



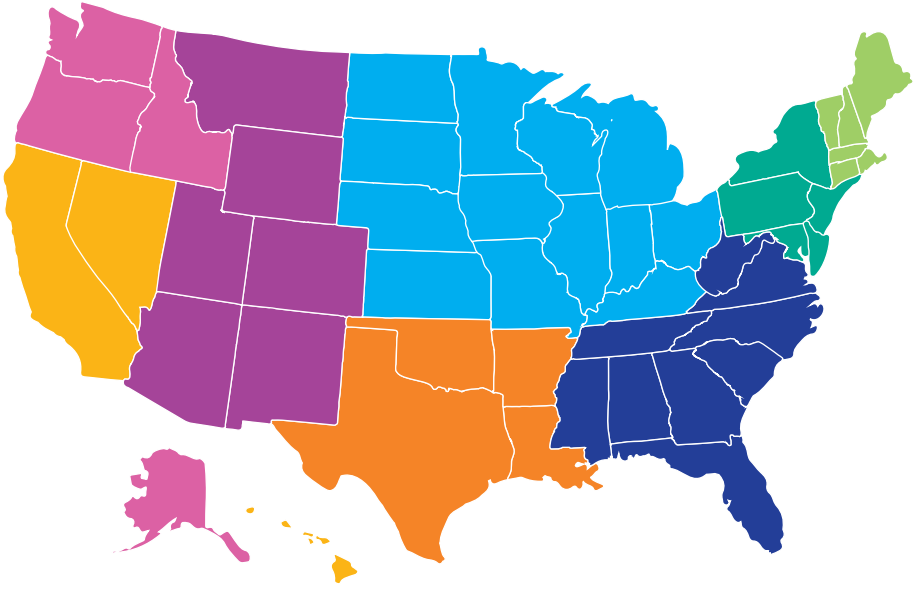
möbi®

PLAY. LEARN. REPEAT.

Big Fun
FOR
Little Ones

2024 COLLECTION

OUR REP GROUPS



- Starlight: OR, WA, ID, AK
- Golden Sales: CA, NV, HI
- Total Toys: ND, MN, SD, NE, KS, MO, IA, IL, IN, MI, WI, OH, KY
- Eureka Toy and Gift: OK, TX, AR, LA
- Sandy Ruben and Associates: MS, AL, GA, FL, SC, NC, VA, TN, WV
- Jesa Toy Associates: VT, ME, NH, MA, RI, CT
- The Erin Griffin Group: CO, MT, WY, Southern ID, UT, AZ, NM
- High Five Inc.: NY, PA, NJ, DE, MD

Möbi is a proud member of:



Proudly working in partnership with:

- The Good Toy Group
- Learning Express
- Purchasing Power Plus
- BRIXY
- ASTRA



ABOUT MOBI

We are a company that is passionate about fun! Parents who never want to "grow up", with little ones who make that rather easy! We long to inspire creativity and curiosity and believe in the power of play. We are known for our quirky, unique products that we thoughtfully craft and design with our team of doctors, therapists, parents and children.

We can't wait to see what 2024 has in store for this amazing industry! As always, we are thrilled to be able to design toys and games for the next generation of curious kids.

All the best for an amazing 2024!

Vanessa + Mark

ordering information:

sales@playmobi.com

1-866-765-MOBI (6624)



@mobigamesinc



Mobi Games Inc.



GAMES

The Original
möbi
NUMBER TILE GAME

1-6
PLAYERS

AGE
8+

3-10
MINUTES

How to play Möbi!

Möbi is a fun, fast-paced number game. The goal of the game is to make equations as quickly as possible and connect them in crossword style grids.

Be the first to connect all your tiles and you win!



Item #: MG11

UPC: 627843239710

Wholesale: \$11.50

Suggested Retail Price: \$22.99

Case Pack: 12 Units

Minimum Order: 1 Case Pack



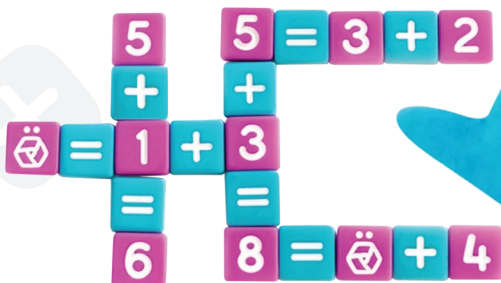
möbi kids

AGE
4+

1-4
PLAYERS



Number fun for little ones!



How to play Möbi Kids!

Introduce little ones to numbers with this simple and fun number game! Players connect all their number tiles in a grid using operation tiles. First player to connect all their tiles wins!

