

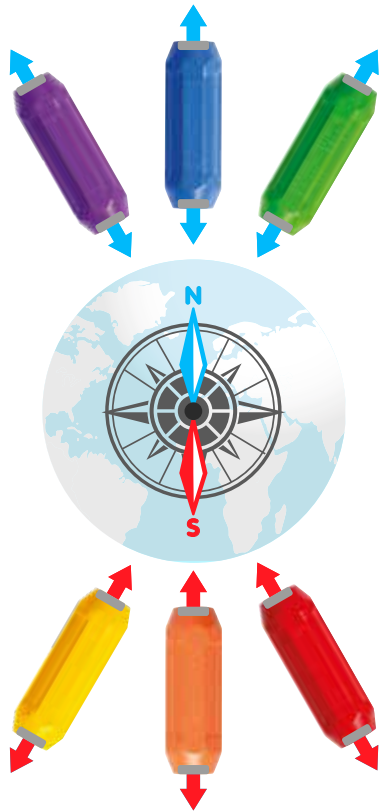
SMARTMAX[®]

m a g n e t i c d i s c o v e r y

SmartMax helps children discover the magic of magnets in a completely safe way. While playing, they experience and explore the power of attracting and shedding, building new constructions and letting their imagination and creativity run wild. All parts in the three categories, My First, Build and Play are compatible with each other for extra building fun. SmartMax stimulates skill development and helps children learn in a fun way.

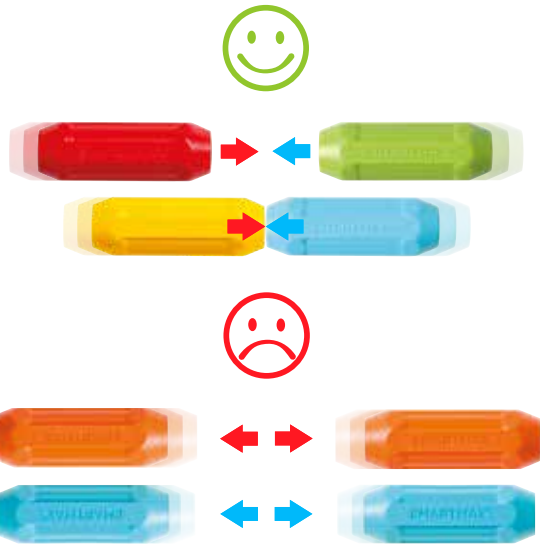


MAXIMUM FUN WITH MAGNETISM



NORTH & SOUTH

Magnets have a magnetic north and south pole. Bars in cold colours (green, blue and lilac) have outward directed north poles. Bars in warm colours (red, orange and yellow) have outward directed south poles.



ATTRACT & REPEL

Opposite poles attract each other, identical poles repel. All bars in 'cold' colours can be combined with all bars in 'warm' colours. All other combinations repel.



BALLS

The SMARTMAX balls are attracted by all magnetic bars, regardless of their colour.



NEW COLOURS

MAXIMUM DEVELOPMENT

SMARTMAX® STIMULATES

- Hand-eye co-ordination
- Logical thinking
- Colour recognition
- Form recognition in 2D & 3D
- Playing together
- Counting
- Fantasy
- Creativity

REDUNDANT SAFETY SYSTEM



SUPER STURDY BARS



CANNOT BE SWALLOWED

MY FIRST



CREATE



BUILD



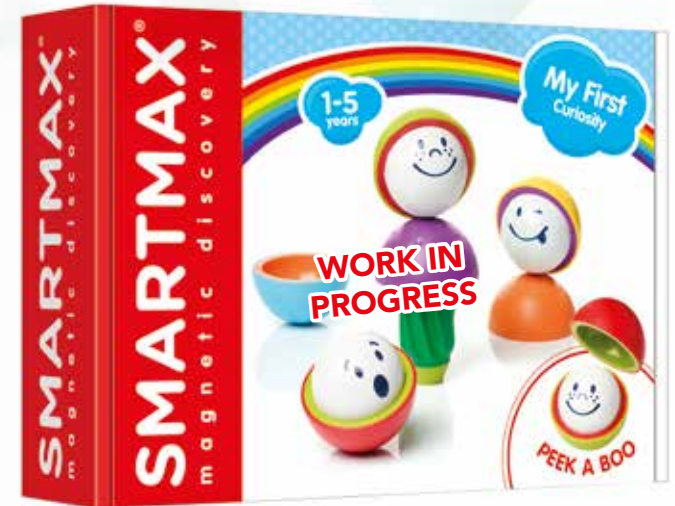
PLAY - VEHICLES



PLAY - BALL RUNS



NEW 2022



MY FIRST CURIOSITY

Ready or not, here they come!
Can you see where the funny balls are hiding?

