

TREND
FOR
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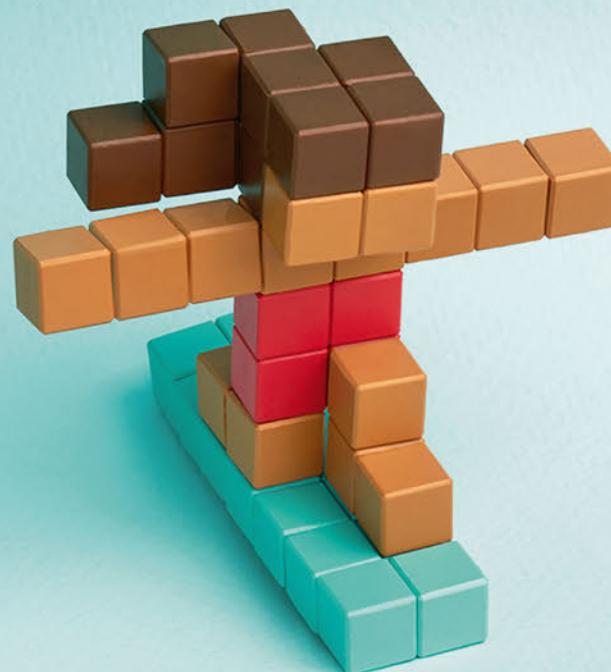


2026

TREND
FOR
ME
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EVERY GROUND IS A PLAYGROUND

At Trendformer, we believe creativity lives in everyone. The power to imagine, dream, and invent drives change, and toys and play are the simplest way to unlock it. That's why we create innovative products and experiences that spark natural talent. The secret? We turn everything into a game, and let your creativity lead the way.



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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.



HEY CLAY APP

HEY CLAY APP® is a safe digital space with easy sculpting guides that feel like a real-time cartoon. Explore the HEY CLAY universes, meet the characters, and enjoy creating and playing with them together with your family on multiple devices.

And there's more! Soon, we'll launch a subscription giving access to all characters and novelties at once. Stay tuned!

4.7



App Store & Google Play

5M

App downloads

300+

Sculpting guides

1.5M

New users per year

30+

Languages



HEY CLAY®



NOVELTIES 2026



DRAGON ISLAND



DREAMWORKS SHREK



PLANT FOLKS & FRIENDS





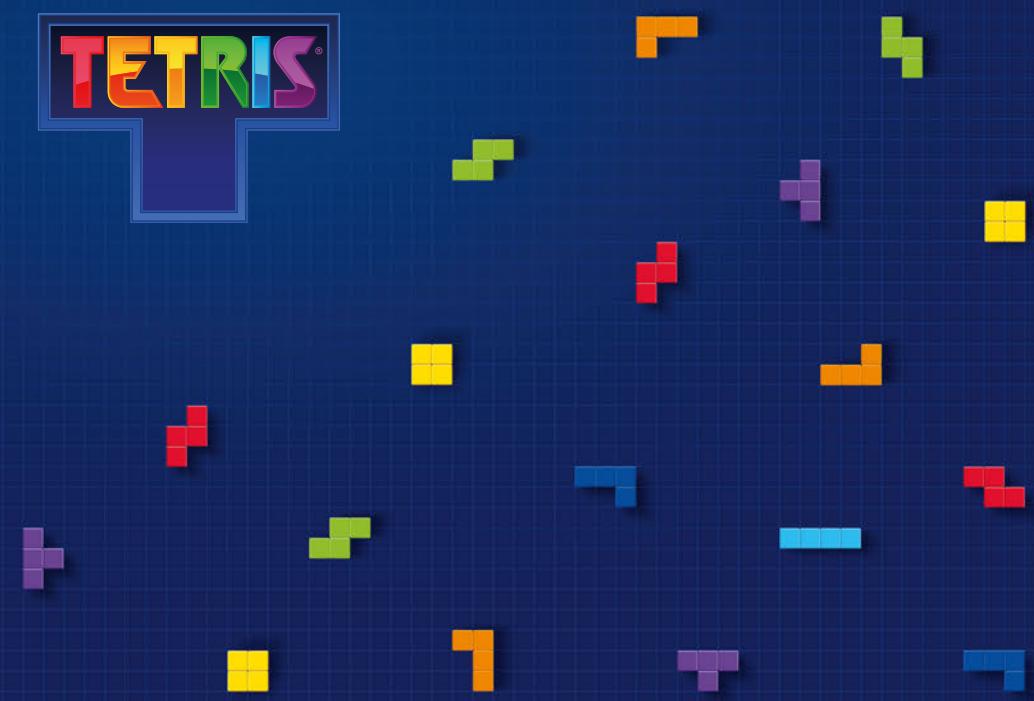
CUTE
CUBES



STICKER ME



TETRIS®



COLLECTIONS

Welcome to the COLLECTIONS series, where each set takes you into a uniquely themed world filled with fun characters. With any of these sets, children can creatively express themselves, expand their imagination, and make amazing characters while enjoying every moment of sculpting. Dive into this incredible world of creativity, where fantasy knows no bounds!





#HC-15018

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60035



#HC-60036

MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 9 colors, 222 x 144 x 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, up to 5 colors, 72 x 220 x 36 mm
Items in a Masterbox: 80

MONSTERS

BESTSELLER

The world of Monsters is endlessly funny and fascinating. They're not here to scare anyone — in fact, they love making people smile and have fun. They're also fantastic friends! Meet the original Hipster, outgoing Pi, playful Terry, funny Donut, carefree Cyclops, and handsome Bigwig. Aren't they sweet? Which one is your favorite?





#HC-15019

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60037



#HC-60038

MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 9 colors, 222 x 144 x 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 x 220 x 36 mm
Items in a Masterbox: 80

ALIENS BESTSELLER

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





#HC-15021

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60041



#HC-60042

MEDIUM SET FOR CREATING 3 CHARACTERS

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



#HC-30099 #HC-30103 #HC-30102 #HC-30100 #HC-30104 #HC-30101

SMALL SET FOR CREATING 1 CHARACTER

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

BEASTS

Shh, don't scare them away! These six funny beasts have mysteriously appeared in our world, with no one quite sure where they came from. They look a bit puzzled but are always ready for fun and unexpected adventures. What a perfect chance to show them around and give them a tour of our world! So, who will you start with?





#HC-15015

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60029



#HC-60030

MEDIUM SET FOR CREATING 3 CHARACTERS

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



#HC-30067 #HC-30065 #HC-30066 #HC-30064 #HC-30063 #HC-30068

SMALL SET FOR CREATING 1 CHARACTER

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

BUGS

Bugs are both amusing and useful creatures, each funnier than the other. Ladybug loves to perch on people, bringing them good luck. Dragonfly is a hyperactive flier, buzzing through the air like a mini helicopter. And then there's Spider, the expert web-spinner, always busy catching stray flies. These insects may be teeny-tiny, but they're full of surprises! Sculpt them quickly and discover their little secrets!





#HC-15014

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60027



#HC-60028

MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 8 colors, 222 x 144 x 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 x 220 x 36 mm
Items in a Masterbox: 80

OCEAN

BESTSELLER

The ocean is an underwater world. Fish may seem silent, but only to those who don't know how to find a common language with them. Dive into the ocean, and you'll discover great and colorful clay friends. These fish don't need an aquarium — they feel right at home in children's hands. When on land, they dry up and transform into toys.





#HC-15012

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60023



#HC-60024

MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 9 colors, 222 x 144 x 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 x 220 x 36 mm
Items in a Masterbox: 80

ANIMALS

BESTSELLER

We've invited the most famous animals, turned them into cute characters, and created the HEY CLAY animal world! Introducing Piggy, Horse, Sheep, Cow, brave Doggie, and cunning Rabbit — all beloved by children. Sculpt, play, and fantasize with them!





#HC-15022

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60043



#HC-60044

MEDIUM SET FOR CREATING 3 CHARACTERS

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



#HC-30105 #HC-30107 #HC-30106 #HC-30108 #HC-30109 #HC-30110

SMALL SET FOR CREATING 1 CHARACTER

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

FOREST ANIMALS

BESTSELLER

The world of forest animals is waiting for curious explorers and dreamers. Familiar characters invite children into a thicket of imagination that hides amazing stories. Where does Bear find honey? What does Squirrel hide in the tree? Why does Deer have antlers? Why is Fox red? These are serious questions that spark new knowledge, offering a wonderful family time with your child.





