playwell



2026

fall collection

J'adore

3y+



Don't miss the latest additions to the J'adore impulse line.
Order now to take advantage of one of the biggest trends of the decade.



854559 - DONUT DOUGH SQUISH (20PCS/PDQ)

PDQ: $90.00 ($4.50/PC) | **MOQ:** 1 PDQ

Package: 27.5 x 22.5 x 32 cm

840183212353



854522 - GLOW SQUISH (24PCS/PDQ)

PDQ: $108.00 ($4.50/PC) | **MOQ:** 1 PDQ

Package: 27.5 x 22.5 x 32 cm

840183212476



854516 - GLITTER CLOUD SQUISH (22PCS/PDQ)

PDQ: $88.00 ($4.00/PC) | **MOQ:** 1 PDQ

Package: 27.5 x 22.5 x 32 cm

840183212414



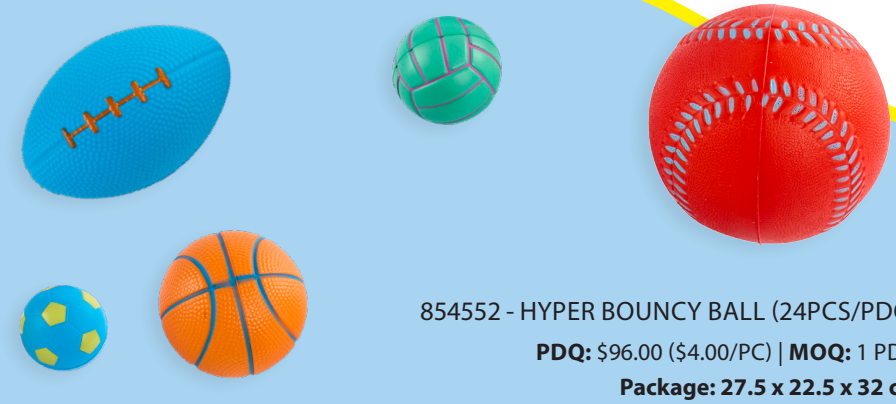
854482 - HEART SQUISH (20PCS/PDQ)

PDQ: $80.00 ($4.00/PC) | **MOQ:** 1 PDQ

Package: 27.5 x 22.5 x 32 cm

840183212049





854552 - HYPER BOUNCY BALL (24PCS/PDQ)

PDQ: $96.00 ($4.00/PC) | **MOQ:** 1 PDQ

Package: 27.5 x 22.5 x 32 cm

840183212971





854575 - CRUNCH SNACKZ SQUISH (12PCS/PDQ)

PDQ: $60.00 ($5.00/PC) | **MOQ:** 1 PDQ

Package: 27.5 x 22.5 x 32 cm

840183212780





These sensory crinkle toys mimic mini bags of crunchy snacks like potato chips. The smooth plush fabric combined with a realistic, auditory crunch allows kids to experience the satisfaction of crushing a snack pack without the mess or wasted food

SMARTMAX



SMX220 | 1y+

MY FIRST SAFARI ANIMALS

Go on a wild safari adventure with 18 pieces! Build and play with a hippo, lion, giraffe, crocodile, elephant, and rhino — or mix and match for the craziest animal combos! The soft animals simply click on the bars, making them ideal for little hands. Compatible with all other SmartMax sets.

Package: 24 x 24 x 6 cm

5414301249856





SMX221 | 1y+

MY FIRST FARM ANIMALS

Build your favourite farmyard friends with 16 pieces! Discover the fun of magnetic play as soft animals simply click onto the bars. Mix and match for crazy combos — the sillier, the better! Perfect for little hands and compatible with all other SmartMax sets.

Package: 24 x 24 x 6 cm

5414301249863







SMX222 | 18m+

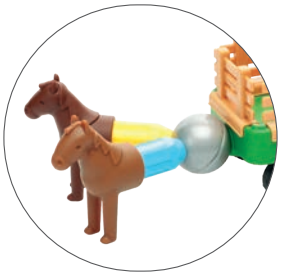
MY FIRST TRACTOR SET

Fun on the farm with 22 pieces! Create your own stories with a farmer, horses, a tractor, and a trailer. All parts connect to each other — mix them up for the craziest combinations! Everything clicks together super easily, perfect for little hands.

Package: 34 x 24 x 7 cm

5414301250227





SMX223 | 1y+

MY FIRST DINOSAURS

RAWRR! Travel back in time to prehistory with 14 pieces! Build and play with colourful dinosaurs, but watch out for the T. rex! Mix and match for the craziest prehistoric combinations. The soft animals simply click on the bars, making them ideal for little hands. Compatible with all other SmartMax sets.

Package: 24 x 24 x 6 cm

5414301250418









SMX246 | 1y+

MY FIRST ANIMALS AROUND THE WORLD

Where wildlife meets the magic of magnetism — 15 pieces! Take your animals on every adventure with a soft travel case featuring fun prints to spark storytelling and imagination — perfect for storing and carrying your collection!

Package: 24 x 24 x 6 cm

5414301250722





SMX410 | 18m+

MY FIRST ANIMAL TRAIN

All aboard with 25 pieces! Build the train, load up a lion and 2 elephants, and drive around with the conductor! Play with everything together or separately — the oversize parts simply click on the bars, making them ideal for little hands. Compatible with all other SmartMax sets.

Package: 38 x 29.7 x 8 cm

5414301249887







SMARTMAX





SMX243 | 1y+

MY FIRST EXPLORERS

Mix and match your favourite vehicles with 16 pieces! Build a car, a plane, and a rocket — then swap the parts to create something totally unique! The pieces magnetically attach to the bars for easy building. Let your imagination soar!

Package: 24 x 17 x 6 cm

5414301250685









SMX244 | 1y+

MY FIRST PLANE

Build your own plane and fly into adventure with 6 pieces! Let your pilot soar through the skies, or combine with other SmartMax products for unique and cool-looking vehicles. The pieces magnetically connect to the bars for easy building!

Package: 17 x 17 x 6 cm

5414301250692



SMX245 | 1y+

MY FIRST CAR

Build your own car and cruise into adventure with 6 pieces! Let the driver zoom around, or combine with other SmartMax products for unique and cool-looking vehicles. The pieces magnetically connect to the bars for easy building!

