TREND FOR ME R



2025

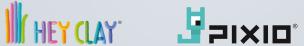


#### **EVERY GROUND IS A PLAYGROUND**

Here at Trendformer, we believe that creativity is the innate ability of every person to imagine, fantasize, and invent. This is the only way to create something better, new, and unprecedented. Creativity is the potential for personal, social, technological, and aesthetic progress. It's inherent in us by nature and can be released by a simple ritual — playing games.

As you know, toys are essential for playing. That's why we create innovative products and experiences so that talent transforms from a possibility to a fully realized potential. It's easier and more pleasant to release the creative talent given to each of us by nature while playing. And this is something you can constantly do. The key is to turn absolutely everything into a game.









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We know that the world is made of reality.
Rigid, rule-driven, and adult. Fortunately, our world is made of fantasy. Pleasant, pliable, and colorful.
It lets you model a starship. It lets you create a world of dinosaurs. It lets you make a mouth for the wall.

Fantasy has no limits.

And that is why our clay is made of it.









We have created an app that works like a game. Following the steps, the kid makes a character and turns into a sculptor with every finger movement. Effortlessly.

- 4,5M App Downloads
- 1,5M New Users per Year
- 4,7 App Store Rating
- 4,5 Google Play Rating
- 300 sculpting instructions
- Localized in 30+ languages







#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 10 colors,  $222 \times 188 \times 72$  mm, Items in a Masterbox: 20





#HC-60035

#HC-60036

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 8 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-30084 #HC-30083 #HC-30086

#HC-30082

#HC-30085

#HC-30081

#### **SMALL SET FOR CREATING 1 CHARACTER**

3 cans. 5 colors. 72 × 220 × 36 mm. Items in a Masterbox: 80

## MONSTERS BESTSELLER

The world of monsters is endlessly funny and interesting. Monsters do not scare anyone. On the contrary, they love to please and have fun. And they are also great friends. Meet the original Hipster, outgoing Mr. Pi, playful Terry, funny Donut, carefree Cyclops, and handsome Bigwig. Sweeties, right? Who do you like the most?





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 11 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60037

#HC-60038

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 9 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-30087 #HC-30088 #HC-30092

#HC-30090



#HC-30089 #HC-30091

#### **SMALL SET FOR CREATING 1 CHARACTER**

3 cans, up to 5 colors, 72 × 220 × 36 mm, Items in a Masterbox: 80

## ALIENS

#### BESTSELLER

Meet these incredible visitors from outer space. Just look what fantastic creatures they are! Trio can sing with three mouths at a time, Volcano will tell you everything about lava, and Scorpio will show how he can tease with his tail while burrowing his head in the sand. These aliens lived their whole lives according to cosmic rules, knowing nothing of life among people. Now, they want to meet people and show what they can do. Let's create a friendship between space and Earth!





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 11 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60041

#HC-60042

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 9 colors,  $222 \times 144 \times 36$  mm, Items in a Masterbox: 40











#HC-30104



#HC-30101

#HC-30099 #HC-30103 #HC-30102 #HC-30100 #H

SMALL SET FOR CREATING 1 CHARACTER

3 cans, up to 5 colors,  $72 \times 220 \times 36$  mm, Items in a Masterbox: 80

## **BEASTS**

Shh, don't scare them off — they're a little shy. But a little tickling and a couple of gentle touches will breathe life into them and melt away the awkwardness. These creatures are new to our world, so you have a chance to give them a tour and come up with their roles. Who will you start with?





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 10 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60029

#HC-60030

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 8 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-30067 #HC-30065 #HC-30066 #

HC-30066 #HC-30064 #HC-30063 #HC-30068

#### **SMALL SET FOR CREATING 1 CHARACTER**

3 cans, up to 5 colors, 72 × 220 × 36 mm, Items in a Masterbox: 80

## **BUGS**

Bugs are both amusing and useful creatures. One is funnier than the other. The Ladybug loves to sit on people and bring them good luck. The Dragonfly is a hyperactive fidgeter that likes to make noise in the air like a helicopter. And then there is a Spider that skillfully weaves webs, trying to catch some lost flies. These insects are so small, but they know so much! Sculpt them quickly and learn their secrets.





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 10 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60027

#HC-60028

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 8 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-30062 #HC-30058 #HC-30059 #HC-30057 #HC-30060

#HC-30061

**SMALL SET FOR CREATING 1 CHARACTER** 

3 cans, up to 5 colors, 72 × 220 × 36 mm, Items in a Masterbox: 80

## OCEAN BESTSELLER

Ocean is an underwater world. Fish are silent only for those who do not know how to find a common language with them. Dive into the ocean, and you will find great and colorful playmates. These fish don't need an aquarium. They feel at home in the children's hands. And on land, the fish dry, turning into toys.





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 11 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60023

#HC-60024

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 9 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-30048 #HC-30046 #HC-30049 #HC-30050 #HC-30047 #HC-30045

#### **SMALL SET FOR CREATING 1 CHARACTER**

3 cans, up to 5 colors,  $72 \times 220 \times 36$  mm, Items in a Masterbox: 80

## ANIMALS BESTSELLER



We invited the most famous animals, turned them into characters, and created the HEY CLAY animal world. A Pig, a Horse, a Sheep, a Cow, a brave Doggie, and a cunning Rabbit are especially loved by children. Sculpt, play, and fantasize with them!