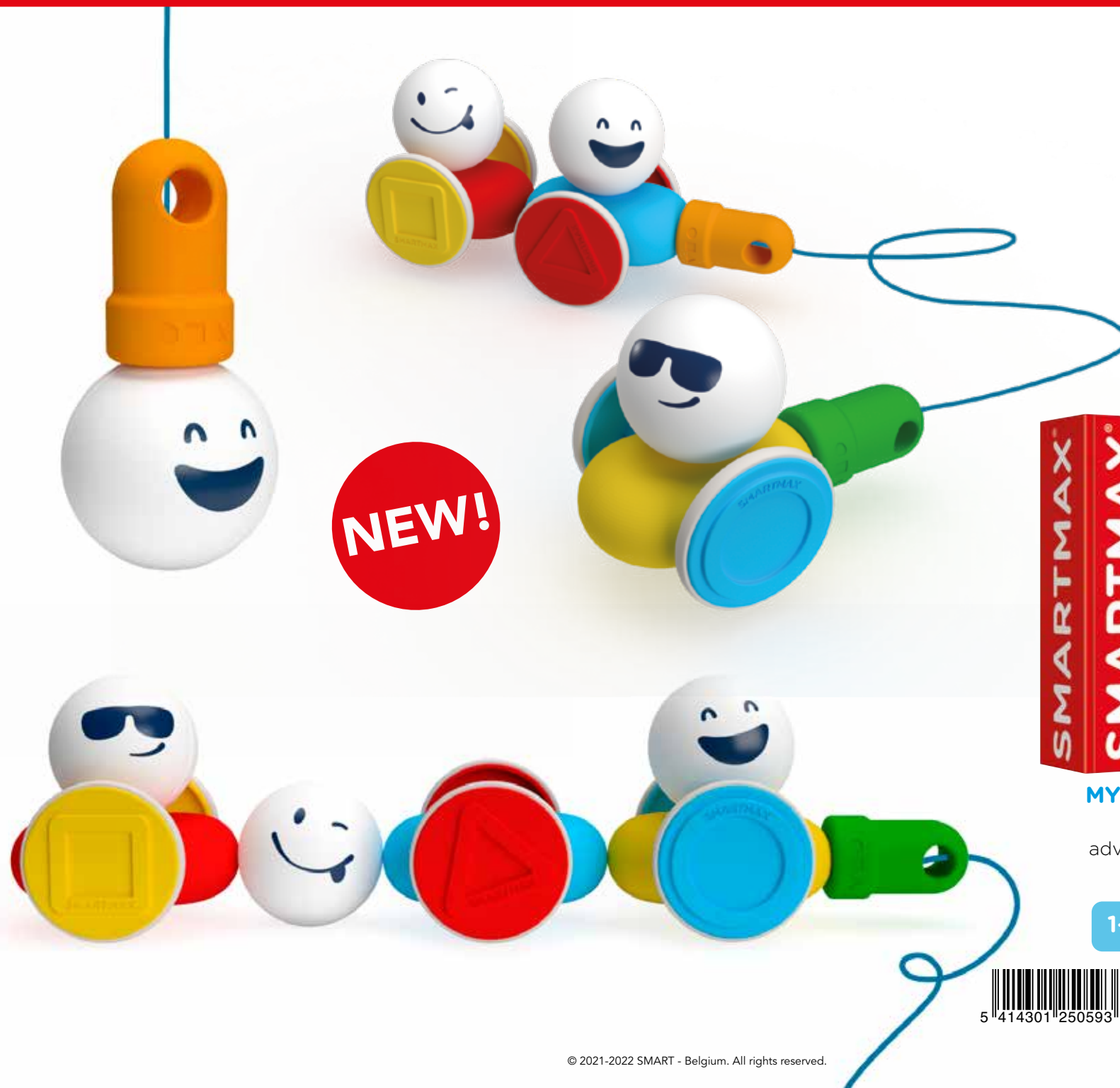
1-3 years

10 pcs



5 414301 250586

ITEM #	SMX 229
MASTER	0/6
EAN #	5414301250586



NEW!



