



spielwarenmesse

Nürnberg 28 Jan – 1 Feb 2025

Overview to the What's New Guide

The What's New Guide is divided into the following chapters:

Products for the trend-conscious

(comprises the product groups Lifestyle products/School Articles, Stationery, Creative Design/Festive Articles, Carnival, Fireworks)

Toys for the heart

(comprises the product groups Dolls, Soft Toys/Baby and Infant Articles/Wooden Toys, Toys made from natural materials)

Novelties for technic fans

(comprises the product groups Technical Toys, Educational Toys, Action Toys/Electronic Toys/Model Railways and Model Construction)

Hits for outdoor and exercise lovers

(comprises the product group Sports, Leisure, Outdoor)

All for game enthusiasts

(comprises the product group Games, Books, Learning and Experimenting)

In the subject line, please tell us the product group to which your new product belongs.

We also need:

- the product name,
- the company name,
- possibly the brand line to which the product belongs,
- the publication date,
- a description in full sentences (max. 450 characters) and
- a product image in 300 dpi resolution

The What's New Guide will be published on the day of the Main Press Conference (23 January 2025). We reserve the right to publish the products.