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 10 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60043

#HC-60044

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 9 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-30110

#HC-30105 #HC-30107 #HC-30106 #HC-30108 #HC-30109

**SMALL SET FOR CREATING 1 CHARACTER** 

3 cans, up to 5 colors, 72 × 220 × 36 mm, Items in a Masterbox: 80

## FOREST ANIMALS BESTSELLER

The world of forest animals is waiting for curious explorers and dreamers. Characters familiar to all children invite you into a thicket of imagination that hides amazing stories. Where do bears get honey? What does the squirrel hide in the tree? Why do deer have antlers? Why is the fox red? Serious questions and new knowledge to have a great time with your child.





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 11 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60025

#HC-60026

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 9 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-30054 #HC-30051 #HC-30052 #HC-30056 #HC-30055 #HC-30053

#### **SMALL SET FOR CREATING 1 CHARACTER**

3 cans, up to 8 colors,  $72 \times 220 \times 36$  mm, Items in a Masterbox: 80

## **BIRDS**

Birds can not only fly but also entertain. Sculpting Peacock, you will see his famous patterned tail with feathers. You'll have a chance to talk with the Parrot about everything in the world, and maybe you even will be lucky enough to get a few new words out of him. And with the Penguin, the fun is always guaranteed — after all, as soon as he walks a couple of steps on your desk, you will immediately laugh at this funny sight.





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 10 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60039

#HC-60040

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 8 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-30098 #HC-30096 #HC-30095 #HC-30093 #HC-30094 #HC-30097

#### **SMALL SET FOR CREATING 1 CHARACTER**

3 cans, up to 7 colors,  $72 \times 220 \times 36$  mm, Items in a Masterbox: 80

## FARM BIRDS

Farm birds are exotic in the city. This set will introduce children to human feathered companions and teach them to find certain similarities with people because each bird has a distinct personality. Our Chick is not at all what she seems. She is an undercover spy. The Hen can fly on a paraglider, and the Goose is a talent and talker.





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 13 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60031

#HC-60032

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 10 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-30071 #HC-30070 #HC-30073 #HC-30072 #HC-30074

#HC-30069

#### **SMALL SET FOR CREATING 1 CHARACTER**

3 cans, up to 6 colors,  $72 \times 220 \times 36$  mm, Items in a Masterbox: 80

## DINOS BESTSELLER

Dinosaurs are the superheroes of the prehistoric world! Look who's here! A Brachiosaurus, a Pterodactylus, a Triceratops... All the toothy, long-tailed friends! Do you hear that happy roar? Become a superhero, too. Roar back and have fun sculpting them. Dinos love to play with someone new!





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 14 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60033

#HC-60034

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 10 colors, 222 × 144× 36 mm, Items in a Masterbox: 40











#HC-30076 #HC-30079 #HC-30075 #HC-30080 #HC-30078





#### SMALL SET FOR CREATING 1 CHARACTER

3 cans, up to 5 colors, 72 × 220 × 36 mm, Items in a Masterbox: 80

## **MEGA DINOS**

Do you hear those heavy footsteps? These are six Mega Dinos who hurry to meet the children. Don't be scared, they are sociable guys! They have complicated names but simple intentions — to have fun with children and show them games that will not bore them even after a million years!





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 12 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60051

#HC-60052

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 8 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-30129 #HC-30130

#HC-30131

#HC-30132



#HC-30133

#HC-300134

#### **SMALL SET FOR CREATING 1 CHARACTER**

3 cans, up to 6 colors, 72 × 220 × 36 mm, Items in a Masterbox: 80

### **AUSTRALIAN ANIMALS**

Meet the most unique animals in the world. And this time it's not an exaggeration! After all, they can be found only in one place on our planet — Australia. But they are all unique not only in their rarity but also in their appearance, habits, and character. Just look at this cute Koala! And what does the Kangaroo carry in her pouch? Is the Platypus a reptile, a fish, or an animal? Oh, how many interesting things hide these unique animals from Australia! Sculpt them all!





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 13 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60049

#HC-60050

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 10 colors, 222 × 144× 36 mm, Items in a Masterbox: 40











#HC-30125 #HC-30127

#HC-30124





#HC-30126 #HC-30128

#### **SMALL SET FOR CREATING 1 CHARACTER**

3 cans, up to 7 colors, 72 × 220 × 36 mm, Items in a Masterbox: 80

## **EXOTIC PETS**

Some may think that these are just ordinary exotic creatures. Well, they'd be wrong! These are the most exotic of all exotics! The Spider dances with maracas in a web park instead of hunting flies. The Orange Frog works as a quacking alarm clock and loves chewing gum. And the Turtle wears a shell for protection against tickling and as a portable wardrobe! Isn't this the most exotic team?





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 9 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60057

#HC-60058

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 7 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-30147 #HC-30148 #HC-30149

#HC-30150

#HC-30151

#HC-30152

#### **SMALL SET FOR CREATING 1 CHARACTER**

3 cans, up to 5 colors, 72 × 220 × 36 mm, Items in a Masterbox: 80

## DOG BUDDIES NEW



What kind of dog lives inside you? A hyperactive poodle or a treat-loving labrador ready to dig up the entire planet for a snack? Even if you don't have a dog, your soul might still wag its tail with joy. Maybe you love falling asleep anywhere and in any position? Or perhaps you enjoy digging endless tunnels in the sandbox? If you want to see your furry reflection, pick a tail-wagging friend or maybe two. Perhaps there's a little piece of you in all six pups. Let's create them and find out!





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 11 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60047

#HC-60048

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 7 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-300118 #HC-30120

#HC-30121

#HC-30117

#HC-30122

#HC-30119

#### SMALL SET FOR CREATING 1 CHARACTER

3 cans, up to 5 colors, 72 × 220 × 36 mm, Items in a Masterbox: 80

## DOG STORY

Woof, woof! Do you hear this friendly bark? That's the sound of the adorable dogs greeting you. They are so different, but they all have one thing in common: they want to run, play, and tell you their amazing stories! Whose story do you want to hear first?





