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Hape

# 2023
## Sales Manual



# We Are Hape

Hape is a world-leading educational toy brand. We endeavor to develop children's learning spirit through playing experiences, and prepare them for the better world ahead.

Hape® toys are creatively designed and eco-friendly. All of the products meet, and more often, exceed the strictest international standards for quality and safety. But behind the innovative designs and meticulous quality lies the even stronger ethos of Hape®.

Hape® toys are a collaboration of global thinking and ecological responsibility. Sustainable, educational, innovative and fun - Hape toys represent the next generation of play.

## Love play, learn.

Love is the mutual connection between child and parent, Play is the experience of success or failure, Learn is the natural outcome from love and play.





Love play, learn to build

# strength





Building their **self esteem** to be **confident** and brave enough to try new things.



Love play, learn and build

# confidence



Love play, learn about

# kindness

Learning about **kindness** to show **consideration, support, generosity** and empathy towards others.



Love play, learn to unlock

# creativity



Love play, learn about

# integrity

# What's inside


| | |
|---|---|
| Who we are | 02 - 08 |
| Hape Novelties | 10 - 33 |
| Hape Best Sellers Planograms | 34 - 45 |
| Hape Playland | 46 - 53 |
| Hape pop-up shops | 54 - 55 |
| Hape Window Display | 56 - 57 |
| Hape New Silk Road Journey | 58 - 59 |

