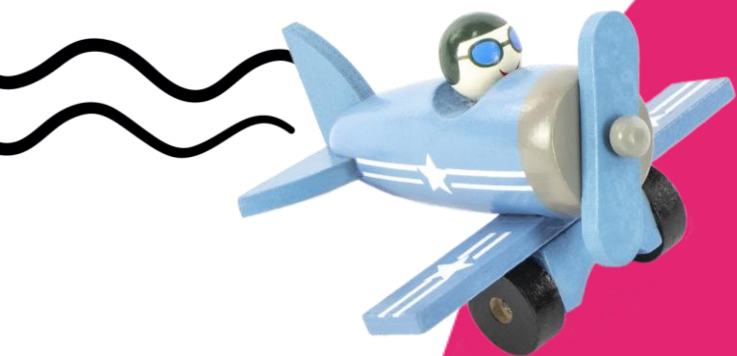




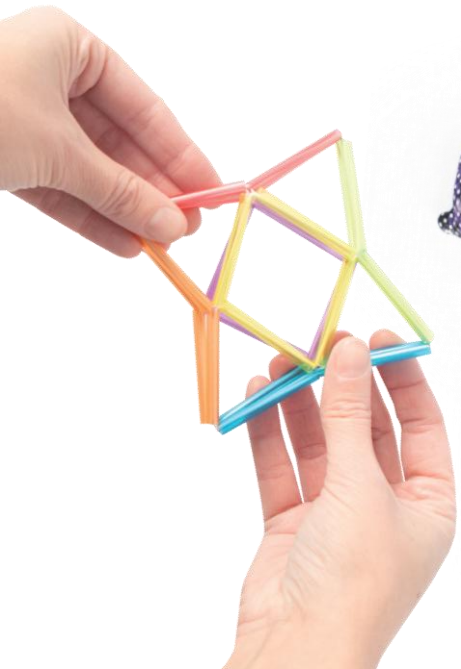
Keycraft®
The Toy People

2025 Update Webinar

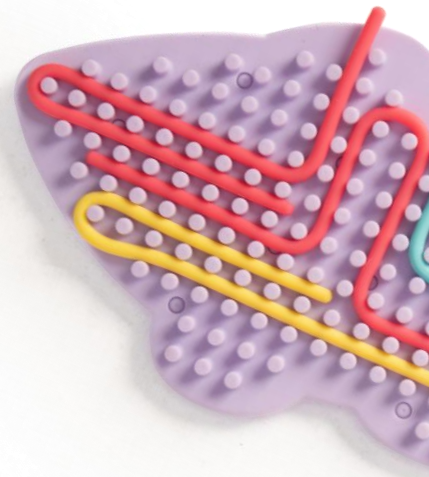




AW25 Pocket Money Preview



sensory
board



NV818 Fish Sensory Board

- Sensory
- Packaging: Display box 12 pcs
- Individual packaging: Clear vinyl bag with header



