

DISTOY



2024



Still

bringing the right people together

WINTER

WINTER VIDEO
MILANO

www.wintervideo.it

Welcome to Distoy 2024.

In terms of numbers there are fewer than we hosted last year - but we had expected lower numbers in view of the developments in Los Angeles. This speaks volumes about the level of confidence our "regulars" have in Distoy. In addition, we've signed a better-than-expected number of brand new exhibitors.

It has to be said that the circumstances this year are very different compared with the prevailing conditions in 2022 and 2023. There are two main reasons for the reduction in numbers: -

Number one the toy industry's performance in 2023 was below expectations and as a result profits suffered significantly. This brought about preemptory revisions of budgets across the board. As is often the case, travel budgets were among the first to be cut - but other cuts followed. Trade show participation came under close scrutiny and many companies decided to support fewer events this year. The City of Angels will feel the same effect of the economic constraints that face Distoy right now.

Number two the popularity of Hong Kong having somewhat diminished, Los Angeles emerged as an alternative venue to host previews and accommodate new permanent showrooms - this has also contributed to the reduction in Distoy numbers but no more than Hong Kong always did before and actually it's reason number one that is responsible for more exhibitors opting not to show this year!!

For future shows it's entirely possible that whilst Los Angeles will be attractive to companies based in North and South America, Distoy will continue to be accommodate the Europe-based companies. "The jury is out", so to speak, but we feel confident that Distoy has already made its mark on the international toy industry and with its history and pedigree is well set for the future. We've already gone ahead and booked the same facilities for 2025.

If it becomes a slightly smaller event - so be it... but let's remember that in previous years we have been criticised for having too many!!! The result this year ought to be less pressurised schedules - good news indeed!!

All the best

Team Distoy



ST. JAMES' COURT
LONDON
A TAJ HOTEL

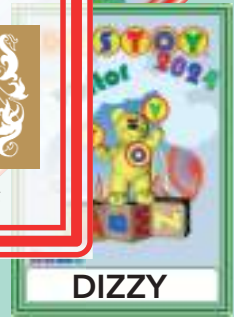
St James' Court are offering a 10% discount on food and beverages at these locations when you present your showbadge:

TH@51

**Hampton's Bar
House of Ming
Kona**



In room dining for all exhibitors and visitors





ST. JAMES' COURT

LONDON

A TAJ HOTEL

Private Rooms

Buckingham



Taj





ST. JAMES' COURT GROUND FLOOR



A-Z

Exhibitors/Brands, Locations & Contact Details



Rimmer (Rim) Tjalsma, Jr.
rim@atomic-arts.com
St James' Court 404



April Showers &
Askia Fountain
april@afrouicorn.com
askia@afrouicorn.com
St James' Court 412



Joaquin Gandara &
Miguel Barti
joaquin@banbotoy.com
miquel@banbotoy.com
St James' Court 324



Ulrich Bayer
uli.bayer@bayer-net.com
St James' Court 407



Jay Warren &
Rick Abundis
jay@bonkerstoys.com
rick@bonkerstoys.com
St Ermin's Regal



Jan-Bart Kolsteren
jan-bart@canenco.nl
St Ermin's Suite 301



Rob Eatwell
rob@cheatwell.com
St Ermin's Victoria



Massimo Pescarolo
Massimo.pescarolo@cicaboom.com
St James' Court 307



Jorge Aguila Collantes &
Erdi Aksoy
j.aguila@goliathgames.com
e.aksoy@goliathgames.com
St James' Court Taj Suite



Oliver Williams
owilliams@cra-z-art.com
St James' Court 209



Marina Strepetova &
Fernando Del Rio
marina.strepetova@craze.toys
fernando.delrio@craze.toys
St James' Court 204



Deqube
Pablo Tejedor & Angel Perez
pablotejedor@cpavirtual.com
angel.perez@deqube.es
St James' Court 211

NEW
SCRUNCHEMS
FOR 2024!

**One
for Fun**

London

Distoy Show

May 28th - May 31st
St James' Court Hotel, George VI Suite

Come see all of our new crazes
& award-winning best sellers!

New
**micro
fidgetz**
Wave 2!



Contact

laura.cale@oneforfun.com

to make an appointment.