# HAPE 2023 NOVELTIES



E0071
Rattle & Roll Toy Car
**AGE: 0-24M / PCS: 1 / MC: 12**



E0072
Montessori Mirror Shape Puzzle
**AGE: 10-24M / PCS: 4 / MC: 12**



E0113
My Music Pal-Huggy Momo
**AGE: 0-36M / PCS: 2 / MC: 12**




E0115
My Music Pal-Huggy Bobo
**AGE: 0-36M / PCS: 2 / MC: 12**



E0114
My Music Pal-Huggy Roro
**AGE: 0-36M / PCS: 2 / MC: 12**



E0120
Foldable Alphabet Play Mat
**AGE: 0-36M / PCS: 1 / MC: 1**



Back Side



HAPE 2023 NOVELTIES



E0490
Arctic Polar Bear Stacking Blocks
**AGE: 2-6Y / PCS: 7 / MC: 12**



E0489
Safari Elephant Stacking Blocks
**AGE: 2-6Y / PCS: 7 / MC: 12**





E1072
Caterpillar Fruit Feast Set
**AGE: 18M-36M / PCS: 15 / MC: 12**




E0367
Pony Pull Along
**AGE: 1-3Y / PCS: 1 / MC: 6**



E1073
Explore and Learn
Magic Cube
**AGE: 1-3Y/ PCS: 4 / MC: 1**

# HAPE 2023 NOVELTIES



E3828
Dinosaur Train Bucket Set
**AGE: 18M-6Y / PCS: 27 / MC: 2**

E3792
Cargo Ship & Crane
**AGE: 3-8Y / PCS: 6 / MC: 8**



E3791
Lift & Load Harbour Set
**AGE: 3-8Y / PCS: 26 / MC: 6**



E3790
Sea & Rail Cargo Transportation Srt
**AGE: 3-8Y / PCS: 38 / MC: 2**



# HAPE 2023 NOVELTIES






E0632
Cool Beats Drum Set
**AGE: 3-6Y / PCS: 6 / MC: 1**





E0638
4 in 1 Ukulele Set
**AGE: 3-12Y / PCS: 4 / MC: 4**






E0634
Drum Set with Stool
**AGE: 3-6Y / PCS: 5 / MC: 1**








E3036
Vehicle Service &
Repair Workbench
**AGE: 3-12Y / PCS: 71 / MC: 2**



E3037
Build 'n' Drive Motorbike Set
**AGE: 3-12Y / PCS: 34 / MC: 6**





E3038
Build 'n' Drive Car Set
**AGE: 3-12Y / PCS: 37 / MC: 6**



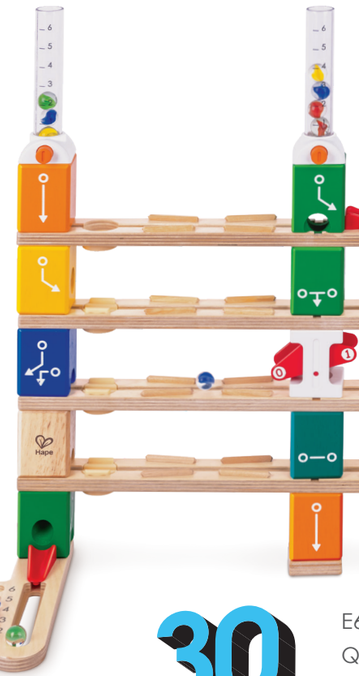




50 CODING CHALLENGE

E6029
Quadrilla Advanced
Coding Set
**AGE: 6-99Y / PCS: 159 / MC: 2**








30 CODING CHALLENGE

E6028
Quadrilla Basic Coding Set
**AGE: 6-99Y / PCS: 125 / MC: 3**

Creative construction








E3413
Pandas' Bamboo House
**AGE: 3-8Y / PCS: 25 / MC: 2**








E3412
Tigers' Jungle House
**AGE: 3-8Y / PCS: 34 / MC: 3**



HAPE 2023 NOVELTIES



E3527
Elephant Family
**AGE: 3-8Y / PCS: 10 / MC: 12**



E3528
Koala Family
**AGE: 3-8Y / PCS: 10 / MC: 12**



E3529
Polar Bear Family
**AGE: 3-8Y / PCS: 10 / MC: 12**



E3420
Eco-Camping Playset
**AGE: 3-8Y / PCS: 25 / MC: 24**



**Learn to rescue Ocean wildlife and clean up their homes with Wai!**



E3419
Ocean Rescue Playset
**AGE: 3-8Y / PCS: 48 / MC: 2**





E3417
Tree Planting E-car
**AGE: 3-8Y / PCS: 7 / MC: 6**

**Discover the wonders of wind power and tree-planting with Aria!**





HAPE 2023 NOVELTIES