\$4.50 ea./12
Master Carton Qty 72
SRP: \$9.00

NV819 Llama Sensory Board

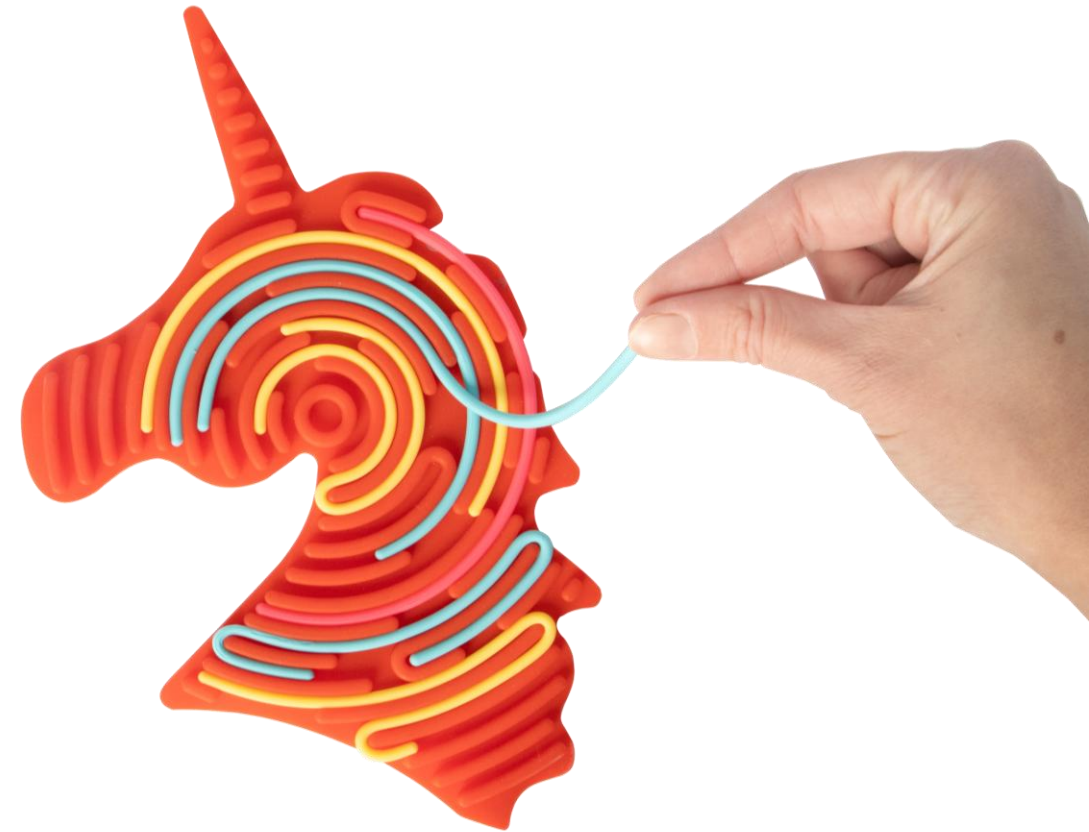
- Sensory
- Packaging: Display box 12 pcs
- Individual packaging: Clear vinyl bag with header



\$4.50 ea./12
Master Carton Qty 72
SRP: \$9.00

NV820 Unicorn Sensory Board

- Sensory
- Packaging: Display box 12 pcs
- Individual packaging: Clear vinyl bag with header



\$4.50 ea./12
Master Carton Qty 72
SRP: \$9.00

NV814 Critter Sandimals

- Animal Figures
- Packaging: Display box 12 pcs
- Individual packaging: Hangtag



\$3.00 ea./12
Master Carton Qty 48
SRP: \$6.00

NV809 Dino Sandimals

- Animal Figures
- Packaging: Display box 12 pcs
- Individual packaging: Hangtag



\$3.00 ea./12
Master Carton Qty 48
SRP: \$6.00

NV827 Stuck Dudes

- Stretch and Squeeze
- Packaging: Display box 12 pcs
- Individual packaging: Soft clear vinyl bag with header



\$4.50 ea./12
Master Carton Qty 72
SRP: \$9.00

NV828 Stuck Pig

- Stretch and Squeeze!
- Packaging: Display box 12 pcs
- Individual Packaging: Soft clear vinyl bag with header



\$3.50 ea./12
Master Carton Qty 144
SRP: \$7.00

NV829 Stuck Cat

- Stretch and Squeeze!
- Packaging: Display box 12 pcs
- Individual Packaging: Soft clear vinyl bag with header



\$3.50 ea./12
Master Carton Qty 144
SRP: \$7.00

NV821 Squish Dinos

- Stretch and squeeze
- Packaging: Display box 16 pcs
- Individual packaging: Hangtag



\$2.00 ea./16
Master Carton Qty 128
SRP: \$4.00

NV808 Hot Dog Dog

- Stretch and squeeze
- Packaging: Display box 12 pcs
- Individual packaging: Hangtag