Package: 17 x 17 x 6 cm

5414301250708









SMX226 | 1y+

MY FIRST VEHICLES

Vrooom vrooom vrooom! Drive super fast with 13 pieces! Build a fire engine, a dumper truck, a cement mixer, and a tow truck! Find the right pieces to make each vehicle, or mix it up for the weirdest combinations on the building site! Super easy to click together with magnetic bars.

Package: 24 x 24 x 6 cm

5414301250487







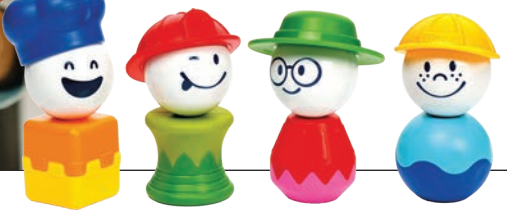
SMX235 | 1y+

MY FIRST PEOPLE

Create a chef, a builder, a gardener, or a firefighter with 12 pieces — 4 balls, 4 bodies, and 4 hats! Mix and match funny faces with different hats and bodies for your own hilarious looks! Discover the magical world of magnetism while practising hand-eye coordination. Compatible with all other SmartMax sets.

Package: 24 x 17 x 6 cm

5414301250616









SMX227 | 18m+

MY FIRST ACROBATS

The sky is the limit! Stack 6 geometric building blocks and 3 funny-faced balls to create the coolest acrobatic structures! Try the 24 challenge cards — can you figure out the black silhouettes? The magnetic base keeps everything steady, even the craziest builds!

Package: 24 x 24 x 6 cm

5414301250548





SMARTMAX





SMX 309 | 1y+

START 23 PIECES

Have fun building incredible structures with 23 pieces! Discover how magnets work with oversized pieces that are easy to handle. Build towers, bridges, and amazing creations — the magnets are strong enough to carry up to 60 times their weight! Includes a building guide. Extension sets available separately.

Package: 38 x 29.7 x 6 cm

5414301249719







SMX 310 | 1y+

START PLUS 30 PIECES

Build incredible creations with 30 pieces — colourful bars and large metal balls! The perfect way to discover the magic of magnets. Start simple and work your way up to increasingly complex structures with added play value! Includes a colourful building guide.

Package: 38 x 29.7 x 6 cm

5414301249726







SMX907 | 1y+

BUILD XXL 70 PIECES

A container full of magnetic fun — 70 pieces! Build original and colourful structures using the unique building grids on both the lid and the base. Includes 36 short bars, 12 long bars, and 20 magnetic balls. Store everything neatly when playtime is over — then pull it all out and start building again! Colourful building guides included.

Package: 35 x 35 x 18.7 cm

5414301249771









E3902 | 18m+

READ & DRAW SLING BOOKSHELF

A versatile sling bookshelf that keeps favourite stories neatly organized and easy to reach. The two-sided drawing board transforms the shelf into a creative easel —whiteboard with magnets on one side, chalkboard on the other—complete with a paper-fixing clip for secure drawing. With extra back storaage space and a kid-safe design, it's the perfect spot for reading, drawing, and imaginative play.

Package: 75 x 14 x 46 cm

6943478052406















E3900 | 3y+

SWITCH N STORE PLAY KITCHEN

A clever convertible design that switches from a full play kitchen to a stylish storage cabinet, unlocking endless ways to play and tidy up. Little chefs can enjoy immersive cooking fun with lights, sounds, and interactive features like cut-apart food for realistic role-play. With generous storage space, smooth edges, and solid wood construction, it's built for safe, long-lasting use. As kids grow, it transforms into a functional cabinet that keeps your home organized and beautifully styled.

Package: 98 x 15 x 39.5 cm

6943478048140



E0649 | 3y+

RAINBOW ROCK GUITAR

Rock out with retro-cool style! Slide to trigger lights, sounds, and short melodies, choose from 5 built-in songs, switch between guitar, electronic, and animal modes, and add effects with the whammy bar. Pixel lights bring every note to life, boosting creativity and confidence. Powered by 3×AA batteries, included.

Package: 45 x 23 x 6.5 cm

6943478058835

***HAPE CATALOGUE: E8955**









E0704 | 2y+

POPSTAR MICROPHONE

Step into the spotlight! Kids can sing along to five upbeat background tracks, switch into playful voice-changing fun with bubble, mechanical, or baby tones, or record their own mini-performances with a simple press. Pixel lights glow with every sound, turning every moment into a show-stopping performance. Powered by 3×AAA batteries (not included).

Package: 15 x 9 x 24 cm

6943478057586

***HAPE CATALOGUE: E8945**











E0703 | 2y+

MIX MASTER DJ

Spin, slide, and sing along! Toggle the slider to choose from ten lively songs, grab the mic to perform in backing or cappella mode, and watch the lights dance with every beat. Kids can mix, amplify, and create their own show with playful sound effects and glowing rhythm cues. Powered by imagination and four AA batteries (not included).

Package: 32 x 10 x 24 cm

6943478057579



E0705 | 18m+

SHAKE & TAP TAMBOURINE

Shake up playtime with rhythm and colour! Kids can explore three playful modes that light up with every move — from classic rattle sounds to surprise animal effects and magical colour-changing pulses that shift with each shake. Bright pixel patterns and responsive lights turn every tap into a sensory adventure, inspiring creativity and joyful music discovery. Powered by 3×AAA batteries (not included).

Package: 18 x 4 x 24 cm

6943478057593

***HAPE CATALOGUE: E8963**





E0702 | 2y+

BRIGHT BEATS PIXEL DRUM

Tap into musical magic! Switch between two expressive modes filled with glowing rhythms, wave-like light pulses, and lively background tracks. Kids can tap freely to launch five dynamic music pieces that feel like real drumming, or jump into a mode with six flowing tracks and six joyful drum sounds that respond to every beat. It's an easy, confidence-boosting way for little musicians to feel the thrill of making music. Powered by 3×AAA batteries (not included).

Package: 20 x 10 x 24 cm

6943478057562







E1227 | 2y+

PIXELZ MUSICAL TRUMPET

Blast into playful sound! Kids can explore four lively modes packed with classic songs, silly effects, and animal surprises, or switch to solo play to create their own tunes. Colourful pixel lights glow and dance with every blow, turning storytelling, role-play, and music time into a bright, imaginative adventure. Powered by 4×AAA batteries (not included).