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 13 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60055

#HC-60056

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 10 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-30141

#HC-30142 #HC-30143

#HC-30144

#HC-30145

#HC-30146

#### **SMALL SET FOR CREATING 1 CHARACTER**

3 cans, up to 6 colors, 72 × 220 × 36 mm, Items in a Masterbox: 80

## NICE ICE CREAM NEW



What do you do when you're craving ice cream adventures, but you've already finished your portion of vanilla, and it's drizzling outside, so mom won't let you have anything cold? If that's the case, you definitely need Nice Ice Cream! These are a bunch of special ice cream buddies with enhanced frosty superpowers, guaranteeing year-round ice cream fun. Will you help create a tornado hairstyle? And that's just a glimpse of the fun that Nice Ice Cream has prepared for you!





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 10 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60053

#HC-60054

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 9 colors, 222 × 144× 36 mm, Items in a Masterbox: 40













#HC-30135 #HC-30136

#HC-30137

#HC-30138 #HC-30139

#HC-30140

#### **SMALL SET FOR CREATING 1 CHARACTER**

3 cans, up to 5 colors, 72 × 220 × 36 mm, Items in a Masterbox: 80

## RAINBOW UNICORNS BESTSELLER



Welcome to a fun adventure with Rainbow Unicorns! These magical creatures invite you on an exciting journey through rainbow clouds and fantastic experiences! Create your own stories and have fun with 6 cute Rainbow Unicorns in the world of your fantasy.





#### LARGE SET FOR CREATING 6 CHARACTERS

15 cans, 10 colors, 222 × 188 × 72 mm, Items in a Masterbox: 20





#HC-60045

#HC-60046

#### MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 8 colors, 222 × 144× 36 mm, Items in a Masterbox: 40















#HC-30111 #HC-30115

#HC-30114

#HC-30113

#HC-30116

#HC-30112

#### **SMALL SET FOR CREATING 1 CHARACTER**

3 cans, up to 5 colors, 72 × 220 × 36 mm, Items in a Masterbox: 80

## FLYFFY PETS BESTSELLER

Your favorite pets are always by your side. They are more than just cute and cuddly companions. With their soft fur and playful personalities, they are beloved members of your family. Whether it's a Bunny, a Persian Cat, or a Chihuahua, the pets give you endless hours of joy and entertainment. They are happy to snuggle up on your lap and smile in your face.



## **BRIGHT SQUAD**

Bright Squad is a set of cute monsters that could be easily sculpted using just one Hey Clay can. That's an affordable option for consumers to discover the Hey Clay world and draw some inspiration for their own creative projects. It could also be an occasional spontaneous purchase for experienced brand lovers. Just take it and enjoy!





#DB-HC-CAN15-2-36-S 36 cans, 5 colors, 294 x 220 x 280 mm. (open) Items in a Masterbox: 6

# SCULPT US ALL!



## ONE CAN NEW



Meet the One Can set! Each jar holds a single-colored character who is absolutely obsessed with their color. Dive into a world full of fantastic creations and endless fun!



#HC-01001 1 cans, 1 color, 105 x 150 x 8 mm



#HC-01002 1 cans, 1 color, 105 x 150 x 8 mm



#HC-01003 1 cans, 1 color, 105 x 150 x 8 mm



#HC-01004 1 cans, 1 color, 105 x 150 x 8 mm



#HC-01005 1 cans, 1 color, 105 x 150 x 8 mm



#HC-01006 1 cans, 1 color, 105 x 150 x 8 mm



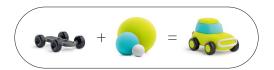


## ECO CARS

Would you like to make your city the cleanest city on the planet? Meet ECO CARS! They came from the GreenClean planet when they knew that there was too much pollution on Earth caused by vehicles. ECO CARS operate on alternative energy sources: electricity, water, and oxygen. Start the motor!







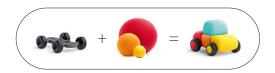
#HC-60901 6 cans, 7 colors, 3 Car Bases 222 × 222 × 36 mm. Items in a Masterbox: 10

## HAPPY **CARS**

Do you want cars to love to ride as much as you love to ride them? Check this out — HAPPY CARS go crazy when they drive. The worst thing for them is to stay idle in the garage or parking lot — they get sad and cry with their alarms. But as soon as you start the engines, happiness appears!







#HC-60902 6 cans, 6 colors, 3 Car Bases 222 × 222 × 36 mm. Items in a Masterbox: 10

## CONSTRUCTION **VEHICLES**

Welcome to the world of asphalt rivers, concrete-pumping vibrations, and mind-blowing construction projects! Each of these six construction cars can do something that others cannot. But together they make the best creations. Bridges, roads, buildings, and everything you can imagine. Create these spectacular construction vehicles with a push-and-go car base and become the boss on the construction site!













#HC-12901 12 cans. 6 colors. 6 PUSH&GO Car Bases 222 × 220 × 65 mm. Items in a Masterbox: 8



## CYBER CARS

We know how kids love superheroes with different superpowers. Finally, we created cars with unique abilities. Each of these cars has its own superpower and technology of the future. Collect them and surprise the whole world with your CYBER CARS. But please drive carefully on curvy roads — after all, these cars are the only prototypes of their kind.

