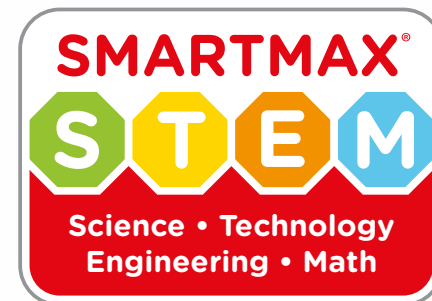


# SMARTMAX<sup>®</sup>

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](http://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



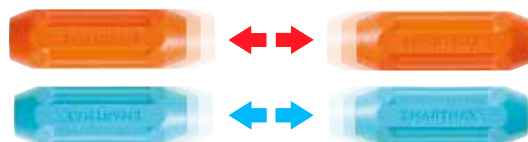
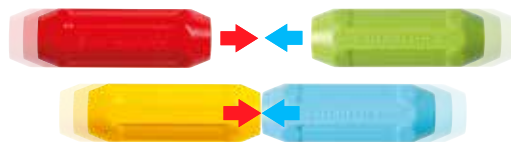
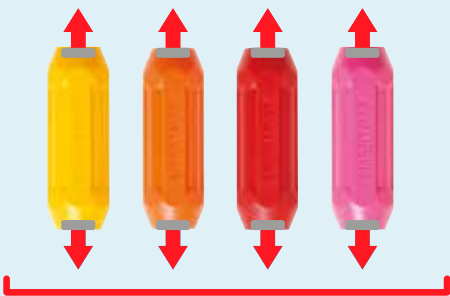
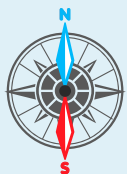
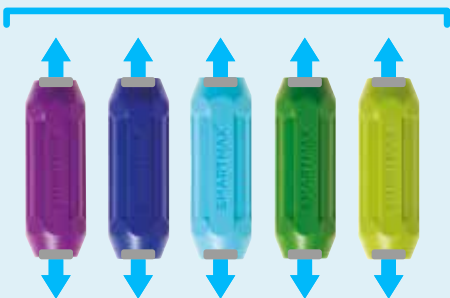
SMX 531

## MAXIMUM FUN WITH MAGNETISM

## NORTH &amp; 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 &amp; 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



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 TRACTOR SET

Create your own magnetic farm  
adventure!

1½-5 years

22 pcs



5 414301 250227

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

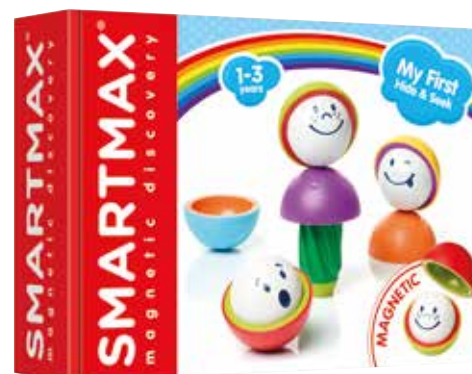
Create the nicest magnetic vehicles on the building site!

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

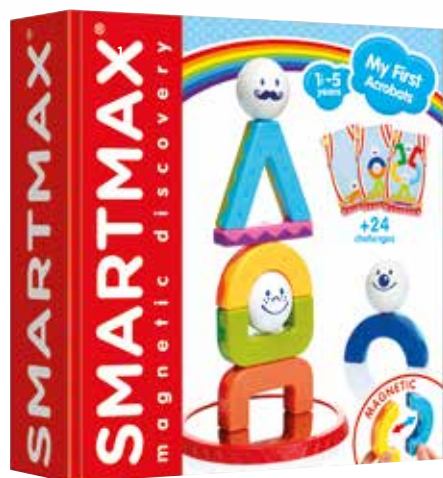
Go on an exciting, wobbly adventure with these magnetic fun-moving cars!

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



5 414301 250548

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



5 414301 250425

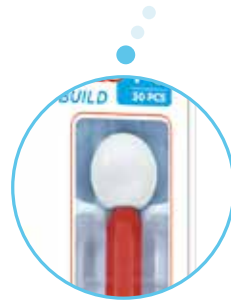
ITEM #	SMX 230
MASTER	0/6
EAN #	5414301250425







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



### 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



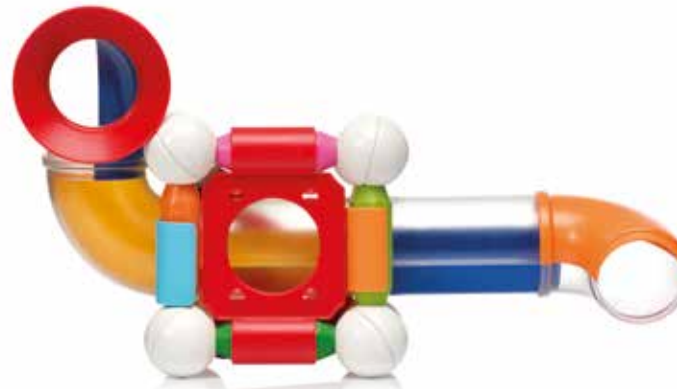
### 6 MEDIUM + 6 LONG BARS

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