Package: 27 x 12 x 24 cm

6943478057630

***HAPE CATALOGUE: E8956**









E0523 | 18m+

NATURE'S SYMPHONY TABLE

Discover nature's mini orchestra with this all-in-one music table! Little musicians can tap, shake, and explore animal sounds, rhythms, and colourful instruments as they experiment with melodies. With 10 melodies, two playful modes, and music cards to guide them, it's packed with sensory fun for curious hands ready to make joyful tunes. Powered by 3xAA included.

Package: 51.5 x 27.5 x 15.5 cm

6943478052994



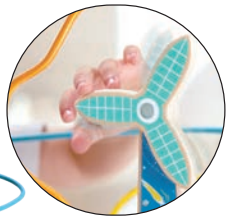












E0525 | 1y+

GALAXY BEAD MAZE

Explore a beaded outer-space adventure! Little explorers can glide colourful beads through swirling stars and planets, building fine-motor skills as they twist, slide, and steer their way around playful aliens. This interactive bead maze sparks curiosity, storytelling, and hands-on cosmic fun.

Package: 24.5 x 37 x 30.5 cm

6943478053014











E0524 | 18m+

SPACE MAZE & TANGRAM BOARD

Two toys in one cosmic adventure! Little explorers can guide magnetic beads through a swirling space maze, then flip to the colourful tangram board to build shapes, solve puzzles, and spark creativity. Packed with hands-on fun, it's perfect for problem-solving play that keeps curious minds engaged.

Package: 42 x 4 x 36 cm

6943478053007







E0076 | 6m+

PULL-BACK PLUSH CAR SET

Soft, squishy, and ready to roll! Little motorists can zoom through their own mini town with these cuddly pull-back cars and the foldable road mat that transforms into a handy carrying bag. Just pull, release, and watch them race—perfect for imaginative adventures, fine-motor fun, and easy on-the-go play.

Package: 30 x 11 x 18 cm

6943478052505

















E1120 | 3y+

LITTLE RACER'S BUSY BOARD

Rev up real-world play! Little racers slide, plug in, and turn their way through this race-car busy board, using the included tools made for tiny hands. Turn the key for a fun Vroom! engine sound. Builds fine-motor skills, problem-solving, and confidence at home or on the go. Includes 2×AAA batteries

Package: 32.5 x 4.5 x 24 cm

6943478052864









E0389 | 6m+

GROW-WITH-ME PUSH WALKER

A sensory play station, first-steps buddy, and stroller all in one! This grow-with-me walker supports every stage: seated play for curious hands, cruising mode for early walkers, and stroller mode for imaginative adventures. Packed with lights, sounds, shapes, and activities, it builds balance, coordination, and confidence as little ones explore their world. Powered by 3xAAA not included.

Package: 60 x 22.5 x 48 cm

6943478058316

















E1226 | 1y+

ROCK & GLIDE UNICORN

A magical unicorn with playful sounds, rocker and glider modes, plus a cape and riding stick for big imaginative adventures! Little riders can trot, glide, and pretend-play their way through enchanted worlds while building balance, confidence, and storytelling skills.

Package: 71 x 27 x 27.5 cm

6943478057623





E3531 | 3y+

FASHION GLOW DREAM MANSION

A stylish, multi-level dollhouse filled with immersive play! Kids can explore every floor — from the media room with a projector that switches between fun scenes to the bedroom, bathroom, kitchen, creative studio, and pet area. Realistic details like a flushing toilet, moving lift, opening doors, and 55 accessories bring every story to life. With a magical glow-in-the-dark roof, little storytellers can set the scene and create endless imaginative worlds. Powered by 3×LR44 batteries included and 1xAA battery not included.

Package: 95 x 19 x 60 cm

6943478058811





E3238 | 3y+

FANTASTIC VENDING MACHINE

A vending machine and toy dispenser in one! Little shoppers can insert coins or swipe the card to collect pretend snacks and surprises, complete with lights, sounds, and 3 playful songs. Use the back chalkboard sign to write custom messages. With 32 pieces and 3×AA batteries (not included), it sparks creative, social, and imaginative play.

Package: 30.5 x 19 x 36 cm

6943478058965

Perfect for table top games!







B24242 | 3y+

ACTION GAME TABLE "FREEPLAY" 14PCS.

A versatile activity table for endless creative play. Interchangeable themed mats transform the space into a kitchen, workshop, city, or park. Practical storage options—including drawers, compartments, and a felt bag—keep materials organized. Easy to move with built-in castors.

Package: 85 x 45.2 x 77 cm

4014888242427

4 IN 1
WAYS TO PLAY
+ MORE!



MOTIF
WORKSHOP



MOTIF
KITCHEN



MOTIF
FOREST & PARK



MOTIF
CAR & CITY



B11595 | 4y+

XL TECHNICO MATERIALS

Explore how everyday materials are made and used. Children match wood, paper, glass, plastic, and metal to their processing methods, professions, and final products. The real material at the center adds a hands-on sensory experience. Encourages understanding of origins, cause and effect, and early STEM learning.

Package: 47 x 24 x 37.5 cm

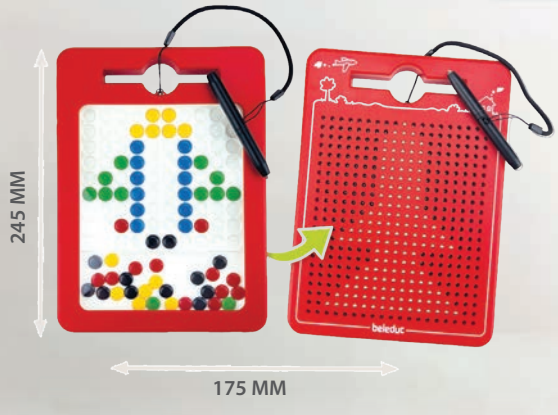
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REAL MATERIAL







INKL.
10 TEMPLATE CARDS



B21095 | 3y+

MAGNETIC BOARD 2-IN-1

Create captivating designs with a touch of magic. Using the special pen, hidden magnetic beads rise to the surface to form beautiful patterns—then disappear again with a simple wipe, ready for endless creativity. On the reverse side, a magnetic play surface invites children to design vibrant pictures with colorful magnetic tokens. Includes 10 double-sided template cards for guided inspiration.