+44 (0) 7498 151411

export@oneforfun.com

[oneforfun.com](https://www.oneforfun.com)

**One
for Fun**



We specialize in seamless logistics, providing import and export services to ensure your exhibits arrive safely and on time.

Conveniently located in the lobby of St. James Court, our dedicated team will be available from Tuesday to Friday, 10:00 am to 17:00 pm ready to assist you with all your logistical needs. Whether you're shipping in or out, we've got you covered.

For enquiries or assistance, you can visit us in person, contact us via email at events@longdrive.uk.com, or reach us on our mobile at 07393 022762.

Your Trusted Logistic Partner at





COME VISIT US!
St Ermin's - Suite 301

- 100% Own Developments
- License in Craft - Stationary Collectibles - Pocket Money
- FOB / From The Netherlands



To Schedule
Chiel@canenco.nl
Jan-bart@canenco.nl



Lollipop look



Glamorous Christmas look



CREATE it!

150+ SKU
Tweens
Cosmetics
Collection



EU TESTING



VEGAN



CRUELTY FREE



10M+ SOCIALS



RECYCLABLE
PET



RESPONSIBLY
SOURCED

WANNA KNOW MORE



CREATEITCOSMETICS.COM

Sunso eyes challenge



Colorful hair challenge



ST JAMES' COURT 2nd FLOOR SHOWROOMS





banboo TOYS
THE HOBBYMAKERS

OFFICIAL BUS REPLICA



3D CREST



CUBE RUBIK

EXPLORE THE
LATEST
ARRIVALES



DISCOVER OUR
NEWEST
PRODUCTS!



SCALE 1/6 30CM



FIGURE HEIGHT 20CM



www.banbotoys.com
info@banbotoys.com

A-Z

Exhibitors/Brands, Locations & Contact Details



Costas Sisamos
c.sisamos@engino.com
St James' Court 313



Hannah Charters
Hannah@exgpro.com
St James' Court Victoria



Annika Schörken &
Nick Jenkins
Annika.Schorken@fizzcreations.com
Nick.jenkins@fizzcreations.com
St James' Court 222



Julie Petris
julie_petris@fotorama.com.hk
St Ermin's 108



Rami Yadin &
Erez Moshe
Marketing@clip-toys.com
rami@clip-toys.com
St Ermin's 104



Annie Sullivan
salesuk@funrise.com
St James' Court William III



Jorge Aguila Collantes &
Erdi Aksoy
j.aguila@goliathgames.com
e.aksoy@goliathgames.com
St James' Court Taj Suite



Fabio Villani
villanifabio@ht-italiatoys.com
St James' Court 218



Tony Hasbun & Kenji Ip
tonyh@hascheltoys.com
kenjiip@hascheltoys.com
St James' Court 401