**Learn about the importance of bees with Penny!**





E3415
Honey Bees Picnic
**AGE: 3-8Y / PCS: 15 / MC: 6**



E3416
Organic Greenhouse
**AGE: 3-8Y / PCS: 32 / MC: 6**

**Learn all about growing organically and composting with Marco!**








E3054
Clean Up Bucket Set
**AGE: 3-8Y / PCS: 7 / MC: 8**







E3055
Clean Up Broom Set
**AGE: 3-8Y / PCS: 6 / MC: 6**

E3056
Vacuum Playset
**AGE: 2-6Y / PCS: 7 / MC: 6**



HAPE 2023 NOVELTIES




E3183
My Baking Oven with Magic Cookies
**AGE: 3-8Y / PCS: 8 / MC: 4**





E3211
Super Serve Kitchen Playset
**AGE: 3-8Y / PCS: 6 / MC: 1**

E3184
Beep 'n' Buy Cash Register
**AGE: 3-8Y / PCS: 24 / MC: 6**



# HAPE 2023 NOVELTIES



E3198
Hotpot Cooking Playset
**AGE: 3-8Y / PCS: 17 / MC: 6**





E3208
Little Chef Cooking & Serve Play Set
**AGE: 2-8Y / PCS: 21 / MC: 6**



E3186
Sushi Time
**AGE: 3-8Y / PCS: 13 / MC: 8**

E3196
"Slurp-Slurp" Udon Set
**AGE: 3-8Y / PCS: 14 / MC: 12**





HAPE 2023 NOVELTIES



E3207
Tea Time Wooden Play Set
**AGE: 2-8Y / PCS: 15 / MC: 6**



E3187
Little Chef Cooking & Steam Playset
**AGE: 3-8Y / PCS: 16 / MC: 6**



E3194
Strawberry Dessert Set
**AGE: 3-8Y / PCS: 7 / MC: 12**



E3202
Little Chef Cooking & Steam Playset Plus
**AGE: 3-8Y / PCS: 21 / MC: 6**



E3195
Green Tea Dessert Set
**AGE: 3-8Y / PCS: 8 / MC: 12**

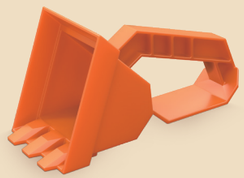


E3185
Tea Time Playset
**AGE: 3-8Y / PCS: 15 / MC: 16**

# HAPE 2023 NOVELTIES



E4095
Digger Bucket
**AGE: 1.5-12Y / PCS: 1 / MC: 24**



E4096
Bulldozer Shovel
**AGE: 1.5-12Y / PCS: 1 / MC: 24**





E4097
Construction Sand Toy Set
**AGE: 3-12Y / PCS: 4 /MC: 8**

E4094
Construction Sand Toy Dumper Set
**AGE: 3-12Y / PCS: 5 / MC: 2**





HAPE 2023 NOVELTIES



E1203
2 in 1 Rocking Horse
**AGE: 1-3Y / PCS: 1 / MC: 2**



E1205
Ride-on Dachshund
**AGE: 1-3Y / PCS: 1 / MC: 1**



E1207
Learner Balance Bike, Red
**AGE: 3-6Y / PCS: 1 / MC: 1**



E1208
Learner Balance Bike, Green
**AGE: 3-6Y / PCS: 1 / MC: 1**



E1209
Learner Balance Bike, Pink
**AGE: 3-6Y / PCS: 1 / MC: 1**



E1210
Learner Balance Bike, Beige
**AGE: 3-6Y / PCS: 1 / MC: 1**



E1093
Sports Rider Safety Helmet
**AGE: 12M+ / PCS: 1 / MC: 4**



E1094 Sporty Kids Gloves, Blue
E1095 Sporty Kids Gloves, Red
**AGE: 3Y+ / PCS: 2 / MC: 80**



E1097 Cork Safety Helmet, Blue
E1098 Cork Safety Helmet, Red
**AGE: 12M+ / PCS: 1 / MC: 4**