What's inside:

- Game and Activity Booklet
- 38 Number tiles (1-10)
- 48 operation tiles (+, -, =)
- Heaps of **FUN!**



Item #: MG12
UPC: 627843239734
Wholesale: \$10.00
Suggested Retail Price: \$19.99
Case Pack: 12 Games
Minimum Order: 1 Case Pack





THE WORLD'S FASTEST STRATEGY GAME!



AGE
8+

2
PLAYERS

How to Play!

There are 15 dice. One is gold. The object of the game is to get the gold die. Take 1, 2 or 3 dice each turn. The catch? You can't take the gold die until the last play of the game! Sure, there are more rules, but you get the idea! Part luck, part brains, all fun!

Item #: ULT1
UPC: 627843239741
Wholesale: \$7.50
Suggested Retail Price: \$14.99
Case Pack: 10 Units
Minimum Order: 1 Case Pack

The background features a pattern of colorful hexagons in shades of green, purple, and blue. Two blue hands are shown holding yellow and green cubes. A blue drawstring bag with a yellow hexagonal pattern and the 'stellö' logo is prominently displayed. Next to it is the product box, which is blue and white with colorful hexagons and the 'stellö' logo. The box also features the text 'CONNECT. CREATE. COMPETE.', 'The ultimate connecting tile game', '5+', and the 'mobli' logo. To the right of the bag are two circular callouts: one with 'AGE 5+' and another with '1-4 PLAYERS'. Below these is a cluster of colorful hexagonal tiles. A yellow speech bubble contains the text '48 premium quality tiles!'. At the bottom right, a green box contains product information: 'Item #: STEL1', 'UPC: 627843239765', 'Wholesale Price: \$12.50', 'Suggested Retail Price: \$24.99', 'Case Pack: 6 Units', and 'Minimum Order: 1 Case Pack'.

stellö

CONNECT. CREATE. COMPETE.

AGE
5+

1-4
PLAYERS

Think dominoes, but with a colorful twist!

Stellö is a strategic, color-matching tile game with all the angles of fun. Creative connections. Cunning competition. With 5+ ways to play, **Stellö** is sure to be a big hit with everyone! From the more relaxed Mello Stellö to the competitive Turbo Stellö, there are many ways to connect, create and compete!

The Basics:

- 1 Divide the tiles evenly among players.
- 2 Connect tiles by color.
- 3 The first player to connect all their tiles wins!

48 premium
quality tiles!

Item #: STEL1

UPC: 627843239765

Wholesale Price: \$12.50

Suggested Retail Price: \$24.99

Case Pack: 6 Units

Minimum Order: 1 Case Pack



Zoomi™

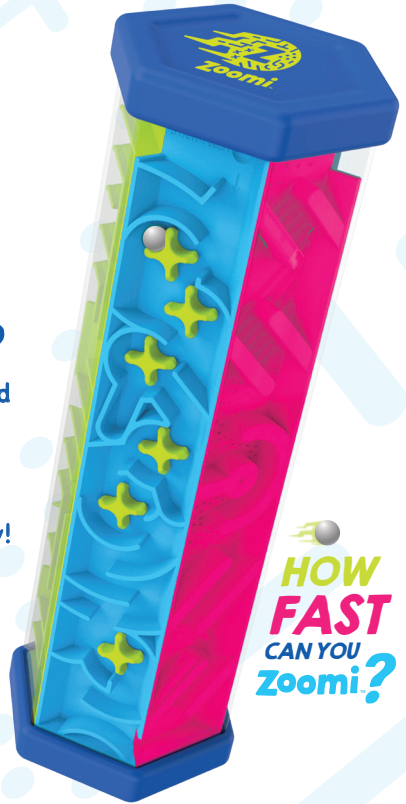
THE HEXAGON MAZE

Are you ready to Zoomi?

Easy to pick up...hard to put down! Enter the world of Zoomi with 6 panels of a-maze-ment.

- 1 Place the ball at the Zoomi "START."
- 2 Twist, turn, and tumble through the 5 mazes.
- 3 Finish the maze at the Zoomi "STOP." Victory!

- Challenge yourself to make it through Zoomi without getting stuck.
- Try moving the ball through Zoomi in the opposite direction.
- Time yourself and challenge your friends and family to beat your best time!



HOW FAST CAN YOU Zoomi?

6

A-maze-ing Panels



Item #: ZM1
 UPC: 628011475022
 Wholesale Price: \$12.50
 Suggested Retail Price: \$24.99
 Case Pack: 6 Units
 Minimum Order: 1 Case Pack



TWIST!

TURN!

TUMBLE!

AGE 4+



**INFANT/
TODDLER
TOYS**

ZipPee®

activity toy

18+
months

ZIPPEE® is a simple toy packed with benefits for your baby!