Darren Epstein
Darren@diffusio toys.com
St Ermin's 105



Phil Deery
philip.deery@hornby.com
St James' Court 305

ST JAMES' COURT 3rd FLOOR SHOWROOMS

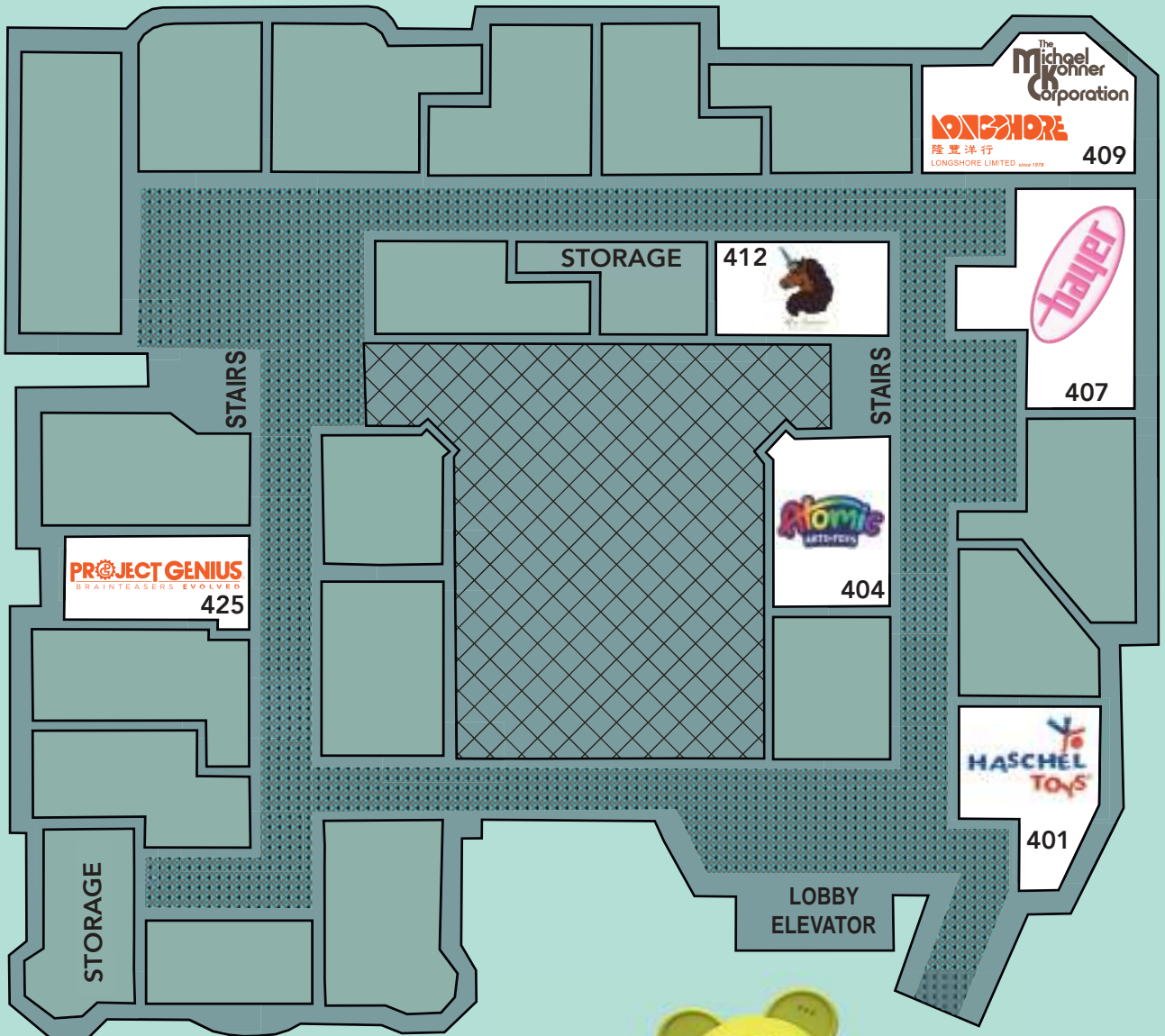


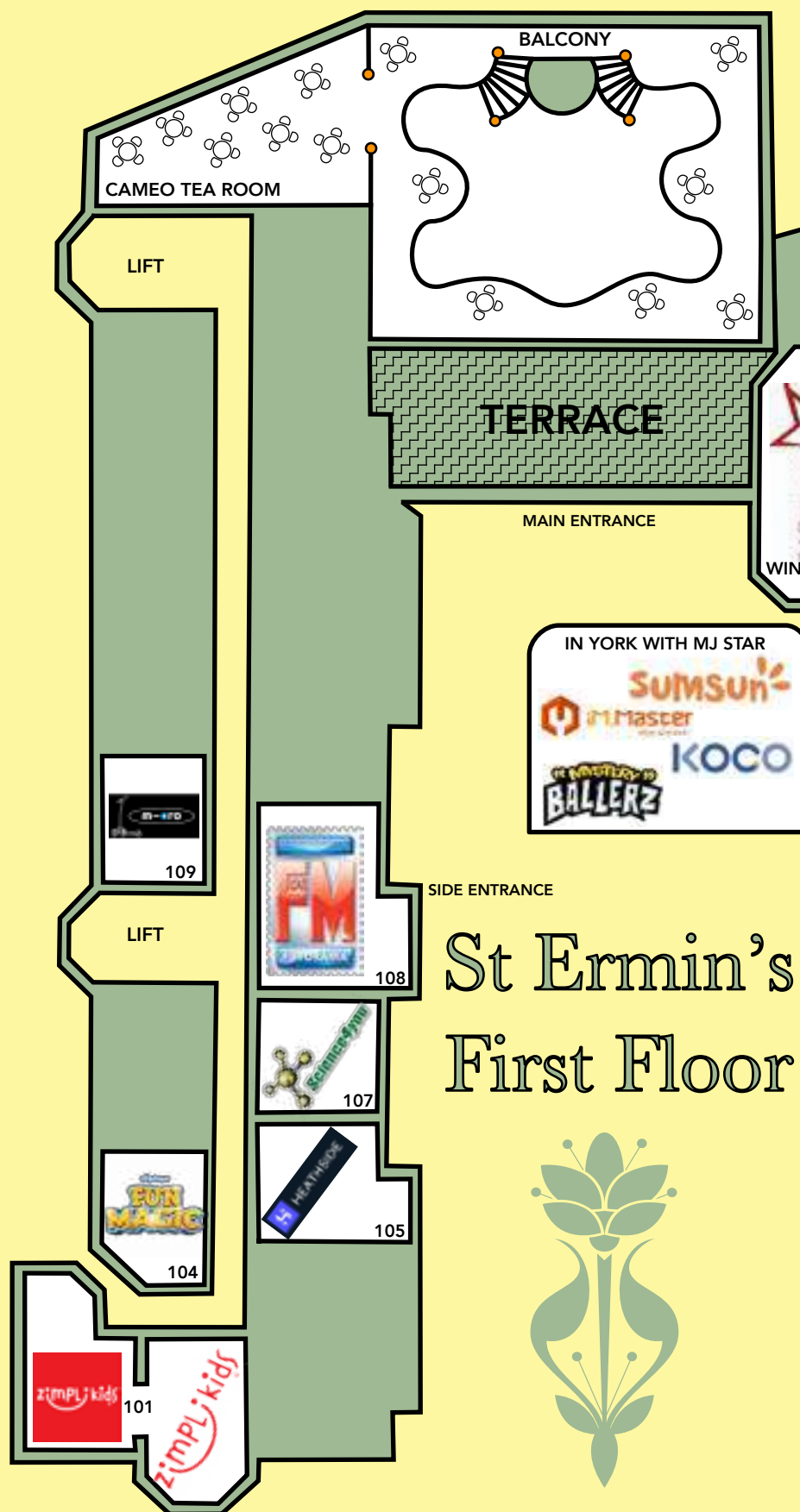


...a short walk of less than 5 minutes between our venues!



ST JAMES' COURT 4th FLOOR SHOWROOMS





IN YORK WITH MJ STAR

SUMSUN
it's a scener

KOCO

BALLERZ

MJ STAR
YORK

tigerhead

MARLBOROUGH

WeCool

TRAFALGAR

St Ermin's
Ground Floor

G-01

Identity Games

St Ermin's
Third Floor

301

canenco

ST. ERMIN'S HOTEL

AUTOGRAPH COLLECTION[®]
HOTELS

Cheatwell

OUTSET

VICTORIA

Bonkers Toy Co.

REGAL





Galupy
Unicorn



According to **CIRCANA**,
GALUPY is the
BEST-SELLING
HORSE COLLECTIBLE
series in Germany

Eleonore Göttsche, Südwest
Playset Distrib. & Collectibles
Fall Year 2022, (GWS)



Glitter wings
ponys

Magic Ponys

1 of 18
to collect



Golden crown
Super rare



CRAZE

WWW.CRAZE.TOYS

WE BRING TOYS TO LIFE.

(*Source: Circana | Retail Tracking Service | Supercategory: Arts & Craft, Attribute: Slime, FY 2023, Units)

Magic Slime

#1
MARKET LEADER OF SLIME IN GERMANY

German Compound Formula!
Gluten Free

CRAYON MAGIC DOUGHA

CRAYON MAGIC SAND

CRAYON MAGIC COMPOUND MIX



SHAPE, SQUEEZE & FUN!

VISIT US!

ST JAMES COURT HOTEL
204 EXECUTIVE STUDIO SUITE

Contact:
Fernando Del Rio
fernando.delrio@craze.toys



INKEE

VEGAN
FREE FROM:
• Microplastic
• Gluten • SLS
• Paraffin

ORIGINAL
EXCELLENT
dermatest®
dermatest-guarantee.de



+5 BATH DROPS!