Package: 30.5 x 26.5 x 39 cm

4014888210952

MORE MAGNETIC BOARDS LIKE THIS



B21091

B21042



B21080



B21040



B11131 | 24m+

NEW MATCH & MIX EMOTIONS

Discover and understand emotions through play. Children combine three tiles to create expressive characters, exploring feelings. Subtle differences in facial expressions encourage observation and discussion, while matching icons on the reverse support correct combinations. Promotes empathy, language development, and fine motor skills.

Package: 37 x 35.5 x 20.5 cm

4014888111310



BON324230 | 3y+

LARGE 4-NOTE CHROME TRUMPET

Let little musicians shine with this bright, easy-to-play trumpet. Four colourful keys let kids explore simple notes and cheerful melodies, encouraging early musical discovery. Lightweight, durable, and perfectly sized at 42 cm (16½"), it's a fun first step into making music.

Package: 15.6 x 9.7 x 4.3 cm

047663144382



BON324330 | 3y+

LARGE 8-NOTE CHROME SAXOPHONE

Let little musicians discover their groove with this bright, easy-to-play saxophone. Eight colourful keys invite kids to explore simple notes and cheerful melodies, building confidence through musical play. Lightweight, durable, and perfectly sized at 42 cm (16½"), it's a fun first step into making music.

Package: 15.6 x 9.7 x 4.3 cm

047663144399



BON543720 | 6y+

37-KEY ROLL UP ELECTRONIC KEYBOARD

Let kids make music anywhere with this colourful 37-key roll-up keyboard. They can explore 8 instrument sounds, play 6 demo songs, record and playback their creations, and add fun echo or sustain effects. The soft roll-up design makes it easy to store and carry. With volume control, a headphone socket, and flexible power options—USB-DC cable included, mains adapter not included, or 4 AAA batteries (not included)—it's ready for creative play.

Package: 33 x 5.5 x 19.5 cm

047663263335







BON485010 | 4y+

KARAOKE WIRELESS MICROPHONE W/LIGHT EFFECTS

Bring the fun anywhere with this wireless karaoke mic. Kids can sing along to their favourite songs, switch off the original vocals, play with echo and voice-changer effects, and enjoy colourful light effects. Stream music wirelessly or from a Micro SD card, adjust tracks and volume, or plug in an external audio source. USB-C rechargeable.
Dim.: 6.5 × 21.5 × 6.5 cm (2½ × 8½ × 2½ in)

Package: 10.3 x 7.6 x 24.5 cm

047663366968



BON245830 | 3y+

ELECTRONIC ROCK GUITAR

Strum, rock, and explore sound with this vibrant electronic guitar. Kids can play 6 metal strings, trigger 5 rock demo tracks, tap fun pickguard effects, and switch between 5 rhythms. With auto power-off, a shoulder strap, a mic socket for extra play, and powered by 2 AA batteries (not included), it's sized just right at 56 cm (22").

Package: 21 x 5 x 55 cm

047663242439





BON153700 | 8y+

37-KEY ELECTRONIC KEYBOARD

Let young musicians explore real keyboard play with this compact 37-key electronic keyboard. With 10 demo songs, 8 sounds, 16 rhythms, and 8-note polyphony, kids can build skills using OKON learning mode, record and playback their progress, keep time with the metronome, and add sustain or vibrato for expressive play. They can adjust volume, tempo, and even transpose notes. Powered by a USB-C cable (included) or 4 AA batteries (not included), with a headphone socket and stave strip for easy learning. Dim.: 41 × 14.5 × 4 cm (16 × 5¾ × 1½ in).

Package: 42.5 x 4.8 x 15.3 cm

047663551388



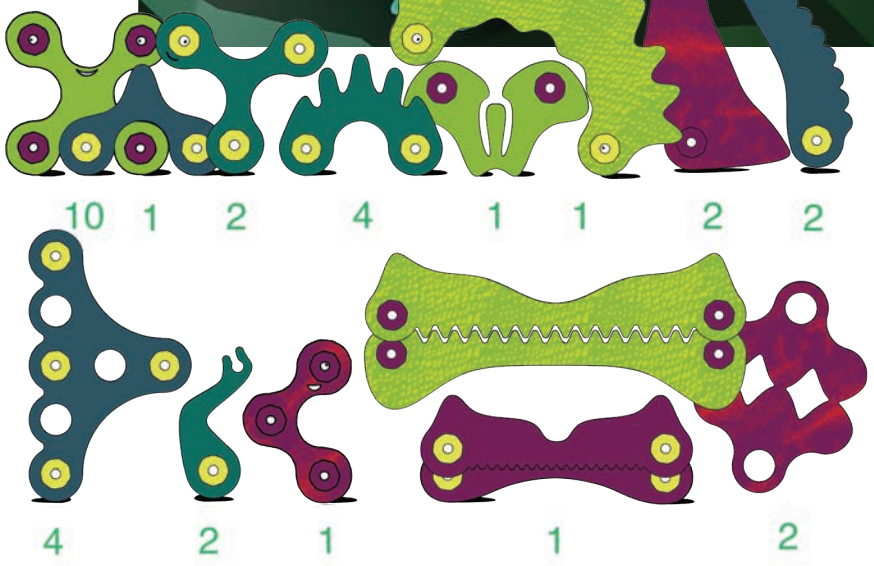
CL0408 | 6y+

DINO ADVENTURE (36PCS)

Travel back in time with the Clixo Dino Adventure Pack! Featuring brand-new dinosaur-inspired shapes and colors, this set lets kids snap together a roaring T-Rex, a soaring pterodactyl, or a towering long-neck. Each flexible magnetic piece clicks together easily, encouraging hours of open-ended, screen-free fun. Perfect for home or on the go, Clixo sparks imagination and hands-on discovery for kids of all ages and abilities. Build, roar, stomp, and explore your own Jurassic world!

Package: 29 x 16.5 x 6.5 cm

850054480408



CL0422 | 4y+

AIRPLANE SET

Take imagination to new heights with this 15-piece magnetic Airplanes Pack. Kids can bend, twist, and snap flexible magnetic pieces to build soaring jets, speedy prop planes, or brand-new flying creations of their own. Lightweight and easy to shape into 3D designs, every click sparks open-ended, screen-free play at home or on the go. Build, fly, loop, and create your own sky-high adventures.

