



Quality Toys

for kids all over the world

**Johntoy - exclusively designed
toys with a recognisable style**



**JOHNTOY, A RENOWNED IMPORTER
OF QUALITY TOYS, IS A BUSINESS
THAT SPANS OVER 35 YEARS AND HAS
ITS OWN BRANCH IN HONG KONG.**

By now, we sell our products in more than 30 countries in Europe to which we supply directly from our central warehouse in Waddinxveen. Our customers include toy chains, wholesalers, toyshops, supermarkets, home improvement centres and garden centres.





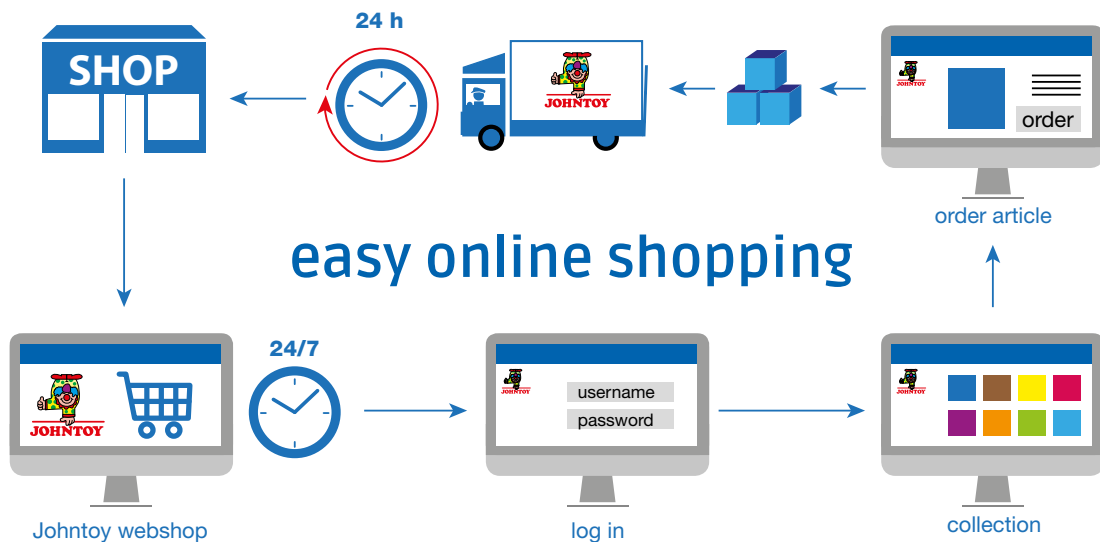
Johntoy was founded more than 35 years ago, targeting mainly the Benelux market. What is our vision? Offering a complete basic collection of whatever is needed in toy stores and toy specialty businesses. All this in our own inspiring lines and modern concepts. Obviously with sufficient new articles every year and by being on top of fashions and trends.

The fact that this vision has worked has resulted in expanding our Benelux market to servicing the entire European market. With five representatives and an active back office, we are ready for every customer! Whether you are a small or big supplier of toys, you can certainly turn to us.

In addition to this proactive approach, we also have a well-arranged web shop. Besides placing your orders online, you can also retrieve your order history. In your backorder overview, you can easily see the status of your outstanding order and when it will be delivered.

Once you place your order, it will be handled immediately. If you place an order before 12.00, then we deliver on the same day! That helps you keep your inventory well-stocked. If you prefer to have personal contact, then our representatives and/or back office are always ready to assist you.

Each week, several containers arrive in the Port of Rotterdam and they are unloaded that same week by our logistics provider. Most of our collection is therefore available from stock. If nevertheless, you are interested in an article that was sold out, this continuous flow of containers means that you don't have to wait long to get it delivered.



PROFIT FROM THE SECRET BOND BETWEEN CHILDREN AND JOHNTOY.

The packaging of Johntoy further stresses the quality of the toys. Every article group is clearly classified according to an impressive concept. Concepts, production, packaging and pricing are meticulously matched. Based on this vision, we offer an attractive collection. In safe wood, plastic, metal, fabric and all possible combinations – with or without electronics.



**SPORTS
ACTIVE**

**AQUA
FUN**

BABY
Rose



**SCIENCE
explorer**



We are pleased to introduce the latest line of Jouéco. You will be amazed by our vast range of high-quality products. Educational wooden toys with nice illustrations, cheerful colours and lovely finishing, giving the line its own individual character.

- Our wooden toys are educational and contribute to the creative and motor development of children. In contrast to many plastic toys, our toys can take a job or two and they last for many generations.
- The environment and the production process play an increasingly important role. We make sure that our products comply with conditions that – in addition to quality – also consider the future.

- Since 2017, we are FSC-certified. This means that the wood we use for the Jouéco articles originates from responsibly felled forests. We want to be part of this responsibility and demonstrate that we care about nature and the environment. In due time, you will see the FSC logo more and more often on our products.



IN ADDITION TO OUR OWN PRODUCT RANGE, IT IS ALSO POSSIBLE TO PURCHASE ARTICLES FROM US FOR YOUR PRIVATE LABEL...

...and to have these designed entirely according to your wishes. For this purpose, we have an in-house designer, making the lines shorter for creating and adapting.





USING OUR WEB SHOP, YOU CAN ALSO EASILY DO YOUR PURCHASING ONLINE.

Our current collection consists of more than 600 articles that vary from high-quality wood to metal and plastic. This product range also includes a large number of 'golden oldies', articles that have remained the same for years and always stay in top condition. In addition, a large part of our assortment is set up according to product lines:

- Animal World
- Aqua Fun
- Baby Rose
- Bikefun
- Boys
- Crea Kids
- Funtoy
- Games
- Girls
- Girlsworld
- Happy World
- Home And Kitchen
- Jolly Jokes
- Joueco
- Outdoor Fun
- Princess Secret
- Roleplay
- Science Explorer
- Serve & Protect
- Sports Active
- Stationery
- Super Cars
- Urban District
- Wooden Toys



Before we finally have a toy produced and transported to the Netherlands, from where we distribute everything to our customers, it is thoroughly tested by authorities, such as SGS and Intertek, in order to guarantee that all our toys meet international legislation and regulation.

Aside from the fact that we consider it vital to have our toys meet international legislation and regulation, we are also a company committed to responsible entrepreneurship. In addition to trade in toys, we also want to be consciously involved in social aspects and safety in factories. Therefore, we are members of BSCI (Business Social Compliance Initiative), whose purpose is to improve working conditions. Take for example safe working conditions and no child labour or forced labour. The BSCI was established in 2002 by the FTA (Foreign Trade Association) and it is a mutual platform for the various conduct codes of companies.

We also consider it important to give all our materials a new life. To this end, we collaborate with Wecycle. They guarantee optimal recycling using the latest techniques. That is our way of contributing to a better environment.



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