#HC-15013

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60025



#HC-60026

MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 9 colors, 222 x 144 x 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 x 220 x 36 mm
Items in a Masterbox: 80

BIRDS

Birds can not only fly but also entertain in their own special ways! Sculpting Peacock lets you admire his famous patterned tail with all those stunning feathers. With Ara Parrot, you'll have the chance to chat about everything in the world, and who knows — you might even be lucky enough to hear a few new words from him! And when it comes to Penguin, fun is always guaranteed — as soon as he waddles a few steps across your desk, you won't be able to stop laughing.





#HC-15020

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60039



#HC-60040

MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 8 colors, 222 x 144 x 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 x 220 x 36 mm
Items in a Masterbox: 80

FARM BIRDS

Farm birds are exotic in the city. This set introduces children to our feathered companions and shows how each bird has own unique personality and hobby, just like people! For example, Chick is not at all what she seems — she's actually an undercover spy! Hen loves soaring through the skies on a paraglider. And then there's Goose, a chatterbox with endless talents.





#HC-15016

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60031



#HC-60032

MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 10 colors, 222 x 144 x 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 x 220 x 36 mm
Items in a Masterbox: 80

DINOS

Dinos are the superheroes of the prehistoric world! Look who's here: Brachiosaurus, Pterodactylus, Triceratops... all your 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!





#HC-15017

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60033



#HC-60034

MEDIUM SET FOR CREATING 3 CHARACTERS

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



#HC-30076 #HC-30079 #HC-30075 #HC-30080 #HC-30078 #HC-30077

SMALL SET FOR CREATING 1 CHARACTER

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

MEGA DINOS

Do you hear those heavy footsteps? It's the six Mega Dinos hurrying to meet the kids. Don't be scared, they're friendly guys. Their names might be tricky to say, but their mission is simple — to have fun with children and share games that will keep them entertained for millions of years!





#HC-15027

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60051



#HC-60052

MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 8 colors, 222 x 144 x 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 x 220 x 36 mm
Items in a Masterbox: 80

AUSTRALIAN ANIMALS

Meet the most unique animals in the world. And this time, it's no exaggeration! After all, they can only be found in one place on our planet — Australia. These animals are unique not just because of their rarity, but also because of their appearance, habits, and character. Just look at this adorable Koala! And what does Kangaroo carry in her pouch? Is Platypus a reptile, a fish, or a mammal? Oh, how many intriguing discoveries await you with these animals from Down Under!





#HC-15024

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60049



#HC-60050

MEDIUM SET FOR CREATING 3 CHARACTERS

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



#HC-30125 #HC-30127 #HC-30124 #HC-30123 #HC-30126 #HC-30128

SMALL SET FOR CREATING 1 CHARACTER

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

EXOTIC PETS

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





#HC-15030

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60057



#HC-60058

MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 7 colors, 222 x 144 x 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 x 220 x 36 mm
Items in a Masterbox: 80

DOG BUDDIES

What kind of dog lives inside you? A playful, bouncy Poodle or a treat-loving Labrador ready to dig up the whole planet for goodies? Don't worry; even if you don't have a four-legged friend, your soul might still wag its tail with joy! If you're curious to meet your furry soulmate, look among these buddies — or could it be that all six dogs hold a little piece of your personality? Let's sculpt them and see!





#HC-15024

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60047



#HC-60048

MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, 7 colors, 222 x 144 x 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 x 220 x 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?





#HC-15029

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60055



#HC-60056

MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 9 colors, 222 x 144 x 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 x 220 x 36 mm
Items in a Masterbox: 80

NICE ICE CREAM

BESTSELLER

Craving an ice cream adventure, but your vanilla scoop is long gone — and it's drizzling outside, so Mom says no to anything cold? Sounds like it's time for the Nice Ice Cream pals! This adorable crew has frosty powers and is ready to bring ice cream fun all year round. How about whipping up a tornado hairstyle for one of them or making infinite scoops for another? These are just some of the many cool activities the Nice Ice Cream set has in store for you!





#HC-15028

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60053



#HC-60054

MEDIUM SET FOR CREATING 3 CHARACTERS

6 cans, up to 9 colors, 222 x 144 x 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 x 220 x 36 mm
Items in a Masterbox: 80

RAINBOW UNICORNS

BESTSELLER

Hop on a sky adventure to the world of Rainbow Unicorns! These magical creatures invite you to discover the clouds and rainbows of your fantasies. Get to know incredible stories from "over the rainbow" and act them out with the cute Rainbow Unicorns, or make up your own fairytales.





#HC-15023

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-60045



#HC-60046

MEDIUM SET FOR CREATING 3 CHARACTERS

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



#HC-30115 #HC-30111 #HC-30114 #HC-30113 #HC-30116 #HC-30112

SMALL SET FOR CREATING 1 CHARACTER

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

FLUFFY 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 Bunny, Persian Cat, or Chihuahua, the pets give you endless hours of joy and entertainment. They are happy to snuggle up on your lap and greet you with a smile!





#HC-15035

LARGE SET FOR CREATING 6 CHARACTERS

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



#HC-30153 #HC-30154 #HC-30155



#HC-30156 #HC-30157 #HC-30158



SMALL SET FOR CREATING 1 CHARACTER

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

DRAGON ISLAND

NEW

If you hear thunder over the sea... if you feel the vibrations of adventure... then the mysterious Dragon Island is waiting for you, ruled by the spirit of fantastical mischief! With the dragons, you'll summon fiery sneezes with a tickle and catch lightning by the tail. There are plenty of adventures on Dragon Island and even more secrets that dragons keep. Remember, the true power of dragons can be unlocked only by the biggest dreamers. You're definitely one of them!



PLANTIS

Welcome to PLANTIS, where creativity and beauty bloom. Here, anyone can sculpt anything, from adorable little potted friends to breathtaking bouquets. Rooted in nature and grown from imagination, clay plants are evergreen — they never fade, reminding us that creativity makes beauty last beyond the seasons. So, whether you're a lover of floral design or eager to put your green thumb to the test, the PLANTIS series is waiting for you to explore!



PLANT FOLKS

NEW

On the sunny windowsill, some very unusual pots are hiding behind the curtain. These are the playful little Plant Folks. Sculpt energetic Bloom Zoom, who can teach you how to launch dewdrops, find out Lala's sweet story or lend a hand to the famous Vivi Bana. Join their green adventures and uncover the secrets of wonderful plants!



#HC-15033
15 cans, 10 colors
222 x 188 x 72 mm
Items in a Masterbox: 20

PLANT FRIENDS

NEW

In a magical home greenhouse, something even more exciting than plants lives in the pots: a busy team of little Plant Friends. Create sporty Jo Joy to discover his big athletic dream, uncover the secret of the fast-growing Bam Bo, or follow Sunito, the cheerful bee radar, as adventures sprout up all around them. Dig into the fun plant world and watch it bloom with amazing facts!



#HC-15034
15 cans, 11 colors
222 x 188 x 72 mm
Items in a Masterbox: 20

MINIS

The MINIS series is the easiest way to enter the world of HEY CLAY. Each set is built on a simple but magical idea: one can, one character, endless joy. With just one can of clay, a child can create a fun character step by step with help from the app — turning a small creative moment into a proud “I made it!”

MINIS sets are small in size but big on emotions. From the very first move to the finished toy, the entire creative journey fits in a single can.



COLORINI

Meet the Colorini set! In each of these cans lives a single-color character who absolutely loves its own color. Jump into a world full of fantastic creations!



#HC-DB019
12 cans, 6 colors
110 x 155 x 393 mm
Items in a Masterbox: 4



#HC-01002
1 can, 1 color
105 x 150 x 35 mm



#HC-01005
1 can, 1 color
105 x 150 x 35 mm



#HC-01003
1 can, 1 color
105 x 150 x 35 mm



#HC-01001
1 can, 1 color
105 x 150 x 35 mm



#HC-01006
1 can, 1 color
105 x 150 x 35 mm



#HC-01004
1 can, 1 color
105 x 150 x 35 mm

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.



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

CREATIVE

Welcome to the ultimate clay series! Made for creators who want more clay, more colors, and more fun, it's perfect for kids and hobbyists alike. Whether you're just starting out or already a pro, the wide variety of shades makes mixing and blending effortless. Build big projects or focus on the tiniest details — the choice is yours. More clay, more play!



