



### **Outstanding new products nominated for Spielwarenmesse ToyAward**

- Finalists on display in their own special area in Hall 3A
- Prizes awarded for first time as part of PressPreview on 31 January

The Spielwarenmesse is the leading event and most important meeting point for the sector. The event, taking place in the Nuremberg Exhibition Centre from 1 to 5 February, is highly significant for the presentation of innovative new products. To assist with the trade's search for especially creative ideas, each year the Spielwarenmesse presents the ToyAward. This award highlights outstanding innovations with strong potential for success. It is presented in each of six categories: Baby & Infant (0-3 years), PreSchool (3-6 years), SchoolKids (6-10 years), Teenager & Adults (10+ years), Startup, and Sustainability.

A total of 584 new products have been registered for the ToyAward by 338 exhibitors. In a digital preselection process, an expert jury assessed all submissions and narrowed down the list. The assessment criteria were play enjoyment, potential for success in the shops, originality, and comprehensibility of the product concept. The members of the jury then met up in advance of the Spielwarenmesse and nominated a total of 17 products for the innovation prize. In addition to the requirements for preselection, the further criteria of safety and production & quality were added.

The ToyAward winners will be announced for the first time as part of the PressPreview. This efficient media event takes place on 31 January in the Nuremberg Exhibition Centre, on level 1 of NCC Ost. The awards will be announced from 12 o'clock onwards. Members of the jury will also be present. The awards ceremony will be livestreamed on the business platform Spielwarenmesse Digital ([digital.spielwarenmesse.de](https://digital.spielwarenmesse.de)) and will subsequently be available there as video on demand.

## ToyAward nominees for 2023

### Baby & Infant (0-3 years)

- **EverEarth 7 in 1 Space Activity Cube** – EverEarth Europe (Hall 3/E-22)
- **Tranquil Whale™** – Cloud B/Little Big Friends (Hall 2/D-20, E-14)
- **Y Glider Luna 5-in-1 V2** – Yvolve Sports (Hall 7/C-68)

### PreSchool (3-6 years)

- **bworld Construction Set and BRUDER MAN TGS Crane Truck** – Bruder Spielwaren (Hall 6/C-31, C-37)
- **Rescue Penguin** – Silverlit Toys Manufactory (Hall 4A/B-34, C-38)
- **Yummy Bear Scale** – Topbright (Hall 6/A-32)

### SchoolKids (6-10 years)

- **Gecko Run – Starter Set** – Franckh-Kosmos (Hall 10/G-02)
- **History of Life on Earth** – Clementoni (Hall 12.0/F-10, G-07)
- **Origami 3D Peacock** – Z.P Alexander Piotr Pundzis (Hall 4/F-54)

### Teenager & Adults (10+ years)

- **Humbug Original Edition** – D&R Denkriesen (Hall 10.1/A-01)
- **Miika K.I.** – Franckh-Kosmos (Hall 10/G-02)
- **MINTiD Dog-E** – Brandunit/WowWee (Hall 4A/D-19)

### Startup

- **klang²** – Oberlin und Rennertz (Hall 3A/B-04)
- **Paw Patrol AR Tattoos & Stickers** – HoloToyz (Hall 4A/C-15)

### Sustainability

- **Car-Board Racers Dino-Adventure Set** – VTech Electronics Europe (Hall 12.2/P-06)
- **Creative Building Blocks** – BAVVIC (Hall 3A/C-14)
- **PLAYMOBIL Wiltopia** – Playmobil (Hall 12.2/P-07)



## ToyAward Jury 2023

The international jury consists of 13 experts from the fields of retail, industry, market research, sustainable plastics, education and toy safety:

- **Cathérine De Bleeker** (Oxybul, General Manager, France)
- **Axel Dammler** (Iconkids & youth, Managing Director, Germany)
- **Andrew Dobbie** (Gameplan Europe, Managing Director, United Kingdom)
- **Dr. Harald Käß** (Naracon Innovationsberatung, Owner, Germany)
- **Jörg Meister** (Little big things, Managing Director, Germany)
- **Thorsten Paedelt** (Duo schreib & spiel, Managing Director, Germany)
- **Andreas Schäfer** (Idee+spiel, Managing Director, Germany)
- **Dean Smith** (JaZams, Co-owner, USA)
- **Sue Warfield** (American Speciality Toy Retailing Association, President, USA)
- **Rainer Weiskirchen** (TÜV Rheinland, Germany)
- **Keri Wilmots** (Pediatric occupational therapist, USA)
- **Thomas Wodzicki** (Freelance play educationalist, Germany)
- **Jean Youn** (Kakaokids, Head of Toy Business, South Korea)

Further information on the ToyAward, the jury members and prizewinners from previous years is available on the website [www.toyaward.com](http://www.toyaward.com).

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Note for editors: Reprint free of charge. Images are available at [www.spielwarenmesse.de/media](http://www.spielwarenmesse.de/media). Please provide us with a voucher copy on publication.

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### Spielwarenmesse®

The trade fair and marketing services provider Spielwarenmesse eG is the organiser of the Spielwarenmesse® – the leading international trade fair for toys, hobbies and leisure. This B2B fair creates a comprehensive communication and ordering platform for national and international exhibitors. Its presentation of innovations and comprehensive overview of the industry represent a valuable pool of information for specialist retailers from around the world, guiding them



**spielwarenmesse®**

Nuremberg 1 – 5 Feb 2023

through the market every year. A new addition for 2022 is the multifunctional platform Spielwarenmesse Digital, as a complementary service to the Spielwarenmesse. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany.  
Fair date: Spielwarenmesse®, Wednesday to Sunday, 1 – 5 Feb 2023