a brilliant website full of resources for children and parents. New waves will continue to be launched in 2024 with full details at the show.

Venturing into the great outdoors wouldn’t be the same without the Ozbozz range of outdoor toys. 2024 sees the introduction of some great new outdoor lines including a Parent Pole scooter and a restructuring of scooter pricing which takes the prices to pre-Covid levels. In fact the majority of One For Fun’s offering this year is at pre-covid pricing. There are water games galore with Dinosaur and Unicorn Bubble fans, waterguns, splashy octopus and playground chalk. All sorts of things to fly, throw and catch.

Distributors for Maisto and Bburago, One for Fun introduce a whole host of vehicles for 2024 – stand outs are again the tractors and many new farm vehicles which are such a popular range. Radio Control too with a wide range of price points. For the speed demons we have the very best of Formula One.

Arguably the hero product this year is the highly detailed model of the RB18 car driven by Max Verstappen in 2023. This 1:43 scale diecast replica perfectly recreates the distinctive shape of the F1 car, capturing every aerodynamic curve and line as it can be seen on the real vehicle. The level of detail on the surface is incredible, with authentic sponsor and race decals perfectly recreated. A real collector’s item. We are the only distributors of the Verstappen cars in all their various liveries and he keeps on winning!

BB Junior has picked up many consumer awards in 2023. This brilliantly designed range brings artistic style and great engineering together to create a unique concept in the nursery space. Introducing nursery versions of cars, trucks, fire engines and boats as well as scandi style detailing to a whole range of bath toys.

Ends

**Toy Fair 2024 – Stand E49 – your one stop shop** - One for Fun [www.oneforfun.com](http://www.oneforfun.com)

For further media information please contact Julie Pittilla, 07860 542559

[juliep@pittillapr.co.uk](mailto:juliep@pittillapr.co.uk)