COLORBOX 24

NEW

Warm up your fingers for something new! With 24 vibrant clay cans, you'll have every shade you need to sculpt rainbows, animals, characters, or anything your imagination dreams up. Colorbox 24 is perfect for spontaneous "what if..." moments as well as exciting journeys into fantasy worlds.

And here's a little bonus: enjoy two free weeks of full access to all Hey Clay characters in the app. Sculpt, play, and choose who to make next anytime inspiration strikes!



#HC-24001
24 cans, 24 colors
291 x 219 x 59 mm
Items in a Masterbox: 6



This is the perfect series for car lovers. With MOTORS, kids become both car designers and drivers. First, they assemble a car with their hands, just like a real auto designer, following a finished project. Then, they get behind the wheel and drive their creation around the table, room, or anywhere they like. Check out this series, sculpt, start the engine, and discover what your imagination holds behind the first turn!



ECO CARS

Would you like to make your city the cleanest on the planet? Meet Eco Cars! They arrived straight from the planet GreenClean after discovering Earth's vehicles were causing too much pollution. Powered by alternative energy sources like electricity, water, and oxygen, Eco Cars are here to make a difference. Start the motor and join the mission!



#HC-60901
6 cans, 7 colors, 3 car bases
222 x 219 x 36 mm
Items in a Masterbox: 10

HAPPY CARS

Do you want cars to love riding as much as you do? Check this out — Happy Cars go crazy with joy when they're on the move! The worst thing for them is staying idle in the garage or parking lot — it makes them sad, and their alarms may even begin to cry. But the moment you start the engines, happiness takes over!



#HC-60902
6 cans, 6 colors, 3 car bases
222 x 219 x 36 mm
Items in a Masterbox: 10

CONSTRUCTION VEHICLES

Introducing a team of strong, powerful, and versatile construction vehicles ready to tackle any building project! Behind their sturdy hoods and cabs lie a creative spirit, a sense of mutual assistance, and a bond of friendship. Each one is equipped with a special tool to handle exciting jobs on the construction site. Truck has a dump body, Bulldozer features a big bucket, and Mobile Crane boasts a long boom. Ready to start building? Let's sculpt them now!



#HC-12901
12 cans, 6 colors, 6 PUSH&GO car bases
222 x 220 x 65 mm
Items in a Masterbox: 8

CYBER CARS

We know how much kids love superheroes with amazing powers, so we've created Cyber Cars with unique abilities! Each car has its own superpower and cutting-edge technology of the future. Collect them all and surprise the whole world with these one-of-a-kind cars. But be careful on the turns — they're exclusive prototypes!

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



CYBER CARS DISPLAY BOX

Cyber Cars Display Box is a bright and convenient shelf-ready format that brings together individual HEY CLAY sets with futuristic cars.

The open design lets you see all the styles at once and easily choose your favorite car. It looks like a mini showroom of the future and works perfectly for retail shelves and gift areas.



#DB-HC-20901-20903-18
54 cans, 4 colors, 18 PUSH&GO car bases
213 x 227 x 205 mm
Items in a Masterbox: 4

DISCOVERIES

The DISCOVERIES series introduces complex topics to children in a simple, creative, and engaging way. Kids play, learn, fantasize, and have fun throughout the process. This series redefines educational and science kits, making learning about the world more exciting and accessible than ever thanks to interactive sculpting play. Explore it and see for yourself!



POOP OOPS

This set helps turn children's natural curiosity into motivation to learn. Discovering new things becomes easy when they are presented in a fun and engaging way. The Poop Oops set brings complex and abstract ideas to life as playful characters, making learning both easy and enjoyable. It redefines educational and science kits by offering a unique combination of animation and sculpting, transforming learning into an experience that feels just like play — fun, creative, and full of wonder.



#HC-16177
16 cans, 13 colors
292 x 292 x 36 mm
2 sculpting tools
Items in a Masterbox: 10

BIJOU

BIJOU is an accessories creation series that is more than just craft kits — it's a way to express personal style and creativity. Here, the possibilities are endless, and the results are always beautiful. Discover how easily and quickly you can express yourself through clay fashion and add a stylish touch to your look of the day!



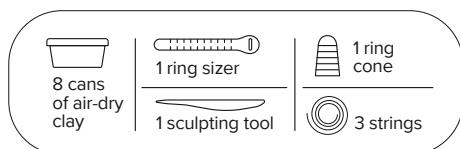
VIVID ACCESSORIES

Vivid 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!



VIVID ACCESSORIES

#HC-81001



8 cans, 8 colors
113 x 185 x 113 mm
1 sculpting tool, 3 jewelry tools
Items in a Masterbox: 4

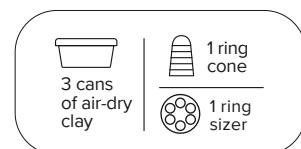
RINGS

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.



FLOWER RINGS

#HC-31001



SWEET RINGS

#HC-31002

3 cans, 6 colors
113 x 185 x 36 mm
2 jewelry tools
Items in a Masterbox: 10



ALIEN RINGS

#HC-31003

BLUEY





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 x 188 x 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 tool
Items in a Masterbox: 36

COCO



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

LUCKY



#HC-50204
5 cans, 5 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

RUSTY



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

SNICKERS



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

BINGO



#HC-50207
5 cans, 5 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

ILLUMINATION'S
minions



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MINIONS

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 x 188 x 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 tool
Items in a Masterbox: 36

BOB & TIM



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

KEVIN



#HC-50179
5 cans, 5 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

OTTO



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

DAVE & FLUFFY



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

EVIL MINION



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

DREAMWORKS SHREK





SHREK NEW

Jump into the enchanted swamp and join Shrek and his friends in a world of laughs and adventures! Sculpt grumpy-but-lovable Shrek, brave Fiona, hilarious Donkey, and sweet worrywart Gingy.

Recreate the magic of the Kingdom of Far Far Away characters with your own hands and bring your version of this epic fairy tale to life.

SET FOR CREATING 4 CHARACTERS



#HC-12004
12 cans, 12 colors, 222 x 220 x 65 mm
2 sculpting tools
Items in a Masterbox: 4

SHREK



#HC-50208
5 cans, 4 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

FIONA



#HC-50209
5 cans, 6 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

DONKEY



#HC-50210
5 cans, 3 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

GINGY



#HC-50211
5 cans, 5 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

SEASONAL

We know how much children love holidays and surprises. This special, long-awaited time brings joy to every child, and the SEASONAL series will amplify their feelings of celebration, magic, creativity, and happiness. We've created sets that kids eagerly anticipate, just like their favorite holidays. You can capture a piece of the holiday spirit right now by browsing our holiday sets!



ADVENT CALENDAR

Meet the new Advent Calendar set that will make this winter especially festive. From December 1 to December 24, each of your days will be unique, because every day you will be able to sculpt a new toy, and on Christmas Day, get ready for one more surprise to celebrate the holiday!



#HC-99000
36 sachets, 23 colors
25 hooks & strings
325 x 240 x 78 mm
1 sculpting tool
Items in a Masterbox: 5

WINTER HOLIDAYS

BESTSELLER

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

SET FOR CREATING 6 CHARACTERS



#HC-99001
15 cans, 11 colors, 222 x 188 x 72 mm
2 sculpting tools
Items in a Masterbox: 20

SANTA



#HC-50190
5 cans, 5 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

MRS. CLAUS



#HC-50193
5 cans, 5 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

SNOWMAN



#HC-50191
5 cans, 4 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

PENGUIN KID



#HC-50194
5 cans, 5 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

XMAS TREE



#HC-50192
5 cans, 6 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

REINDEER



#HC-50195
5 cans, 5 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

POLAR FUN

Let the festive adventure begin with the HEY CLAY Polar Fun set, where every creation is a little piece of winter magic.

SET FOR CREATING 6 CHARACTERS



#HC-15032
15 cans, 11 colors, 222 x 188 x 72 mm
2 sculpting tools
Items in a Masterbox: 20

GINGERMAN



#HC-50196
5 cans, 5 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

CANDLE



#HC-50197
5 cans, 6 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

GIFTY



#HC-50198
5 cans, 4 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

SANTA'S HELPER



#HC-50199
5 cans, 6 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

POLAR BEAR



#HC-50200
5 cans, 4 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

CANDY CANE



#HC-50201
5 cans, 4 colors, 72 x 146 x 72 mm
1 sculpting tool
Items in a Masterbox: 36

WINTER HOLIDAYS + POLAR FUN DISPLAY BOX

This festive display box gathers HEY CLAY holiday and polar characters in one easy, gift-ready format.

