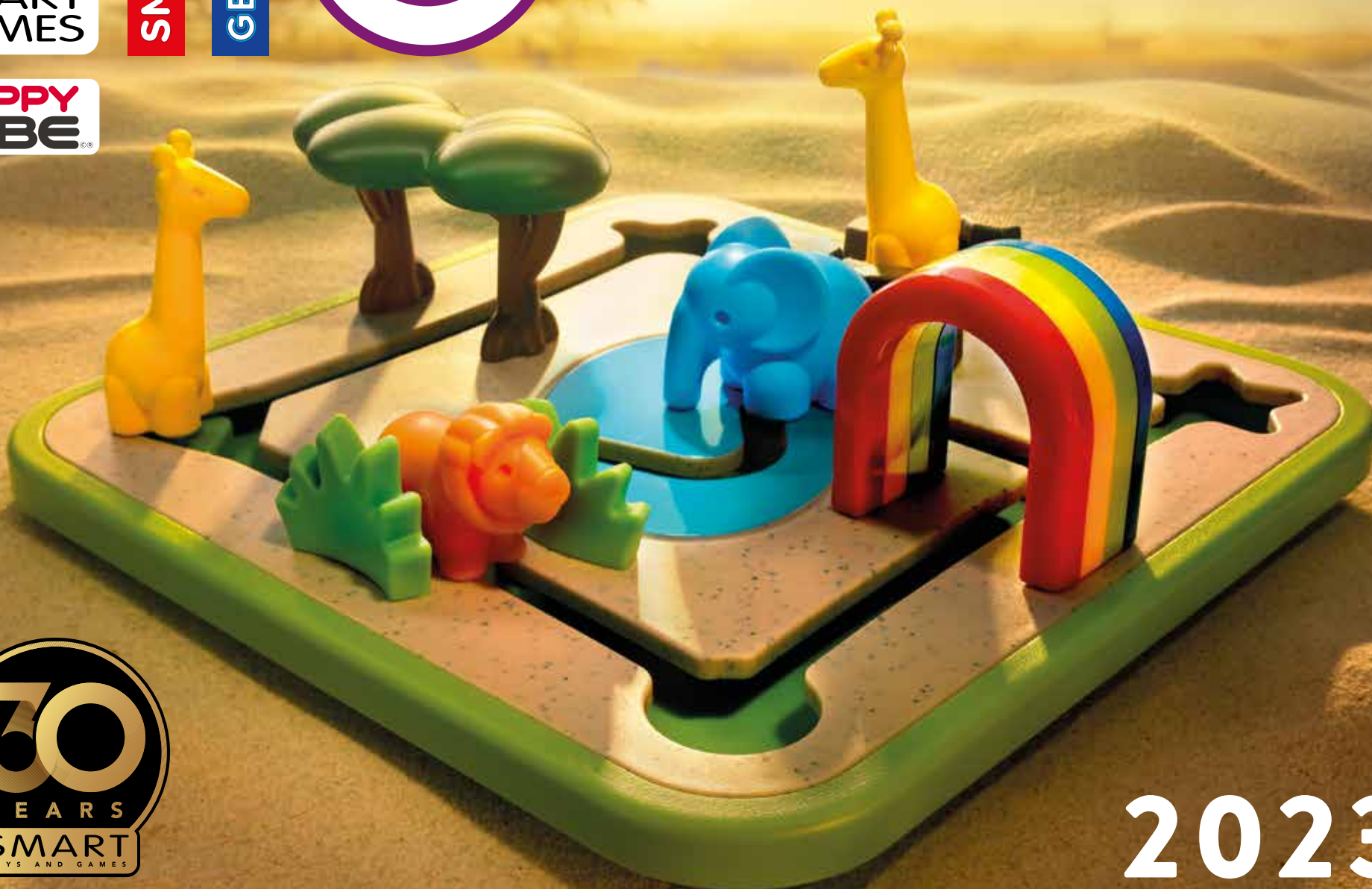




SMART
TOYS AND GAMES



2023

Dear Smart Partner,

This year at Smart Toys & Games, we celebrate our 30th anniversary!

Looking back at 30 exciting years, the Smart Team can be very proud of what they have achieved, with the support of our fans and partners.

Looking forward, we see a future that is full of opportunities for growth for both our people, our brands, as well as our partners. We will continue to positively influence people and families all over the world with dynamic products from all of our established brands including SmartGames®, SmartMax®, GeoSmart®, Happy Cube®, Smartivity®, Yatzy® and MiMiQ®.

We are delighted to welcome The Happy Puzzle Company® to our family.

Their team and product range further strengthens the Smart Group for 2023 and beyond.

In 2023 we will build on our past and aim to add to the more than 300 international awards we have collected so far.

Our Smart Team will continue to contribute heart and soul to our plans and we look forward to working with you, our valued partners in 2023. For an overview of our current product line up, do read through our 2023 catalogue.

On behalf of the Smart Team,

Rolf Vandoren,
CEO Smart Toys & Games

CONTENTS:

SmartGames	3
The Happy Puzzle Company	51
Yatzy	56
MiMiQ	58
Smartivity	60
SmartMax	65
GeoSmart	83





SmartGames are multi-level logic games with various themes and innovative game mechanics that appeal and challenge both kids and adults. Combine fun with qualitative playtime, stimulating multiple skills that are useful in daily life.

The games are easy to explain and get you started in no time. Spare parts and durable materials such as plastic, premium wood and cardboard make them perfect to hand down from generation to generation.

Grow self-confidence and useful cognitive skills at your own pace.

Easy to explain, fun games with unique mechanisms.

Durable, beautifully designed games that can be passed from generation to generation.

Spend quality time with your friends and family.

NEW FOR 2023



SG 042
SAFARI PARK JR.™

PRESCHOOL
PAGE 10



SG 080
DRESS CODE™

PRESCHOOL
PAGE 11



SG 106
TOWER STACKS™

CLASSICS
PAGE 15



SG 450
CATS & BOXES™

COMPACTS
PAGE 20



SG 305
IQ PERPLEX™

IQ COLLECTION
PAGE 28



SG 306
IQ TWINS™

IQ COLLECTION
PAGE 25



SG 401 XL
IQ MINI XXL™

XXL GAMES
PAGE 38



SG 402
IQ MINI HEXPERT™

IQ COLLECTION
PAGE 24



SG 415
CRISS CROSS CUBE™

CUBE PUZZLERS
PAGE 30



SG 513
PLUG & PLAY BALL™

CUBE PUZZLERS
PAGE 31



SGT 2001
POLE POSITION™

MAGNETIC TRAVEL GAME
PAGE 34



SGT 2003
TURTLE TACTICS™

MAGNETIC TRAVEL GAME
PAGE 33

FAIRY TALES



SG 021



SG 023



SG 024



SG 025



SG 026

WOODEN GAMES



SG 018



SG 030



SG 031



SG 033



SG 035



SG 037



SG 041



SG 042



SG 080



SG 091



SG 090



SG 092



SG 093



SG 096



SG 097



SG 098



SG 105



SG 106



SG 155



SG 281



SG 282



SG 283



SG 520



SG 531



SG 540



SG 094



SG 421



SG 425



SG 426



SG 428



SG 099



SG 431



SG 432



SG 433



SG 434



SG 250



SG 435



SG 437



SG 441



SG 442



SG 427



SG 443



SG 445



SG 450



SG 480

IQ PLUS



SG 301



SG 302



SG 304



SG 305

IQ REGULAR



SG 306



SG 411



SG 422



SG 423



SG 424



SG 444



SG 455



SG 467



SG 477



SG 479



SG 488

IQ MINI



SG 401



SG 402

CUBE PUZZLERS PAGE 29



SG 412



SG 413



SG 414



SG 415



SG 511



SG 512



SG 513

TIN BOXES



SGT 2001



SGT 2003



SGT 121



SGT 210



SGT 221



SGT 230



SGT 240



SGT 250



SGT 260



SGT 280



SGT 290



SGT 300



SGT 310



SGT 320



SG 421 XL



SG 425 XL



SG 455 XL



SG 401 XL



SGM 101



SGM 201



SGM 501



SGM 510



SGM 506



SGM 505

BOOKLETS

PRESCHOOL PUZZLE GAMES



PRESCHOOL PUZZLE GAMES



3+

1
playereasy to expert
60
challenges

Contents: 1 game board,
1 lion, 2 giraffes, 1 elephant,
60 challenges!

STIMULATES THESE
COGNITIVE SKILLS:

PLANNING



PROBLEM SOLVING



VISUAL PERCEPTION



LANGUAGE



EYE-HAND COORDINATION



**NEW
SPRING
2023**

SAFARI PARK Jr.™

Animals in the park!

Can you get the safari animals into position for a perfect snapshot? Move them around the board... but don't forget the lion doesn't like water, the elephant can't climb over the rocks and the giraffes are too tall to fit underneath the trees! A 2-in-1 learning game for toddlers: solve the puzzles or just play and let your imagination go wild!



HOW TO PLAY

1



Choose a challenge and remove the animals from the game board. Challenges show a "snapshot" of one or more animals at a specific place on the board.

2



Bring the animals you need for the challenge into the park and move them to the correct location(s) as shown.

3



You have found the solution when your result matches the challenge!

ITEM # SG 042
INNER/MASTER 0/6
EAN 5414301524991





4+

1
player

easy to expert
80
challenges

DRESS CODE™

Can you layer up what to wear this season?

The weather is acting up! It's like having four seasons in one day! Can you help get these kids get dressed for the weather? Pick the tiles that match the outfits, but make sure you place them in order!

A perfect puzzle game for young children based on our bestselling game Colour Code. Learn about colours and shapes, sequence, and orientation.

Contents: Holder that can be used as storage case, 8 transparent tiles with patterns and coloured areas, 4 transparent tiles with figurines, booklet with 80 challenges and solutions

STIMULATES THESE COGNITIVE SKILLS:

VISUAL PERCEPTION



PLANNING



CONCENTRATION



PROBLEM SOLVING



SPATIAL INSIGHT



NEW
SUMMER
2023



HOW TO PLAY

1



Choose a challenge and place the correct figurine tile in the display holder.

2



Pick the colour and pattern tiles you need and stack them up one by one in the correct orientation under the figurine tile.

3



When your composition matches the challenge exactly you've solved it!

ITEM # SG 080
INNER/MASTER 0/6
EAN 5414301524984



PRESCHOOL PUZZLE GAMES - FAIRY TALES



LITTLE RED RIDING HOOD™ Deluxe

Find the path to grandma's house!



4-7
years

easy to expert
48
challenges



ITEM	SG 021	
I/M	0/6	
EAN	5414301518389 5 414301 518389	

THREE LITTLE PIGGIES™ Deluxe

Place the houses to help the piggies

3-6
years

easy to expert
48
challenges



SNOW WHITE™ Deluxe

Where is Snow White?

4-7
years

easy to expert
48
challenges



SLEEPING BEAUTY™ Deluxe

Beat the maze, break the spell!

3-7
years

easy to expert
60
challenges



JACK and the BEANSTALK™ Deluxe

Let the images drop... and climb to the top!

4-7
years

easy to expert
60
challenges



ITEM	SG 023	
I/M	0/6	
EAN	5414301518754 5 414301 518754	

ITEM	SG 024	
I/M	0/6	
EAN	5414301519874 5 414301 519874	

ITEM	SG 025	
I/M	0/6	
EAN	5414301521228 5 414301 521228	

ITEM	SG 026	
I/M	0/6	
EAN	5414301523130 5 414301 523130	

PRESCHOOL PUZZLE GAMES

SMARTCAR 5X5™

Build your car
and drive away!

4+
years

easy to expert
96
challenges



ITEM SG 018

I/M 0/6

EAN 5414301518365 5 414301 518365



CASTLE LOGIX™

Let's build castles!

3+
years

easy to expert
48
challenges



ITEM SG 030

I/M 0/6

EAN 5414301518709 5 414301 518709



CAMELOT JR.™

A Romantic Challenge!

4+
years

easy to expert
48
challenges



ITEM SG 031

I/M 0/6

EAN 5414301518716 5 414301 518716



DAY & NIGHT™

Can you shed some
light into the dark?

2+
years

easy to expert
48
challenges



ITEM SG 033

I/M 0/6

EAN 5414301518723 5 414301 518723



TRUCKY 3™

Truckloads of
puzzle fun!

3+
years

easy to expert
48
challenges



ITEM SG 035

I/M 0/6

EAN 5414301518730 5 414301 518730



BUNNY BOO™

Pull a rabbit
out of the box!

2+
years

easy to expert
60
challenges



ITEM SG 037

I/M 0/6

EAN 5414301518747 5 414301 518747



PEEK-A-ZOO™

Stack the blocks correctly to
match the image.

2+
years

easy to expert
48
challenges



ITEM SG 041

I/M 0/6

EAN 5414301524632 5 414301 524632



SMART FARMER™

Keep the animals apart!

4
to adult

easy to expert
60
challenges



ITEM SG 091

I/M 0/6

EAN 5414301522034 5 414301 522034



CLASSICS





Contents: 9 castle-shaped puzzle pieces, challenge booklet with 80 challenges and solutions.