\$3.50 ea./12
Master Carton Qty 72
SRP: \$7.00

NV807 Pop Pup

- Impulse
- Packaging: Display box 24 pcs
- Individual packaging: Hangtag



\$1.75 ea./24
Master Carton Qty 576
SRP: \$3.50



NV823 Farm Poppers

- Fidget
- Packaging: Display box 12 pcs
- Individual packaging: Hangtag



\$3.50 ea./12
Master Carton Qty 144
SRP: \$7.00



NV812 Fidget Magnets

- Fidget
- Packaging: Display box 24 pcs
- Individual packaging: Clear vinyl bag with header



\$2.50 ea./24
Master Carton Qty 288
SRP: \$5.00

NV815 Glitter Spinner

- Fidget
- Packaging: Display box 12 pcs
- Individual packaging: Hangtag



\$1.50 ea./12
Master Carton Qty 72
SRP: \$3.00

NV817 Fidget Spinner

- Fidget
- Packaging: Display box 12 pcs
- Individual packaging: Hangtag



\$1.50 ea./12
Master Carton Qty 72
SRP: \$3.00

NV803 Click Clack Cat Paw

- Fidget
- Packaging: Display box 24 pcs
- Individual packaging: Hangtag



\$2.00 ea./24
Master Carton Qty 576
SRP: \$4.00



NV802 Geo Fidget Morph

- Fidget
- Packaging: Display box 36 pcs
- Individual packaging: Hangtag



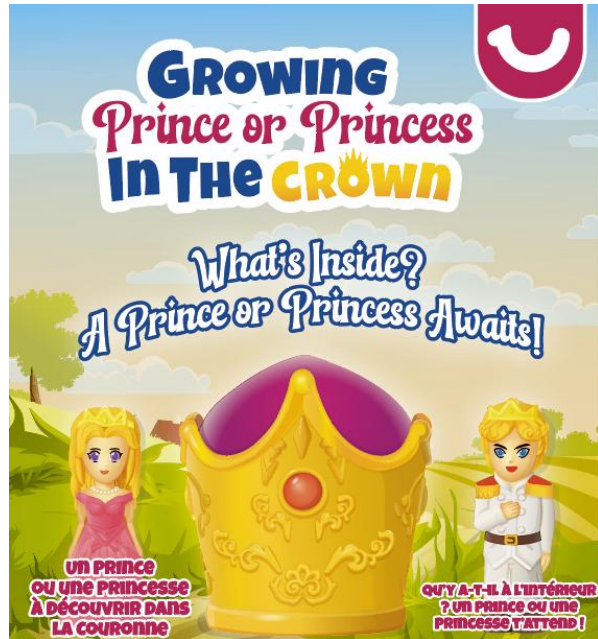
**GEO
FIDGET
MORPH**
ÉVOLUTION GÉO AGITÉE