E1096
Sports Rider Gloves(S size)
**AGE: 3-4Y / PCS: 2 / MC: 80**



E1206
Off Road Knee and Elbow Pads
**AGE: 3-6Y / PCS: 4 / MC: 12**




E1201
Sports Rider Gloves(M size)
**AGE: 5-6Y / PCS: 4 / MC: 80**



E1200
Sports Rider Glare Goggles
**AGE: 3-6Y / PCS: 2 / MC: 27**



E1092
Off Road Balance Bike
**AGE: 3-6Y / PCS: 1 / MC: 1**



HAPE 2023 NOVELTIES

E5585
Window Bird Feeder
**AGE: 4-12Y / PCS: 1 / MC: 24**





E5583
Field Microscope
**AGE: 8-12Y / PCS: 8 / MC: 12**






E3193
Outdoor Kitchen
**AGE: 3-8Y / PCS: 30 / MC: 1**

E5584
Gardening Tool Set
**AGE: 4-12Y / PCS: 6 / MC: 6**







E1641 **24 PCS**

Dino Puzzle

**AGE: 3-6Y / PCS: 26 / MC: 24**

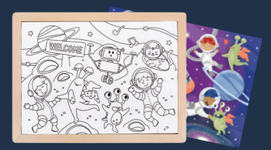




E1642 **24 PCS**

Unicorn Friends Puzzle

**AGE: 3-6Y / PCS: 71 / MC: 24**





E1644 **48 PCS**

Space Friends Puzzle

**AGE: 4-7Y / PCS: 50 / MC: 24**




**48 PCS**

E1643

Ocean Rescue Puzzle

**AGE: 4-7Y / PCS: 50**

**MC: 24**





E1636 **16 PCS**

Four Seasons Puzzle

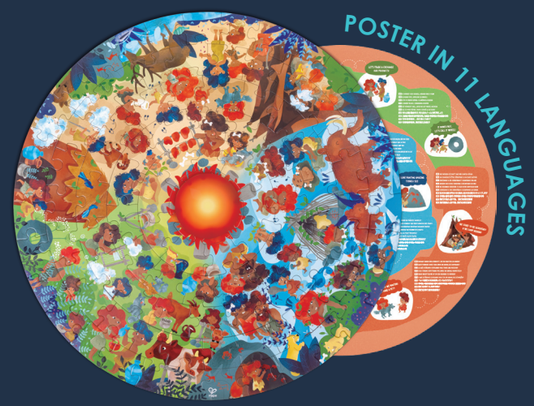
**AGE: 3-10Y / PCS: 18 / MC: 12**




E1637 **36 PCS**

Underground World Puzzle

**AGE: 4-7Y / PCS: 38 / MC: 12**




E1638 **100 PCS**

Stone Age Puzzle

**AGE: 6-10Y / PCS: 102 / MC: 12**



HAPE 2023 NOVELTIES




E1639

Rescue Vehicles Puzzle

**AGE: 3-6Y / PCS: 71 / MC: 12**






E1640

Fairytale Puzzle

**AGE: 3-5Y / PCS: 71 / MC: 12**




E1645

Ocean Friends Puzzle

**AGE: 5-9Y / PCS: 158 / MC: 12**




E1646

Space Adventure Puzzle

**AGE: 4-7Y / PCS: 122 / MC: 12**

## Vocabulary and Storytelling



E2002
Magnetic Animals
**AGE: 2-6Y / PCS: 30 / MC: 6**

## Letters and Spelling



E2003
Magnetic Letters
**AGE: 3-12Y / PCS: 70 / MC: 6**









E2001
Step Up Bamboo Easel
**AGE:3-10Y / PCS: 20 / MC: 1**







## Colour matching




E2004
Crayon Colouring
**AGE: 2-4Y / PCS: 18 / MC: 6**

## Colouring and tracing




E2005
Finger Painting
**AGE: 3-6Y / PCS: 16 / MC: 6**

## Decorating and Storytelling




E1078
Mars Life DIY Magnets
**AGE: 4-12Y / PCS: 17 / MC: 6**

## Decorating and Storytelling




E1077
Magic Friends DIY Magnets
**AGE: 4-12Y / PCS: 17 / MC: 6**

## Colours and Patterns




E1067
Sponge Painting Fun
**AGE: 3-6Y / PCS: 24 / MC: 6**

## Colours & tracing




E1068
Chalks and Stencils Art
**AGE: 3-6Y / PCS: 22 / MC: 6**

## Primary and secondary colours




E1069
Colour Mix Painting
**AGE: 4-12Y / PCS: 16 / MC: 6**

## Letters and Numbers




E1070
Letters and Numbers Tracing
**AGE: 4-12Y / PCS: 66 / MC: 6**




## Doodle art

E1071
Oodles of Doodles Scratching
**AGE: 4-12Y / PCS: 26 / MC: 6**



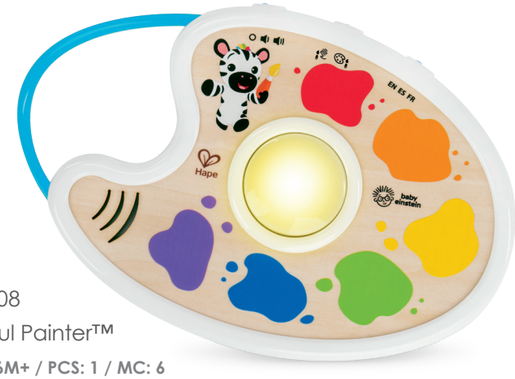



HAPE 2023 NOVELTIES

baby einstein

Hape

Hape has established a long-term cooperation relationship with Baby Einstein, a subsidiary brand held by Kids 2, which is an infant and toddler products manufacturer from America. The co-brand line was launched in 2018.




800908
Playful Painter™
**AGE: 6M+ / PCS: 1 / MC: 6**





800910
Together in Tune Duet™
Connected Magic Touch™
Instrument Set(guitar and drum)
**AGE: 6M-4Y / PCS: 2 / MC: 2**







800904
Together in Tune Duo™
Connected Magic Touch™
Instrument Set (guitar and piano)
**AGE: 6M-4Y / PCS: 7 / MC: 2**

# BEST SELLERS PLANOGRAMS

A Brand Planogram Showcase is a tool that helps stores to easily manage and present toys in the best possible way with the help of branded shelves. It offers various options and different assortments, helping stores to optimize shelf-space and improve their presentations, which can boost in-store traffic and sales.






