

The logo for the Toy Industry Awards 2013. It features the word 'TOY' in large, black, serif capital letters. The letter 'O' is replaced by a circular graphic containing a blue globe with a yellow star and a red gear. Below 'TOY' is the word 'INDUSTRY' in smaller, black, sans-serif capital letters. Below that is 'AWARDS' in large, black, serif capital letters, and finally '2013' in the largest, black, serif capital letters.

# TOY INDUSTRY AWARDS 2013

## **Teksta, John Adams and Bentalls triumph at 2013 Toy Industry Awards**

Toy Fair, 21-23 January 2014, Olympia, London  
Toy Industry Awards, 21 January 2014, Science Museum, South Kensington, London

**21 January 2014:** Teksta Robotic Puppy (Character Options), John Adams and Bentalls (Part of Fenwick Group) triumphed at this evening's annual Toy Industry Awards winning Toy of the Year, Supplier of the Year and Toy Retailer of the Year, respectively.

Organised by the British Toy & Hobby Association with the Toy Retailers Association (TRA) – the awards were presented at a prestigious event held at the Science Museum, South Kensington following the first day of the 61<sup>st</sup> annual Toy Fair, which is currently taking place at Olympia in West London.

BTHA Chairman Frank Martin announced the winners of the Toy Retailer of the Year Awards, including a Judges' Special Recognition Award presented for outstanding achievement in toy retail, which went to Argos.

TRA Chairman Alan Simpson unveiled the Supplier of the Year Awards. The full line up of winners follows:

### **TOY RETAILER OF THE YEAR WINNERS:**

Independent Toy Retailer of the Year  
Specialist Multiple Toy Retailer of the Year (up to 5 stores)  
Specialist Multiple Toy Retailer of the Year (up to 30 stores)  
Specialist Multiple Toy Retailer of the Year (over 30 stores)  
General Multiple Toy Retailer of the Year  
Online Toy Retailer of the Year  
Judges' Special Recognition Award

Ramsdens Superstore  
Cuthberts Toys  
SMF Toytown  
Smyths Toys  
Bentalls (Part of Fenwick Group)  
Shop Direct  
Argos

***Overall Toy Retailer of the Year***

**Bentalls (Part of Fenwick Group)**

## TOY SUPPLIER OF THE YEAR AWARDS:

Collectable Range Toy of the Year  
Action Toy of the Year  
Construction Toy of the Year  
Pre-School Toy of the Year  
Pre-School License Toy of the Year  
Action Game of the Year  
Board Game of the Year  
Innovative Toy of the Year  
Outdoor Toy of the Year  
Fashion Doll of the Year  
Lifestyle Toy of the Year  
Supplier of the Year

Robofish by Zuru, Geemac  
Nerf N-Strike Elite Rapidstrike CS-18, Hasbro  
Friends Dolphin Cruiser, LEGO  
Toot-Toot Drivers Train Station, Vtech  
Doc McStuffins Doctor's Bag Set, Flair  
Goody Louie, John Adams  
Monopoly Empire, Hasbro  
Furby Boom! Hasbro  
Smart Trike, Mookie  
Monster High 13 Wishes Dolls, Mattel  
ChillFactor Squeeze Cup Slushy Maker, Character Options  
John Adams Leisure Ltd

### ***Toy of the Year***

Teksta Robotic Puppy, Character Options

Frank Martin, Chairman of the BTHA: "On behalf of the BTHA, I would like to congratulate all the winners of this year's Toy Retailer Awards. The judges had to deliberate long and hard to finalise the retailer shortlists because of the very high standard of entries received. Congratulations must also go to our worthy runners-up who, it should still be remembered, were the best in their categories, and our sincere thanks to everyone for their participation."

Alan Simpson, Chairman of the TRA, added: "The year was marked by an excellent range of innovations across most sectors of the industry and the sun blessed our outdoor category bringing traditional favourites into the warmth. The continued rapid rise in on-line trading does however threaten many high street retailers whilst a small number of the larger ones gain share. The best suppliers recognise that consumers need access to toys to help their children develop and so support a full range of channels with excellent service and products children enjoy."

## NOTES TO EDITORS:

**Associations:** The BTHA (British Toy & Hobby Association) and the TRA (Toy Retailers Association)

**Toy Fair:** Toy Fair takes place 21-23 January 2014 at Olympia in London. Please register at [www.toyfair.co.uk](http://www.toyfair.co.uk) and pick up your badges onsite.

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