8
to adult

1
player

easy to expert
80
challenges

TOWER STACKS™

Build your castle from the ground up!

Tower Stacks challenges players to build vertical castles using 9 puzzle pieces. Start from the floor and use planning skills to stack the pieces and solve the 80 included challenges, from easy to expert. A classic brain teaser for kings and queens, young and old!



**STIMULATES THESE
COGNITIVE SKILLS:**

PROBLEM SOLVING



SPATIAL INSIGHT



PLANNING



CONCENTRATION



VISUAL PERCEPTION



**NEW
SUMMER
2023**

HOW TO PLAY



Choose a challenge. Set up the ground floor of your castle by placing the puzzle pieces shown adjacent to each other so that the top view matches the challenge.



Place all of the remaining puzzle pieces **ON TOP** of the ground floor to complete your castle. The castle can have more than 2 floors... you don't know how many until you have found the solution!



There is only 1 solution, shown in the back of the challenge booklet.

ITEM # SG 106
INNER/MASTER 0/6
EAN 5414301524960 5 414301 524960



1 PLAYER PUZZLE GAMES

CLASSICS

COLOUR CODE™

Stack it up, one tile at a time!

5
to adult

easy to expert
100
challenges



ITEM SG 090

I/M 0/6

EAN 5414301513476 5 414301 513476



SHOOTING STARS™

Discover the
magic of logic!

6
to adult

easy to expert
80
challenges



ITEM SG 092

I/M 0/6

EAN 5414301523178 5 414301 523178



DIAMOND QUEST™

Follow the clues.
Find the Diamond!

8
to adult

easy to expert
80
challenges



ITEM SG 093

I/M 0/6

EAN 5414301523918 5 414301 523918



PIRATES CROSSFIRE™

Fire up your cannons...
and your brains!

7
to adult

easy to expert
80
challenges



ITEM SG 094

I/M 0/6

EAN 5414301523970 5 414301 523970



CUBIQ™

A puzzle with patterns...
in 3D!

7
to adult

easy to expert
80
challenges



ITEM SG 096

I/M 0/6

EAN 5414301524052 5 414301 524052



HORSE ACADEMY™

Create a path and jump
to the finish!

7
to adult

easy to expert
80
challenges



ITEM SG 097

I/M 0/6

EAN 5414301524434 5 414301 524434





TREASURE ISLAND™

Adventurers are needed to find the ancient temple on a forgotten island!

8
to adult

easy to expert
80
challenges

NEW
2022



ITEM SG 098

I/M 0/6

EAN 5414301524441 5 414301 524441



JUMP IN' LIMITED EDITION™

Help the rabbits jump and hide!

7
to adult

easy to expert
100
challenges

NEW
2022



ITEM SG 099

I/M 0/6

EAN 5414301524533 5 414301 524533



JUNGLE Hide & Seek™

Explore the jungle. Find the animals!

7
to adult

easy to expert
80
challenges



ITEM SG 105

I/M 0/6

EAN 5414301518440 5 414301 518440



PENGUINS ON ICE™

Improved edition with 100 challenges!

6
to adult

easy to expert
100
challenges



ITEM SG 155

I/M 0/6

EAN 5414301515203 5 414301 515203



ROADBLOCK™

Calling all units! Stop the escaping thief!

7
to adult

easy to expert
80
challenges



ITEM SG 250

I/M 0/6

EAN 5414301513469 5 414301 513469



WALLS & WARRIORS™

Position the walls and protect your warriors!

8
to adult

easy to expert
80
challenges



ITEM SG 281

I/M 0/6

EAN 5414301518402 5 414301 518402



DINOSAURS MYSTIC ISLANDS™

Use your brain to create a Jurassic habitat!

6
to adult

easy to expert
80
challenges



ITEM SG 282

I/M 0/6

EAN 5414301518426 5 414301 518426



TEMPLE CONNECTION DRAGON EDITION™

Build roads and bridges to link the temples!

7
to adult

easy to expert
80
challenges



ITEM SG 283
I/M 0/6
EAN 5414301519881 5 414301 519881

WALK THE DOG™

Can you let the dogs out?

7
to adult

easy to expert
80
challenges



ITEM SG 427
I/M 0/6
EAN 5414301523239 5 414301 523239

ANTI-VIRUS™ Original

Put your mind to work and get rid of the red virus!

8
to adult

easy to expert
60
challenges



ITEM SG 520
I/M 0/6
EAN 5414301514060 5 414301 514060

QUADRILLION™

Countless challenges and solutions... but can you find one?

7
to adult

easy to expert
∞
challenges



ITEM SG 540
I/M 0/6
EAN 5414301517382 5 414301 517382



GRIZZLY GEARS™

Rotate the puzzle pieces to get out of the woods!

7
to adult

easy to expert
80
challenges



ITEM SG 531
I/M 0/6
EAN 5414301524458 5 414301 524458

COMPACTS





7
to adult

1
player

easy to expert
60
challenges

CATS & BOXES™

Are you clever as a cat?

These cats love hiding in boxes! Move the puzzle pieces – one by one – until all of the cats are in a cardboard box. Can you help them find their favourite hiding spot? This sequential puzzle game for kids and adults comes with a portable gameboard and lid, making it purrrrrfect to take with you on the go!

NEW
SPRING
2023

Contents: 1 game board with lid, 5 cats, 4 puzzle pieces, challenge booklet with 60 challenges and solutions.

STIMULATES THESE
COGNITIVE SKILLS:

PLANNING



LOGIC



CONCENTRATION



PROBLEM SOLVING



SPATIAL INSIGHT



HOW TO PLAY

1



Choose a challenge. Place the cats and the puzzle pieces on the game board as indicated.

2



Move the puzzle pieces with boxes - *one by one* - until all cats sit inside a cardboard box.

3



You have found a solution when each cat is inside a box.

ITEM # SG 450

INNER/MASTER 6/24

EAN 5414301524953





JUMP IN'™

Help the rabbits jump and hide!

7
to adult

easy to expert
60
challenges



ITEM SG 421

I/M 6/24

EAN 5414301519898 5 414301 519898



SQUIRRELS GO NUTS™

Winter is coming, so let's go nuts!

6
to adult

easy to expert
60
challenges



ITEM SG 425

I/M 6/24

EAN 5414301521136 5 414301 521136



ASTEROID ESCAPE™

Navigate your spaceship through the asteroids!

8
to adult

easy to expert
60
challenges



ITEM SG 426

I/M 6/24

EAN 5414301521167 5 414301 521167



ROBOT FACTORY™

Slide to create robots!

8
to adult

easy to expert
48
challenges



NEW
2022

ITEM SG 428

I/M 6/24

EAN 5414301524069 5 414301 524069



PENGUINS POOL PARTY™

Fit the ice around the penguins!

6
to adult

easy to expert
60
challenges



ITEM SG 431

I/M 6/24

EAN 5414301518488 5 414301 518488



PIRATES Jr. Hide & Seek™

Sail the seas! Find the treasure!

6
to adult

easy to expert
60
challenges



ITEM SG 432

I/M 6/24

EAN 5414301518501 5 414301 518501



GHOST HUNTERS™

Catch the ghosts in the light!

5
to adult

easy to expert
60
challenges



ITEM SG 433

I/M 6/24

EAN 5414301518525 5 414301 518525



COMPACTS

PARKING PUZZLER™

Park all cars in the right spot!

6
to adult

easy to expert
60
challenges



ITEM SG 434

I/M 6/24

EAN 5414301518549 5 414301 518549



ANTI-VIRUS Mutation™

Move the red virus out of the system!

7
to adult

easy to expert
60
challenges



ITEM SG 435

I/M 6/24

EAN 5414301518563 5 414301 518563



TEMPLE TRAP™

Escape the sliding maze!

7
to adult

easy to expert
60
challenges



ITEM SG 437

I/M 6/24

EAN 5414301518778 5 414301 518778



CHICKEN SHUFFLE Jr.™

Slide the chickens to cover the eggs!

4
to adult

easy to expert
48
challenges



ITEM SG 441

I/M 6/24

EAN 5414301522041 5 414301 522041



ATLANTIS ESCAPE™

Find your way out... before it's too late!

8
to adult

easy to expert
60
challenges



ITEM SG 442

I/M 6/24

EAN 5414301522058 5 414301 522058



COLOUR CATCH™

Match the colours, catch the bugs!

7
to adult

easy to expert
60
challenges



ITEM SG 443

I/M 6/24

EAN 5414301522065 5 414301 522065



APPLE TWIST™

Get the caterpillars into shape!

5
to adult

easy to expert
60
challenges



ITEM SG 445

I/M 6/24

EAN 5414301523949 5 414301 523949



MONSTERS

Hide & Seek™

Are there any monsters under the bed?

6
to adult

easy to expert
60
challenges



ITEM SG 480

I/M 6/24

EAN 5414301524076 5 414301 524076



NEW
2022



**NEW
SUMMER
2023**



7
to adult

1
player

IQ MINI HEXPERT™

Same small size... bigger challenge!

Ready for a more challenging IQ Mini? Try IQ Mini Hexpert! Create your own challenges by moving the blockers and then fill the board with the puzzle pieces. Challenge friends and family for even more fun! A pocket-size IQ puzzle on a portable, travel-friendly hexagonal game board.

Contents: 1 super compact hexagonal game board with transparent lid, 6 puzzle pieces. Available in 6 colours.



24 pcs display

HOW TO PLAY



Remove the 6 puzzle pieces. The 'blockers' remain attached to the hexagonal game board.



Create a challenge by shifting the blockers. Each blocker setup will result in a new challenge.



Fill the empty spaces with all the puzzle pieces. There is always at least 1 solution.



Extra
challenges,
hints and
solutions
online!

ITEM # SG 402
INNER/MASTER 24/144
EAN 5414301525004 5 414301 525004



6
to adult

1
player

IQ MINI™

**NEW
2022**

Mini size, maxi challenges!

A pocket-size IQ puzzle available in six colours ready to take with you wherever you go. Create your own challenges by moving the blockers, and fill the board with your puzzle pieces. Pick your favourite colour and challenge yourself, friends and family for even more fun! Find extra challenges, hints, and all solutions online! Where will you be playing?



24 pcs display

Extra challenges,
hints and
solutions online!



ITEM SG 401
I/M 24/144
EAN 5414301524489 5 414301 524489





7
to adult

1
player

easy to expert
120
challenges

IQ TWINS™

Two of the (not quite) same kind!

IQ Twins challenges players to fit 10 puzzle pieces - 5 pairs of same-colour pieces - on the game board. But watch out: the twins are not identical! One piece will only fit on the board at 90° angles, while its twin requires 45°.

IQ Twins comes in a handy travel case and includes 120 challenges from easy to expert, making it great for both kids and adults.

**NEW
SPRING
2023**

Contents: game board with lid, 10 puzzle pieces, booklet with 120 challenges and solutions.



STIMULATES THESE COGNITIVE SKILLS:

CONCENTRATION



PROBLEM SOLVING



SPATIAL INSIGHT



HOW TO PLAY

1



Choose a challenge. Place the puzzle pieces on the game board as shown. One piece of a pair only fits on the game board in 90° orientations, while the other piece only fits when rotated 45°.

2



Fit all remaining puzzle pieces on the game board.

3



You have found the solution when all the pieces fit on the game board.



12 pcs display

ITEM # SG 306

INNER/MASTER 12/96

EAN 5414301524922



IQ COLLECTION - REGULAR

IQ STARS™

Can you fit all the stars in the grid?

6
to adult

easy to expert
120
challenges



ITEM SG 411

I/M 12/96

EAN 5414301521105 5 414301 521105

**IQ FOCUS™**

Focus on the central square!

8
to adult

easy to expert
120
challenges



ITEM SG 422

I/M 12/96

EAN 5414301519904 5 414301 519904

**IQ FIT™**

Use 3D pieces to create a 2D image!

6
to adult

easy to expert
120
challenges



ITEM SG 423

I/M 12/96

EAN 5414301515975 5 414301 515975

**IQ ARROWS™**

Follow the arrows. Find the solution.

7
to adult

easy to expert
120
challenges



ITEM SG 424

I/M 12/96

EAN 5414301523215 5 414301 523215

**IQ PUZZLER PRO™**

Play orthogonal or diagonal in 2D and in 3D!

6
to adult

easy to expert
120
challenges



ITEM SG 455

I/M 12/96

EAN 5414301518587 5 414301 518587

**IQ CIRCUIT™**

Can you connect the dots without short circuiting your brain?

8
to adult

easy to expert
120
challenges



ITEM SG 467

I/M 12/96

EAN 5414301524007 5 414301 524007

**IQ LINK™**

Link the pieces!

8
to adult

easy to expert
120
challenges



ITEM SG 477

I/M 12/96

EAN 5414301516620 5 414301 516620

**IQ SIX PRO™**

The same fun as IQ Puzzler Pro... but on a hexagonal grid!

8
to adult

easy to expert
120
challenges



ITEM SG 479

I/M 12/96

EAN 5414301524540 5 414301 524540



IQ XOXO™

Keep the X's and O's in sequence!