#### YELLOW CYBER CAR





#HC-20901 2 cans, 2 colors, 200 × 72 × 32 mm, 1 PUSH&GO Car Base Items in a Masterbox: 20

#### PINK CYBER CAR





#HC-20902 2 cans, 2 colors, 200 × 72 × 32 mm, 1 PUSH&GO Car Base Items in a Masterbox: 20

#### **BLUE CYBER CAR**





#HC-20903 2 cans, 2 colors, 200 × 72 × 32 mm, 1 PUSH&GO Car Base Items in a Masterbox: 20











# DISCOVERIES



## POOP OOPS

HEY CLAY helps turn children's natural curiosity into motivation to learn. Discovering new things is easy when they are presented in a fun and engaging way. New series portray complex or abstract concepts as characters that make it easy to learn new information.

A new product line redefines educational and science kits. It offers an alternative that involves animation and sculpting, making learning as close to play and fun as possible.



HEY CLAY

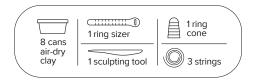
#HC-16177 16 cans, Up to 13 colors, 292 × 292 × 36 mm. 2 Sculpting Tools Items in a Masterbox: 10



## VIVID ACCESSORIES NEW

Bright Accessories opens a new chapter in the Bijou series, offering even greater creative possibilities. Inside, you'll find three sets designed to help you sculpt cute accessories that reflect your personality. Create rings, earrings, necklaces, or bracelets that complement your unique style and mood. Let your creativity flow and add a personal touch to your look! Sculpt accessories like a true jeweler with special sculpting tools!





#HC-81001 8 cans, 8 colors, 113 × 185 x 113 mm. Sculpting Tools, 3 Jewerly Tools Items in a Masterbox: 4

## BIJOU



## RINGS

These accessories creation sets are more than just craft kits — they are a way to express your personal style and creativity. Each of them will help to design 5 unique rings that reflect your personality and taste. With these sets featuring Flower, Sweet, and Alien Rings, the possibilities are endless, and the results are always beautiful.

**SWEET RINGS** 

#HC-31002

FLOWER RINGS

#HC-31001

**ALIEN RINGS** 

#HC-31003









1 ring cone

3 cans, 6 colors, 113 × 185 × 36 mm. 2 Jewerly Tools Items in a Masterbox: 10





A set of six rebels and restless mischief-makers. Sweet Bob, "Big Brother" bossy leader Kevin, perennial adolescent and rebellious Stuart, plus Dave, Otto, and Evil Minion — sculpt them all before they get themselves into trouble.

#### SET FOR CREATING 6 MINIONS



#HC-15026 15 cans, 10 colors, 222 × 188 × 72 mm. 2 Sculpting Tools Items in a Masterbox: 20

#### **STUART**



#HC-50180 5 cans, 7 colors, 72 x 146 x 72 mm. 1 Sculpting Tools Items in a Masterbox: 36

#### OTTO



#HC-50178 5 cans, 7 colors, 72 x 146 x 72 mm. 1 Sculpting Tools Items in a Masterbox: 36

#### **BOB & TIM**



#HC-50177 5 cans, 8 colors, 72 x 146 x 72 mm. 1 Sculpting Tools Items in a Masterbox: 36

#### DAVE & FLUFFY



#HC-50181 5 cans, 7 colors, 72 x 146 x 72 mm. 1 Sculpting Tools Items in a Masterbox: 36

#### **KEVIN**



#HC-50179 5 cans, 5 colors, 72 x 146 x 72 mm. 1 Sculpting Tools Items in a Masterbox: 36

#### **EVIL MINION**



#HC-50183 5 cans, 4 colors, 72 x 146 x 72 mm. 1 Sculpting Tools Items in a Masterbox: 36







## **BLUEY & FRIENDS**

Let's dive into a world of fun with Bluey and her friends — energetic Bingo, playful Lucky, curious Snickers, sweet Coco, and adventurous Rusty!

Together, they learn new things, discover their talents, and have a whale of a time. Which of these fun-loving friends will become your favorite?

#### SET FOR CREATING 6 CHARACTERS



#HC-15031 15 cans, 13 colors, 222 × 188 × 72 mm. 2 Sculpting Tools Items in a Masterbox: 20

#### **BLUEY**



#HC-50202 5 cans, 5 colors, 72 x 146 x 72 mm. 1 Sculpting Tools Items in a Masterbox: 36

HEY CLAY

COCO

#HC-50203 5 cans, 6 colors, 72 x 146 x 72 mm. 1 Sculpting Tools Items in a Masterbox: 36

## **LUCKY**



#HC-50204 5 cans, 5 colors, 72 x 146 x 72 mm. 1 Sculpting Tools Items in a Masterbox: 36

#### RUSTY



#HC-50205 5 cans, 4 colors, 72 x 146 x 72 mm. 1 Sculpting Tools Items in a Masterbox: 36

#### **SNICKERS**



#HC-50206 5 cans, 6 colors, 72 x 146 x 72 mm. 1 Sculpting Tools Items in a Masterbox: 36

#### **BINGO**



#HC-50207 5 cans, 5 colors, 72 x 146 x 72 mm. 1 Sculpting Tools Items in a Masterbox: 36





## WINTER HOLIDAYS

The time of the year every kid is waiting for now can be celebrated with the HEY CLAY Winter Holidays set!



#HC-99001 15 cans, Up to 11 colors, 222 × 188 × 72 mm. 2 Sculpting Tools Items in a Masterbox: 20

## **ADVENT CALENDAR**

Meet the new Advent Calendar set that will make this winterespecially festive. From December 1 to December 25, each of your days will be unique because every time you will be able to sculpt a new toy.