Package: 16.5 x 16.5 x 6.5 cm

850054480422





CA0257 | 10y+

LIL LOOMIGURUMI - PURPLE PANDA

812317024699

Craft adorable plush charms with this all-in-one kit! Kids can now make even more mini pals with three new Lil' Loomigurumi characters — Orange Cat, Golden Retriever, and Purple Panda. These tiny cuties are designed as smaller, extra-collectible versions of the original hit lineup, perfect for makers who love creating pocket-sized friends. Each kit includes premium bands, a Magic Ring Loom, polyfill, safety eyes, accessories, and an easy-start loom to help beginners stitch their first mini buddy. Plus, every set comes with a bonus project so kids can craft a matching bracelet to go with their new Lil' friend.

Package: 2.8 x 5.9 x 8.7 cm



CA0259 | 10y+

LIL LOOMIGURUMI - GOLDEN RETRIEVER

812317024712



CA0258 | 10y+

LIL LOOMIGURUMI - ORANGE CAT

812317024705

HEY CLAY



HC15035 | 3y+

DRAGON ISLAND

Sculpt your own mythical world with this Dragon Island clay set. With vibrant air-dry clay and step-by-step app guides, kids can mold six unique dragon characters—fiery, friendly, or fantastical. Soft, colourful clay shapes easily, inspiring hours of open-ended, screen-free creativity. Build, sculpt, hatch, and bring your dragons to life.

Package: 22.2 x 18.8 x 7.2 cm

4897105245759







DP257783 | 3y+

FANCY ME ACCESSORIES & STICKERS (18PCS/DISPLAY)

This display features two assortments. The Ring & Nail Sticker set includes a sparkling heart ring and colourful nail stickers for creative accessorizing. The Bracelet & Tattoos set offers a cute shell bracelet and sea-themed temporary tattoos for imaginative play. Both meet CPSR Cosmetic Quality standards.

Package: 20 x 14 x 13.5 cm

6920773377830









CH251989 | 3y+

AVENIR I LOVE CRAFT - LACING MY CHARMS SEA ANIMAL FRIENDS

It is designed for young kids ready to try their first stitching activity. The kit uses thick lace thread and larger holes—no needle needed—so little hands can stitch with ease and confidence. Children can lace, stick, and create six adorable sea-animal friends including a dolphin, whale, sea lion, shark, ray, and starfish, building fine motor skills while having creative fun.

Package: 20 x 20 x 6 cm

6920773319892







CH251985 | 6y+

AVENIR I LOVE CRAFT - KNIT MY SCARVES ME & MY FRIEND

Create cozy, matching scarves for kids and their favourite friend—no tools needed. This easy DIY kit includes a step-by-step video guide, making mindful crafting simple and fun. The soothing rhythm of knitting encourages calm focus, while creating unique, wearable scarves brings joy, confidence, and a shared sense of handmade warmth.

Package: 20 x 20 x 6 cm

6920773319854





The popular Avenir crochet collection is expanding with two charming new themes: Calm Capybara and Cuddling Koala. Each kit includes everything needed to craft an adorable animal keychain, from materials to clear instructions and step-by-step video tutorials. Beginners can easily learn basic stitches and techniques while creating a cute, pocket-sized companion.

Package: 16 x 6 x 22 cm

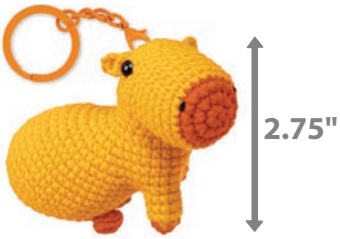




CH251976 | 8y+
CROCHET CUDDLING KOALA

6920773319762





CH251979 | 8y+
CROCHET CALM CAPYBARA

6920773319793



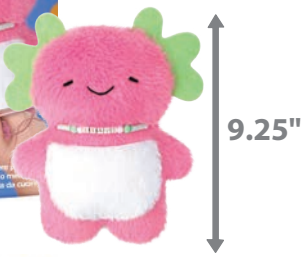
CH251998
AVENIR DIY SEWING - SEWING MY DOLL CALM CAPYBARA

6920773319984



CH251997
AVENIR DIY SEWING - SEWING MY DOLL BRAVE AXOLOTL

6920773319977





CH251999
AVENIR DIY SEWING - SEWING MY DOLL COOL PANDA

6920773319991



CH252000
AVENIR DIY SEWING - SEWING MY DOLL SWEET UNICORN

6920773320003





The AVENIR Sewing My Doll line expands with four lovable characters—Brave Axolotl, Calm Capybara, Cool Panda, and Sweet Unicorn—replacing CH1620, CH1624, CH1626, & CH201618. This refreshed collection now features an enhanced wearable strap and DIY trait bead necklace, adding extra play value, personality, and irresistible cuteness. Each kit includes all materials plus step-by-step instructions and video guidance to help kids sew, bead, and bring their soft plush companion to life.

Age: 6y+
Package: 11 x 11 x 24 cm



97850 | 3y+
MATHLINK CUBES ACTIVITY SET NUMBERBLOCKS 31-40

Discover bigger numbers and meet exciting new characters like Thirty-One the Calendar and Thirty-Six the Puzzle Master! Build each Numberblock with MathLink Cubes and explore learning activities on 10 double-sided activity cards. Includes 355 MathLink Cubes, character accessories, Numberlings, and an activity guide to extend the fun even further.

Package: 32.5 x 7.9 x 27.4cm

848850123315



97854 | 3y+
NUMBERBLOCKS 2026 ADVENT CALENDAR

Count down to the holidays with 24 days of Numberblocks surprises! Open each window to discover a new treat to build, play, and explore. Inside you'll find a festive board game — race along a winter path, complete fun challenges, and celebrate every win! Build your favourite characters with MathLink Cubes and bring the holiday magic to life. Easy-to-follow instructions make every activity joyful for little learners. Instructions en français incluses.

Package: 38.1 x 6.4 x 27.9 cm

848850123353



97860 | 2y+
NUMBERBLOCKS LET'S LEARN PHONE

Say hello to Numberblocks One to Ten! This interactive phone lets little learners practise counting, recognise numbers, and build listening skills with a tap. With catchy songs, pretend snapshots, and fun character phrases, every moment becomes number play. Requires 2 AAA batteries (included).

Package: 10.8 x 5.1 x 20.3cm

848850123414



97855 | 3y+
NUMBERBLOCKS FRIENDS SEVENTEEN AND EIGHTEEN FIGURE PACK

Bring home Numberblock Seventeen and Numberblock Eighteen! This colourful figure pack features Eighteen wearing a nonremovable array watch — perfect for hands-on number play and growing your Numberblocks collection.