6
to adult

easy to expert
120
challenges



ITEM SG 444

I/M 12/96

EAN 5414301518594 5 414301 518594



IQ TWIST™

Combine pegs & puzzle pieces of the same colour!

6
to adult

easy to expert
120
challenges



ITEM SG 488

I/M 12/96

EAN 5414301515180 5 414301 515180



IQ DIGITS™

Crunch the numbers and make them fit!

7
to adult

easy to expert
120
challenges



ITEM SG 301

I/M 8/48

EAN 5414301524045 5 414301 524045



IQ LOVE™

Show your brain some love with these colourful gemstones!

7
to adult

easy to expert
120
challenges



ITEM SG 302

I/M 8/48

EAN 5414301524397 5 414301 524397



IQ STIXX™

Use your tricks and stack up the sticks!

7
to adult

easy to expert
120
challenges



ITEM SG 304

I/M 8/48

EAN 5414301524410 5 414301 524410





12
to adult

1
player

easy to expert
120
challenges

IQ PERPLEX™

This simple-looking puzzle is perplexingly hard!

Up for a true challenge? Solve the challenges by filling up the grid... but watch out! Not all puzzle pieces behave in the same way as they are placed. This IQ game comes in a handy travel case and includes 120 challenges... that might leave you perplexed. Perfect for puzzle wizards!

NEW
SUMMER
2023

Contents: 1 game board with lid, 10 puzzle pieces, challenge booklet including 120 challenges and solutions.



STIMULATES THESE
COGNITIVE SKILLS:

CONCENTRATION



PROBLEM SOLVING



LOGIC



HOW TO PLAY



Choose a challenge. Place the puzzle pieces on the game board as shown.



Fit all remaining puzzle pieces on the game board. Puzzle pieces overlap each other so players are allowed to lift pieces on the game board to add new ones.



You have found the solution when all the pieces fit on the game board AND the surfaces of the cubes are aligned with each other.



8 pcs display

ITEM # SG 305

INNER/MASTER 8/48

EAN 5414301524427



5 414301 524427



CUBE PUZZLERS



CUBE PUZZLER GO™

Can you build a cube from the 7 colourful puzzle pieces?

8
to adult

easy to expert
80
challenges



ITEM SG 412

I/M 6/24

EAN 5414301521112 5 414301 521112



CUBE PUZZLER PRO™

Can you build a cube from the 6 ball-shaped puzzle pieces?

10
to adult

easy to expert
80
challenges



ITEM SG 413

I/M 6/24

EAN 5414301521129 5 414301 521129



ZIG ZAG PUZZLER™

Build a pyramid...
or a zigzag!

12
to adult

easy to expert
80
challenges



ITEM SG 414

I/M 6/24

EAN 5414301523208 5 414301 523208



SMARTCAR MINI™

Use your brain skills to create
a car!

6
to adult

easy to expert
48
challenges



ITEM SG 511

I/M 12/48

EAN 5414301524519 5 414301 524519



PLUG & PLAY PUZZLER™

Plug the colourful pieces into
the cube!

6
to adult

easy to expert
48
challenges



ITEM SG 512

I/M 12/48

EAN 5414301524526 5 414301 524526





Contents: 1 cube, 4 short red bolts, 4 medium yellow bolts, 5 long blue bolts, challenge booklet with 80 3D challenges and solutions.

8
to adult

1
player

easy to expert
80
challenges

CRISS CROSS CUBE™

The nuts and bolts of logic!

Are you the sharpest tool in the box? The 'nuts and bolts' of this game: fit all 13 screws completely into the cube, without blocking each other. A cube-shaped puzzle game great for both kids and adults, with 80 challenges included.

**NEW
SUMMER
2023**



6 pcs display

STIMULATES THESE COGNITIVE SKILLS:

LOGIC



PROBLEM SOLVING



PLANNING



HOW TO PLAY

1



Remove all the bolts from the cube by unscrewing them and choose a challenge. Screw the shown bolts into the cube as indicated.

2



Fit in ALL the remaining bolts.

3



You have solved the challenge when all bolts are placed completely inside the cube.

ITEM # SG 415
INNER/MASTER 6/24
EAN 5414301524946





NEW
SPRING
2023

Contents: Ball-shaped frame,
7 puzzle pieces

6
to adult

1
player

PLUG & PLAY BALL™

Can you tackle this 3D challenge?

Ready to take a shot at the Plug & Play Ball? Try to fit all 7 puzzle pieces on the ball. But watch out! Moving the small starting piece during the game will get you a red card. A mini 3D puzzle game that doubles as a fidget toy and that needs **no setup nor challenge booklet**. Just plug and play!



12 pcs display



HOW TO PLAY



Remove all the puzzle pieces from the ball before you start and place the smaller piece on the ball. This starting piece should always cover 1 place on the ball with a dimple and 1 place without a dimple.



Fit the 6 other pieces on the ball, without removing the small starting piece.



You have found a solution when all pieces fit on the ball. Often several solutions are possible.

STIMULATES THESE
COGNITIVE SKILLS:

PROBLEM SOLVING



SPATIAL INSIGHT



CONCENTRATION



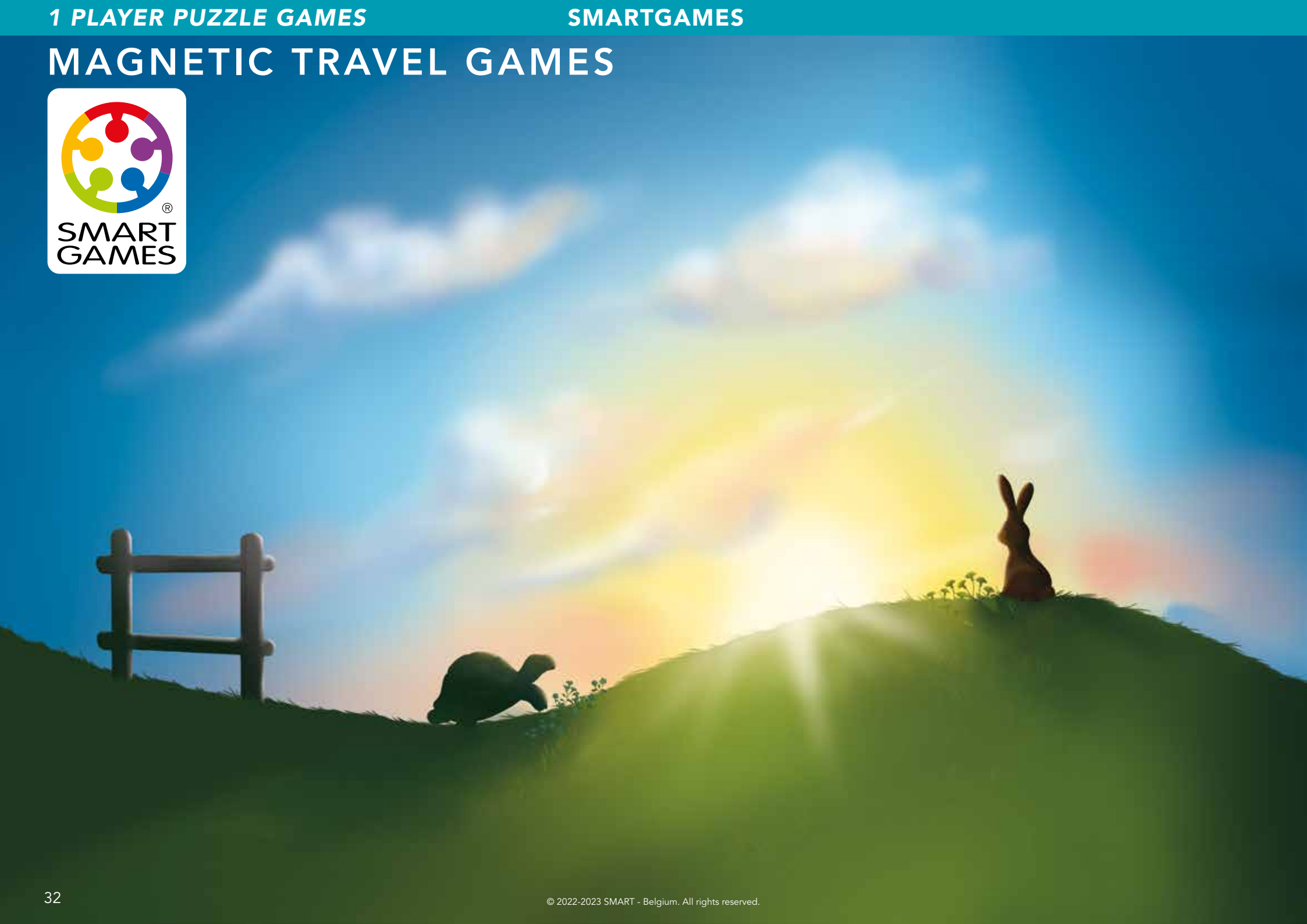
ITEM # SG 513

INNER/MASTER 12/48

EAN CODE 5414301524939



MAGNETIC TRAVEL GAMES





Contents: 1 metal travel case that functions as a game board, 5 tortoises, 1 hare, 4 fences, 1 booklet with 48 challenges and solutions.

5
to adult

1
player

easy to expert
48
challenges

TURTLE TACTICS™

Is the grass greener on the other side of the fence?

Slide the animals around the board to find their meals. Who will get there faster: the tortoises or the hare? A fun and challenging puzzle game that comes in a handy metal travel case so you won't lose pieces. 48 challenges to keep your brain moving!



STIMULATES THESE
COGNITIVE SKILLS:

PLANNING



PROBLEM SOLVING



SPATIAL INSIGHT

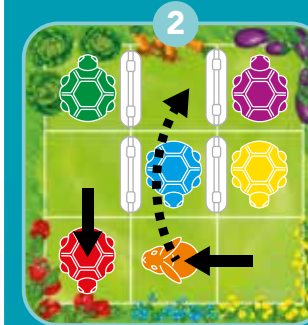


NEW
SUMMER
2023

HOW TO PLAY



Choose a challenge. Place the tortoises, fences and hare as indicated.



Slide the animals around the board to empty adjacent squares. The hare can also jump over a tortoise, but no animal can jump over fences.



You have found the solution when all animals have reached their end position, indicated by plants with the same colour as the animal.

ITEM # SGT 2003
INNER/MASTER 8/48

EAN 5414301525080



MAGNETIC TRAVEL GAMES - TIN BOX



7
to adult

1
player

easy to expert
48
challenges

POLE POSITION™

Don't get distracted!

Ready to take this 3D metal magnetic travel game for a spin? Find the correct position of the race cars and see who takes the checkered flag!

A unique puzzle game with a handy travel case that includes 48 challenges on all 6 different tracks.

Ladies and Gentlemen... start your (brain) engines!

Contents: 1 tin travel case that functions as a game board, 2 double-sided track cards, 8 magnetic puzzle pieces (6 with race cars, 2 with trees), challenge booklet with 48 challenges and solutions

**NEW
SUMMER
2023**



STIMULATES THESE
COGNITIVE SKILLS:

PLANNING



PROBLEM SOLVING



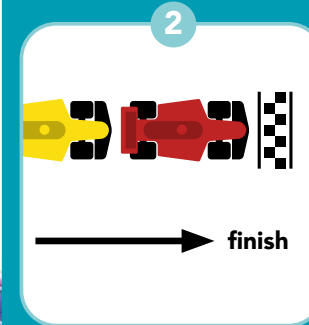
SPATIAL INSIGHT



HOW TO PLAY



Select a challenge and place the corresponding track card in the metal box.



Place all the cars on the race track, matching the rules shown in the challenge.



There is only one solution.

ITEM # SGT 2001

INNER/MASTER 8/48

EAN 5414301525035 5 414301 525035



MAGNETIC TRAVEL GAMES - BOOKLETS

TANGOES ANIMALS™

Recreate all kinds of animals!

6
to adult

easy to expert
48
challenges



ITEM SGT 121

I/M 8/48

EAN 5414301518013 5 414301 518013



MAGIC FOREST™

Find the path and solve the mystery!

8
to adult

easy to expert
48
challenges



ITEM SGT 210

I/M 8/48

EAN 5414301515302 5 414301 515302



CORAL REEF™

An underwater adventure!

4
to adult

easy to expert
48
challenges



ITEM SGT 221

I/M 8/48

EAN 5414301522096 5 414301 522096



BUSY BUGS™

Find the secret bug hideouts!

7
to adult

easy to expert
48
challenges



ITEM SGT 230

I/M 8/48

EAN 5414301515326 5 414301 515326



NOAH'S ARK™

Save all the animals!

5
to adult

easy to expert
48
challenges



ITEM SGT 240

I/M 8/48

EAN 5414301516026 5 414301 516026



BRAIN CHEESER™

Fit the cheese around the mice!

6
to adult

easy to expert
48
challenges



ITEM SGT 250

I/M 8/48

EAN 5414301517399 5 414301 517399



PENGUINS PARADE™

Get the penguins in line!