3 COLORS AVAILABLE!

4 COLORS AVAILABLE!

SLIME

St Ermin's Business Centre



MOOD BEARS™



As seen on
BBC
DRAGONS' DEN

Meet The 8 Mood Bears

Based on colour psychology reflecting
the eight important human emotions.

Master Toy Partner
TOMY



Where your brand
deserves to be.

+44 (0)1937 586237 | lislelicensing.com
sales@lislelicensing.com | [@lislelicensing](https://www.instagram.com/lislelicensing)

Lisle
LICENSING

A-Z

Exhibitors/Brands, Locations & Contact Details



Jeroen Becker &
Jeroen Nugteren
jeroen.bekker@identitygames.com
Jeroen@identitygames.com
St Ermin's G-01



John Chan
hello@immastertech.com
St Ermin's York Suite



Josep Soriguera
josepsoriguera@imctoys.com
St James' Court Private Rooms
Buckingham Suite



David Fu
david@intex.com
St James' Court
Executive Boardroom



John Chan
hello@immastertech.com
St Ermin's York Suite



Emmanuel Le Cottier
emmanuelcottier@lexibook.com
St James' Court 203



隆豐洋行
LONGSHORE LIMITED since 1978

Wai Or
wai@longshore.com.hk
St James' Court 409



John Chan
hello@mjstco.com
St Ermin's York Suite

Mad Cow Entertainment/Teknofun



Alain Briand
abriand@teknofun-entertainment.eu
St James' Court 314



Tanja & Biljana
Tanja@madmia.com
Biljana@madmia.com
St James' Richard I



Peter Thomson
pthomson@makeitrealtoplay.com
St James' Court 228 & 230



Michael Kohner
mkcnorth@optonline.net
St James' Court 409



Modelling Dough

DIY



Visit us!

May
28th - 31st

St. Ermin's Hotel - Room 107

filipe.ramas@science4you.pt

www.SCIENCE4YOUTOYS.com



Science4you

Have fun while learning!



Boys' Life
Top Toy



80
MILLION
VIEWS

4.5
AMAZON
RATING

4.6
GOOGLE
RATING

Patented KrunchCOR
Shock Absorbing and
Re-inflatable Ball



Olllyball

Play Ball in the House!

#1 U.S. Best Seller
amazon

The #1 Indoor Play Ball in America is Going Global.

- Olllyball is a **Toy of the Year**-winning, Patented Indoor/outdoor play ball
- Olllyball can be **COLORED-IN** with any marker or crayon
- Olllyball is a **Sustainable and Recyclable Toy** + CPSIA compliant



**SEE OLLYBALL
IN ACTION!**



ST. JAMES HOTEL

Charles II

Contact: Colin Lisle

Colin@creativeproductsolutions.co.uk

WhatsApp +44 7767 791 345

A-Z

Exhibitors/Brands, Locations & Contact Details



Nikoletta Biro
nikoletta.biro@micro.ms
St Ermin's 109



Tina Ma
Tina@hst-rc.com
St Ermin's York Suite



Joe Burke & Colin Lisle
joe@ollyball.com
Colin@creativeproductsolutions.com
St James' Court Charles II



Laura Cale
Laura.Cale@oneforfun.com
St James' Court George VI



Because Games Matter
Sarah Winter
sarah@outsetmedia.com
St Ermin's Victoria Suite



Robert Hayes
robert.hayes@piatnik.com
St James' Court 329



Harshal Ved & Dinesh Advani
harshel@playshifu.com
dinesh@playshifu.com
St James' Court 325



Brandi Pinsker & Katie Kies
Brandi@ProjectGenius.com
Katie@ProjectGenius.com
St James' Court 425