The open packaging creates a cozy Christmas-window feel: gingerbread friends, candles, candy canes and polar buddies instantly catch the eye and help shoppers quickly find the perfect gift. An ideal solution for seasonal and holiday shelves.



#HC-DB-HC-50190-50195-6
12 boxes, 50190-50195
505 x 260 x 350 mm
Items in a Masterbox: 6



#DB-HC-50196-50201-6
12 boxes, 50196-50201
505 x 260 x 350 mm
Items in a Masterbox: 6

EASTER STUDIO

Every Easter, spring awakens to color the world after the quiet of winter. This year, why not join in the fun and lend nature a hand?

Explore the vibrant hues of the season at the Easter Studio and decorate eggs with bright, fun designs or create your own unique masterpieces. Let's color the world together with all the shades of spring!



#HC-14001
14 cans, 12 colors
222 x 188 x 72 mm
Items in a Masterbox: 5



RAINBOW EGG

NATURE EGG

EVENING EGG

JOY EGG

HAPPY EGG

BLOSSOM EGG

SUNNY EGG

BOARD GAMES

This series invites families not just to play, but to create their own figurines first and then bring them to life through real gameplay adventures. Of course clay characters can be grown, split, rebuilt, so every game feels different. With HEY CLAY Board Games - sculpting, playing, and shaping the game flows one's imagination.



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 x 200 x 70 mm
2-sided field, scales,
10 tokens, dice, game 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!

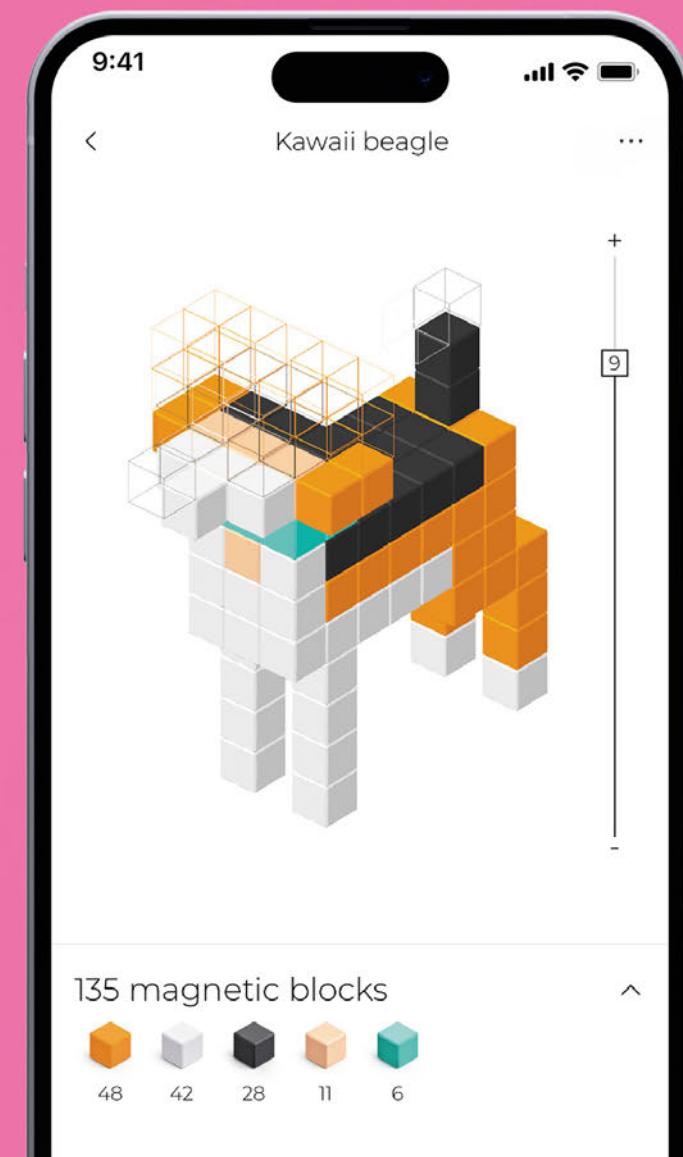
Not just an app — a portal to a parallel pixel reality. Now you can not only create virtual art but also bring it to life. **Pixel art should be real.**

Create arts from virtual blocks in the Studio using the step-by-step building guides. Then easily recreate in reality any art you came up with.

Publish your work, rate other people's creations, and communicate with the world in the language of pixel art. Take part in regular challenges to express your special creative vision and win special prizes.



SAME BLOCKS. MORE ARTS.



DESIGN SERIES

This is a series for artists who want to invent,
get inspired, and create their own pixel arts.
No restrictions on themes, worlds, or collections.
Only your imagination and the unique artist's vision.





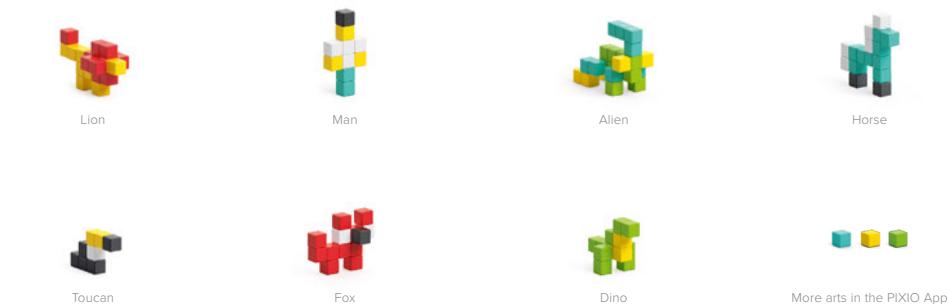
PIXIO-25

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



PIXIO-50

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



PIXIO-100

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





PIXIO-200

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



Dog



Man



Filler



Pizza delivery man



Bike



Unicorn



Princess



More arts in the PIXIO App



PIXIO-400

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



Cactus



Parrot



Woman



Man



Robot



Dragon



Beagle



More arts in the PIXIO App



PIXIO-800

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



Octomonster



Rectangular monster



Camera



T-Rex



Girl with ice cream



More arts in the PIXIO App

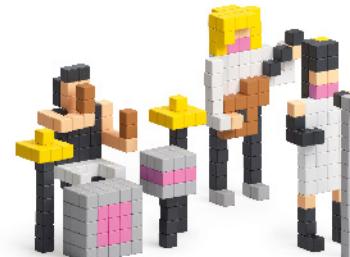


PIXIO-1600

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



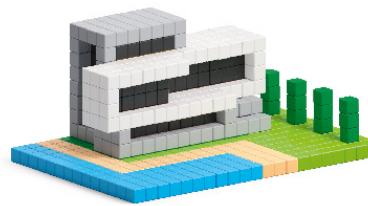
A girl on a moped



Music band on the stage



Deer in a meadow



House



Couple on the couch



More arts in the PIXIO App

ABSTRACT SERIES

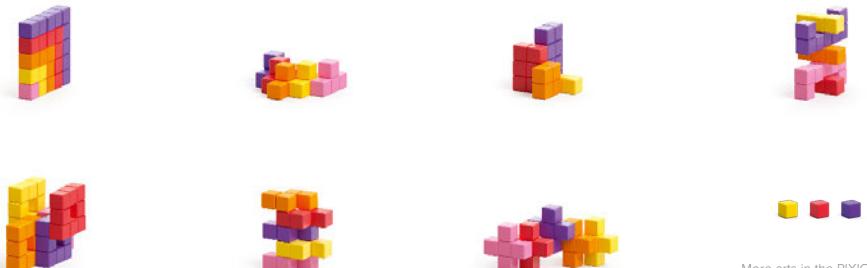
This series is created for fans of color patterns and conceptual theme worlds that have gained their place in pop culture. Experiment with color combinations as you construct abstract figures and discover unexpected ranges of color, transitions, and contrasts.