5
to adult

easy to expert
48
challenges



ITEM SGT 260

I/M 8/48

EAN 5414301518006 5 414301 518006



GOLDMINE™

Climb the ladders, find the gold!

7
to adult

easy to expert
48
challenges



ITEM SGT 280

I/M 8/48

EAN 5414301521198 5 414301 521198



MAGNETIC TRAVEL GAMES - BOOKLETS

DOWN THE RABBIT HOLE™

An underground puzzle adventure!

5
to adult

easy to expert
48
challenges

PUZZLE BEACH™

Find what's lost on the busy beach!

6
to adult

easy to expert
48
challenges



ITEM SGT 290

I/M 8/48

EAN 5414301522089 5 414301 522089



ITEM SGT 300

I/M 8/48

EAN 5414301523277 5 414301 523277



FLIPPIN' DOLPHINS™

Find out what happens under water!

7
to adult

easy to expert
48
challenges

GOOAL!™

Kick off your travels with this magnetic puzzle game!

6
to adult

easy to expert
48
challenges

NEW
2022



ITEM SGT 310

I/M 8/48

EAN 5414301523307 5 414301 523307



ITEM SGT 320

I/M 8/48

EAN 5414301524465 5 414301 524465







packaging work in progress

6+

1
player

easy to expert
80
challenges

IQ MINI XXL™

Create your own maxi challenges!

The popular IQ Mini in an XXL version. Create your own challenges by moving the blockers and fill the board with your puzzle pieces. Challenge yourself, friends, and family for even more fun! Find extra challenges, hints and all solutions online!

Contents: 1 game board,
6 puzzle pieces, booklet with
80 challenges and solutions.



**NEW
SUMMER
2023**

STIMULATES THESE
COGNITIVE SKILLS:

CONCENTRATION



PROBLEM SOLVING



SPATIAL INSIGHT



HOW TO PLAY

1



Remove the 6 puzzle pieces. The 'blockers' remain attached to the game board.

2



Create a challenge by shifting the blockers. Each blocker setup will result in a new challenge.

3



Fill the empty spaces with all the puzzle pieces. There is always at least 1 solution.

Extra challenges,
hints and
solutions online!



ITEM # SG 401 XL

INNER/MASTER 0/6

EAN 5414301525028 5 414301 525028




7
to adult

1
player

easy to expert
100
challenges

JUMP IN' XXL™

Extra large! Extra rabbit! Extra challenges!

Discover this extra-large version of our Compact game Jump In'. Can you help all rabbits jump to safety on the 4 times larger game board? Includes 40 additional "black rabbit" -challenges on top of the 60 original challenges!



ITEM # SG 421 XL

INNER/MASTER 0/6

EAN CODE 5414301521488 5 414301 521488


6
to adult

1
player

easy to expert
100
challenges

SQUIRRELS GO NUTS XXL™

Extra large! Extra squirrels! Extra challenges!

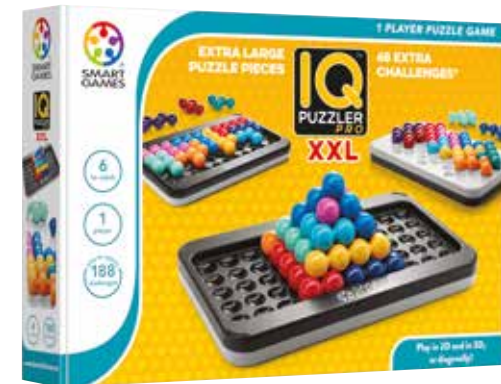
Discover this extra-large version of our global best-selling Compact game Squirrels Go Nuts! Can you hide all the nuts (except the black one!) on a game board that is 4 times larger? Includes 40 additional "black nut" challenges on top of the 60 original challenges!



ITEM # SG 425 XL

INNER/MASTER 0/6

EAN CODE 5414301523222 5 414301 523222


6
to adult

1
player

easy to expert
188
challenges

IQ PUZZLER PRO XXL™

Extra large! Extra challenges!

Discover this 8 times larger version of IQ Puzzler Pro, our global best-selling game! Includes 68 additional 2D, 3D and diagonal 2D challenges on top of the original 120 challenges. Are you a 'Pro' at our biggest IQ game?



ITEM # SG 455 XL

INNER/MASTER 0/6

EAN CODE 5414301523666 5 414301 523666



4+
years

1
player

easy to expert
124
challenges

TANGOES Jr.™

Tangram puzzles for young kids!

With large magnetic pieces, ideal for pre-schoolers.
Stored in a unique plastic carrying case!



ITEM # TG JRT001
INNER/MASTER 0/6
EAN CODE 5414301516729



TANGOES STARTER™

Play alone, play together or play double!

Based on the original Tangram game. For 1 or 2 players, with a blue and an orange set.



5
to adult

1-2
players

easy to expert
54
challenges

ITEM # TG T100
INNER/MASTER 12/96
EAN CODE 5414301516217



TANGOES EXPERT™

Tangrams for real brainiacs!

More challenging Tangram game. For 1 or 2 players, with a red and a green set.



7
to adult

1-2
players

easy to expert
54
challenges

ITEM # TG T200
INNER/MASTER 12/96
EAN CODE 5414301516224





FAMILY GAMES



8
to adult

3-5
players

playing time
20
minutes

TOP SPOT™

A card game for a “hole” lot of fun!

Top Spot is a multi-player game with cards that have spots and holes. By strategically combining cards, players win rounds and score points. The object of Top Spot is to achieve the highest points total over the course of the game.



ITEM # SGM 101

INNER/MASTER 12/96

EAN CODE 5414301523338 5 414301 523338



10
to adult

2
players

playing time
±10
minutes

CUBE DUEL™

Red vs Yellow! Get on top!

Balance pieces, while strategically choosing between offence and defence. But most important, get your colour on top! When not challenging other players, train your 3D building skills with the 80 challenges included.



ITEM # SGM 201

INNER/MASTER 0/6

EAN CODE 5414301523376 5 414301 523376





Contents: game board, 1 fish, 6 frog families in different colours, game rules.

6
to adult

2-6
players

playing time
±20
minutes

FROGGIT™

Cross the pond but beware of the fish!

Guide your frogs across the pond and block other players from doing the same. The first player to get their entire frog family to the other side wins the game. But watch out, the fish can scare your frogs back to the start! Flexible thinking, clever planning and the chance to block your opponents make this a fun and exciting game for 2 to 6 players.



STIMULATES THESE COGNITIVE SKILLS:

FLEXIBLE THINKING



PLANNING



PROBLEM SOLVING



CONCENTRATION



MEMORY



HOW TO PLAY

JUNIOR LEVEL 6+

- 1 Place the frog families on the side of the pond.
- 2 Move the frogs across the pond by jumping over a path of lily pads. But watch out... the fish can scare frogs back to the start!
- 3 The first player to get their entire frog family across the pond wins the game!



EXPERT LEVEL 8+

Jump to the next level by combining your frogs:

- Form teams so no one can stop you.
- Trap small frogs to block your opponent.



ITEM # SGM 501
INNER/MASTER 0/6
EAN CODE 5414301523345





6
to adult

2-4
players

playing time
±15
minutes

HUDDLE UP™

Get together or freeze!

Penguins are scattered across the ice and it's starting to get cold! Move your penguins together into a huddle... while blocking your opponents from doing the same. The first player to bring their entire penguin family together wins the game.

NEW
2022

Contents: game board with 4 penguin families (each with 3 large and 3 small penguins), 6 ice blocks (4 straight ice blocks and 2 curved ice blocks), game rules with 2 different difficulty-levels.

STIMULATES THESE COGNITIVE SKILLS:

FLEXIBLE THINKING



PLANNING



PROBLEM SOLVING



SPATIAL INSIGHT



CONCENTRATION



HOW TO PLAY

JUNIOR LEVEL 6+

- 1 Set up the game by taking turns scattering your opponent's penguin family across the ice.
- 2 On your turn move your penguins towards each other by moving to an ice patch, jumping over other penguins or diving underneath the ice.
- 3 The first player to move their penguin family into a single connected group wins the game.



EXPERT LEVEL 8+

Temperatures drop to a new level! Same rules as the Junior level with one exception: to win the game the heads of your penguins must be at the same height as well, meaning all 3 large penguins must be standing directly on the game board and all small penguins must be standing on ice blocks.



ITEM # SGM 506

INNER/MASTER 0/6

EAN CODE 5414301524557





7
to adult

2
players

playing time
±15
minutes

DRAGON INFERNO™

Rule the kingdom... or go down in flames!

Dragon Inferno challenges players to strategically build the biggest kingdom in the Dragon valley. Watch out! Fire-breathing dragons can turn kingdoms into ashes... but if you're smart, you can use the dragon's inferno against your opponent. The player with the biggest kingdom at the end of the game is the winner.



ITEM # SGM 505
INNER/MASTER 0/6
EAN CODE 5414301523857



4
to adult

2-4
players

playing time
±10
minutes

GRABBIT™

Don't forget your veggies!

Hungry rabbits are jumping around the vegetable garden. Different vegetables become visible as the rabbits look under leaves. Can you remember which vegetable is planted where? If not, animals that live underground will take your vegetables back! Will you be the first to collect all 4 different vegetables?



ITEM # SGM 510
INNER/MASTER 0/6
EAN CODE 5414301524014





POWERED BY



SGHC 105 D48

Happy Cube

Display 48 pcs

20009234432100



20009234432100

HAPPY CUBE®



Get acquainted with Happy Cube! 6 puzzle pieces in a frame that need to turn into a perfect cube.



These foam cubes for all ages come in several colours, sizes and difficulty-levels.



Combine the brain teasers to raise your competence level by creating larger constructions. Easier said than done!