\$3.00 ea./36
Master Carton Qty 180
SRP: \$6.00

NV805 Grow Prince/Princess

- Hatch & Grow
- Packaging: Display 12 pcs
- Individual packaging: Window Box



\$5.50 ea./12
Master Carton Qty 36
SRP: \$11.00

NV811 Fruit Bracelet

- Impulse
- Packaging: Display box 24 pcs
- Individual packaging: Hangtag



\$1.63 ea./24
Master Carton Qty 576
SRP: \$3.25

NV813 Glow Clips

- Impulse
- Packaging: Display box 12 pcs
- Individual packaging: Hangtag



**GLOW
IN THE
DARK**

\$3.00 ea./12
Master Carton Qty 72
SRP: \$6.00

NV810 Light Up Floating Mermaid

- Bath
- Packaging: Display 12 pcs
- Individual packaging: Hangtag



\$3.00 ea./12
Master Carton Qty 288
SRP: \$6.00

NV778 Twisty Trails

- Classic
- Individual packaging: Individual Box



\$6.50 ea./12
Master Carton Qty 72
SRP: \$13.00

NV824 Guess Gun

- Classic
- Packaging: Display box 12 pcs
- Individual packaging: Hangtag



\$3.75 ea./12
Master Carton Qty 72
SRP: \$7.50



NV804 Axolotl Hand Puppet

- Impulse
- Packaging: Display box 12 pcs
- Individual packaging: Hangtag



\$4.50 ea./12
Master Carton Qty 96
SRP: \$9.00

NV831 Stretch n Smash Mini Panda

- Impulse
- Packaging: Display box 18 pcs
- Individual packaging: Hangtag



\$1.75 ea./18
Master Carton Qty 72
SRP: \$3.50

NV830 Stretch n Smash Mini Pig

- Impulse
- Packaging: Display box 18 pcs
- Individual packaging: Hangtag



\$1.75 ea./18
Master Carton Qty 72
SRP: \$3.50

little

LIVING NATURE

MADE WITH
LOVE

SMALL
and
CUTE



LITTLE PLAY

little
LIVING NATURE



AN09FL
LITTLE Play Flower

\$5.00/12
Outer Qty 108
SRP \$10.00

LITTLE PLAY

little
LIVING NATURE



AN09FR
LITTLE Play Fruit

\$5.00/12
Outer Qty 108
SRP \$10.00

LITTLE CLIPS

little
LIVING NATURE



AN06DEK
LITTLE Clips Dessert

\$3.50/24
Outer Qty 288
SRP \$7.00

LITTLE CLIPS

little
LIVING NATURE



AN06CSK
LITTLE Clips Coffee Shop

\$3.50/24
Outer Qty 288
SRP \$7.00

LITTLE CLIPS

little
LIVING NATURE



AN17BU
LITTLE Clips Bunny

\$4.50/16
Outer Qty 192
SRP \$9.00

LITTLE CLIPS

little
LIVING NATURE



AN17RA
LITTLE Clips Rabbit

\$4.50/16
Outer Qty 192
SRP \$9.00

LITTLE CLIPS

little
LIVING NATURE



AN17EL LITTLE Clips Elephant

\$4.50/16
Outer Qty 192
SRP \$9.00

LITTLE CLIPS

little
LIVING NATURE



AN17TE
LITTLE Clips Teddy

\$4.50/16
Outer Qty 192
SRP \$9.00

LITTLE CLIPS

little
LIVING NATURE



AN17DR
LITTLE Clips Dragon

\$5.00/16
Outer Qty 192
SRP \$10.00

LITTLE CLIPS

little
LIVING NATURE



AN17PU
LITTLE Clips Puppy

\$4.50/16
Outer Qty 192
SRP \$9.00

LITTLE PAWS

little
LIVING NATURE



AN18CA
LITTLE Paws Cat

\$4.00/12
Outer Qty 108
SRP \$8.00