Package: 27.9 x 3.2 x 25 cm

848850123360



97856 | 3y+
NUMBERBLOCKS FRIENDS FIFTEEN AND SIXTEEN FIGURE PACK

Meet Numberblock Fifteen, a step-shaped secret agent, and Numberblock Sixteen in a bold square pose! This figure pack brings two fan-favourite characters to life for hands-on number fun and imaginative play.

Package: 34 x 3.2 x 25 cm

848850123377



97858 | 3y+
NUMBERBLOCKS FRIENDS NINETEEN AND TWENTY FIGURE PACK

Welcome Numberblock Nineteen and Numberblock Twenty to the collection! Twenty sports a nonremovable top hat, and together they're ready for big-number adventures and imaginative play.

Package: 28.5 x 3.2 x 27.5 cm

848850123391



LER3065 | 2y+

COLOR GEM TREASURE CHEST

Ahoy, little explorers! Crack open colourful numbered gems to discover the shape coins hidden inside — and strengthen number recognition, colour skills, and fine motor abilities along the way. The treasure chest key stays attached, so it's always ready for the next pirate adventure! Chest measures 7¾" × 6"W × 5¾"H.

Package: 16.4 x 21 x 8 cm

765023030655





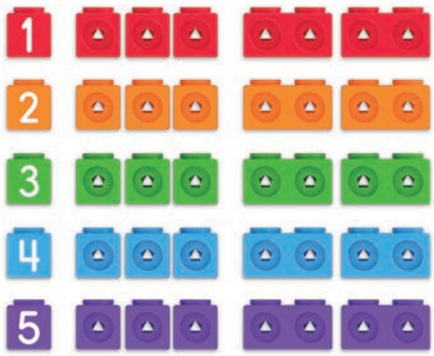
LER9328 | 2y+

MATHLINK JUNIOR BUILDING ACTIVITY SET

Little builders, big discoveries! These jumbo-sized MathLink Cubes are perfectly sized for toddler hands — ready for building, counting, matching, and colour fun. Five numbered cubes introduce number recognition and counting from 1 to 5. Single cubes measure 1½"L × 1¾"W × 1½"H.

Package: 16.4 x 21 x 8 cm

765023093285





LER3307 | 5y+

SLAM DUNK SUMS

Spin, shoot, and score your way to early math skills! Slide scorecards into the addition backboard, then shoot basketballs through the net and into the counting rack to reveal the answer. Count from 1 to 10 or sort 25 basketballs into 5 colour baskets — solo, with a teammate, or head-to-head! Assembled rack measures 12¼"L × 3"W × 2"H.

Package: 32 x 27 x 10.7 cm

765023033076







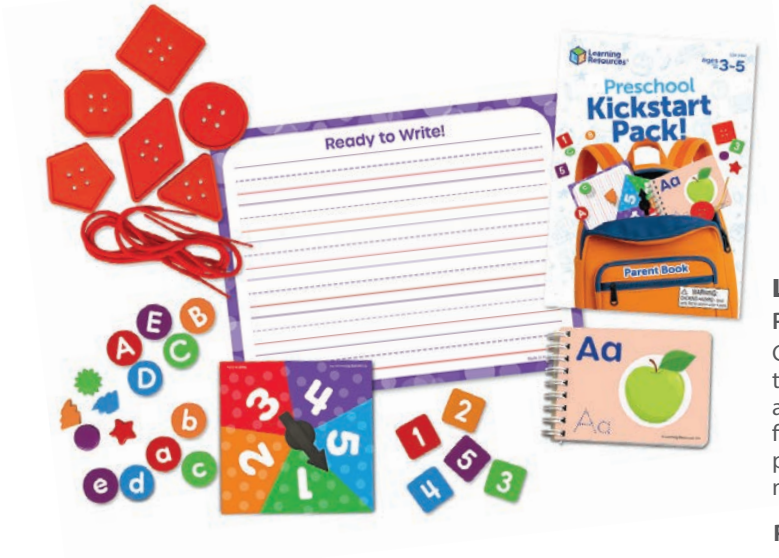
LER5029 | 3y+

WIZARDS OF MATHLAND

Enter a world of multiplication and magic. Spin the spinner, solve multiplication problems, and collect potion tokens as you race to challenge Merlin the Dragon for the treasure. Land on special spaces to teleport through portals or duel another player. For 1–4 players. 20½"L×10¼"W game board.

Package: 28 x 28 x 5.1 cm

765023050295





LER3487 | 3y+

PRESCHOOL KICKSTART PACK

Get ready for school the hands-on way! From ABCs and 123s to colours and shapes, this all-in-one collection of learning activities builds essential preschool skills — and strengthens fine motor abilities, too. Includes a 20-page parent guide packed with even more ways to learn and play. Counters measure ¾"L × ¾"W × ¼"H.

Package: 25.4 x 25.4 x 8.1 cm

765023934878









LER5541 | 3y+

ALPHABET ROBOT FACTORY

Welcome to the robot factory — where letters come to life! Spot the lowercase letter on the assembly line, then use the robo grabber to pick up its matching uppercase robot. It's a hands-on way to build letter recognition, fine motor skills, and colour-sorting abilities. Robots measure 2½"L × 1¼"W × 1"H.

Package: 26.6 x 26.6 x 4.3 cm

765023055412



LER5510 | 3y+

LIFT-A-LETTER ALPHABET BOARD

What's hiding behind each letter? Lift and discover fun toy surprises from A to Z! Match toy figures to their uppercase and lowercase letters to build school-ready letter recognition, vocabulary, and fine motor skills. Pieces store inside, and the easy-grab handle makes it perfect for learning on the go. Board measures 12½"L × 10"W × 1"H.

Package: 32.7 x 26.2 x 7.4 cm

765023055108







LER9756 | 5y+

NEW SPROUTS PIZZA NIGHT!

It's pizza night! Little chefs stack toppings and serve slices with this pretend pizza set — building fine motor, imaginative, and social skills with every order. Includes six pizza slices, 21 toppings, a pretend pizza cutter, spatula, and serving paddle. Pizza slices measure 4"L × 4"W × ¾"H.

Package: 29.7 x 21.9 x 6 cm

765023097566



LER3613 | 3y+

ALPHABET APPLE ORCHARD

Pick your way through the alphabet from A to Z! Match letter figures to the apple tree mat and learn uppercase and lowercase letters as you play. Pop-apart, pop-together apples reveal vocabulary pictures for every letter — and help little hands build fine motor skills. Plus, use the letter figures to spell simple words and watch early literacy blossom!