PIXOPLASMA

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

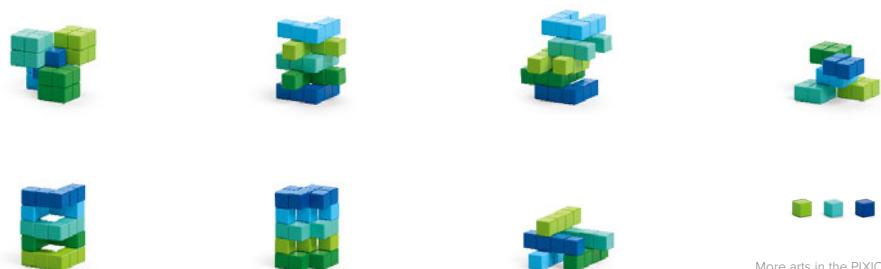


More arts in the PIXIO App



AMPHIBIO

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

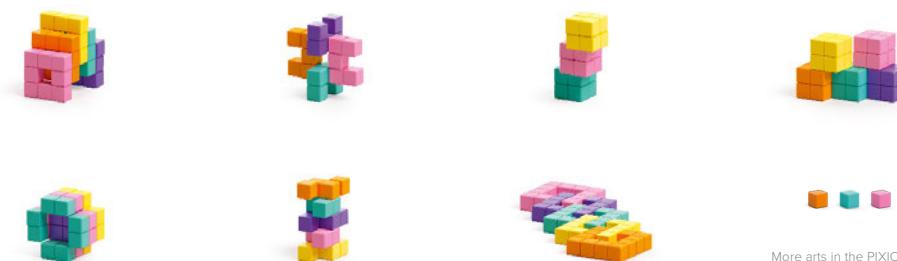


More arts in the PIXIO App



NEON

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



More arts in the PIXIO App



COFFEE

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

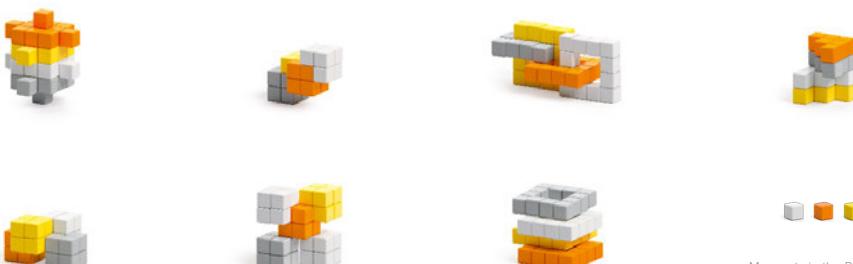


More arts in the PIXIO App



RETRO FUTURISM

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

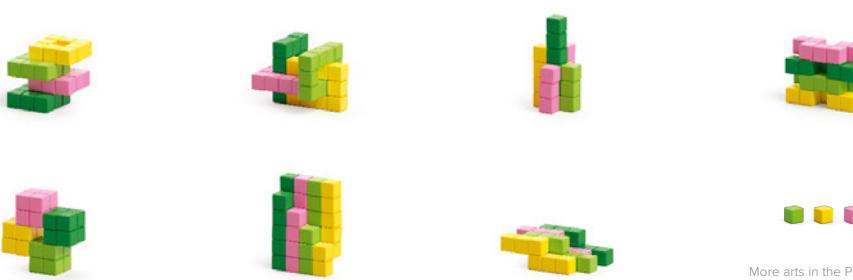


More arts in the PIXIO App



TROPIC

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

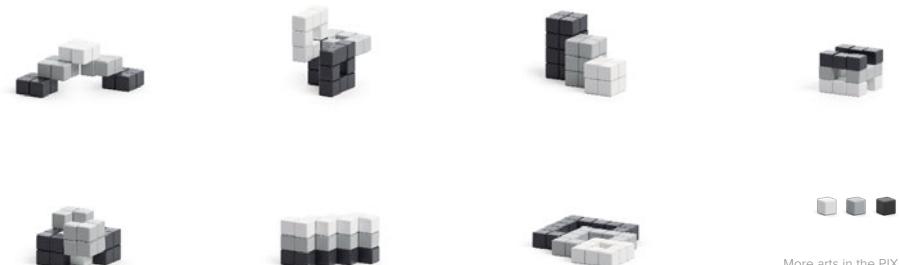


More arts in the PIXIO App



NOIR

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

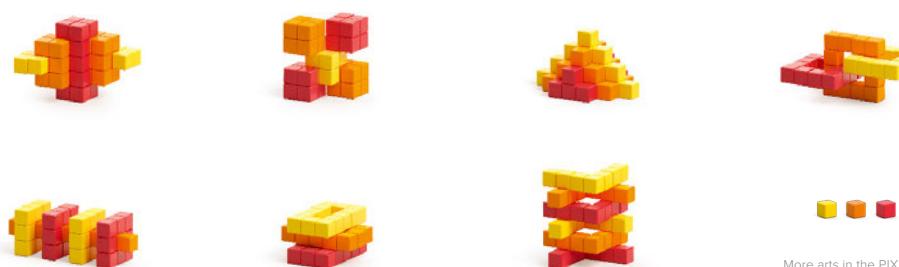


More arts in the PIXIO App



LAVA

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

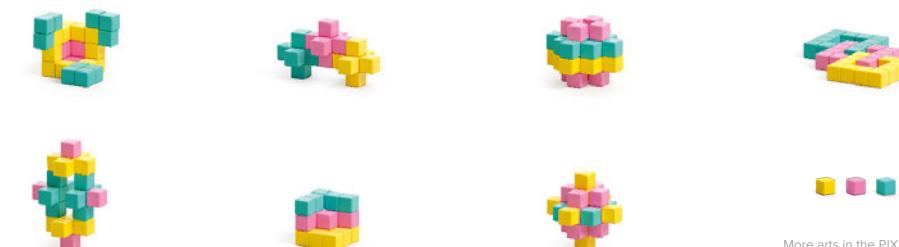


More arts in the PIXIO App



SWEET

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



More arts in the PIXIO App

STORY SERIES

People love stories — after all, we cannot imagine our world without books, films, or spoken narration. Now, you can create your own pixel art stories with the PIXIO blocks sets. A happy family meets orange animals, mini dinos go on a safari. What kind of story are you eager to create?





RAINBOW

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



Rainbow



Flag



Heart



Monster



More arts in the PIXIO App



ORANGE ANIMALS

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



Deer



Giraffe



Orangutan



Tiger



More arts in the PIXIO App



BLACK & WHITE ANIMALS

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



Zebra



Panda



Penguin



Panther



More arts in the PIXIO App



Polar bear



Grampus



Dalmatian



More arts in the PIXIO App



HAPPY FAMILY

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



More arts in the PIXIO App



BRIGHT ANIMALS

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

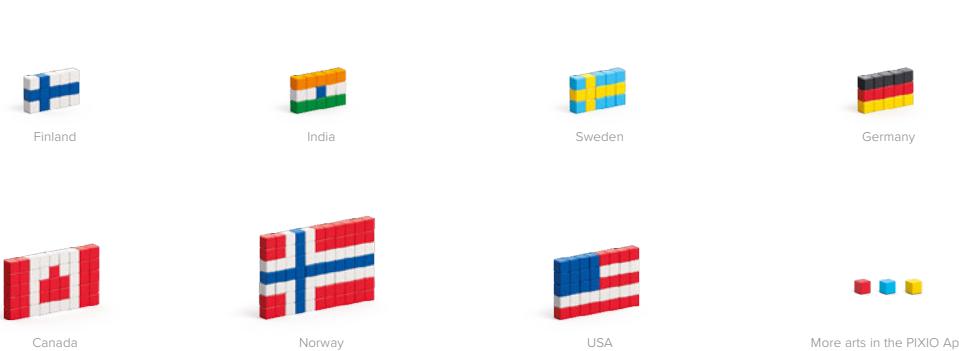


More arts in the PIXIO App



FLAGS

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



More arts in the PIXIO App



MANGA

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



Bushi fighter



More arts in the PIXIO App



MINI DINOS

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



More arts in the PIXIO App



MINI MONSTERS

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



More arts in the PIXIO App





MINI OCEAN

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



Seahorse



Octopus



Crab



Dolphin



Whale



Butterflyfish



Saddled butterflyfish



More arts in the PIXIO App



MINI SAFARI

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



Alligator



Lion



Rhino



Elephant



Turtle



Ostrich



Hippo



More arts in the PIXIO App



MAN

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



Man



Chameleon



Dragonfly



Minotaur



Heron



Dinosaur



Snail



More arts in the PIXIO App



BOT

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



Bot



Alien



Bike



Batbot



Rabbit



Scooter



Bullbot



More arts in the PIXIO App



FLAMINGO

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



Flamingo



Fox



Narwhal



Pelican



Griffin



Swan



Dog



More arts in the PIXIO App



FLOWER

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



Flower



Teddy bear



Moose



Vulture



Iguana



Woman



Antelope



More arts in the PIXIO App

CUTE CUBES

CUTE CUBES is a magnetic pixel-building set for making adorable characters and mini creations. Build, rebuild, and invent your own designs: easy to start, satisfying to finish, and perfect for creative play anywhere.