#HC-99000 36 sachets, 23 colors, 25 Hooks&Strings 325 × 240 × 78 mm. 1 Sculpting Tool Items in a Masterbox: 5



## EASTER NEW **STUDIO**

Every Easter, spring awakens to paint our world after the long winter. This year, you can join nature and help it along.

Discover the colors of spring in the Easter Studio — create vibrant egg designs or come up with your own. Let's paint the world together with spring!

















NATURE EGG

**EVENING EGG** 

JOY EGG

HAPPY EGG

**BLOSSOM EGG** 

**SUNNY EGG** 



## **CLAY BLOB**

Leave the Clay Blobs of your opponents far behind in an exciting race for treasures! Create the Clay Blobs that can merge, divide, and absorb the opponents' Blobs on the way to the goal! Who will dare to take on your clay team? Clay Blob™ is a board game that can be played simultaneously by 2 to 4 people from 6 years.

The game is a great alternative to the child's leisure time with gadgets because it is a lively and interesting way to communicate with friends or family. It consists of a series of rounds in which each player takes their turn to make their Blobs act! The winner is the first to find and bring 3 tokens of their color to one of the starting points.





32 flow packs (4 colors, 5 g) 300 × 200 × 70 mm. 2 Sided field, Scales, 10 Tokens, Dice, Rules



#### SIMPLY UNLIMITED

A pixel is the simplest element of any image. So simple that its possibilities are endless. To build a mountain, you may need a hundred thousand pixels.. or just one gray block. Pixel art is based on the idea of simplicity.

PIXIO is the easiest way to experience this simplicity with your own hands.

PIXIO is a magnetic construction set in the pixel art style featuring blocks that are 8x8x8 mm in size and connected thanks to a well-thought-out system of magnets. It's an innovative tool for pixel art modeling and perhaps the easiest way to enjoy creativity.

**Set Creativity Free!** Everyone has an inner artist striving to create. Set your creative soul free with the Pixio magnetic blocks!

**Feel Zen of Pixel Art.** Combining the blocks one by one, feel the rhythm of pixel creativity. Observe the smallest details and just let your hands create.

**Ultimate Toy Tool.** The Pixio blocks are made to create. Transform the prototypes of your dreams into reality while the idea is burning in your mind.













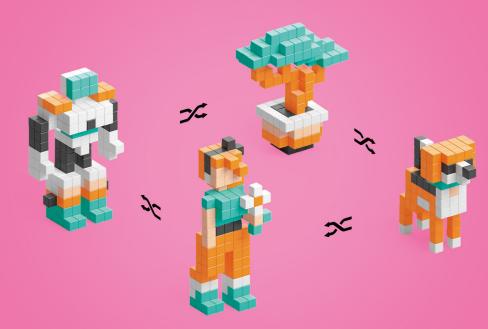




## PIXIO APP

#### PIXELIVE IT!

virtual art but also bring it to life. Pixel art should be real.





SAME BLOCKS. MORE ARTS.