LITTLE PAWS

little
LIVING NATURE



AN18DO
LITTLE Paws Dog

\$4.00/12
Outer Qty 108
SRP \$8.00

LITTLE GREENS

little
LIVING NATURE



AN19PLA LITTLE Greens Cute Plants

\$5.00/8
Outer Qty 72
SRP \$10.00



AW25 Plushies Range

Keycraft[®]
The Toy People



BOUNCY PLUSHIES



FP16UC Unicorn
\$3.00 ea./12
Carton Qty 108
SRP: \$6.00



FP16DN Dino
\$3.00 ea./12
Carton Qty 108
SRP: \$6.00

BOUNCY PLUSHIES



FP16SF Safari
\$3.00 ea./12
Carton Qty 108
SRP: \$6.00



FP16FT Fruit
\$3.00 ea./12
Carton Qty 108
SRP: \$6.00

BOUNCY PLUSHIES



FP16FM Farm
\$3.00 ea./12
Carton Qty 108
SRP: \$6.00

SAND PLUSHIES



FP11DN Dino
\$2.50 ea./18
Carton Qty 216
SRP: \$5.00



FP11UC Unicorn
\$2.50 ea./18
Carton Qty 216
SRP: \$5.00

**SAND
FILLED**

SAND PLUSHIES



FP11SF Safari
\$2.50 ea./18
Carton Qty 216
SRP: \$5.00



FP11FT Fruit
\$2.50 ea./18
Carton Qty 216
SRP: \$5.00

**SAND
FILLED**

SAND PLUSHIES



FP11FM Farm
\$2.50 ea./18
Carton Qty 216
SRP: \$5.00

**SAND
FILLED**

CLIP ON PLUSHIES



FP12UCK Unicorn
\$2.00 ea./24
Carton Qty 288
SRP: \$4.00



FP12DNK Dino
\$2.00 ea./24
Carton Qty 288
SRP: \$4.00

CLIP ON PLUSHIES



FP12SFK Safari
\$2.00 ea./24
Carton Qty 288
SRP: \$4.00



FP12FTK Fruit
\$2.00 ea./24
Carton Qty 288
SRP: \$4.00

CLIP ON PLUSHIES



FP12FMK Farm
\$2.00 ea./24
Carton Qty 288
SRP: \$4.00

CLIP ON PLUSHIES



FP12UCB Unicorn Cuddles

\$5.00 ea./8

Carton Qty 72

SRP: \$10.00



FP12PEB Paw Cuddles

\$5.00 ea./8

Carton Qty 72

SRP: \$10.00

SQUISHY TREATS



FP15FA Fantasy
\$5.00 ea./8
Carton Qty 72
SRP: \$10.00



FP15DO Donuts
\$5.00 ea./8
Carton Qty 72
SRP: \$10.00



FP15CO Cookies
\$5.00 ea./8
Carton Qty 72
SRP: \$10.00



DS1143 Plushies Display Stand

Dimensions: 1.6' W x 5.8' H x 1' D

FREE
WITH
QUALIFYING
ORDER

DISPLAYS
10 CDUs
OF PLUSHIES



HOT NEW CRAZE!



NV943 Jelli Squishi Paw Print Small

Wholesale \$1.50

Retail \$3.00

Bag and Header Card, CDU

Inner Qty 12

Outer Qty 144



— 2.5" —



NV944 Jelli Squishi Pets Medium

Wholesale \$2.50

Retail \$5.00

Bag and Header Card, CDU

Inner Qty 12

Outer Qty 144



— 2.5" —



NV946 Jelli Squishi Fast Food

Wholesale \$2.50

Retail \$5.00

Bag and Header Card, CDU

Inner Qty 12

Outer Qty 144



3"



NV947 Jelli Squishi Sweet Treats

Wholesale \$2.50

Retail \$5.00

Bag and Header Card, CDU

Inner Qty 12

Outer Qty 144



3"



NV950 Jelli Squishi Paw Print Large

Wholesale \$4.00

Retail \$8.00

Bag and Header Card, CDU

Inner Qty 12

Outer Qty 72



4.5"





Due to the changing environment in the USA, we have accelerated a new program that was for 2026.