Emanuele Columbo
emanuele.columbo@sbabam.com
St James' Court 307



Filipe Ramos
filipe.ramos@science4you.pt
St Ermin's 107



#sbabam

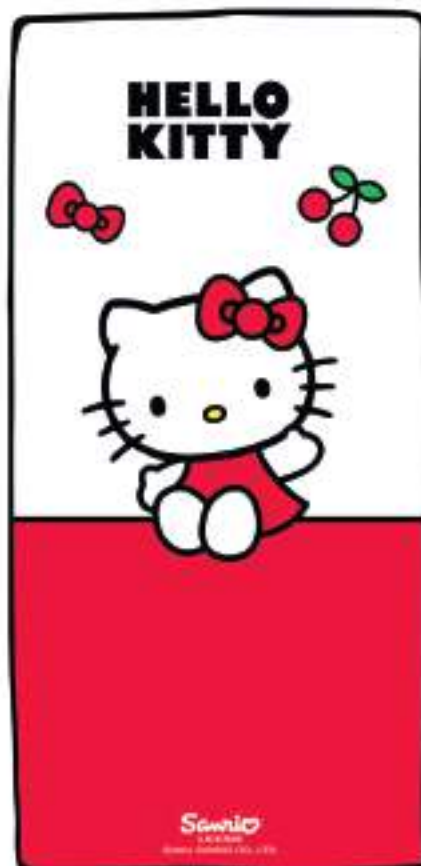
children forever

For business opportunities, contact us
Emanuele Colombo
emanuele.colombo@sbabam.com
SHOWROOM: SJC ROOM 307

Disney
"TUM TUM"
TUM



©Disney
www.disney.com



BOOMEZ
HERO 3D CARD GAME

NARUTO

©2002 MASASHI KISHIMOTO



DISCOVER MORE
SCAN HERE:



DISCOVER
THE NARUTO BOOMEZ
COLLECTION
ON OUR ONLINE SHOP!



Cicaboom
www.cicaboom.com

For business opportunities, contact us
Massimo Peccorella
massimo.peccorella@cicaboom.com
Fulvia Fantine
fulviafantine@cicaboom.com



St. Ermin's Hotel, Autograph Collection, +44 20 7222 7888, Room STE 104

A-Z

Exhibitors/Brands, Locations & Contact Details



Marnix van der Lugt
mvanderlugt@ses.nl
St James' Court 315



Tom Duffy
tom@singletontrading.com
St James' Court 301



Toni Vinas
hello@kidsvalleyltd.com
St Ermin's York Suite



Sami Viljanen & Eino Tiisala
sami.viljanen@tactic.net
eino.tiisala@tactic.net
St James' Court 216



