



## Spin Master's Hatchimals, Ty and Smyths Toys triumph at the 52<sup>nd</sup> Toy Industry Awards

Toy Fair, 24-26 January 2017, Olympia, London  
Toy Industry Awards, 24 January 2017, Apex Room, Olympia London

**24 January 2017:** Hatchimals (Spin Master), Ty and Smyths Toys 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 the gala event held in Olympia's Apex Room following the first day of the 64<sup>th</sup> annual Toy Fair, which is currently taking place at Olympia in West London.

BTHA Chairman, Jon Diver, announced the winners of the Toy Retailer of the Year Awards, and TRA Chairman, Alan Simpson, unveiled the Toy and Supplier of the Year Awards. The full line up of winners follows:

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

Independent Toy Retailer of the Year	JJ Toys, Gerrards Cross
Specialist Multiple Toy Retailer of the Year (up to 5 stores)	Starlings Toymaster
Specialist Multiple Toy Retailer of the Year (up to 30 stores)	SMF Toytown
Specialist Multiple Toy Retailer of the Year (over 30 stores)	Smyths Toys
General Multiple Toy Retailer of the Year	Argos
Department Store Toy Retailer of the Year	Arnotts of Dublin
Online Toy Retailer of the Year	Shop Direct

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

**Smyths Toys**

### **TOY AND SUPPLIER OF THE YEAR AWARDS:**

Action Figures Range of The Year	Power Rangers, Bandai
Pocket Money Toy of The Year	Mash'ems & Fash'ems, Character Options
Interactive Toy of The Year	Snuggles My Dream Puppy, Character Options
Craze of The Year	Pokemon, Esdevium
Collectable Range of The Year	Shopkins, Flair
Social Media Sensation of The Year	Speak Out, Hasbro
Game of The Year	Pie Face, Hasbro
Construction Range of The Year	Lego Star Wars, Lego
Doll of The Year	DC Super Hero Girls 12" Fashion Assortment, Mattel
Imaginative Play Set of The Year	Num Noms Lip Gloss Truck, MGA
Creative Toy of The Year	Gel-a-peel 3D Design Station, MGA
Pre-School Toy of The Year	Paw Patrol Paw Patroller, Spin Master
Outdoor Toy of The Year	Phlat Ball, Vivid
Electronic Toy of The Year	Selfie Mic, Worlds Apart
Licence of The Year	Paw Patrol, Spin Master
Supplier of The Year	Ty
<b><i>Toy of the Year</i></b>	<b>Hatchimals, Spin Master</b>

...(cont)

Jon Diver, 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 standard of entries received this year was exceptional, and it was pleasing to see increased entry numbers from the independent s UK department store sectors. The judges deliberated long and hard to find this year’s winners 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: “After last year’s all round success, sales have continued to be buoyant but it has been much tougher and margins have struggled to hold up especially as Christmas approached. The companies who were selected by our panel as worthy winners this year have each made unique contributions to that struggle through innovation in marketing and some exceptional service to the core channel of retailers. In 2017, the only thing we can be certain about is uncertainty and as 2016 brought different challenges, so will 2017. With Brexit negotiations continuing to impact on exchange rates and a new US president, we will again face change and challenges this year. However, I strongly believe that our industry will rise to these challenges, whatever they may bring, and in a year’s time we will again have stars to celebrate.”

**NOTES TO EDITORS:**

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

**Toy Fair:** Toy Fair takes place 24-26 January 2017 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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