NEW 'N' NEXT

Stock Available September 2025



Icons



Ducks



Bows



Boba



Cake, Ice Cream, Cookies



Strawberries



Teddy Bears

NV910 Squishy Macarons

2pk

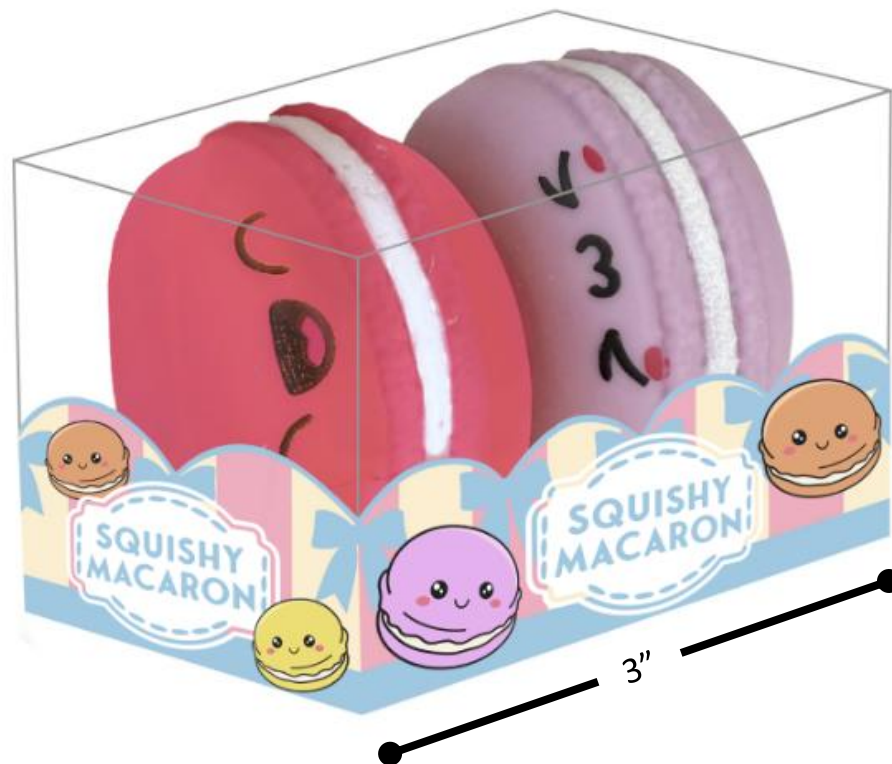
Wholesale \$3.00

Retail \$6.00

Acetate box with finger hole, CDU

Inner Qty 12

Outer Qty 72



NV904 Sprinkle Squeeze Donuts 2pk



Wholesale \$3.00

Retail \$6.00

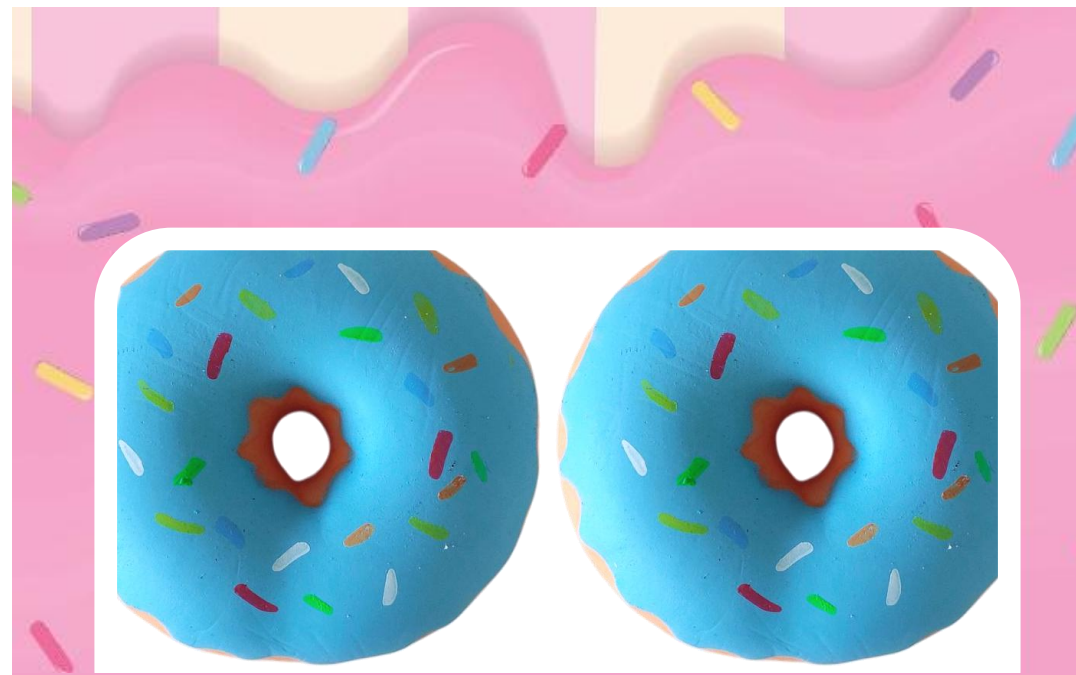
Box of 2 with plastic window and finger hole at front, CDU

Inner Qty 24

Outer Qty 48



3.5"



NV901 Squishy Bunny Ice Cream

Wholesale \$2.00

Retail \$4.00

Super soft bag with header card

Inner Qty 12

Outer Qty 144



4"



