



## **Spielwarenmesse ToyAward: submissions open soon – success stories demonstrate impact**

- Award acts as a springboard into international markets
- Recognized seal of quality strengthens confidence in new products

The Spielwarenmesse ToyAward is one of the most important awards in the international industry and is also highly regarded in the retail sector. Every year on the Wednesday of the fair, six outstanding new products are honoured in the categories Baby & Infant, PreSchool, SchoolKids, Teenager & Adult, Startup, and Sustainability. This year, the award-winning participants benefited greatly from their win and resulting presence at the trade fair and in the retail sector. In 2026, exhibitors will once again have the opportunity to submit their products for the ToyAward and take advantage of the international attention. Registration starts on 15 September.

### **Award with international appeal**

“This award is a tremendous endorsement of our innovative spirit and reinforces our commitment to pushing the boundaries of toy design,” says Peter Cheng, founder of ABFUN. The first-time exhibitor from the USA won this year's Teenager & Adult category with its ‘Moon Acrylic Jigsaw Puzzle’. Winning the ToyAward at the beginning of the year marked the ideal time for the company to expand into the European market. ABFUN intends to continue using the Spielwarenmesse as a platform for networking and discussions in the future. ImagiNew Playhome's ‘Stickflip’ proves that a nomination alone can be a real catalyst for success. “You don't have to be a well-known brand – even as a newcomer, you have a chance in the Startup category. This seal of quality is like a door opener and business turbo!” affirms co-inventor Rainer Lauberger. Originally, it was planned to launch onto the market in Germany. International demand following the nomination has led to ‘Stickflip’ now being available in seven languages and throughout almost all of Europe.



### Selection criteria and potential applications

The ToyAward ceremony is preceded by a demanding selection process. An international jury of experts from the fields of retail, industry, market research, toy safety, sustainability and education evaluates the innovations according to criteria such as originality, safety, play value, potential for success, comprehensibility and quality. In 2025, 629 products were submitted for evaluation. At the Spielwarenmesse, the nominees and winners are presented in a prominent area in Hall 3A, where they receive maximum attention from trade visitors and buyers. Whether on packaging, online or in-store, the ToyAward logo is extremely popular and is used in many ways on the nominated products. The Italian company Quercetti ('Stay Apple Balance Tree Game', SchoolKids category) and the French company Oppi ('Flex', Startup category) use the ToyAward logo specifically on their websites. The latter also uses the seal in its social media advertising and for marketing on boxes and displays. In the anniversary year of the Spielwarenmesse, the ToyAward once again offers the opportunity to help an outstanding product innovation achieve a breakthrough.

Further information about the Innovation Award and previous winners can be found on the official website: [www.toyaward.de/en](http://www.toyaward.de/en)

Images are available at [www.spielwarenmesse.de/media](http://www.spielwarenmesse.de/media).

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### Spielwarenmesse®

The world's leading event for the sector – that's the Spielwarenmesse®. At this B2B event, key players as well as startups present their innovations and trends to retailers from all over the globe, live in Nuremberg. Alongside the extensive range of products, participants also gain a wealth of inspiration for day-to-day business together with valuable knowledge and useful guidance on the market, at what is for them the most significant industry gathering. The event is complemented by year-round coverage of themes, analyses and insights from the multifunctional platform Spielwarenmesse Digital and the e-journal 'Spirit of Play'. Since 2013, the term Spielwarenmesse® has been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Tuesday to Saturday, 27 – 31 Jan 2026