JUNIOR 2X**ORIGINAL 2X****PRO 2X****EXPERT 2X**

JUNIOR 4-7

ORIGINAL 6-99

PRO 8-99

EXPERT 10-99



SGHC 101 D24

Happy Cube Junior
Display 24 pcs
20009234111333



SGHC 102 D24

Happy Cube Original
Display 24 pcs
20009234567833



SGHC 103 D24

Happy Cube Pro
Display 24 pcs
20009234444332



SGHC 104 D24

Happy Cube Expert
Display 24 pcs
20009234333339



SGHC 101

Happy Cube Junior
009234111339



SGHC 102

Happy Cube Original
009234567839



SGHC 103

Happy Cube Pro
009234444338



SGHC 104

Happy Cube Expert
009234333335



SGHC 301

Happy Cube Junior
6-pack
009234116662



SGHC 302

Happy Cube Original
6-pack
009234222608



SGHC 303

Happy Cube Pro
6-pack
009234440606



SGHC 304

Happy Cube Expert
6-pack
009234336664



VIDEO & ADVERTISING



DEMO VIDEOS



COMMERCIALS

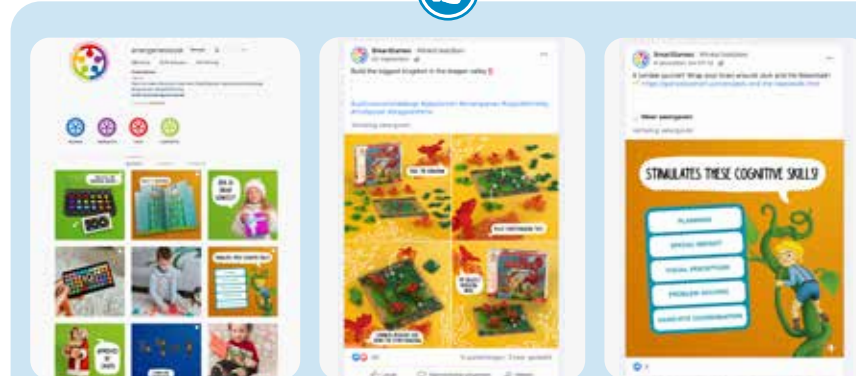


SOCIAL MEDIA TEASERS

DIGITAL MARKETING



WWW.SMARTGAMES.EU



ONLINE / SOCIAL MEDIA / BLOG



DEMO



XL DEMO GAMES



**CUBE DISPLAY
MIX 3-IN-1**

**MORE
ITEMS
AVAILABLE**



**HEXAGONAL DISPLAY
(WITH & WITHOUT SHELVES)**



IN-STORE VISIBILITY



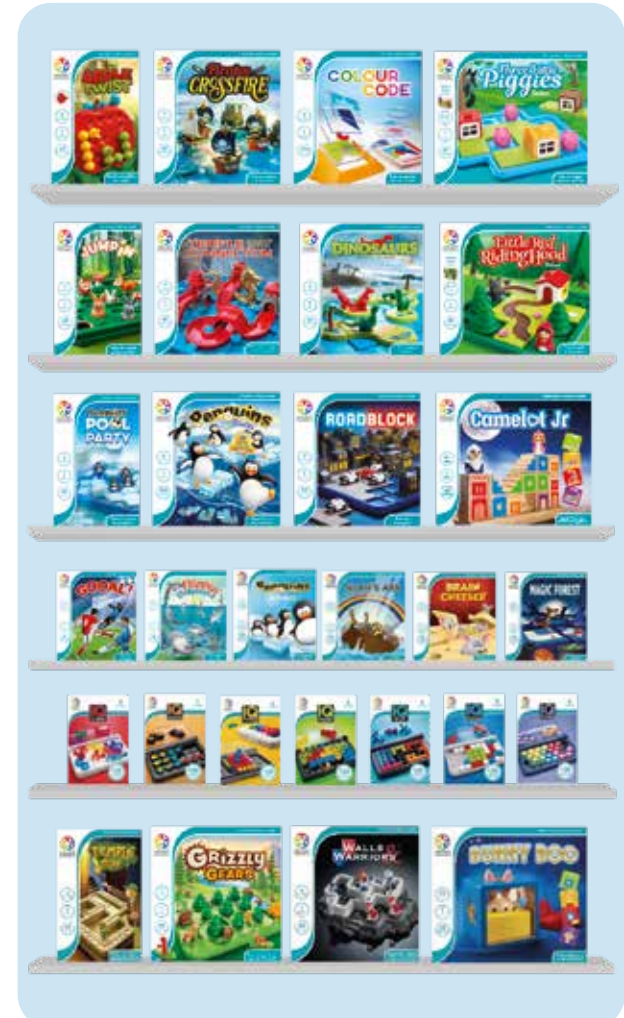
A2 POSTERS



**CROSS-SELL
LEAFLET**



ROLL-UPS



SHELF SET-UP

POINT OF SALE



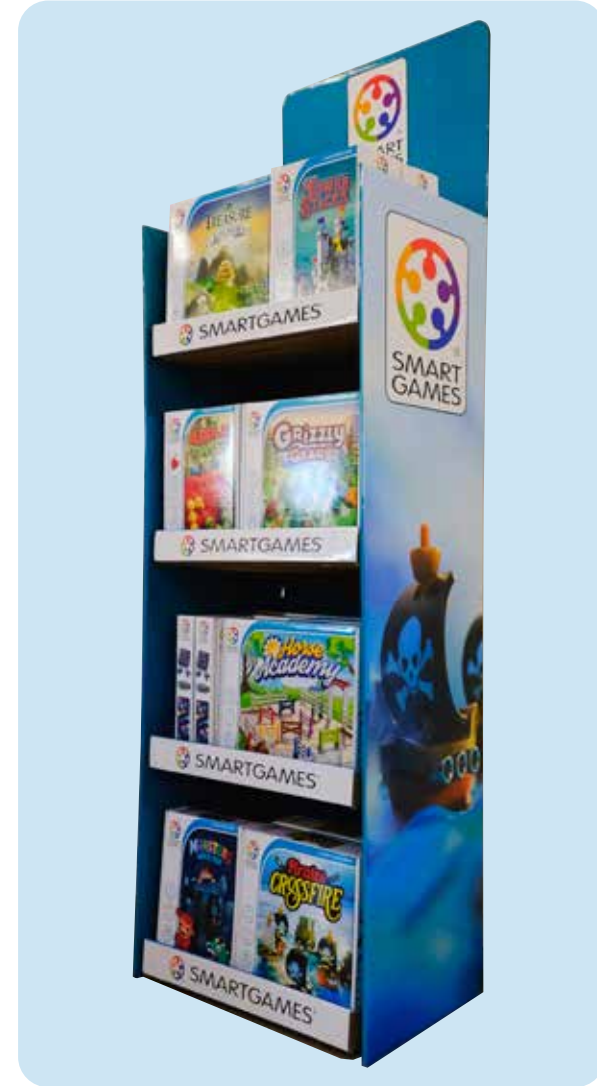
IQ ROTATING DISPLAY



**METALLIC DISPLAY
MAGNETIC GAMES**



**FROGGIT
DISPLAY**



**POP-UP
DISPLAY**

The Happy Puzzle Company's unique range of games provides opportunities for the whole family to play and learn together. The aim is to help children and adults to raise their own expectations of what they can achieve, developing logical reasoning and thinking skills as they have fun together. Creating happiness... one puzzle at a time!



the
Happy
Puzzle
Company™

POWERED BY



THE GENIUS™ COLLECTION



NEW
SPRING
2023

GENIUS LEVEL



THINKING AT SPEED



SPATIAL AWARENESS



VISUAL PERCEPTION

THE GENIUS SQUARE™

Is this the cleverest game ever invented?

Complete the square using the nine coloured shapes, once the 7 'blockers' are positioned. There's always at least one solution!



Content:
2 x Genius Square grids
2 x sets of 9 coloured shapes
2 x sets of 7 'blocker' pieces
1 x set of 7 dice
Game rules

ITEM # SGHP 001

INNER/MASTER 0/6

EAN CODE 5414301525370 5 414301 525370



NEW
SPRING
2023

GENIUS LEVEL



THINKING AT SPEED



SPATIAL AWARENESS



VISUAL PERCEPTION

THE GENIUS SQUARE XL™

The XL version of the best-seller Genius Square!

There may be times when this puzzle game will seem impossible... but there will always be at least one solution!

Content:
2 x Genius Square XL grids
2 x sets of 9 coloured shapes
2 x sets of 7 'blocker' pieces
1 x set of 7 dice
Game rules



ITEM # SGHP 004

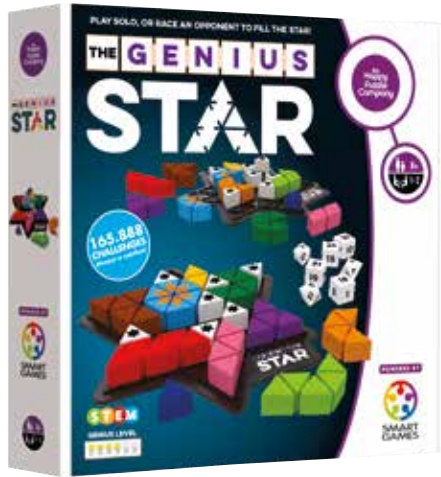
INNER/MASTER 0/6

EAN CODE 5414301525400 5 414301 525400



ORIGINAL
SIZE

XL SIZE


NEW
SPRING
2023

GENIUS LEVEL



THINKING AT SPEED



SPATIAL AWARENESS



VISUAL PERCEPTION

THE GENIUS STAR™

Play solo, or race an opponent to fill the star!

Complete the star using the 11 coloured shapes, once the seven 'blockers' have been positioned. There's also a twist to each challenge, in the shape of a 'Golden Star'.

Content:

- 2 x Genius Star grids
- 2 x sets of 11 coloured shapes
- 2 x sets of 7 'blocker' pieces
- 1 x set of 7 dice
- Game rules



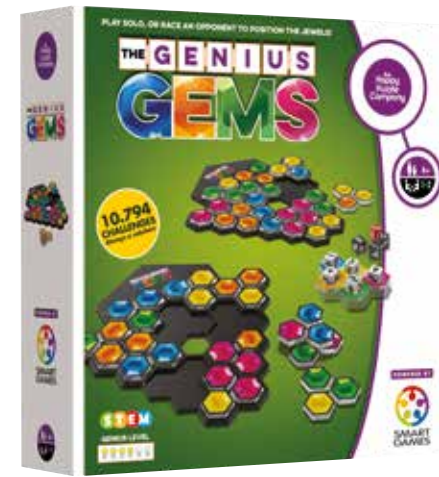
ITEM # SGHP 002

INNER/MASTER 0/6

EAN CODE 5414301525387



5 414301 525387


NEW
SPRING
2023

GENIUS LEVEL



THINKING AT SPEED



SPATIAL AWARENESS



VISUAL PERCEPTION

THE GENIUS GEMS™

A brand new twist on our most successful game!

Race your opponent to fill every space on the grid using the ten clusters, so that the patterns shown on the dice appear simultaneously on the grid, in the correct colours.

Content:

- 2 x Genius Gems grids
- 2 x sets of 10 hexagon clusters
- 5 x 'basic' dice (white)
- 3 x 'dastardly' dice (black)
- 1 x 'devilish' die (red)
- 1 x dice shaker
- Game rules



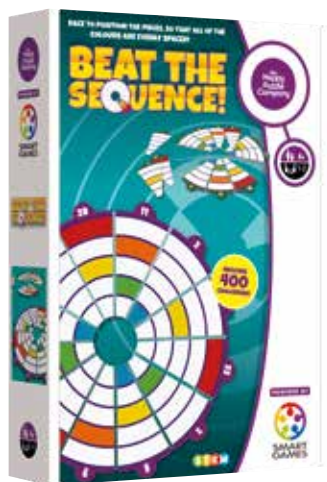
ITEM # SGHP 003

INNER/MASTER 0/6

EAN CODE 5414301525394



5 414301 525394



THINKING AT SPEED



SPATIAL AWARENESS



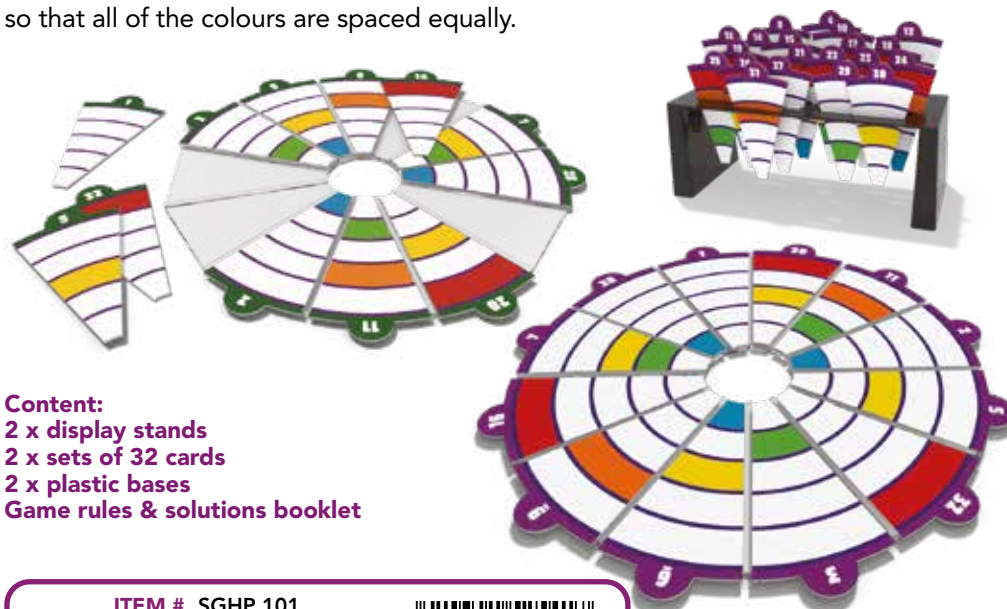
VISUAL PERCEPTION



BEAT THE SEQUENCE™

Race to position the pieces and beat the sequence!

Players race each other to position 12 pieces of 'pie' into their frame, so that all of the colours are spaced equally.



Content:
2 x display stands
2 x sets of 32 cards
2 x plastic bases
Game rules & solutions booklet

ITEM # SGHP 101
INNER/MASTER 6/24
EAN CODE 5414301525417 5 414301 525417



SEQUENCING



SPATIAL AWARENESS



LOGICAL DEDUCTION



DROPZONE™

Reverse the logic and let gravity do the rest!

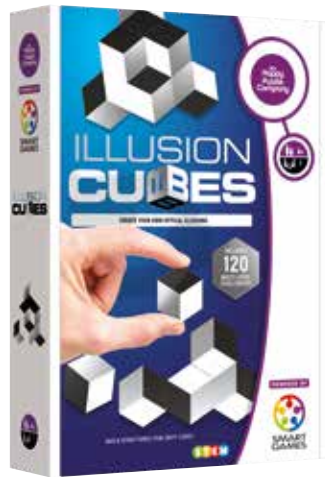
Play solo or challenge an opponent. Create bridges, position towers and ramps until each marble reaches its correct DropZone!



Content:
2 x DropZone bases with 6 coloured wells
4 x grey ramps
8 x white towers
10 x black bridges
100 x multi-level challenge cards
2 x marbles
2 x special dice
Game rules & solution booklet

ITEM # SGHP 102
INNER/MASTER 0/6
EAN CODE 5414301525424 5 414301 525424





STRATEGIC PLANNING



SPATIAL AWARENESS



VISUAL PERCEPTION



STRATEGIC PLANNING



CONCENTRATION



LOGICAL DEDUCTION

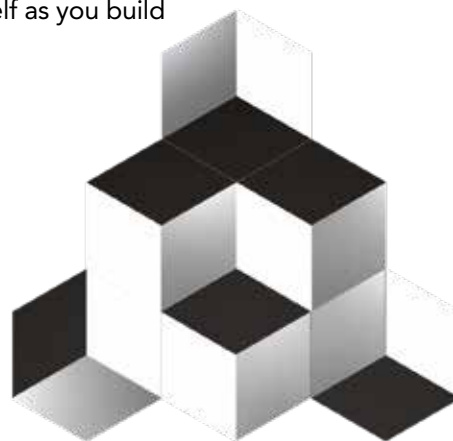
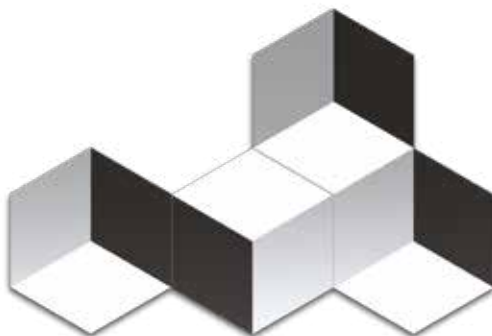


ILLUSION CUBES™

Create your own optical illusions!