Little fingers can't resist:

- Flexible and Soft Edges
- Textured Cords
- Easy to Hold Grips

ZIPPEE® was developed by our team of doctors, therapists and parents to help children explore, learn and grow. We know your little ones will love ZIPPEE® as much as ours do!

- BPA + Phthalate Free
- Food Grade Silicone



Item #: ZIP1

UPC: 627843239789

Wholesale Price: \$10.00

Suggested Retail Price: \$19.99

Case Pack: 10 Units

Minimum Order: 1 Case Pack



Peeka®

developmental mirror

0+
months

PEEKA® developmental mirror was designed by our team of doctors, therapists and parents to help children explore, learn and grow. When you place **PEEKA®** in the hands of your little ones, you will be amazed at the variety of ways they find to play with it.

- Clear-Sight, Shatter-Resistant, Premium Mirror
- BPA + Phthalate Free
- Food Grade Silicone



Multi-Textured Handles
Tactile stimulation
Palmar grasp
Safe and durable for teething

Multi-Position Stand
Can be positioned for tummy time or held by baby



Early Stages of Communication
Smiling
Babbling
Facial Recognition



Tummy Time
Core Strength
Head Control

Multi-Texture Balls
Midline Play
Gross Motor Skills
Fine Motor Skills

Clear Sight Mirror
Cognitive Development
Eye Contact
Curiosity
Focus



Item #: PKA1
 UPC: 627843239772
 Wholesale Price: \$12.50
 Suggested Retail Price: \$24.99
 Case Pack: 8 Units
 Minimum Order: 1 Case Pack


SENSORY
EXPLORATION


EARLY
LANGUAGE


PROBLEM
SOLVING


MOTOR
SKILLS


MIDLINE
PLAY

wigLOO[®]

activity toy

6+
months

Wigloo[®] is a simple, multi-dimensional toy that was designed to grow with your children as they develop.

Wigloo[®] was inspired by our little ones who love playing with bubble wrap, wedding rings and phone cords! We teamed up with doctors and therapists to create a fun and dynamic toy that is safe and playfully therapeutic.

Little fingers can't resist **Wigloo[®]**'s:

- Silicone bubbles
- Springy Cords
- Spinning Rings
- Multiple Sensory Textures

-
- BPA + Phthalate Free
 - Food Grade Silicone



Item #: WIG1
UPC: 627843239802
Wholesale Price: \$12.50
Suggested Retail Price: \$24.99
Case Pack: 8 Units
Minimum Order: 1 Case Pack



CAUSE
AND EFFECT



SENSORY
EXPLORATION



MOTOR
SKILLS



MIDLINE
PLAY

WobLii®

sensory ball

3+
months

Push, pull, chew, wobble, roll and chase! **WOBLLI®** is a simple, yet multi-dimensional ball that is designed to grow with your children as they develop! Little hands will be occupied for hours once you introduce them to **WOBLLI®** Sensory Ball's:

- ✦ Push 'n pull nubs
 - ✦ Bright, sensory textures
 - ✦ Woblii-ability
 - ✦ Endless Fun
- BPA + Phthalate Free
 - Food Grade Silicone



Item #: WOB1
UPC: 628011475015
Wholesale Price: \$11.50
Suggested Retail Price: \$22.99
Case Pack: 8 Units
Minimum Order: 1 Case Pack


CAUSE
AND EFFECT


MOTOR
SKILLS


MIDLINE
PLAY


SENSORY
EXPLORATION

Gumlii[®]

sensory teether + rattle

0+
months

Lightweight, flexible and soft, **Gumlii** is the perfect teether for your little one. Made out of 100% food grade silicone, Gumlii is safe and non-toxic for your gumming child.

Little fingers can't resist:

- Textured, chewy nubs
- Easy-to-hold grip
- Gentle rattle

Gumlii was developed by our team of doctors, therapists and parents to help children explore, learn and grow!

- BPA + Phthalate Free
- Food Grade Silicone



Item #: GUM1

UPC: 628011475039

Wholesale Price: \$10.00

Suggested Retail Price: \$19.99

Case Pack: 10 Units

Minimum Order: 1 Case Pack



fLIPSee®

flip 'n fun alphabet board

12+
months

A is for alligator in an airplane and Z is for zebra on a zig-zag!
Discover the wonderful world of letters and animals with
fLIPSee Flip n' Fun Alphabet Board.

Flipsee builds and supports many different developmental skills such as:

- Fine motor control
- Dexterity
- Mid-line play
- Visual recognition
- Sensory exploration
- Hand-eye coordination



- 26 Colorful flaps and illustrations
- Easy-to-hold handle
- Dependable, durable design

Item #: FLIP1
UPC: 628011475046
Wholesale Price: \$15.00
Suggested Retail Price: \$29.99
Case Pack: 6 Units
Minimum Order: 1 Case Pack



Liinklz[®]

silicone tethers

0+
months

LIINKLZ[®] are silicone tethers that keep items off the ground. Connect Liinklz to strollers, high chairs, car seats, carriers and more! This 3-pack will keep more of your little one's prized possessions safe.

