



PRESS RELEASE

WILTOPIA from PLAYMOBIL is the most successful new launch in the Sustainable Toys segment and has won several international awards.

Everyone is going wild at PLAYMOBIL: The new, sustainable product range Wiltopia has not only received numerous internationally renowned awards but is also the most successful new launch in the Sustainable Toys 2022 sector in Germany¹ as well as in France, Spain, Italy, Belgium and the Netherlands.²

In the USA, the 'Large Animal Care Station' playset was named winner of **Good Housekeeping's 2022 Best Toy Awards**. Here, the product scored particularly well in terms of safety, quality and fun and was met with enthusiasm not only from the adult professionals, but also from among 450 children of various ages. The new playset was also named winner of the **2022 National Parenting Product Awards (NAPPA)**. The award showcases the best must-haves for families throughout the year and has provided an important guide for parents when shopping for toys and products in numerous other categories for over 30 years.

Wiltopia has also received prestigious awards in Europe. In Sweden, the 'Large Animal Care Station' has been named **Toy of the Year 2022** by the Swedish Toy and Baby Association Lek & Baby. The prize is awarded annually by a jury of experts. In the Netherlands, the 'Large Animal Care Station' also holds the title of **Toy of the Year 2022** in the category 'Sustainability'. The prize is awarded every year by the Stichting Speelgoed Nederland (SGN) association. An expert jury selects a shortlist of three per category before the audience decides who should receive the coveted prize. Another **Toy of the Year 2022** title comes from Belgium. The Toys & Games of the Year awards are presented annually by the Belgian Toy Federation (Fédération Belge du Jouet). In the UK, the 'Large Animal Care Station' won the gold medal in the **Best Eco Toy** category at the BlogOn Awards. The unique thing about this annual award is that it is decided by bloggers and influencers. Considered **Best Eco Toy** with a bronze placement in the MadeForMums Awards are the Wiltopia animal sets. MadeForMums is the UK's largest parenting reviews website, offering expert and professional advice on important parenting issues. Another part of the Wiltopia range, the 'Research Tower with Compass', has been awarded **Best Toy for a Sustainable World 2022** by the Spanish Association of Toy Manufacturers (AEFJ). Every year, the association awards the best toys in traditional categories, but also toys that convey values such as equality and sustainability and which aim to change the world.

The toy manufacturer regards the awards as recognition of the new product line's concept: The Wiltopia playsets consist on average of more than 80 percent sustainable material. They teach children exciting knowledge about animals, nature and the environment as well as the importance of sustainability without dry theory, but with a huge amount of fun.

¹ Source: The NPD Group Deutschland GmbH, POS Panel, YTD August 2022, Attribute Recycled Materials, value sales.

² Sources: The NPD Group, L.P., POS Panel France, YTD August 2022, Attribute 'Recycled Materials', value sales; The NPD Group, L.P., POS Panel Spain, YTD August 2022, Attribute 'Recycled Materials', value sales; The NPD Group, L.P., POS Panel Italy, YTD August 2022, Attribute 'Recycled Materials', value sales; The NPD Group, L.P., POS Panel Belgium, YTD August 2022, Attribute 'Recycled Materials', value sales; Source: The NPD Group, L.P., POS Panel Netherlands, YTD August 2022, Attribute 'Recycled Materials', value sales.





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Together with the modern patchwork Palmer family, young animal fans can travel to the Amazon rainforest and immerse themselves in a comprehensive world of play characterised by original accessories, infinite attention to detail, lots of new PLAYMOBIL animals and exciting features. In the Large Animal Care Station, injured animals from the rainforest are rehabilitated and then released back into the wild. Five more richly detailed sets as well as 27 PLAYMOBIL animals to collect provide plenty of fun in proven PLAYMOBIL quality, combined with an extra portion of knowledge.