The 24 double-sided Illusion Cube tiles inside this box will allow you to explore, create and amaze yourself as you build your very own optical illusions.

Content:
24 x double-sided Illusion Cubes pieces
Game rules with 120 challenges



ITEM # SGHP 103

INNER/MASTER 6/24

EAN CODE 5414301525431



5 414301 525431

DECYPHER™

Head-to-head codebreaking challenges... with a twist!

Decypher is a battle of logical deduction as you race to crack your opponent's code, before they crack your own!

With multiple games and almost endless possible codes, Decypher's challenges will keep you on the edge of your seat... and could define you as a master codebreaker!

Content:
2 x Decypher board sets
2 x sets of 10 red digital number tiles
2 x sets of 10 blue digital number tiles
1 x set of red 'arrow' pieces
1 x set of blue 'arrow' pieces
Game rules



ITEM # SGHP 104

INNER/MASTER 0/6

EAN CODE 5414301525448



5 414301 525448

YATZY™



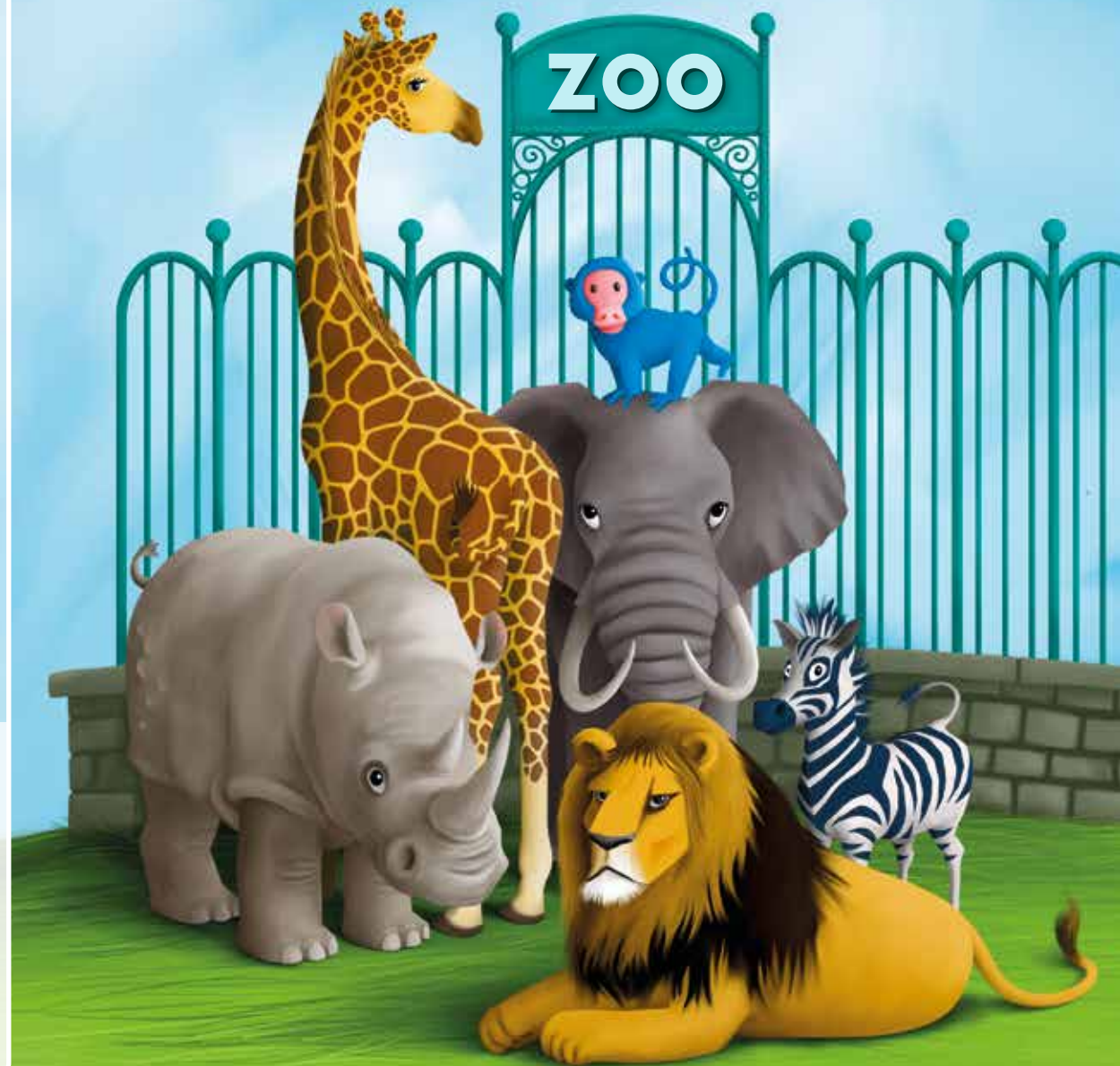
A creative, simple, and kid-friendly take on the original game! Roll your dice up to three times to find the highest score combinations. The colourful figures on the dice make it fun for kids. Practice language skills, decision making, problem solving, strategising and maths.

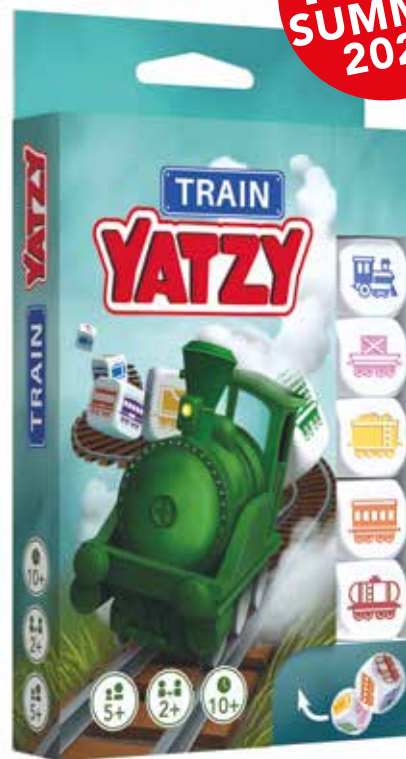


Available in 12 pcs display



By rolling various dice combinations, the players try to collect as many points as possible.





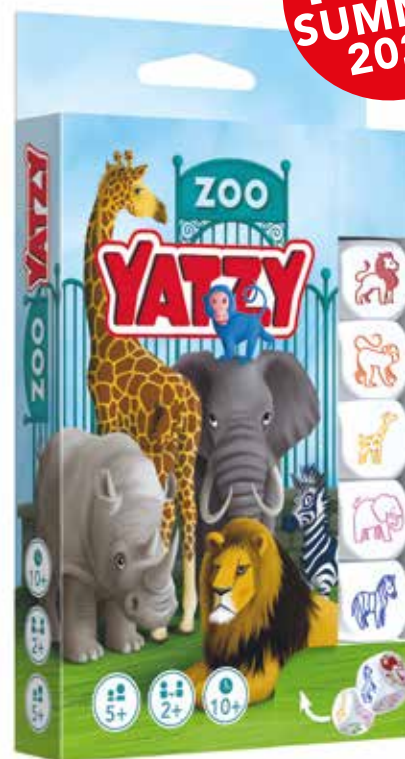
TRAIN YATZY™

Get your trains in line! What is your strategy to win this dice game?



5 414301 524687

ITEM #	YTZ 001
MASTER	12/96
EAN	5414301524687



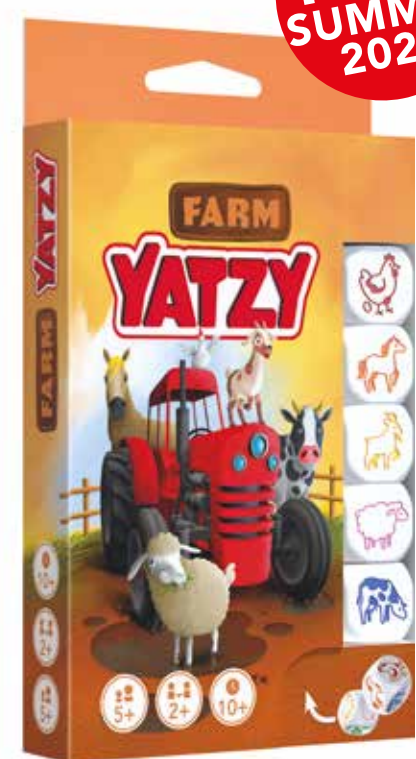
ZOO YATZY™

It's a zoo out there! Get your dices together and find a winning combination strategy.



5 414301 524694

ITEM #	YTZ 002
MASTER	12/96
EAN	5414301524694



FARM YATZY™

Can you bet a farm on your strategy? A fun game of dice for kids and adults.



5 414301 524700

ITEM #	YTZ 003
MASTER	12/96
EAN	5414301524700



MiMiQ is a range of fun and educational party games for kids and parents that will make you double over with laughter. Goal of the games is to collect sets of 4 identical cards. Ask cards from your opponent by mimicking facial expressions or body positions on the wanted cards. Stick out your tongue if you do not have the requested card! The player with the most sets at the end of the game wins! Interact with your family in an original manner and test your memory along the way!

Available in 12 pcs display
or 24 pcs mixed display





MIMIQ™

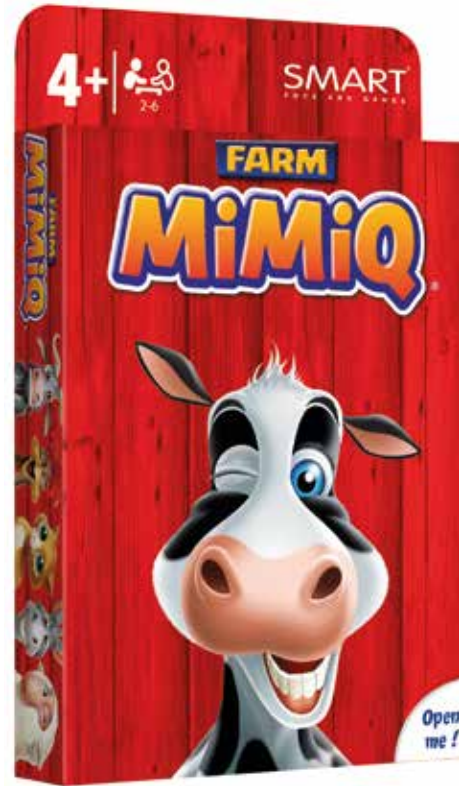
MAKE THE RIGHT FACES!

A hilarious party game for kids and parents. Use silly faces to collect sets of 4 identical cards!



5 414301 524717

ITEM #	MMQ 001
MASTER	12/96
EAN	5414301524717



FARM MIMIQ™

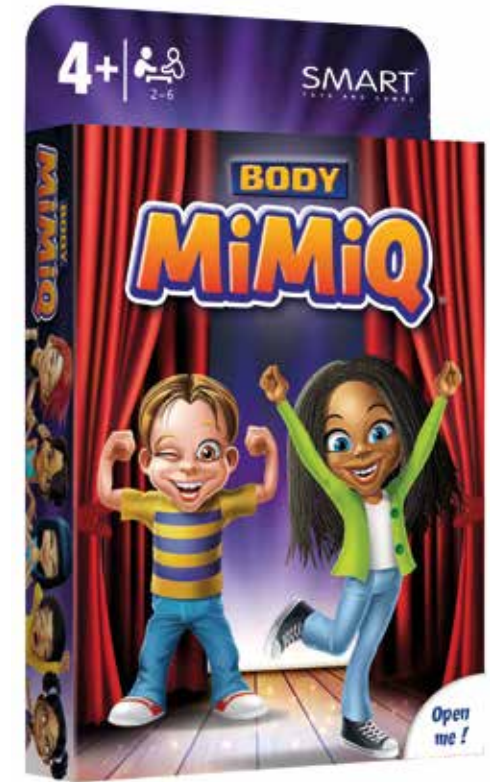
MAKE THE RIGHT FACES!

Put your facial muscles and memory to the ultimate test with Farm MiMiQ! Capture the other players' cards by "MiMiQ-ing" a variety of facial expressions.



5 414301 524724

ITEM #	MMQ 002
MASTER	12/96
EAN	5414301524724



BODY MIMIQ™

GET YOUR BODY MOVING!

An educational party game for kids and adults full of laughter. Use your body to collect sets of 4 identical cards!



