



## **Furby, VTech and Smyths triumph at 2012 Toy Industry Awards**

Toy Fair, 22-24 January 2013, Olympia, London  
Toy Industry Awards, 22 January 2013, Upper West Hall, Olympia, London

**22 January 2013:** Furby (Hasbro), VTech 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 a prestigious event held in the brand new Upper West Hall of London's Olympia following the first day of the 60<sup>th</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 two Judges' Special Recognition Awards presented for outstanding achievement in toy retail, which went to Toy Barnhaus (Toymaster Group) and Harrods' Knightsbridge store.

TRA Chairman Alan Simpson unveiled the Supplier of the Year Awards. Two TRA Special Recognition Awards were also presented to iMC Toys and John Adams. 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  
General Multiple Toy Retailer of the Year  
Online Toy Retailer of the Year  
Judges Special Recognition Award  
Judges Special Recognition Award  
***Overall Toy Retailer of the Year***

**MIDCO Toymaster**  
**Smyths Toys**  
**ASDA**  
**The Entertainer**  
**Toy Barnhaus**  
**Harrods (Knightsbridge)**  
**Smyths Toys**

## TOY SUPPLIER OF THE YEAR AWARDS:

Collectable Toy of the Year	Moshi Figures, Vivid Imaginations
Construction Range of the Year	LEGO Friends, LEGO
Game of the Year	Angry Birds Knock on Wood, Mattel
Pre-School Toy of the Year	Jake and the Never Land Pirates Pirate Ship Bucky, Mattel
Girls' Toy of the Year	Monster High Ghouls Rule Doll Assortment, Mattel
Boys' Toy of the Year	Web Shooting Spider-Man, Hasbro
Doll of the Year	Lalaloopsy Silly Hair Dolls, MGA Entertainment
Lifestyle Toy of the Year	LeapPad2, Leapfrog
TRA Special Recognition Award	iMC Toys
TRA Special Recognition Award	John Adams
Supplier of the Year	VTech
<b>Toy of the Year</b>	Furby, Hasbro

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. It was pleasing to see an increase in the number of entries, especially from the Independent sector. 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: "In a year which has continued tough for the industry, exceptional marketing by retailers and suppliers alike has generated a better than expected outcome. Undoubtedly this has been assisted by the development and further launch of tablets joining must have adult products in 2012 which open up exciting platforms for play in the future. Imagination is the essence of toys and we have seen some stars deriving from strong licences, innovative design and timely reprises. Other traditional areas need to rise to the challenge too and as we continue to tour Toy Fair this week retailers will be looking for evidence that will write an even better story for traditional and new toys in 2013". The TRA Chairman, Alan Simpson, expressed his view of 2012 retailing, "the uncertainties of retailing in our threatened economy led many to cut prices too soon again, fearing for their survival. This damages the industry and confuses consumers about the real value of our goods. Businesses not only need cash flow but profits in order to survive, and children need toys for play, for life and for learning".

## NOTES TO EDITORS:

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

**Toy Fair:** Toy Fair takes place 22-24 January, 2013 at Olympia in London. Please register at [www.toyfair.co.uk](http://www.toyfair.co.uk) and pick up your badges onsite.

## For press information, please contact:

Ravi Vijh at Bastion PR

Tel: 020 7421 7600 or at Toy Fair on 020 7598 6518.

Email: [toyfair@bastion.co.uk](mailto:toyfair@bastion.co.uk).