- ✦ Flexible & soft
- ✦ Easy to connect

COOL COLORS

VIBRANT COLORS



Item #: LKZ1

UPC:

Cool: 628011475053

Vibrant: 628011475060

Wholesale Price: \$7.50

Suggested Retail Price: \$14.99

Case Pack: 6 Units

Minimum Order: 1 Case Pack

attach to these + more



STROLLER



HIGH CHAIR



CAR SEAT



CARRIER

BATH

Little Whale

BATH CO.™

Bubble Bath

3+
years

Little Whale Bath Co. Bubble Bath is a skin friendly, moisturizing foaming bath powder. It is packed with ingredients known for their beneficial effect on the skin. Just one heaped tablespoon creates a lather-rich bubble bath all plant-based, vegan and gluten-free.

- 1 Pour 1 - 2 tablespoons of bubble bath into warm, running bath water.
- 2 Make more bubbles by whooshing around the bath water.

- * NON TOXIC
- * CHEMICAL FREE
- * GMO FREE



MAKES
12
BUBBLE BATHS

MAKES
12
BUBBLE BATHS

Item #: BB1
UPC: Aquamarine: 628011475084
Raspberry: 628011475091
Clear*: 628011475121
Wholesale Price: \$9.50
Suggested Retail Price: \$18.99
Case Pack: 12 Units
Minimum Order: 1 Case Pack

FREE FROM

SULFATES
SLS + SLES
SYNTHETIC FRAGRANCES
PHTHALATES
PARABENS
FORMALDEHYDE DONORS
PHENOXYETHANOL
COMMON ALLERGENS
(GLUTEN, PEANUT, DAIRY)
PEGs, MEA, DEA, + TEA

*Color-free and unscented

Little Whale

BATH CO.™

Bath Fizzy

3+
years



Fill the bath and simply drop in a bath fizzy. Your children will be delighted as the fizzy colors the water and scents the air. As the fizzy dissolves, out pops a cute sponge character – collect them all!

- * HAND-MADE
- * SAFE, NON-TOXIC AND 99.9% NATURAL
- * NON-GMO, VEGAN, GLUTEN-FREE, FOOD AND COSMETIC GRADE
- * HAND-MADE IN VANCOUVER CANADA
- * ASTM, CPSIA APPROVED
- * INGREDIENTS SOURCED IN NORTH AMERICA

A perfect display for our individual bath fizzies!

48 individual bath fizzies fit inside the display.

Color Assortment: Aquamarine, Blue, Fuchsia, Green, Orange, Purple, Yellow.



Item #: BF1

UPC: 628011475114

Wholesale Price: \$2.50/unit (\$120/full display)

Suggested Retail Price: \$4.99/unit

Case Pack: 48 Units

Minimum Order: 1 Case Pack

Little Whale

BATH CO.™

Bath Fizzies

3+
years



Little Whale Bath Co. 7 Pack is the perfect addition to bath time fun! It includes 6 colorful bath fizzies and one surprise color fizzy.

- 1 Unwrap the fizzy and drop it in the bath!
- 2 Watch as it fizzes and colors the bath water and your child's imagination!
- 3 Soon, a cute, little sponge toy will appear! Collect them all!



Item #: BF2
UPC: 628011475077
Wholesale Price: \$12.50
Suggested Retail Price: \$24.99
Case Pack: 12 Units
Minimum Order: 1 Case Pack

- * HAND-MADE
- * SAFE, NON-TOXIC AND 99.9% NATURAL
- * NON-GMO, VEGAN, GLUTEN-FREE, FOOD AND COSMETIC GRADE
- * HAND-MADE IN VANCOUVER CANADA
- * ASTM, CPSIA APPROVED
- * INGREDIENTS SOURCED IN NORTH AMERICA

SkwooshLZ

water squeeze bulbs

18+
months

Make a splash with **SkwooshLZ!** These water squirters are perfect bath time fun for little ones. Fill the **SkwooshLZ** with water and watch with delight as your children discover the gentle but unique ways they spray! Mix and match tops and bottoms for extra fun!

- Easy to clean
- Mix and match
- Food Grade Silicone
- BPA, Phthalate, Latex Free



Item #: SKW1
UPC: 628011475107
Wholesale Price: \$10.00
Suggested Retail Price: \$19.99
Case Pack: 6 Units
Minimum Order: 1 Case Pack





möbi®
PLAY. LEARN. REPEAT.