5 414301 524731

ITEM #	MMQ 003
MASTER	12/96
EAN	5414301524731

Smartivity®

Build, play and learn with these DIY science and engineering construction sets for kids aged 6+. These sets are mess-free and are made from sustainably engineered laser-cut wood. Smartivity sets are safe and need no glue or tools to assemble. Build cars, rollercoasters, music machines and robots while learning about STEAM principles such as engineering, science, and technology. Tickle your imagination and use your own paints and markers to decorate your finished product. These activity sets offer hours of build, play, and decorate fun and help inspire future generations of engineers across the world.



Build

- Laser Cut Wood
- Easy-to-follow instructions
- Rubber Bands Assembly – No glue needed



Play

- Fun Products
- Attractive themes



Learn

- Playful learning
- Steam concept – science / Technology / Engineering / Arts / Maths



Decorate

- Decorate with own paints or markers



NEW
SPRING
2023



6+ AGE

108 PCS



Stem Wheels - Rally Racer

How fast can your self-build rally racer cross the finish line? Build your rally car step-by-step and decorate it with your own paint or markers. Done decorating? Start racing!

- MOMENTUM
- ACTION - REACTION
- ELASTICITY

ITEM # STY 003
INNER/MASTER 0/6
EAN CODE 5414301525202



NEW
SPRING
2023



6+ AGE

153 PCS

Hydraulic Plane Launcher

Soar to the skies! Use hydraulic pressure to launch paper planes and missiles. Assemble your own hydraulic pressure-based plane launcher with the easy-to-understand instruction manual. Decorate and fold your paper planes.

- HYDRAULIC SYSTEMS
- AERODYNAMICS
- SCISSOR MECHANISM

ITEM # STY 104
INNER/MASTER 0/6
EAN CODE 5414301525219








**NEW
2022**

8+ AGE

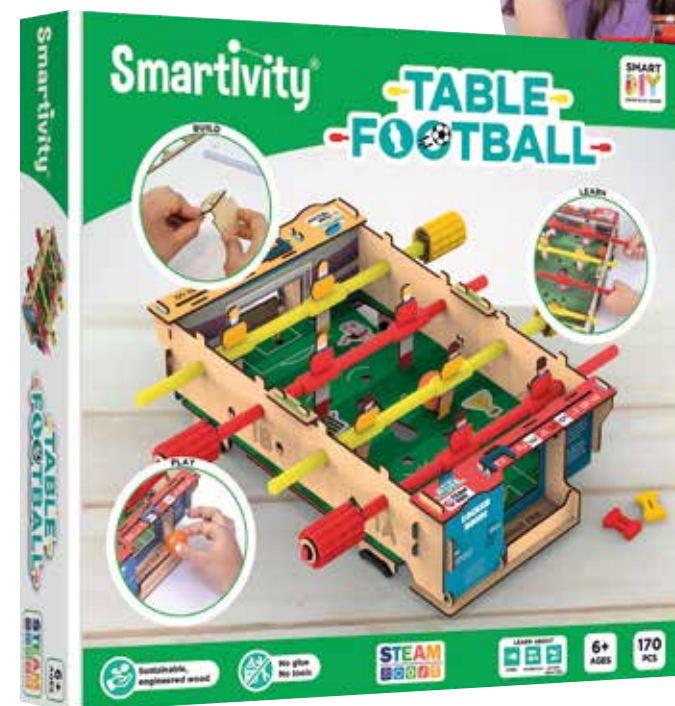
327 PCS

Pinball Machine

Build your own fully functional wooden pinball machine. Can your friends beat your high score? Learn all about levers, energy transformation and momentum transfer.

-  **LEVERS**
-  **MOMENTUM**
-  **ENERGY TRANSFER**

ITEM # STY 303
INNER/MASTER 0/6
EAN CODE 5414301524236



**NEW
2022**

8+ AGE

170 PCS

Table Football

Build your very own wooden foosball by following the easy step-by-step instructions. Finished building? Start playing! Pick your team, turn the rods to kick the ball and score!

-  **SPEED**
-  **ACTION-REACTION**
-  **MOVEMENT**

ITEM # STY 304
INNER/MASTER 0/6
EAN CODE 5414301525066





6+ AGE

102 PCS

Stem Wheels - Speedster

Build a cool race car and launch it!

SPEED
ACTION - REACTION
MOVEMENT

ITEM # STY 001
INNER/MASTER 0/6
EAN CODE 5414301523383



6+ AGE

110 PCS

Stem Wheels - Race Truck

Build a powerful truck and launch it!

SPEED
ACTION - REACTION
MOVEMENT

ITEM # STY 002
INNER/MASTER 0/6
EAN CODE 5414301523390



6+ AGE

80 PCS

Roboformer

Build a robot and let him fire the pellets to hit the targets or... build a vehicle, wind it up and watch it go!

WIND-UP MECHANISM
GEARS
PROJECTILE MOTION

ITEM # STY 101
INNER/MASTER 0/6
EAN CODE 5414301523406



2IN1



6+ AGE

127 PCS

Kaleidoscope

Build a kaleidoscope with mirrors, rotate the drum and discover beautiful patterns.

-  MIRRORS
-  REFLECTION
-  COLOR THEORY

ITEM # STY 103
INNER/MASTER 0/6
EAN CODE 5414301523420






8+ AGE

316 PCS

Mechanical Hand

Build a mechanical hand and insert your fingers into the finger straps, allowing you to grab objects.

-  GEAR MECHANICS
-  ACTION - REACTION
-  MOVEMENT

ITEM # STY 202
INNER/MASTER 0/6
EAN CODE 5414301524243






8+ AGE

233 PCS

Music Machine

Build a xylophone, insert the pegs and rotate the handle to play your selected music.

-  GEAR MECHANICS
-  VIBRATIONS
-  MUSICAL NOTES

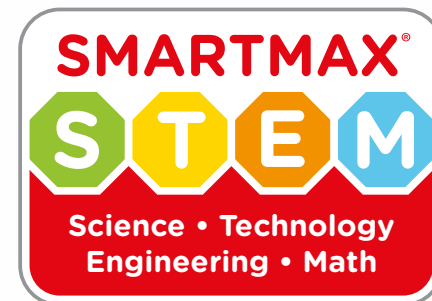
ITEM # STY 301
INNER/MASTER 0/6
EAN CODE 5414301523444



SMARTMAX[®]

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

SmartMax are solid, magnetic discovery toys for toddlers and pre-schoolers as young as one year old. Enjoy worry-free, fun, and educative playtime for you and your toddler. Learn all about magnetism with these STEM toys and practice the motor skills of your child. Durable, sturdy materials make sure these sets can be passed on from generation to generation. No matter the taste of your little one, there is a set for every child. And all sets are compatible with each other. Build, play, imagine, create, and combine!



www.SmartMax.eu

MY FIRST



SMX 151



SMX 220



SMX 221



SMX 222



SMX 223



SMX 224



SMX 410



SMX 226



SMX 229



SMX 233



SMX 235

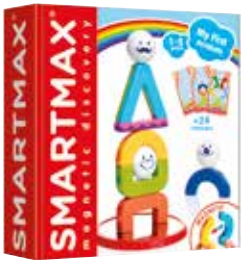


SMX 236

CHALLENGE



SMX 237



SMX 227



SMX 230



BUILD



SMX 309



SMX 310



SMX 321



SMX 501



SMX 907



SMX 908



SMX 101



SMX 103



SMX 105

CREATE & PLAY



SMX 303



SMX 404



SMX 502



SMX 600



SMX 909



SMX 530



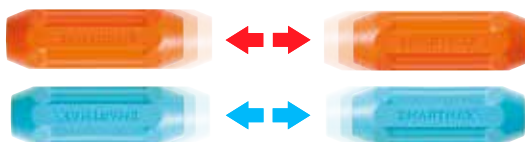
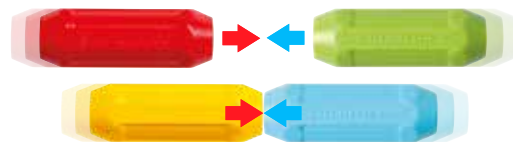
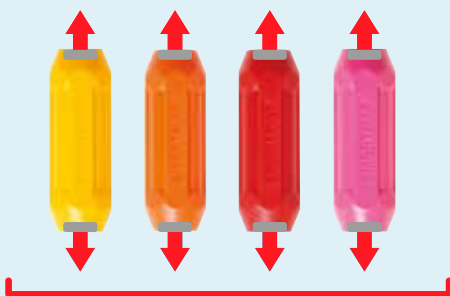
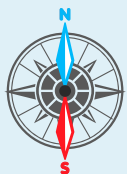
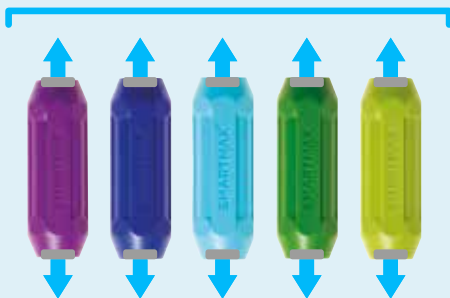
SMX 531

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.

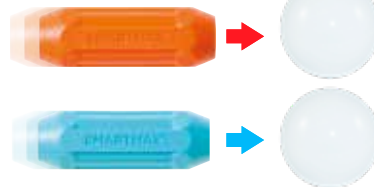
Bars in warm colours (red, orange and yellow) have outward directed south poles.



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.

CANNOT BE SWALLOWED

SUPER STURDY BARS

MAXIMUM DEVELOPMENT

SMARTMAX® STIMULATES

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

NEW
SPRING
2023

MIX & MATCH



MY FIRST PEOPLE

Get a great start with My First People! Mix and match the funny faces with the different hats and bodies. Everything clicks together to create all kinds of crazy looks!

1-5 years

12 pcs



5 414301 250616

ITEM #	SMX 235
MASTER	0/6
UPC #	5414301250616

STORY LEAFLET

NEW
SPRING
2023**MY FIRST PIRATES**

Ahoy little mateys! Wobble on deck of the pirate ship or go on a treasure hunt on the desert island. Help your child discover the magic of magnetism with this playset in a handy travel case.

1½ - 5 years

10 pcs

METAL STORAGE BOX



5 414301 250623

ITEM #	SMX 236
MASTER	0/6
UPC #	5414301250623





2 SIDES
TO BUILD ON



CHALLENGE CARDS



NEW
SUMMER
2023



MY FIRST BUILD & DRIVE

My First Build & Drive is a 2-in-1 playset that takes kids on a creative journey. Simply build and play, or put the pieces together to replicate the images shown in the 24 challenges. STEM fun for little hands! Time to get rolling!

1½ -5 years

8 pcs



5 414301 250630

ITEM #	SMX 237
MASTER	0/6
UPC #	5414301250630



MY FIRST ANIMAL MIX

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

1-5 years

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



5 414301 250500

ITEM #	SMX 151
MASTER	12/48
EAN #	5414301250500



MY FIRST SAFARI ANIMALS

Magnetic, soft safari animals,
ideal for little hands.

1-5 years

18 pcs



ITEM # SMX 220
MASTER 0/6
EAN # 5414301249856



MY FIRST FARM ANIMALS

Build your favourite
farmyard friends.

1-5 years

16 pcs



ITEM # SMX 221
MASTER 0/6
EAN # 5414301249863



MY FIRST TRACTOR SET

Create your own magnetic farm
adventure!

1½-5 years

22 pcs



ITEM # SMX 222
MASTER 0/6
EAN # 5414301250227



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 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 ANIMAL TRAIN

Toot, Toot! Here comes the animal train!

1½-5 years

22 pcs



5 414301 249887

ITEM # SMX 410
MASTER 0/6
EAN # 5414301249887



MY FIRST VEHICLES

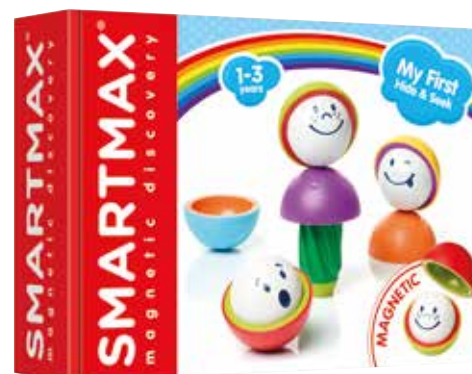
Create the nicest magnetic vehicles on the building site!

1-5 years

13 pcs



ITEM # SMX 226
MASTER 0/6
EAN # 5414301250487



NEW
2022

MY FIRST HIDE & SEEK

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

1-3 years

10 pcs



ITEM # SMX 229
MASTER 0/6
EAN # 5414301250586



NEW
2022

MY FIRST WOBBLY CARS

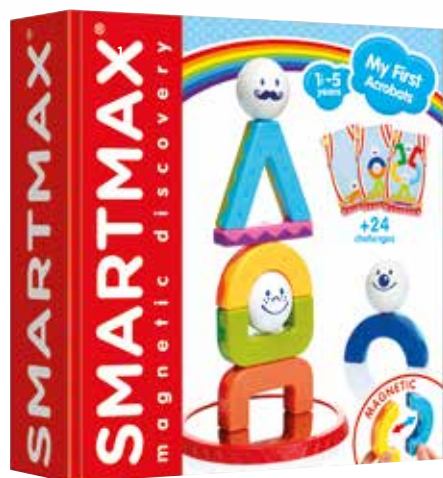
Go on an exciting, wobbly adventure with these magnetic fun-moving cars!