HAPE BEST SELLERS PLANOGRAMS


E1205 X 1


E0638 X 4


E3791 X 4


E3792 X 5


E3828 X 2


E2004 X 9


E2005 X 7


E2003 X 9


E2002 X 9


E3208 X 5


E3207 X 4


E3420 X 6


E0367 X 3


E1646 X 6


E1645 X 6


E1640 X 6


E1639 X 6


E1641 X 27


E1642 X 27


E1643 X 27


E1644 X 54


E3054 X 3


E3055 X 4


E3056 X 3


E3419 X 3


E3790 X 6

# HAPE BEST SELLERS PLANOGRAMS





E0511 X 3


E0619 X 9


E0337 X 3


E0621 X 1


E0332 X 3


E0333 X 2


E0347 X 2


E0448 X 3


E0331 X 4


E0107 X 3


E8500 X 3


E8516 X 5


E8522 X 3


E8520 X 7


E8531 X 5


E8539 X 5


E0015 X 4


E1810 X 1


E0387 X 2


E1622 X 8


E1009 X 4


E0330 X 1


E0627 X 1



HAPE BEST SELLERS PLANOGRAMS





E1713 X 10


E1709 X 10


E1714 X 10


E1800 X 6


E1701 X 12


E1801 X 4


E1631 X 6


E1700 X 12


E0511 X 3


E1065 X 6


E1705 X 12


E0412 X 3


E1002 X 3


E1811 X 2


E0387 X 2


E1810 X 1


E1073 X 1





E1621 X 10


E1635 X 3


E1628 X 22


E1406 X 12


E1309 X 10


E1634 X 6


E1632 X 6


E1633 X 6


E1636 X 5


E1625 X 5


E1637 X 5


E1626 X 6


E1404 X 14


E1408 X 14


E1614 X 7


E1622 X 8


E1550 X 12

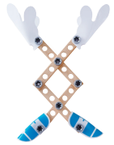


HAPE BEST SELLERS PLANOGRAMS





E3035 X 5


E3030 X 5


E3033 X 6


E3031 X 6


E3034 X 4


E3037 X 2


E3038 X 2


E3036 X 4


E3028 X 6


E3027 X 3


E3029 X 4

## Basic Combination
### ( Music )




HAPE BEST SELLERS PLANOGRAMS


E0339 X 5


E0613 X 5


E0627 X 2


E0628 X 1


E0323 X 4


E0612 X 6


E0335 X 10


E0336 X 8


E0334 X 6


E0337 X 6


E0620 X 2


E0621 X 2


E0305 X 4


E0333 X 2


E0331 X 6


E0332 X 4


E0113 X 8


E0114 X 8


E0115 X 8


E0330 X 4


E0619 X 8


E0623 X 12


E0616 X 6


E0600 X 3


E0626 X 3


E0624 X 3


E0632 X 2


E0634 X 1


E0631 X 2


E0338 X 1


E0625 X 3


E0605 X 7


E0608 X 2


E0629 X 1


E0328 X 2


E0327 X 2

## Basic Combination
### ( Kitchen & Food )








HAPE BEST SELLERS PLANOGRAMS


E3186 X 2


E3198 X 10


E3202 X 8


E3208 X 10


E3207 X 8


E3184 X 2


E3187 X 4


E3156 X 4


E3175 X 12


E3173 X 8


E3172 X 8


E3171 X 8


E3174 X 8


E3194 X 10


E3195 X 12


E3196 X 8


E3168 X 6


E3167 X 4


E3169 X 4


E3179 X 2


E3170 X 4


E3164X 8


E3183 X 1


E3180 X 6


E3123 X 2


E3166 X 2


E3177 X 2


E3127 X 1


E3152 X 2


E3145 X 1


E3178 X 1


E3159 X 1


E3158 X 2


E3147 X 2


E3151 X 3


E3148 X 3


E3137 X 3


E3150 X 3

## Basic Combination
### ( Railway )








HAPE BEST SELLERS PLANOGRAMS


E3730 X 2


E3756 X 2


E3736 X 4


E3790 X 4


E3715 X 2


E3732 X 3


E3739 X 2


E3731 X 6


E3729 X 3


E3791 X 3


E3774 X 12


E3737 X 12


E3738 X 12


E3750 X 12


E3703 X 12


E3761 X 12


E3720 X 12


E3726 X 6


E3728 X 6


E3773 X 2


E3764 X 2


E3771 X 2


E3792 X 5


E3734 X 2


E3753 X 1


E3725 X 3


E3769 X 1


E3717 X 6


E3719 X 6


E3718 X 6


E3807 X 14


E3808 X 14


E3820 X 14


E3825 X 8


E3822 X 6


E3827 X 6


E3828 X 2


E3826 X 4


E3821 X 3


E3824 X 1

# HAPE PLAYLAND

HAPE PLAYLAND

## The best result in a few simple steps

Identify the area for Hape Playland.

Choose the categories to sell and displays to use.

Design the layout and the area.

Implement and furnish the area.

Enjoy a new and exciting Hape Playland!