Package: 28.7 x 23.8 x 5.6 cm

765023036138



LER5516 | 18m+

SKILL BUILDERS!
SMART STICKERS FIND IT PHONICS

Peel, stick, and discover the world of phonics! Explore beginning letters, blends, endings, and digraphs as you find hidden images and mark them with over 200 reusable 3-D puffy stickers. Stick and restick to build fine motor skills while learning. Built-in handle and sticker storage make it easy to take the fun anywhere. Write-and-wipe activity book measures 8½"L × 12½"W.

Package: 1.5 x 25 x 34 cm

765023055160

EI1477 | 5y+

GRAPHIC NOVEL KIT (COLLABORATION W/BRADY SMITH)

Got a story to tell? This kit—created with renowned author Brady Smith—helps you bring it to life. Trace characters and visual elements onto pre-printed scenes using the light board, then add your own colour and style. Includes a light board, 25 traceable design sheets, 32 scene and panel templates, five coloured pencils, and bonus printable templates. Your graphic novel adventure starts here.

Package: 5.1 x 25.4 x 27.9 cm

086002014771



EI1476 | 5y+

CHARACTER DESIGN STUDIO (COLLABORATION W/BRADY SMITH)

Unleash your inner artist with mix-and-match fun. Combine 12 double-sided character plates to create over 512 unique designs — choose a character, rub the design onto paper with the included crayon, then add colour to make it your own. Set includes a design tray, 30 sheets of paper (5½"L × 8½"H), black crayon with holder, and four coloured pencils. Create, colour, and display your characters your way.

Package: 5.1 x 25.4 x 27.9 cm

086002014764





P3495 | 5y+

MAGNETIC CATERPILLAR

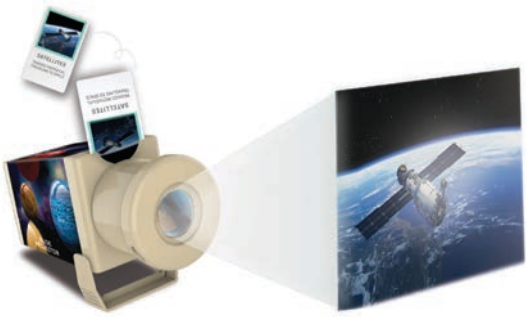
Build a colourful magnetic caterpillar and test your balance skills. Attach the legs, keep it steady, and challenge friends to avoid a tumble. A fun, hands-on way for kids to explore magnetism and coordination.

Package: 24 x 21.5 x 6.3 cm

4893156034953







Introduce young learners to big discoveries with these Slide Projectors, available in two exciting themes: Ancient Dinosaurs and Space Explorer. Each set includes 10 card-mounted slides for instant projection fun. Kids can preview every bright, colourful image quickly and easily against any light source, and the kid-friendly projector design makes every scene effortless to enjoy.

Package: 21 x 31.5 x 5.5 cm

P3506 | 5y+

SLIDE PROJECTOR/ ANCIENT DINOSAURS

4893156035066

P3496 | 5y+

SLIDE PROJECTOR/ SPACE EXPLORER

4893156034960



P3750 | 8y+

PENGUIN ROBOT

Build a cute walking Penguin Robot with flipping wings and blinking eyes that mimic a real penguin. A fun, hands-on kit that lets kids assemble their own waddling robot and bring it to life.

Package: 16.5 x 23.8 x 6.2 cm

4893156037503





P3497 | 5y+

Q.BOTZ-PUPPY

4893156034977

P3504 | 5y+

Q.BOTZ-PANDA

4893156035042

Build adorable moving robots with Q•BOTZ Panda and Puppy. Budding engineers use the chunky kid-friendly screwdriver to assemble their robot, then watch it roll, explore, and bounce back when it hits an obstacle—hands-on fun for little makers.