1-5 years

7 pcs



ITEM # SMX 233
MASTER 0/6
EAN # 5414301250593



MY FIRST ACROBATS

Mix the magnetic shapes to recreate the coolest acrobatic figures.

1½ -5 years

10 pcs



ITEM #	SMX 227
MASTER	0/6
EAN #	5414301250548



MY FIRST TOTEM

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

1½ -5 years

8 pcs

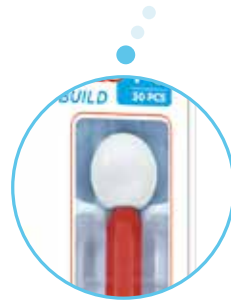


ITEM #	SMX 230
MASTER	0/6
EAN #	5414301250425





TRY ME! feature



START

Have fun building incredible structures with SmartMax!

1-6 years

23 pcs



5 414301 249719

ITEM #	SMX 309
MASTER	0/6
EAN #	5414301249719



START PLUS

Build unique structures with curved bars!

1-6 years

30 pcs



5 414301 249726

ITEM #	SMX 310
MASTER	0/6
EAN #	5414301249726



BUILDER SET

Have fun building incredible structures with SmartMax!

1-6 years

20 pcs



5 414301 250609

ITEM #	SMX 321
MASTER	0/6
EAN #	5414301250609



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



2D

3D

2 BUILDING BOOKLETS
WITH 2D & 3D CHALLENGES!

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



MEGA BALL RUN

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

3-6 years

71 pcs



5 414301 249641

ITEM #	SMX 600
MASTER	0/4
EAN #	5414301249641



CLICK & ROLL

Get the ball rolling!

3-6 years

30 pcs



5 414301 249795

ITEM #	SMX 404
MASTER	0/6
EAN #	5414301249795



BUILD & ROLL

Get building and keep those balls rolling!

3-6 years

44 pcs



5 414301 250135

ITEM #	SMX 909
MASTER	0/2
EAN #	5414301250135



POWER VEHICLES

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

3-6 years

25 pcs



5 414301 243038

ITEM #	SMX 303
MASTER	0/6
EAN #	5414301243038



STUNT CARS

Stunt with colourful cars on self-build ramps!

3-6 years

46 pcs



5 414301 245025

ITEM #	SMX 502
MASTER	0/6
EAN #	5414301245025



NEW
2022



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!

3+ years

12 pcs



5 414301 250555

ITEM #	SMX 530
MASTER	0/6
EAN #	5414301250555

NEW
2022



ROBOFLEX PLUS

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

3+ years

20 pcs



5 414301 250562

ITEM #	SMX 531
MASTER	0/6
EAN #	5414301250562

MAXIMIZE your sales with the SmartMax marketing & POS material

ONLINE / MARKETING



SMARTMAX VIDEOS

INSTORE VISIBILITY



SHELF SET-UP

POP-UP DISPLAY



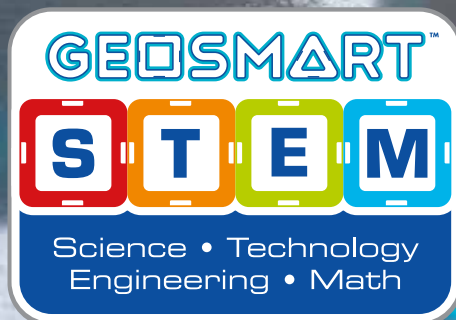
A2 POSTER



DEMO TABLE WITH
MAGNETIC PLAY AREA



ROLL-UP



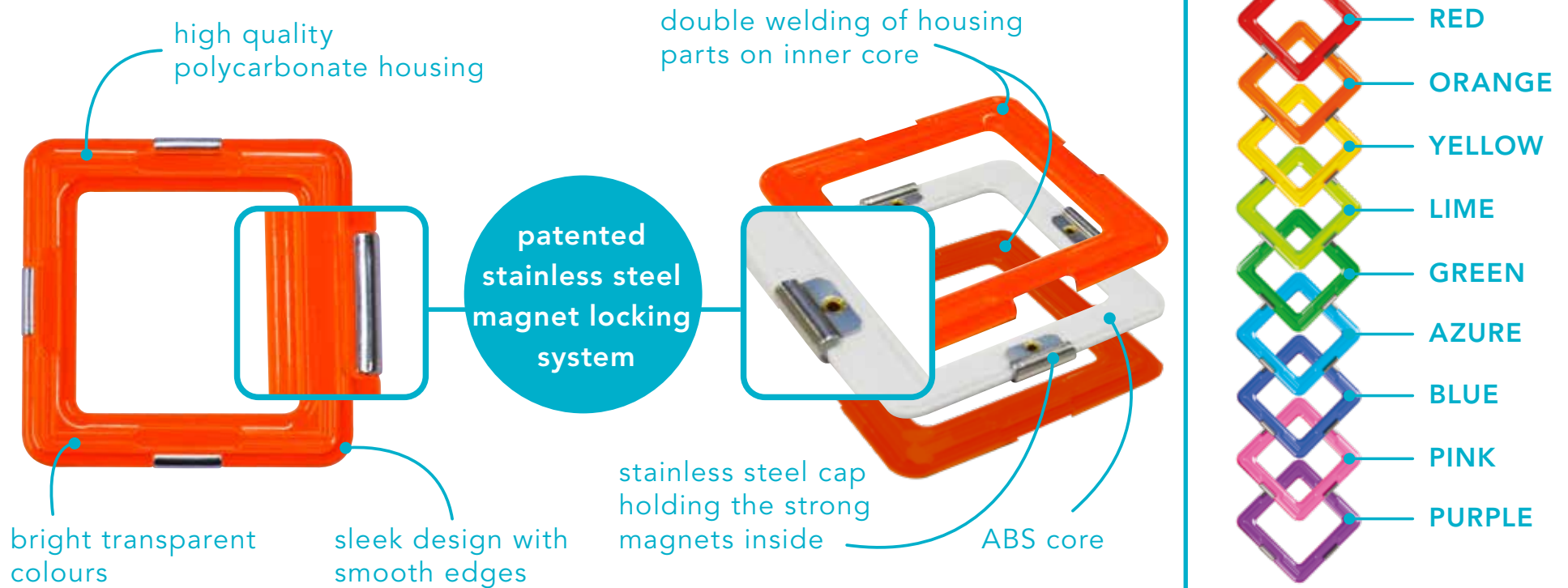
Magnetic construction toys suitable for kids as young as 3 years of age that introduce children in a fun manner to academic STEM fields like geometry, technology, and engineering. Its patented dual safety system makes GeoSmart safe for small kids and sturdy for decades of qualitative playtime. Wheels, lights, remote controllable parts and spinners add extra dimensions to your structures and make sure you can build an infinite amount of constructions.

WWW.GEOSMART.EU

©2015-2023 SMART - Belgium. All rights reserved

International patents & patents pending. Not compatible with other magnetic construction toys

THE ULTIMATE IN MAGNETIC SAFETY



• DOUBLE SAFETY SYSTEM • STRONGER • LONG LIFETIME • EASY TO CLEAN



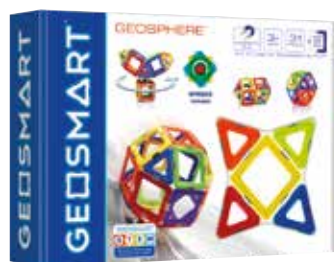
GEOSHAPES



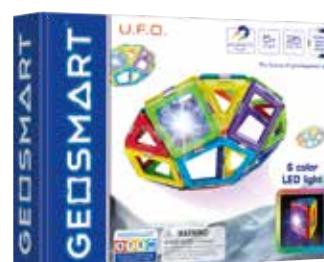
GEO 102



GEO 200



GEO 210



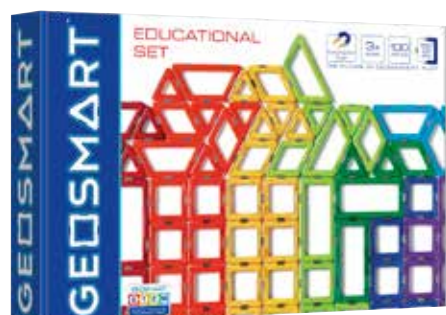
GEO 213



GEO 303



GEO 401



GEO 600

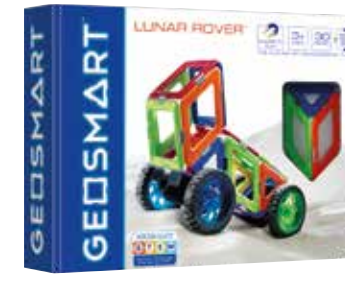


GEO 700

GGEOWHEELS



GEO 100



GEO 211



GEO 212



GEO 213



GEO 216



GEO 217



GEO 301



GEO 302



15
pieces

GEO 102
START SET



ITEM GEO 102
I/M 0/6
EAN 5414301250463 5 414301 250463

23
pieces

GEO 200
SOLAR SPINNER



ITEM GEO 200
I/M 0/6
EAN 5414301249924 5 414301 249924

36
pieces

GEO 303
SPACE BALL



ITEM GEO 303
I/M 0/6
EAN 5414301250166 5 414301 250166

70
pieces

GEO 401
GEOSPACE
STATION



ITEM GEO 401
I/M 0/6
EAN 5414301249979 5 414301 249979

31
pieces

GEO 210
GEOSPHERE



ITEM GEO 210

I/M 0/6

EAN 5414301249931 5 414301 249931



25
pieces

GEO 213
U.F.O.



ITEM GEO 213

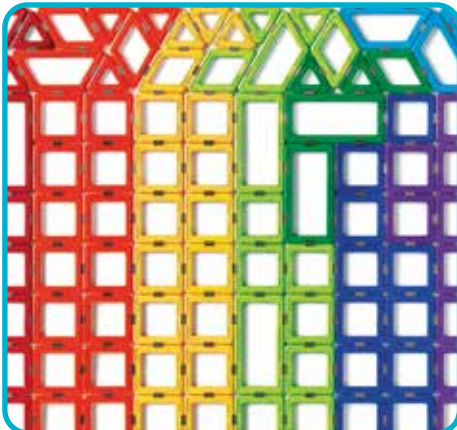
I/M 0/6

EAN 5414301250104 5 414301 250104



100
pieces

GEO 600
EDUCATIONAL SET



ITEM GEO 600

I/M 0/4

EAN 5414301250012 5 414301 250012



205
pieces

GEO 700
EDUCATIONAL SET
DELUXE



ITEM GEO 700

I/M 0/4

EAN 5414301250210 5 414301 250210





11
pieces

GEO 100
WHEELS SET



ITEM GEO 100
I/M 0/6
EAN 5414301250203 5 414301 250203

30
pieces

GEO 211
LUNAR ROVER



ITEM GEO 211
I/M 0/6
EAN 5414301250005 5 414301 250005

36
pieces

GEO 216
ROBORACER



ITEM GEO 216
I/M 0/6
EAN 5414301250494 5 414301 250494

21
pieces

GEO 217
NIGHT CRUISER



ITEM GEO 217
I/M 0/6
EAN 5414301250579 5 414301 250579

31
pieces

GEO 212
MOON LANDER



ITEM GEO 212
I/M 0/6
EAN 5414301250098 5 414301 250098

30
pieces

GEO 215
FLIP BOT



ITEM GEO 215
I/M 0/6
EAN 5414301250197 5 414301 250197

42
pieces

GEO 301
SPACE TRUCK



ITEM GEO 301
I/M 0/4
EAN 5414301249948 5 414301 249948

51
pieces

GEO 302
MARS EXPLORER



ITEM GEO 302
I/M 0/4
EAN 5414301249955 5 414301 249955



MAXIMIZE your sales with GeoSmart marketing & POS materials

ONLINE / MARKETING



WWW.GEOSMART.EU



SOCIAL MEDIA



GEOSMART VIDEO



GEOSMART ONLINE BANNER

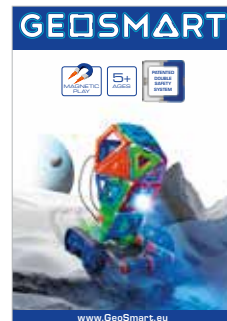
INSTORE VISIBILITY



CROSS-SELL LEAFLET



DEMO DISPLAY



A2 POSTERS



ROLL-UPS



INTERNATIONAL CONTACT

SMART n.v.
Neerveld 14
B-2550 Kontich
Belgium

Tel: + 32 15 45 10 50

international@smart.be

DOMESTIC UK & EIRE CONTACT

SMART TOYS AND GAMES Ltd.
1 London Road
Arundel
West Sussex BN18 9BH UK
Tel: +44 (0)1903 885669

Peter Rooke: peter.rooke@smart.be
Karen Clarke: karen.clarke@smart.be