ORANGE ANIMALS

30110
52 pcs, 4 colors
Box: 100 x 160 x 40 mm

NEW



Dog



Cow



Bear



More arts in the PIXIO App



PINK ANIMALS

30111
52 pcs, 4 colors
Box: 100 x 160 x 40 mm

NEW



Pig



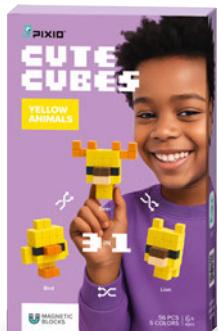
Rabbit



Cat



More arts in the PIXIO App



YELLOW ANIMALS

30112
56 pcs, 5 colors
Box: 100 x 160 x 40 mm

NEW



Bird



Deer



Lion

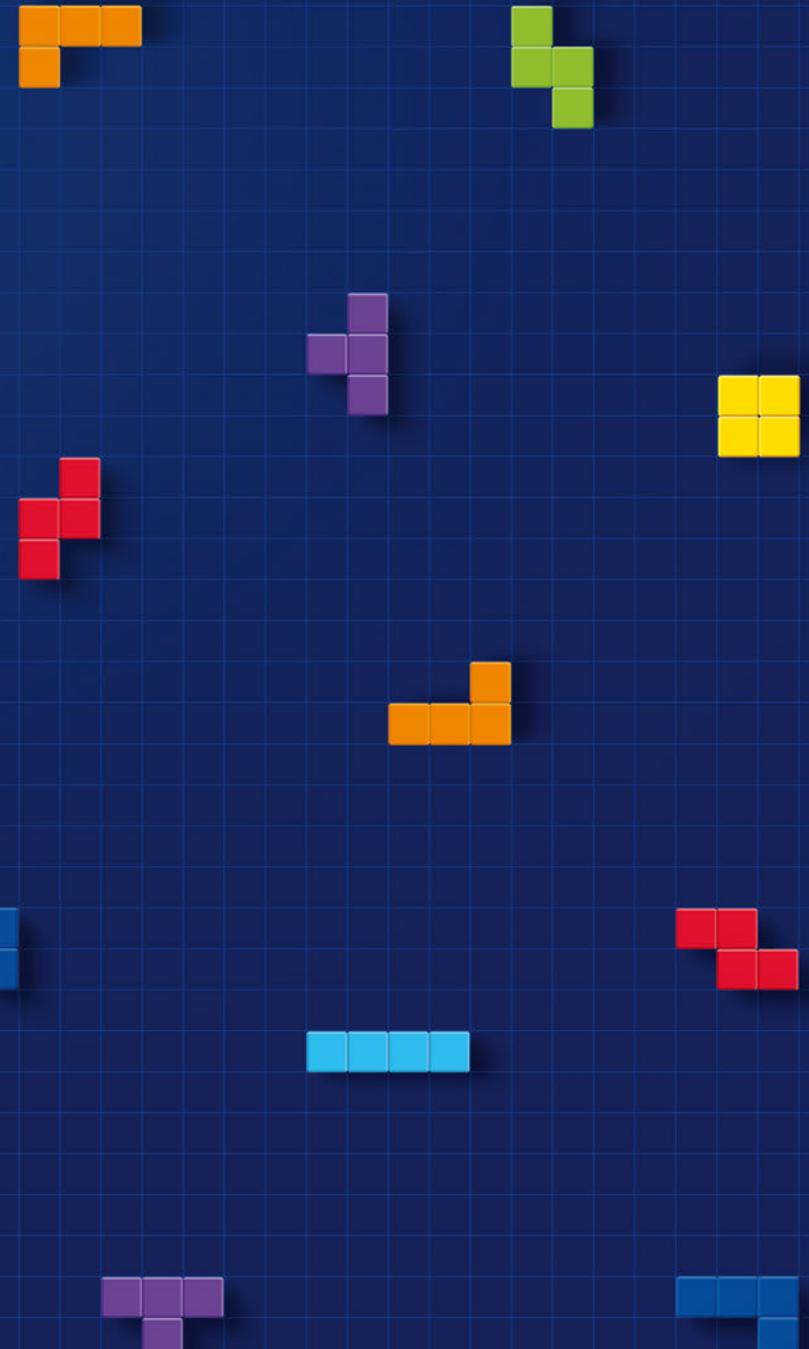


More arts in the PIXIO App



Bring the iconic game to life!

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





TETRIS®

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

NEW



Z-Shape



L-Shape



O-Shape



S-Shape



I-Shape



J-Shape



T-Shape



More arts in the PIXIO App



TETRIS® DISPLAY BOX

31106-12
28 pcs, 7 colors x 12
Box: 220 x 120 x 130 mm

NEW



Monster



Flower



Plane



Unicorn



Bird



Snake



Deer



More arts in the PIXIO App

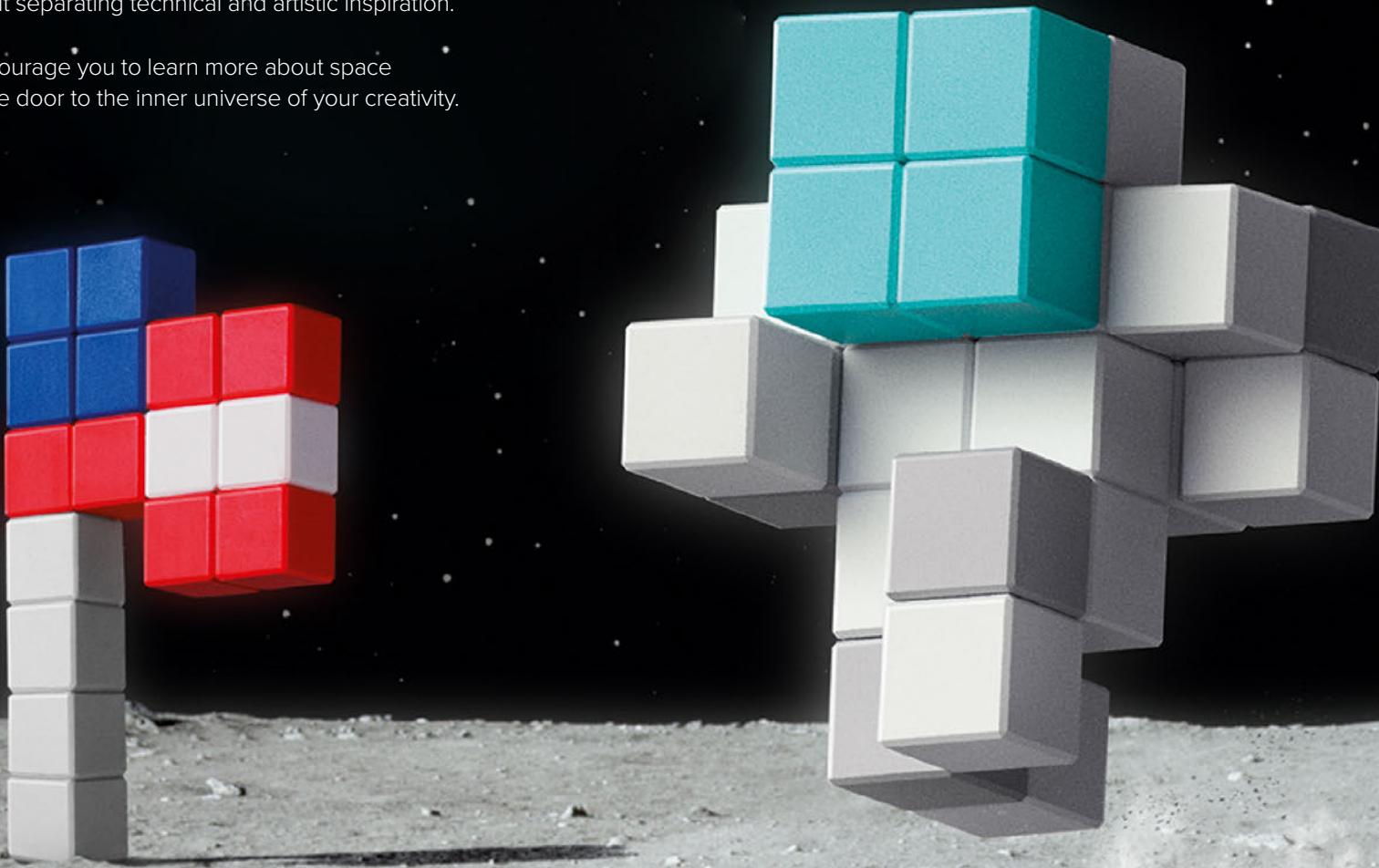


Tetris ® & © 1985~2026 Tetris Holding.