MY FIRST WOBBLY CARS

Go on an exciting, wobbly adventure with these magnetic fun-moving cars!

1-5 years

7 pcs



ITEM #	SMX 233
MASTER	0/6
EAN #	5414301250593





ROBOFLEX

Who said robots aren't flexible? Get creative and make your own flexible, crazy robots! Choose your magnetic parts, bend, extend, assemble, and play!



+ INSPIRATIONAL POSTER

3+ years

12 pcs



5 414301 250555

ITEM # SMX 530
 MASTER 0/6
 EAN # 5414301250555



ROBOFLEX PLUS

Create even more robots! Choose your magnetic parts, bend, extend, assemble, and play! Make your own flexible, crazy robofriends!



+ INSPIRATIONAL POSTER

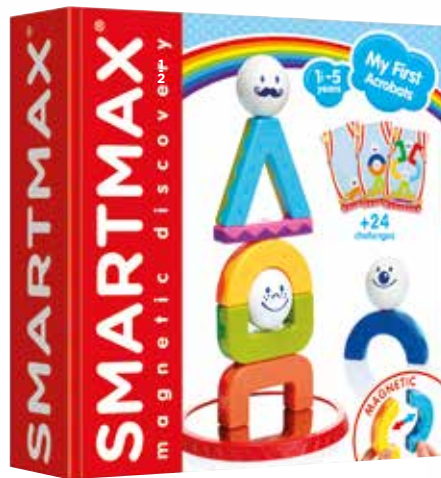
3+ years

20 pcs



5 414301 250562

ITEM # SMX 531
 MASTER 0/6
 EAN # 5414301250562



MY FIRST ACROBATS

Mix the magnetic shapes to recreate the coolest acrobatic figures.

1½ -5 years

10 pcs



5 414301 250548

ITEM # SMX 227
 MASTER 0/6
 EAN # 5414301250548



MY FIRST SOUNDS & SENSES

Shake, rattle & build! Amaze your little one.

1-3 years

8 pcs



5 414301 250470

ITEM # SMX 224
 MASTER 0/6
 EAN # 5414301250470



MY FIRST TOTEM

Complete one of the 24 challenges by making the funniest totems.

1½ -5 years



5 414301 250425

ITEM #	SMX 230
MASTER	0/6
EAN #	5414301250425



MY FIRST DINOSAURS

Build and play with the dinosaurs, but watch out for the T. Rex!

1-5 years

14 pcs



5 414301 250418

ITEM #	SMX 223
MASTER	0/6
EAN #	5414301250418





MY FIRST VEHICLES

Create the nicest magnetic vehicles on the building site!

1-5 years 13 pcs



ITEM # SMX 226
 MASTER 0/6
 EAN # 5414301250487



MY FIRST ANIMAL MIX

Choose your favourite animals! Build, play, or mix and match for crazy combos!

1-5 years



ITEM # SMX 151
 MASTER 12/48
 EAN # 5414301250500

Only the above 4 animals are available in this mix. Other animals can be found in other "My First" sets.



MY FIRST SAFARI ANIMALS

Magnetic, soft safari animals, ideal for little hands.

1-5 years 18 pcs



5 414301 249856

ITEM # SMX 220
 MASTER 0/6
 EAN # 5414301249856



MY FIRST FARM ANIMALS

Build your favourite farmyard friends.

1-5 years 16 pcs



5 414301 249863

ITEM # SMX 221
 MASTER 0/6
 EAN # 5414301249863



MY FIRST ANIMAL TRAIN

Toot, Toot! Here comes the animal train!

1½-5 years 22 pcs



ITEM # SMX 410
 MASTER 0/6
 EAN # 5414301249887

MY FIRST TRACTOR SET

Create your own magnetic farm adventure!