## PIXIO-25

#20100 25 pcs, 5 colors Box: 80 x 80 x 10 mm



Bright rooster



Tiny house







Ara parrrot







More arts in PIXIO App



## PIXIO-50

#20101 50 pcs, 6 colors Box: 80 x 80 x 80 mm



















More arts in PIXIO App



PIXIO-100

#20102 100 pcs, 6 colors Box: 80 x 80 x 80 mm



Whale







Man

More arts in PIXIO App



## PIXIO-200

#20103 200 pcs, 8 colors Box: 160 x 160 x 80 mm







Pizza delivery man







More arts in PIXIO App



## PIXIO-400

#20104 400 pcs, 10 colors Box: 160 x 160 x 80 mm



















Beagle

More arts in PIXIO App



#### PIXIO-800

#20105 800 pcs, 16 colors Box: 240 x 240 x 80 mm









Rectangular monster



Girl with ice cream



More arts in PIXIO App



## PIXIO-1600

#20106 1600 pcs, 16 colors Box: 240 x 240 x 80 mm





T-Rex

A girl on a moped



House



Music band on the stage



Couple on the couch



Deer in a meadow



More arts in PIXIO App





#### PIXOPLASMA

#20201 60 pcs, 5 colors Box: 80 x 80 x 80 mm

















#### **AMPHIBIO**

#20202 60 pcs, 5 colors Box: 80 x 80 x 80 mm

















More arts in PIXIO App



NEON

#20203 60 pcs, 5 colors Box: 80 x 80 x 80 mm

















More arts in PIXIO App



#### COFFEE

#20204 60 pcs, 4 colors Box: 80 x 80 x 80 mm















More arts in PIXIO App



#### **RETRO FUTURISM**

#20205 60 pcs, 4 colors Box: 80 x 80 x 80 mm

















More arts in PIXIO App



## TROPIC

#20206 60 pcs, 4 colors Box: 80 x 80 x 80 mm













More arts in PIXIO App



#### **NOIR**

#20207 60 pcs, 3 colors Box: 80 x 80 x 80 mm

















#### LAVA

#20208 60 pcs, 3 colors Box: 80 x 80 x 80 mm















#### **SWEET**

#20209 60 pcs, 3 colors Box: 80 x 80 x 80 mm















More arts in PIXIO App









#### **RAINBOW**

#30109 100 pcs, 5 colors Box: 160 x 160 x 40 mm













More arts in PIXIO App



#### **ORANGE ANIMALS**

#30101 162 pcs, 3 colors Box: 160 x 160 x 40 mm









Kangaroo







More arts in PIXIO App



#### BLACK & WHITE **ANIMALS**

#30102 195 pcs, 4 colors Box: 160 x 160 x 40 mm















More arts in PIXIO App



#### HAPPY **FAMILY**

#30103 88 pcs, 7 colors Box: 160 x 160 x 40 mm











Brother in a diaper



Brother with a soccer ball



More arts in PIXIO App



#### BRIGHT **ANIMALS**

#30104 90 pcs, 6 colors Box: 160 x 160 x 40 mm



Sister with a teddy bear



Dad with a briefcase





Peacock









#### **FLAGS**

#30105 111 pcs, 8 colors Box: 160 x 160 x 40 mm

















More arts in PIXIO App



#### MANGA

#30108 214 pcs, 5 colors Box: 160 x 160 x 40 mm



Bushi fighter



Kitsune



Harajuku girl



Bushi fighter



Kawaii beagle



Manga platypus



Azure dragon



More arts in PIXIO App



#### MINI DINOS

#40101 80 pcs, 4 colors Box: 160 x 160 x 40 mm





Parasaurolophus











Brontosaurus

Sinornithomimus dongi



More arts in PIXIO App



#### MINI **MONSTERS**

#40102 100 pcs, 6 colors Box: 160 x 160 x 40 mm











Jailz



Ninjaz



More arts in PIXIO App



#### MINI OCEAN

#40103 75 pcs, 6 colors Box: 160 x 160 x 40 mm



Seahorse











More arts in PIXIO App



#### MINI SAFARI

#40104 137 pcs, 6 colors Box: 160 x 160 x 40 mm



Alligator

Turtle



Butterflyfish





Hippo

More arts in PIXIO App



#### MAN

#50101 24 pcs, 5 colors Box: 120 x 120 x 10 mm







Dragonfly





More arts in PIXIO App



#### BOT

#50102 24 pcs, 2 colors Box: 120 x 120 x 10 mm









Scooter





More arts in PIXIO App



## FLAMINGO

#50103 24 pcs, 5 colors Box: 120 x 120 x 10 mm



Flamingo

Rabbot



Narwhal



Pelican









More arts in PIXIO App



#### **FLOWER**

#50104 24 pcs, 4 colors Box: 120 x 120 x 10 mm



Iguana



Woman







Antelope

More arts in PIXIO App

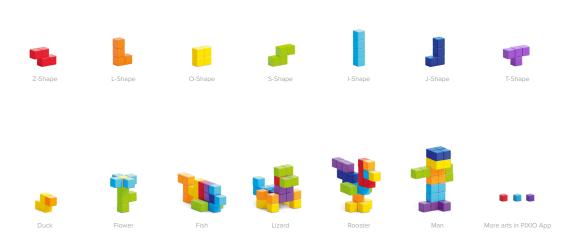
## TETRIS

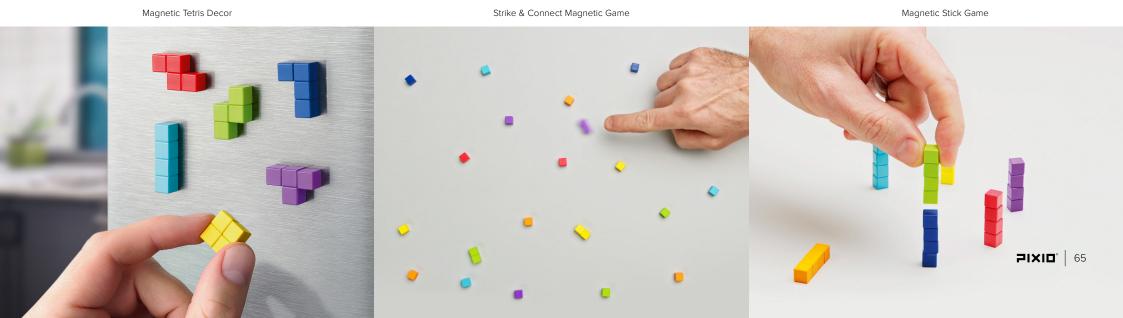
Bring the classic game to life!
Inspired by the 8-bit era, our blocks capture
the joy of familiar pixelated figures. Each magnetic
block reflects the essence of the classic game,
adding vibrant shapes and colors to your space.



## TETRIS NEW

# 31106 28 pcs, 7 colors Box: 220 x 120 mm

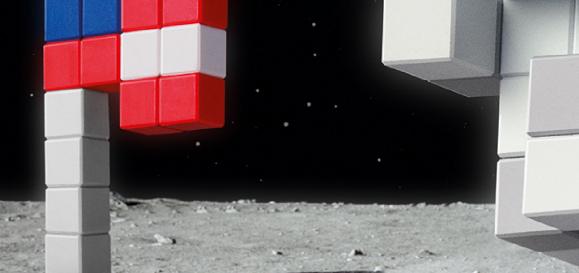




# NASA

The collaboration between a leading space exploration brand and a cutting-edge design brand celebrates the pure creativity that propels humanity forward without separating technical and artistic inspiration.

The new PIXIO sets encourage you to learn more about space exploration and open the door to the inner universe of your creativity.





#### NASA DEEP SPACE **MISSION**

#31101 214 pcs, 5 colors Box: 160 x 160 x 40 mm















More arts in PIXIO App



#### NASA SPACE COLONY OUTPOST

#31102 60 pcs, 6 colors Box: 120 x 120 x 40 mm



Astronaut



Lunar outlander



Satellite system



Space shuttle









More arts in PIXIO App

MASTERPIECES

Meet 3 new PIXIO additions to the STORY SERIES. This line s dedicated to 3 iconic paintings by famous artists: Van Gogh, Da Vinci, and Vermeer.