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.

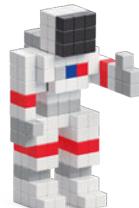
The new PIXIO sets encourage you to learn more about space exploration and open the door to the inner universe of your creativity.





NASA DEEP SPACE MISSION

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



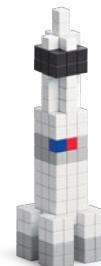
Astronaut



Surface explorer



Satellite



Launch rocket



Mars rover



Space telescope



Lunar rover



More arts in the 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



Lunar module



Sitting astronaut



Lunar trailblazer



More arts in the PIXIO App

MASTERPIECES

Meet 3 new PIXIO additions to the STORY SERIES. This line is 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-PORTAIT (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

MINI MONSTERS

Whether a monster is cute or scary doesn't depend on its size. The MINI MONSTERS set is your chance to assemble unique creations.





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

One color opens up unlimited possibilities for creativity and is super easy to start with! If you have just one color, you already can create a beautiful single-color character. Start with one, make him a friend or two, and you won't be able to stop. A world of one-color creatures awaits new beings born from your imagination.





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
SEAHORSE

#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
CAMEL

#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
WHALE

#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

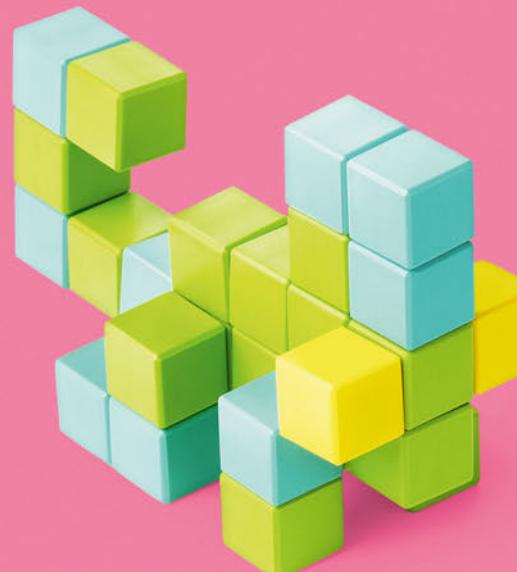


BLACK
SCORPIO

#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.