Jeff Pinsker
jeffp@ugames.com
St James' Court 201



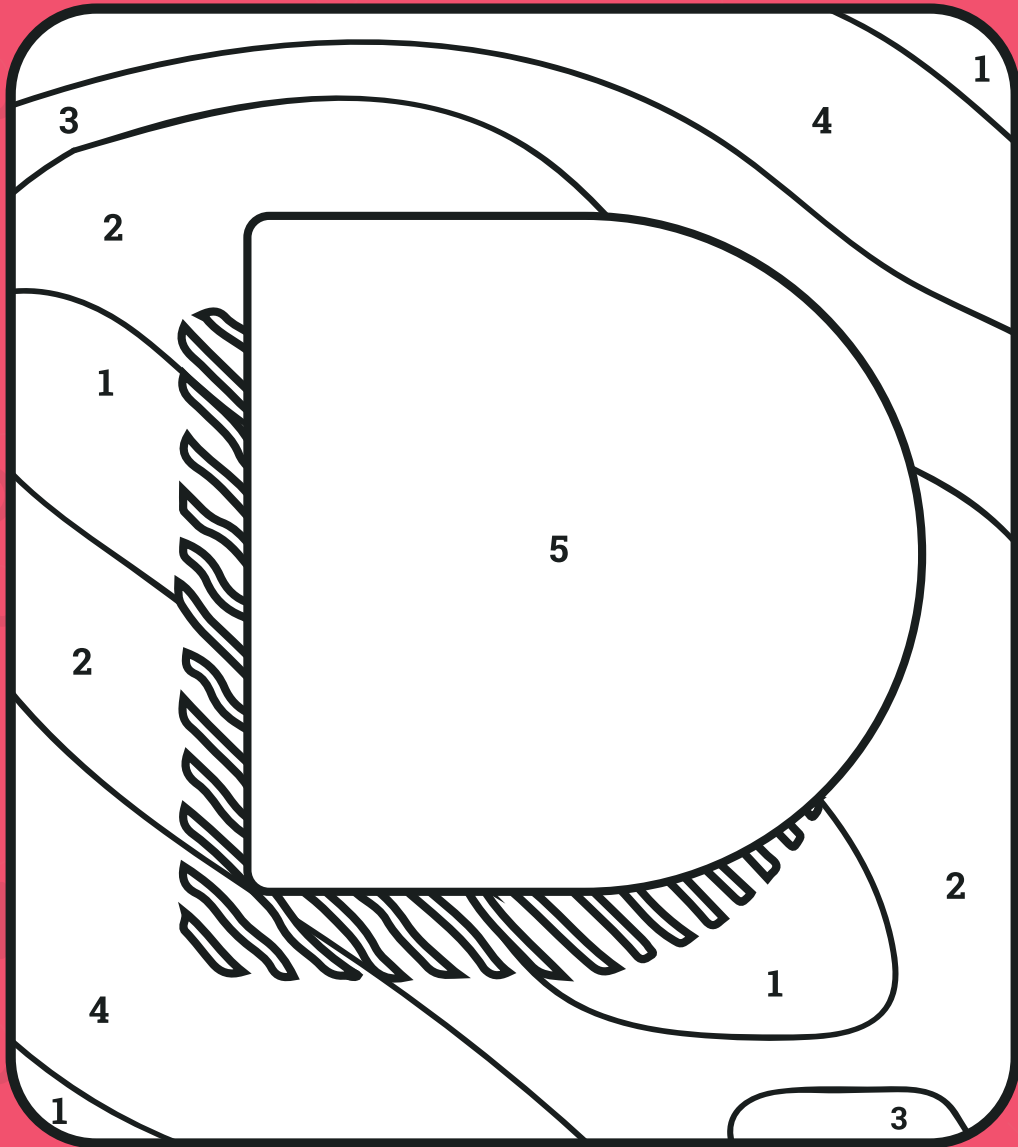
María José Pardo
mj.pardo@tigerhead.es
St Ermin's Marlborough



Jeff Pinsker
jeffp@ugames.com
St James' Court 201

Bringing the right people together

WORKING WITH US IS AS EASY AS PAINTING BY NUMBERS



DIAFRAMMA

www.diaframma.com

creative + production

A-Z

Exhibitors/Brands, Locations & Contact Details



WeCool!

Jeff Osnato
jeff@wecooltoys.com
St Ermin's Trafalgar Suite



Wow!
STUFF

Ella Wood
Ella@wowstuff.com
St James' Court 309

WYNCOR

Ami Dieckman
adiECKman@wyncor.com
St Ermin's Windsor Suite

zimpl kids

Eejay Enyi
eejay@zimplifykids.com
St Ermin's Suite 101

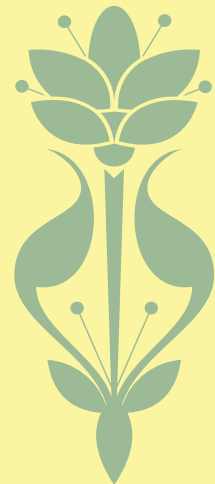


ST. ERMIN'S HOTEL

**AUTOGRAPH COLLECTION®
HOTELS**

*St Ermin's are offering a 10% discount on food
and beverages at these locations when you
present your showbadge:*

*Caxton Bar
Caxton Grill and Terrace*



TACTIC

Play face to face with

Mother EARTH

and discover how to preserve our precious planet



DISCOVER
THE FUTURE OF FUN!

St. James Court **ROOM #216**



For more information or to schedule an appointment,
PLEASE CONTACT

SAMI

sami.viljanen@tactic.net
+358 50 599 3565

EINO

eino.tiisala@tactic.net
+358 400 671 030



tactic.net

Furlings

Curiously
Cute

HEAVY
MARKETING
SUPPORT

80+
GIGGLES
& GROWLS!

LAUNCHING
SEPTEMBER
2024!

VISIT US
AT WILLIAM
III

Funrise

m-ero

better urban lifestyle



ST ERMIN'S 109
MAY 28TH - MAY 31ST

Room 222 | St James' Court Hotel



LIGHTING | GAMES | GADGETS | GIFTS | TOYS