Package: 16.5 x 23.8 x 6.2 cm

PLEASE REFER TO PLAYWELL'S MAIN PRICE LIST FOR TERMS & CONDITIONS

PG.	ITEM NUMBER	ITEM NAME	CASE PACK	MOQ	PRICE
2	SMX220	MY FIRST SAFARI ANIMALS	6	2	$ 23.50
2	SMX221	MY FIRST FARM ANIMALS	6	2	$ 23.50
2	SMX222	MY FIRST TRACTOR SET	6	1	$ 31.00
3	SMX223	MY FIRST DINOSAURS	6	2	$ 23.50
3	SMX246	MY FIRST ANIMALS AROUND THE WORLD	6	2	$ 23.50
3	SMX410	MY FIRST ANIMAL TRAIN	6	1	$ 39.50
4	SMX243	MY FIRST EXPLORERS	6	2	$ 23.50
4	SMX244	MY FIRST PLANE	24	3	$ 11.50
4	SMX245	MY FIRST CAR	24	3	$ 11.50
5	SMX226	MY FIRST VEHICLES	6	2	$ 23.50
5	SMX227	MY FIRST ACROBATS	6	2	$ 23.50
5	SMX235	MY FIRST PEOPLE	6	2	$ 18.00
6	SMX309	START 23 PIECES	6	1	$ 35.00
6	SMX310	START PLUS 30 PIECES	6	1	$ 43.50
6	SMX907	BUILD XXL 70 PIECES	2	1	$ 108.50
7	E3900	SWITCH N STORE PLAY KITCHEN	1	1	$ 220.00
7	E3902	READ & DRAW SLING BOOKSHELF	1	1	$ 140.00
8	E0649	RAINBOW ROCK GUITAR	6	2	$ 20.00
8	E0703	MIX MASTER DJ	6	2	$ 20.50
8	E0704	POPSTAR MICROPHONE	6	3	$ 12.00
9	E0702	BRIGHT BEATS PIXEL DRUM	6	3	$ 13.50
9	E0705	SHAKE & TAP TAMBOURINE	6	3	$ 11.00
9	E1227	PIXELZ MUSICAL TRUMPET	6	2	$ 21.50
10	E0523	NATURE'S SYMPHONY TABLE	2	1	$ 52.50
10	E0524	SPACE MAZE & TANGRAM BOARD	4	2	$ 27.50
10	E0525	GALAXY BEAD MAZE	2	1	$ 30.50
11	E0076	PULL-BACK PLUSH CAR SET	6	2	$ 25.50
11	E1120	LITTLE RACER"S BUSY BOARD	6	2	$ 22.00
12	E0389	GROW-WITH-ME PUSH WALKER	2	1	$ 82.50
12	E1226	ROCK & GLIDE UNICORN	1	1	$ 125.00
13	E3238	FANTASTIC VENDING MACHINE	2	1	$ 58.50
13	E3531	FASHION GLOW DREAM MANSION	1	1	$ 200.00
14	B11595	XL TECHNICO MATERIALS	10	2	$ 22.00
14	B24242	ACTION GAME TABLE "FREEPLAY" 14PCS	1	1	$ 240.00
15	B11131	NEW MATCH & MIX EMOTIONS	18	3	$ 12.00
15	B21095	MAGNETIC BOARD 2-IN-1	20	3	$ 14.00
15	B21091	SMALL RED MAGNETIC BOARD	20	4	$ 8.50
15	B21042	MAGNETIC BOARD-RED	20	3	$ 13.50
15	B21080	MAGNETIC DRAWING BOARD "LETTERS"	20	3	$ 12.50
15	B21040	MAGNETIC BOARD-BLUE	20	3	$ 13.50
16	BON324230	LARGE 4-NOTE CHROME TRUMPET	6	2	$ 18.50
16	BON324330	LARGE 8-NOTE CHROME SAXOPHONE	6	2	$ 17.00
16	BON543720	37-KEY ROLL UP ELECTRONIC KEYBOARD	6	1	$ 32.00
17	BON245830	ELECTRONIC ROCK GUITAR	6	2	$ 22.50
17	BON485010	KARAOKE WIRELESS MICROPHONE W/LIGHT EFFECTS	6	2	$ 28.00
17	BON153700	37-KEY ELECTRONIC KEYBOARD	6	2	$ 22.00
18	CL0408	DINO ADVENTURE (36PCS)	24	1	$ 38.50
18	CL0422	AIRPLANE SET	36	2	$ 16.50
19	CA0258	LIL LOOMIGURUMI-ORANGE CAT	6	5	$ 7.00
19	CA0259	LIL LOOMIGURUMI-GOLDEN RETRIEVER	6	5	$ 7.00
19	CA0257	LIL LOOMIGURUMI-PURPLE PANDA	6	5	$ 7.00
19	HC15035	DRAGON ISLAND	24	2	$ 16.00
20	CH251985	AVENIR I LOVE CRAFT-KNIT MY SCARVES ME & MY FRIEND	12	4	$ 9.00
20	CH251989	AVENIR I LOVE CRAFT-LACING MY CHARMS SEA ANIMAL FRIENDS	12	4	$ 9.00
20	DP257783	FANCY ME ACCESSORIES & STICKERS (18PCS/DISPLAY)	8	1	$ 54.00
21	CH251976	CROCHET CUDDLING KOALA	24	7	$ 4.50
21	CH251979	CROCHET CALM CAPYBARA	24	7	$ 4.50
21	CH251997	AVENIR DIY SEWING-SEWING MY DOLL BRAVE AXOLOTL	8	3	$ 12.50
21	CH251998	AVENIR DIY SEWING-SEWING MY DOLL CALM CAPYBARA	8	3	$ 12.50
21	CH251999	AVENIR DIY SEWING-SEWING MY DOLL COOL PANDA	8	3	$ 12.50
21	CH252000	AVENIR DIY SEWING-SEWING MY DOLL SWEET UNICORN	8	3	$ 12.50
22	97850	MATHLINK CUBES ACTIVITY SET NUMBERBLOCKS 31-40	4	1	$ 51.50

CONTINUE →

playwell FALL COLLECTION 2026 playwell

PLEASE REFER TO PLAYWELL'S MAIN PRICE LIST FOR TERMS & CONDITIONS

PG.	ITEM NUMBER	ITEM NAME	CASE PACK	MOQ	PRICE
22	97850	MATHLINK CUBES ACTIVITY SET NUMBERBLOCKS 31-40	4	1	$ 51.50
22	97854	NUMBERBLOCKS 2026 ADVENT CALENDAR	4	2	$ 27.50
22	97855	NUMBERBLOCKS FRIENDS SEVENTEEN AND EIGHTEEN FIGURE PACK	12	2	$ 19.25
22	97856	NUMBERBLOCKS FRIENDS FIFTEEN AND SIXTEEN FIGURE PACK	12	2	$ 17.50
22	97858	NUMBERBLOCKS FRIENDS FRIENDS NINETEEN AND TWENTY FIGURE PACK	12	2	$ 21.25
22	97860	NUMBERBLOCKS LET'S LEARN PHONE	24	3	$ 11.75
23	LER3065	COLOR GEM TREASURE CHEST	6	2	$ 23.75
23	LER3307	SLAM DUNK SUMS	4	2	$ 23.75
23	LER5029	WIZARDS OF MATHLAND	6	2	$ 18.75
23	LER9328	MATHLINK JUNIOR BUILDING ACTIVITY SET	6	2	$ 25.50
24	LER3487	PRE-SCHOOL KICKSTART PACK	4	2	$ 19.50
24	LER5510	LIFT-A-LETTER ALPHABET BOARD	6	2	$ 23.75
24	LER5541	ALPHABET ROBOT FACTORY	6	2	$ 23.75
25	EI1476	CHARACTER DESIGN STUDIO (COLLABORATION W/BRADY SMITH)	8	2	$ 18.00
25	EI1477	GRAPHIC NOVEL KIT (COLLABORATION W/BRADY SMITH)	8	2	$ 23.50
25	LER5516	SKILL BUILDERS! SMART STICKERS FIND IT PHONICS	12	3	$ 11.25
25	LER3613	ALPHABET APPLE ORCHARD	6	2	$ 23.75
25	LER9756	NEW SPROUTS PIZZA NIGHT!	4	2	$ 22.50
26	P3497	Q.BOTZ-PUPPY	36	3	$ 12.50
26	P3504	Q.BOTZ-PANDA	36	3	$ 12.50
26	P3750	PENGUIN ROBOT	36	3	$ 13.00
26	P3495	MAGNETIC CATERPILLAR	24	3	$ 13.50
26	P3496	SLIDE PROJECTOR/SPACE EXPLORER	24	4	$ 9.00
26	P3506	SLIDE PROJECTOR/ANCIENT DINOSAURS	24	4	$ 9.00

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