Assemble all the voxel paintings for your own gallery.





#### **JOHANNES VERMEER**

GIRL WITH A PEARL EARRING (1665)

#31103 100 pcs, 6 colors Box: 160 x 160 x 40 mm



#### **VINCENT** VAN GOGH

SELF-PORTRAIT (1889)

#31104 100 pcs, 5 colors Box: 160 x 160 x 40 mm



#### **LEONARDO** DA VINCI

MONA LISA (1503)

#31105 100 pcs, 6 colors Box: 160 x 160 x 40 mm





# MONSTER PIN

#50201 28 pcs, 3 colors Box: 120 x 120 x 10 mm



# **MONSTER GHOST**

#50202 24 pcs, 3 colors Box: 120 x 120 x 10 mm



## **MONSTER** ALIENZ

#50203 26 pcs, 3 colors Box: 120 x 120 x 10 mm



# **MONSTER JAPZ**

#50204 23 pcs, 3 colors Box: 120 x 120 x 10 mm



# **MONSTER HELIX**

#50205 27 pcs, 3 colors Box: 120 x 120 x 10 mm



## MONSTER IZ

#50206 23 pcs, 3 colors Box: 120 x 120 x 10 mm



## **MONSTER GATEZ**

#50207 22 pcs, 3 colors Box: 120 x 120 x 10 mm



## **MONSTER CRABB**

#50208 21 pcs, 3 colors Box: 120 x 120 x 10 mm



# **MONSTER** FROGZ

#50209 25 pcs, 3 colors Box: 120 x 120 x 10 mm

# COLOR SERIES





### **TURQUOISE DOLPHIN**

#21216 14 pcs, 1 color Box: 80 x 80 x 10 mm



GREEN **DINOSAUR** 

#21215 12 pcs, 1 color Box: 80 x 80 x 10 mm



### LIGHT GREEN SEA HORSE

#21214 11 pcs, 1 color Box: 80 x 80 x 10 mm



### YELLOW LION

#21213 11 pcs, 1 color Box: 80 x 80 x 10 mm



#### **ORANGE** CAMFI

#21212 11 pcs, 1 color Box: 80 x 80 x 10 mm



### RED **HEART**

#21211 10 pcs, 1 color Box: 80 x 80 x 10 mm



### PINK **OSTRICH**

#21210 13 pcs, 1 color Box: 80 x 80 x 10 mm



### **VIOLET HORSE**

#21209 12 pcs, 1 color Box: 80 x 80 x 10 mm



### **BLUE WHAIF**

#21208 14 pcs, 1 color Box: 80 x 80 x 10 mm



### LIGHT BLUE **BIRD**

#21207 14 pcs, 1 color Box: 80 x 80 x 10 mm



### **BROWN** DOG

#21206 10 pcs, 1 color Box: 80 x 80 x 10 mm



### LIGHT BROWN KANGAROO

#21205 15 pcs, 1 color Box: 80 x 80 x 10 mm



### TAN **COBRA**

#21204 15 pcs, 1 color Box: 80 x 80 x 10 mm



### WHITE LLAMA

#21202 12 pcs, 1 color Box: 80 x 80 x 10 mm



### **GRAY** COW

#21203 15 pcs, 1 color Box: 80 x 80 x 10 mm



### **BLACK SCORPIO**

#21201 10 pcs, 1 color Box: 80 x 80 x 10 mm

# COLOR SERIES

Are there any specific colors missing for your creations, or do you have a favorite color? Well, PIXIO® is going to surprise you! Try our one-color packages and choose any of 16 colors or all of them to create all kinds of objects.



# PIXIO - 16

#21101 - #21116 16 pcs, 16 colors Box: 130 x 10 x 10 mm



# SURPRISE SERIES

Hey, do you like secrets and surprises? Then, this series will give you many joyful moments and open up a whole new level of the game! Randomly hidden in sets are compact little figures made of 8-48 PIXIO blocks. You'll need a fair bit of luck to get the character you're looking for — or a bunch of friends collecting this series with you! These additions to your collection are exciting to discover, easy to build, and impossible to forget.





# MINI **FIGURES COLLECTION 2**

#60103 Random pcs, max 44 blocks, Box: 120 x 120 x 40 mm







Caveman



Rubber duck swimmer





Football player











# MINI **FIGURES**

#60102 Random pcs, max 48 blocks, Box: 120 x 120 x 40 mm



Banana man



















## **SURPRISE**

#60101 Random pcs, max 11 blocks, Box: 80 x 80 x 10 mm



Surfer





Karate girl





Eskimo









Lady in red





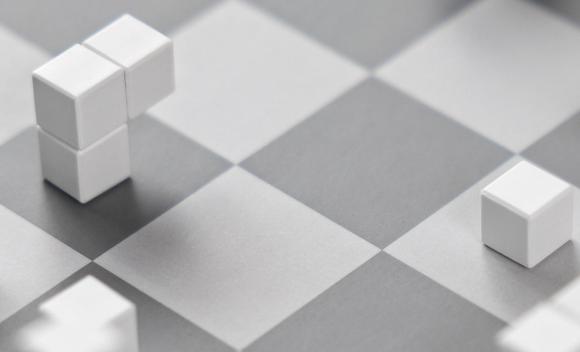






# PIXEL ART CHESS

Our innovative chess set features a magnetic board and modular blocks, allowing players to create custom chess pieces or play various board games, e.g. checkers. Its versatile design offers a unique, personalized gaming experience.