NV918 Bao Buddies 2pk



Wholesale \$2.50

Retail \$5.00

Sushi-like plastic tray and cover, CDU

Inner Qty 12

Outer Qty 72



NV921 Dumpling Buddies

Wholesale \$4.00

Retail \$8.00

Card wrap, CDU

Inner Qty 12

Outer Qty 72



4"

Artwork design will mirror that of Bao Buddies



NV920 Dumpling Squish



Wholesale \$2.00

Retail \$4.00

Card wrap, CDU

Inner Qty 12

Outer Qty 144



2.5"



NV914 Squishy Sauce

Wholesale \$2.00

Retail \$4.00

Super soft bag and header card

Inner Qty 12

Outer Qty 144



NV913 Squishy Corgi Burger

Wholesale \$2.50

Retail \$5.00

Acetate box with finger hole, CDU

Inner Qty 12

Outer Qty 144



The burger bun will be sprayed a more golden brown.

2.75"



NV915 Squishy Takeout

Wholesale \$2.50

Retail \$5.00

Super soft bag and header card

Inner Qty 12

Outer Qty 144



4"



NV903 Squishy Ice Cubes

6pc



Wholesale \$2.50

Retail \$5.00

Plastic cup, CDU

Inner Qty 12

Outer Qty 72



3.5"



NV911 Axolotl Boba Squish

Wholesale \$2.50

Retail \$5.00

Super soft bag and header card

Inner Qty 12

Outer Qty 72



3.75"



NV928 Stretch n Smash Grumpy Duck

Wholesale \$4.00

Retail \$8.00

Individual box, tied in.

Inner Qty 12

Outer Qty 48



3.5"



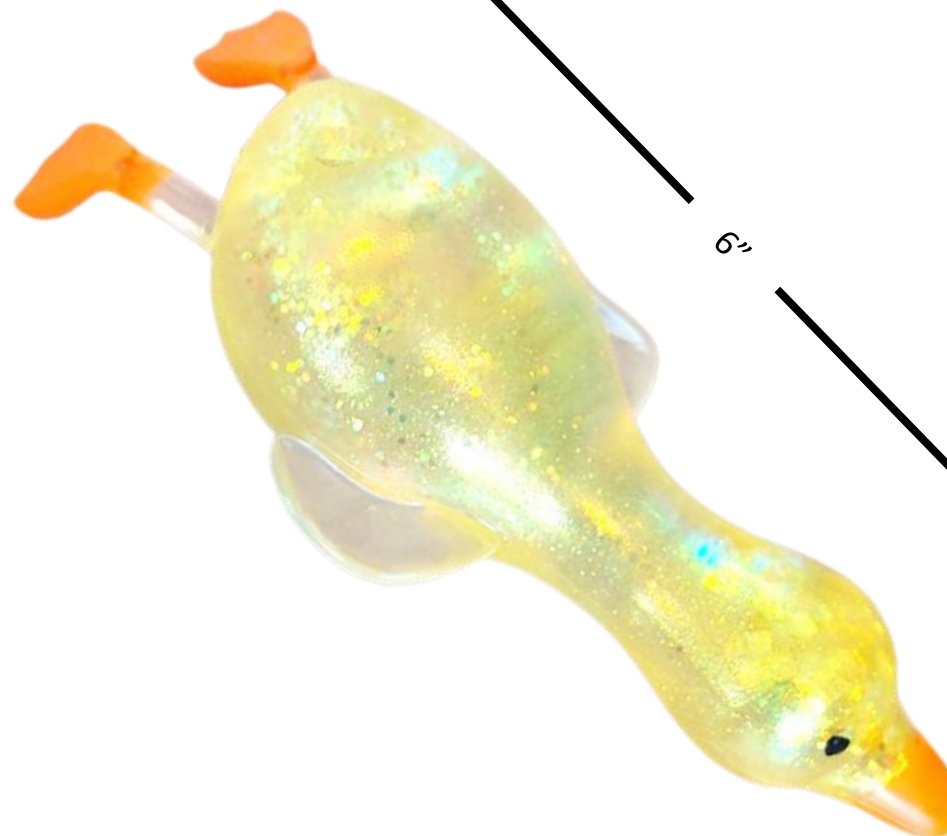
NV929 Glitter Stretchy Duck

Wholesale \$2.50

Retail \$5.00

Inner Qty 12

Outer Qty 144



NV927 Squeezy Ducklings

6pc

Wholesale \$2.50

Retail \$5.00

Card box with window, CDU

Inner Qty 12

Outer Qty 72



6"