### A journey into Hape's retail solution

In the broad panorama of toys we want to stand out for our quality and attention to design, showing our range in new and inspiring ways.

The impression we want to give is:
Hape is playful, innovative, friendly, affordable, passionate and - more than anything - willing to make the world a playful place where children will never stop learning.

### Key features

- **More interaction:** demos, play tables, and displays to boost the fun and interactions.
- **Immersive shopping experiences:** the attractive graphics and decorations will provide children a more immersive shopping experience.
- **More traffic:** thanks to its new fresh look that resembles a play area, Hape Playland will generate more and more traffic.
- **Increase conversion rate:** by strongly communicating our passion and values, Hape Playland will increase the conversion rate.
- **Memorable experiences:** nothing makes parents happier than looking at their children having fun and learning.




Please contact our local sales for more. Hape Playland Manual is available upon request.

# HAPE PLAYLAND




18 sqm
193 sqft




14 sqm
150 sqft



# HAPE PLAYLAND




9 sqm
96 sqft




5 sqm
54 sqft

HAPE PLAYLAND



Germany




Germany



Germany



Italy



Greece



France



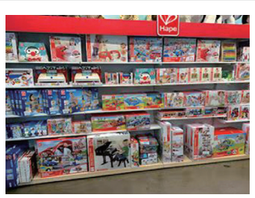
Japan



Japan



China



USA



Colombia

## WORLDWIDE STORES WITH HAPE PLAYLAND

Implemented in 50+ stores from over 20 countries since 2019



Spain



Spain



China



Mauritius



China

Please contact our local sales for more. Hape Playland Manual is available upon request.

HAPE PLAYLAND

# MEXICO FLAGSHIP










In 2022, Hape opened a flagship store in Mexico. This almost 200-square metre flagship is full of Hape playland elements and we hope to give you the greatest in-store experience. Looking forward to your visit!



# HAPE POP-UP SHOPS

Hape pop-up shops are marketing methods used to set-up temporary shops in busy commercial areas for the purpose of product sales or brand promotion.

Designed with reusable modules and interchangeable themes, Hape pop-up shops can suit different-sized venues.




30 sqm
-
40 sqm



HAPE POP-UP SHOPS




5 sqm
-
10 sqm




10 sqm
-
25 sqm




25 sqm
-
30 sqm

# WINDOW DISPLAYS

Hape window displays are shop windows used to artfully display special items in a way that attracts customers to come instore to see the goods for themselves. Hape has arranged different kinds of window display designs that retailers are free to select and utilize accordingly.





HAPE WINDOW DISPLAY












# HAPE NEW SILK ROADJOURNEY




Hape New Silk Road Journey is a themed experience activity initiated by Hape. Inspired by the New Eurasian Land Bridge, the modern passageway linking China and the industrial center of Western Europe, the activity takes the historic symbol of Ancient Silk Road and uses railway tracks as its carrier in response to the initiative of "New Silk Road Economic Belt".

Hape selects the characteristic cities the New Eurasian Land Bridge passes through as the journey's stops and makes the travel of New Silk Road accessible, helping to stimulate children's imagination and creativity.



HAPE NEW SILK ROAD JOURNEY






2022













HAPE TOYS