1½-5 years 22 pcs



ITEM # SMX 222
 MASTER 0/6
 EAN # 5414301250227

NEW COLOURS!



TRY ME! feature



BUILDER SET

Have fun building incredible structures with SmartMax!

1-6 years

20 pcs



ITEM # SMX 321
 MASTER 0/6
 EAN # 5414301250609



START

Have fun building incredible structures with SmartMax!

1-6 years

23 pcs



ITEM # SMX 309
 MASTER 0/6
 EAN # 5414301249719



START PLUS

Build unique structures with curved bars!

1-6 years

30 pcs



ITEM # SMX 310
 MASTER 0/6
 EAN # 5414301249726

NEW COLOURS!



START XL

The perfect introduction set to the world of SmartMax!

1-6 years

42 pcs



5 414301 245018

ITEM #	SMX 501
MASTER	0/6
EAN #	5414301245018



BUILD & LEARN

The ideal SmartMax set for your group or class!

1-6 years

100 pcs



5 414301 249825

ITEM #	SMX 908
MASTER	1/2
EAN #	5414301249825



BUILD XXL

The XXL box filled with SmartMax fun!

1-6 years

70 pcs



5 414301 249771

ITEM #	SMX 907
MASTER	1/2
EAN #	5414301249771

Can't get enough? Extend your playtime with these extension sets!



6 CURVED BARS

ITEM #	SMX 101
MASTER	6/24
EAN #	5414301241010



5 414301 241010



6 METAL BALLS

ITEM #	SMX 103
MASTER	6/24
EAN #	5414301241034



5 414301 241034



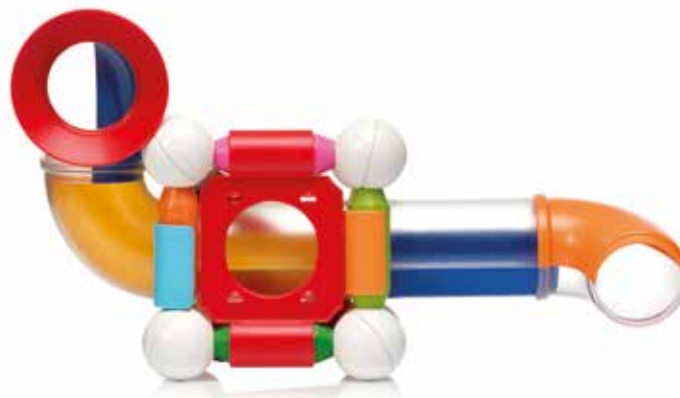
6 MEDIUM + 6 LONG BARS

ITEM #	SMX 105
MASTER	6/24
EAN #	5414301241058



5 414301 241058

NEW COLOURS!



MEGA BALL RUN

Build the ultimate ball run with this XL magnetic construction set.

3-6 years

71 pcs



ITEM # SMX 600
 MASTER 0/4
 EAN # 5414301249641



CLICK & ROLL

Get the ball rolling!

3-6 years

30 pcs



ITEM # SMX 404
 MASTER 0/6
 EAN # 5414301249795



BUILD & ROLL

Get building and keep those balls rolling!

3-6 years

44 pcs



ITEM # SMX 909
 MASTER 0/2
 EAN # 5414301250135

NEW COLOURS!



POWER VEHICLES

Tow, pick-up, or move obstacles. Nothing is impossible with this fleet of magnetic vehicles!

3-6 years

25 pcs



ITEM # SMX 303
 MASTER 0/6
 EAN # 5414301243038



STUNT CARS

Stunt with colourful cars on self-build ramps!

3-6 years

46 pcs



ITEM # SMX 502
 MASTER 0/6
 EAN # 5414301245025

MAXIMIZE your sales with the SmartMax marketing & POS material

ONLINE / MARKETING



WEBSITE



NEW WEBSITE!



WWW.SMARTMAX.EU



SMARTMAX VIDEOS

INSTORE VISIBILITY



SHELF SET-UP



POP-UP DISPLAY



A2 POSTER



DEMO TABLE WITH MAGNETIC PLAY AREA



DISPLAY CUBES



ROLL-UP