NV932 High Five Squishy Hand



Wholesale \$2.50

Retail \$5.00

Blister card with finger hole

Inner Qty 12

Outer Qty 72



— 3" —



NV906 Squishy Glitter Pops

Wholesale \$3.00

Retail \$6.00

Flow bag, CDU

Inner Qty 12

Outer Qty 72



NV931 Squishy Heart

Wholesale \$2.00

Retail \$4.00

Acetate box with finger hole, CDU

Inner Qty 12

Outer Qty 72



—●— 2.75" —●—



NV930 Glitter Stretch Capybara

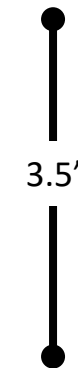
Wholesale \$3.00

Retail \$6.00

Acetate box with finger hole, CDU

Inner Qty 12

Outer Qty 72



NV934 Glitter Stretch Axolotl

Wholesale \$2.00

Retail \$4.00

Acetate box with finger hole, CDU

Inner Qty 12

Outer Qty 72



NV935 Glitter Stretch Dachshund

Wholesale \$2.00

Retail \$4.00

Acetate box with head poking out,
CDU

Inner Qty 12

Outer Qty 72



NV909 Squishy Strawberry

Wholesale \$2.50

Retail \$5.00

Super soft bag with header card

Inner Qty 12

Outer Qty 72



NV924 Sticky Paws Slime

2pk

Wholesale \$2.50

Retail \$5.00

Blister card

Inner Qty 12

Outer Qty 72



5"



NV938 Super Star Slime

Wholesale \$2.50

Retail \$5.00

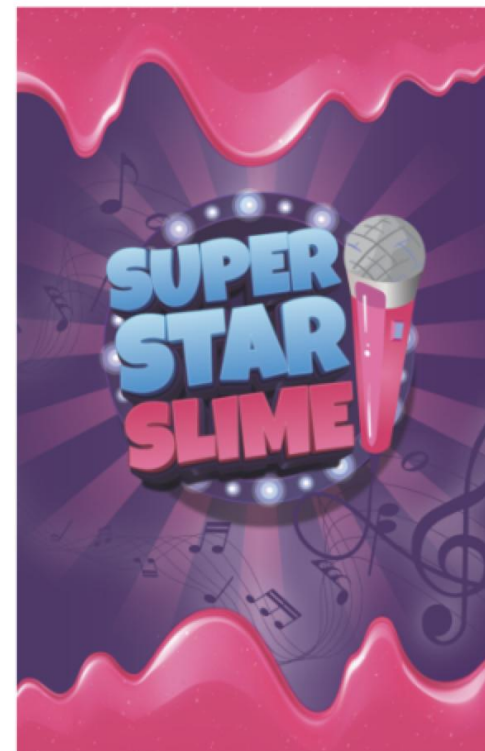
Printed shrink

Inner Qty 12

Outer Qty 48



9"



NV907 Lollipop Slime

2pk

Wholesale \$3.00

Retail \$6.00

Blister card

Inner Qty 12

Outer Qty 72



— 2.25" —



NV905 Donut Slime

3pk

Wholesale \$3.00

Retail \$6.00

Individual box with plastic window

Inner Qty 12

Outer Qty 72



NV899 Sundae Slime

Wholesale \$3.00

Retail \$6.00

Plastic cup, CDU

Inner Qty 12

Outer Qty 48



5"



FM125 Mini Bumper Cars

Wholesale \$2.50

Retail \$5.00

Card open box, CDU

Inner Qty 12

Outer Qty 72



NV900 Donut Bubble Fan

Wholesale \$2.50

Retail \$5.00

CDU

Inner Qty 12

8"



Summary