# PIXEL ART CHESS

#70101 70 pcs, 2 colors Box: 224 x 224 x 32 mm





# ICONIX

# 70102 60 pcs, 7 colors Box: 240 x 240 x 32 mm







vox.ar

A toy, a decoration, a puzzle, or just entertainment — VOXART will be what you make of it. An interior-sized art, an easy-click quadrolock, a lightweight design, a possibility to reassemble art, and an app with hundreds of inspirational arts that can be replicated in real life make VOXART a one-of-a-kind tool for showcasing your own originality.

LIVE IN PIXELS



We invite you to hunt for creativity.
With WILD HEADS lines, your interior will become wildly original without any violence.
Decorate your space with re-assemblable voxel animal heads.





# ORANGE EDITION

WILD HEADS

#VA-81401 288 details, 4 colors Box: 240 x 240 x 80 mm















# **GREY EDITION**

WILD HEADS

#VA-81402 198 details, 3 colors Box: 240 x 240 x 80 mm













# CUBEHEADS

How about some voxel heads populating your space? These are 5 thematic lines dedicated to different types of people. Choose what you like best — Gamers, Dudes, Redheads, and other heads.







**DUDES CUBEHEADS** 

#VA-81301 412 details, 6 colors Box: 240 x 240 x 80 mm













**REDHEADS** 

CUBEHEADS

#VA-81302 424 details, 5 colors Box: 240 x 240 x 80 mm













**HIPSTERS** 

**CUBEHEADS** 

#VA-81303 390 details, 4 colors Box: 240 x 240 x 80 mm













**GAMERS** 

**CUBEHEADS** 

#VA-81304 408 details, 5 colors Box: 240 x 240 x 80 mm













**BUDDIES** 

**CUBEHEADS** 

#VA-81305 374 details, 5 colors Box: 240 x 240 x 80 mm











# ANIMALS

Zebra, Lion, Rhino, and 5 more beautiful animal figures. Real African savannah at home. Who will you host? All at once or maybe you can assemble one huge animal from all the tiles?





LION

#VA-81501 82 details, 2 colors Box: 160 x 160 x 60 mm



**FLAMINGO** 

**ANIMALS** 

#VA-81502 82 details, 4 colors Box: 160 x 160 x 60 mm



## **CROCODILE**

**ANIMALS** 

#VA-81503 98 details, 2 colors Box: 160 x 160 x 60 mm



### **ELEPHANT**

**ANIMALS** 

#VA-81504 100 details, 2 colors Box: 160 x 160 x 60 mm



## **RHINO**

**ANIMALS** 

#VA-81505 100 details, 2 colors Box: 160 x 160 x 60 mm



## **GORILLA**

**ANIMALS** 

#VA-81506 114 details, 3 colors Box: 160 x 160 x 60 mm



## **KOALA**

**ANIMALS** 

#VA-81507 100 details, 3 colors Box: 160 x 160 x 60 mm



## **ZEBRA**

**ANIMALS** 

#VA-81508 70 details, 2 colors Box: 160 x 160 x 60 mm

# MODSTERS

Arrange Monsters in your space, smile every time you look at them, and receive unique glances in response. Collect 9 wonderful monsters and then reassemble them all in different colors.





PINK

**MONSTERS** 

#VA-81201 100 details, 3 colors Box: 160 x 160 x 60 mm



RED

**MONSTERS** 

#VA-81208 100 details, 3 colors Box: 160 x 160 x 60 mm



## **ORANGE**

MONSTERS

#VA-81202 100 details, 3 colors Box: 160 x 160 x 60 mm



## YELLOW

**MONSTERS** 

#VA-81205 100 details, 3 colors Box: 160 x 160 x 60 mm



### **GREEN**

**MONSTERS** 

#VA-81203 100 details, 3 colors Box: 160 x 160 x 60 mm



## **TURQUOISE**

**MONSTERS** 

#VA-81209 100 details, 3 colors Box: 160 x 160 x 60 mm



## **BLUE**

**MONSTERS** 

#VA-81204 100 details, 3 colors Box: 160 x 160 x 60 mm



## **INDIGO**

**MONSTERS** 

#VA-81207 100 details, 3 colors Box: 160 x 160 x 60 mm



## **VIOLET**

**MONSTERS** 

#VA-81206 100 details, 3 colors Box: 160 x 160 x 60 mm

# icon

Create small thematic arts to decorate your space, lift your spirits with creativity, and develop your imagination. And if you get bored, disassemble them and create new inspiring arts.





# SWEET DREAMS

#### ICON

#VA-81101 70 details, 3 colors Box: 160 x 160 x 60 mm



















# SOLAR ZOO

ICON

#VA-81102 70 details, 3 colors Box: 160 x 160 x 60 mm

















# FREESTYLE

Bathe your imagination in multifaceted colors.

No boundaries or assembly instructions, freestyle!

4 packs — 4 color combinations. You can always buy more if you are missing some colors.





## FREESTYLE 400

LIGHT BLUE, TURQUOISE, GREEN, LIGHT GREEN

#VA-81601 400 details, 4 colors Box: 240 x 240 x 80 mm



## FREESTYLE 400

GRAY, PINK, YELLOW, WHITE

#VA-81602 400 details, 4 colors Box: 240 x 240 x 80 mm



# FREESTYLE 400

BLACK, BROWN, LIGHT BROWN, TAN

#VA-81603 400 details, 4 colors Box: 240 x 240 x 80 mm



## FREESTYLE 400

BLUE, VIOLET, RED, ORANGE

#VA-81604 400 details, 4 colors Box: 240 x 240 x 80 mm