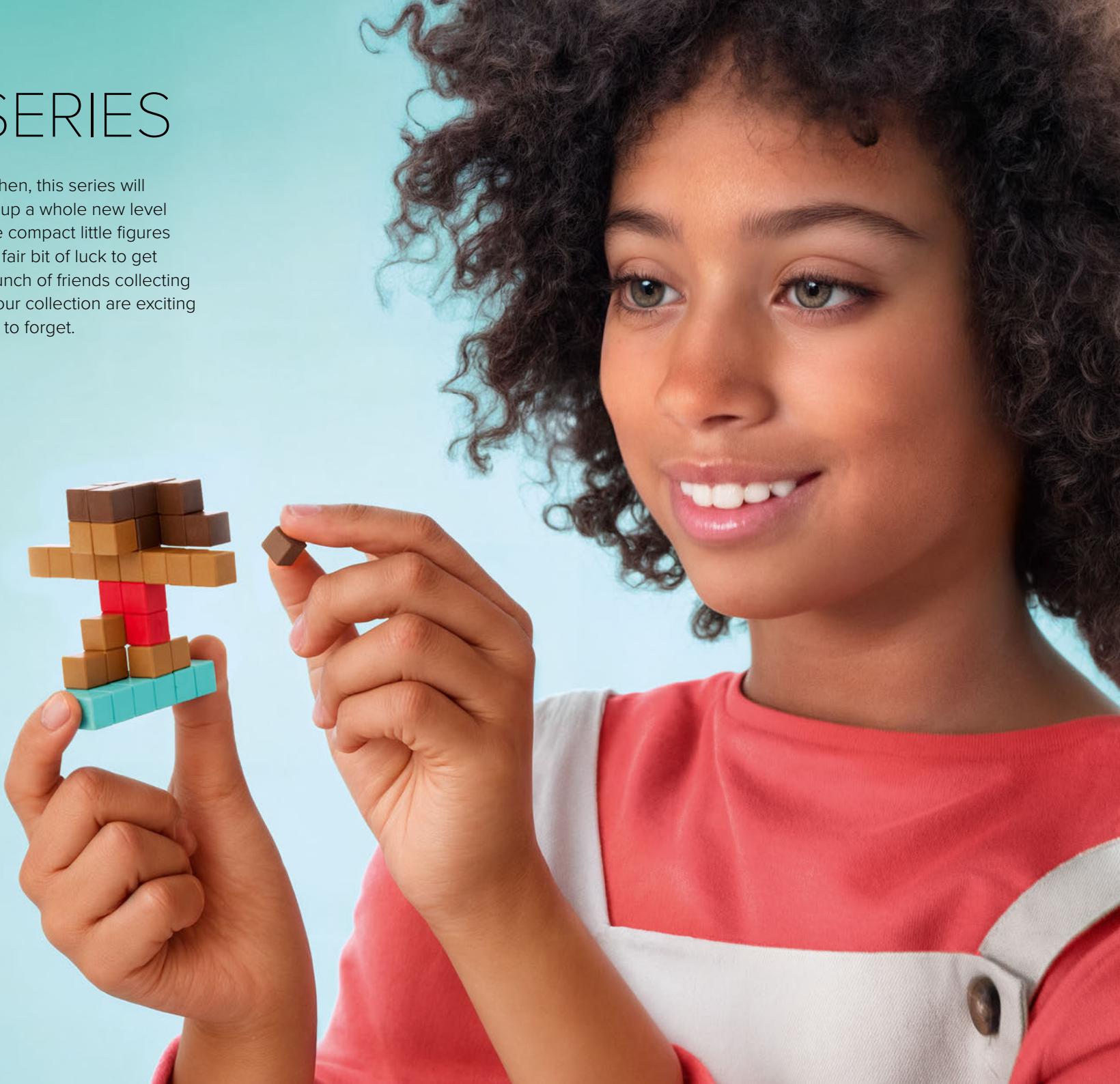
PIXIO - 16

#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



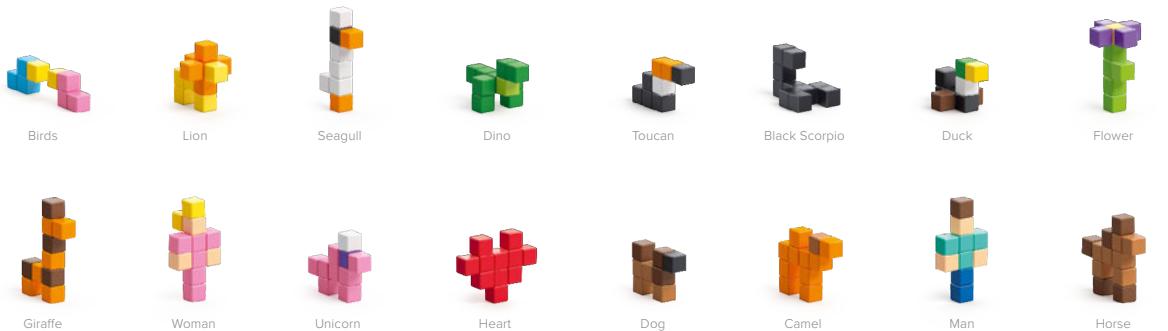
MINI FIGURES

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



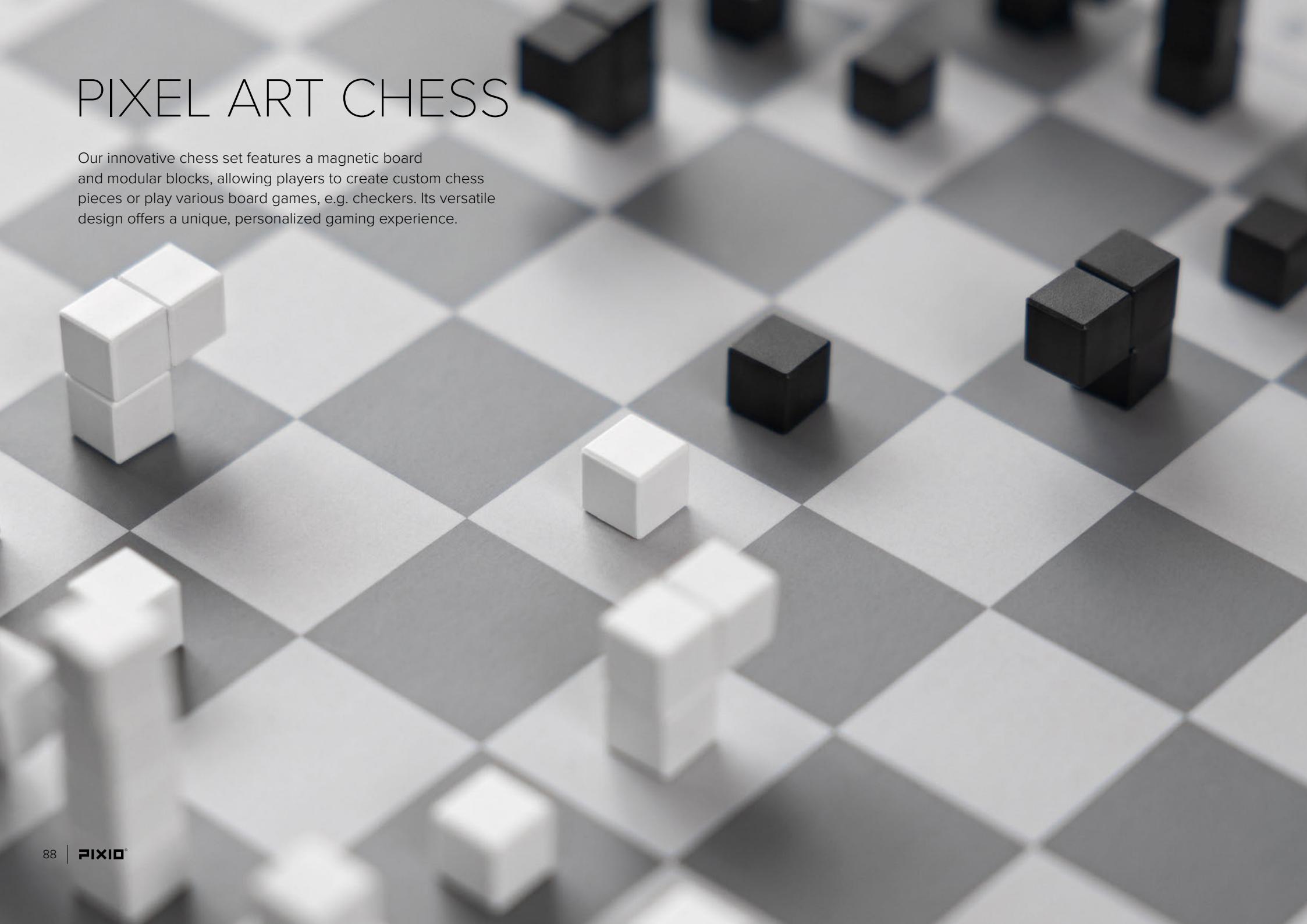
SURPRISE

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



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.





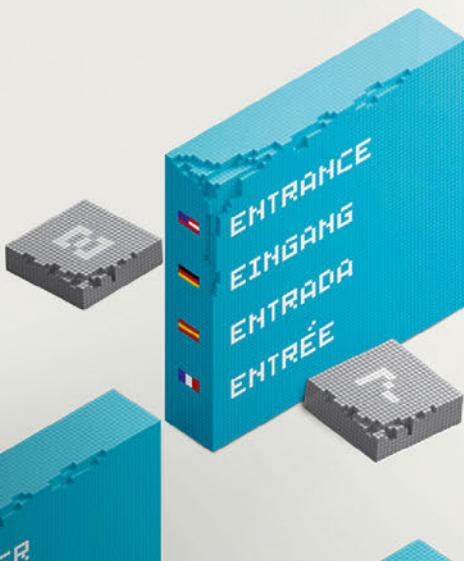
PIXEL ART CHESS

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



BOARD GAME ICONIX

Our game combines creativity and strategy as players draw cards with words and use PIXIO magnetic blocks to construct designs representing these words. Others guess the word, blending fun, learning, and visual interpretation. Each round requires unique creativity and strategic thinking.



ICONIX

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



STICKER ME

PIXIO STICKER ME is an innovative portrait maker that requires no artistic skills. Create your own unique pixel-art selfie, a picture of a family member or friend, or even a cool poster of your favorite superhero using real, physical pixels!



ORIGINAL PACK

#PS-10101

Box size: 220 x 220 x 220 mm
Contents: 1 double-sided artboard,
9 sticker sheets, stand, instruction,
and 1 pair of tweezers

NEW



FAMILY PACK

#PS-10102

Box size: 220 x 220 x 320 mm
Contents: 5 double-sided artboards,
17 sticker sheets, stand, instruction,
and 1 pair of tweezers

NEW



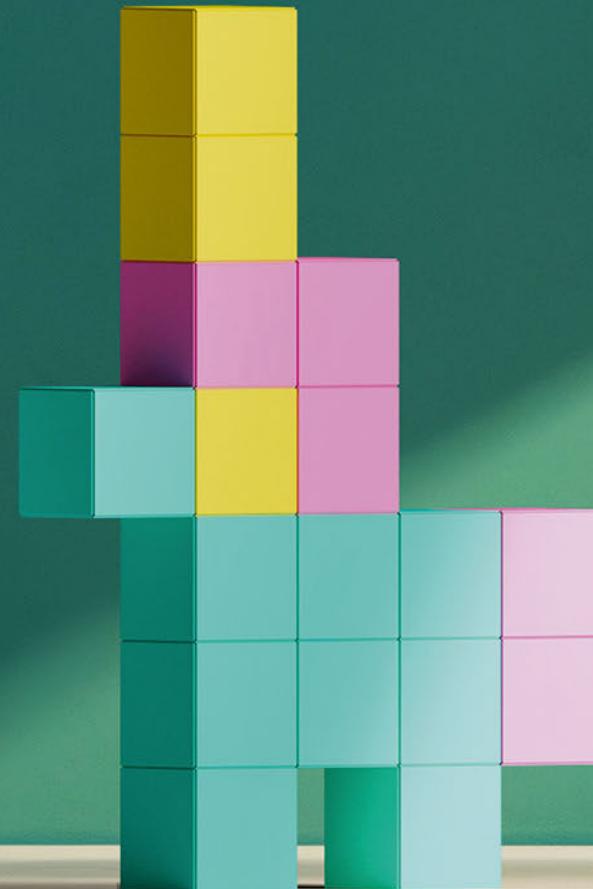




vox.art

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

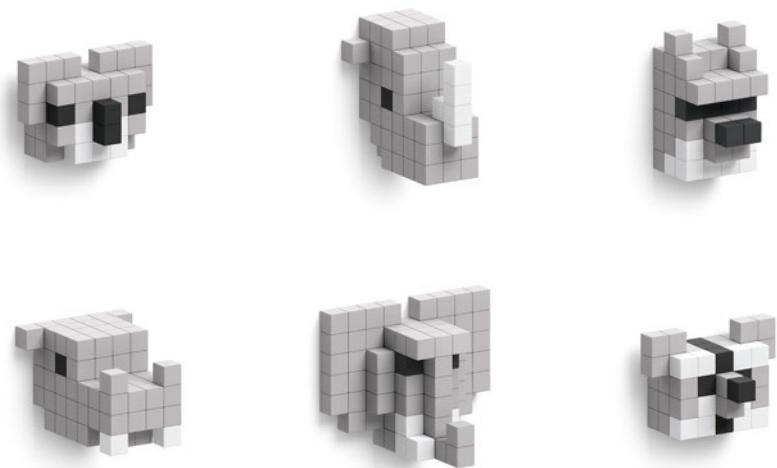
#VA-81401
288 details, 4 colors
Box: 240 x 240 x 80 mm



GREY EDITION

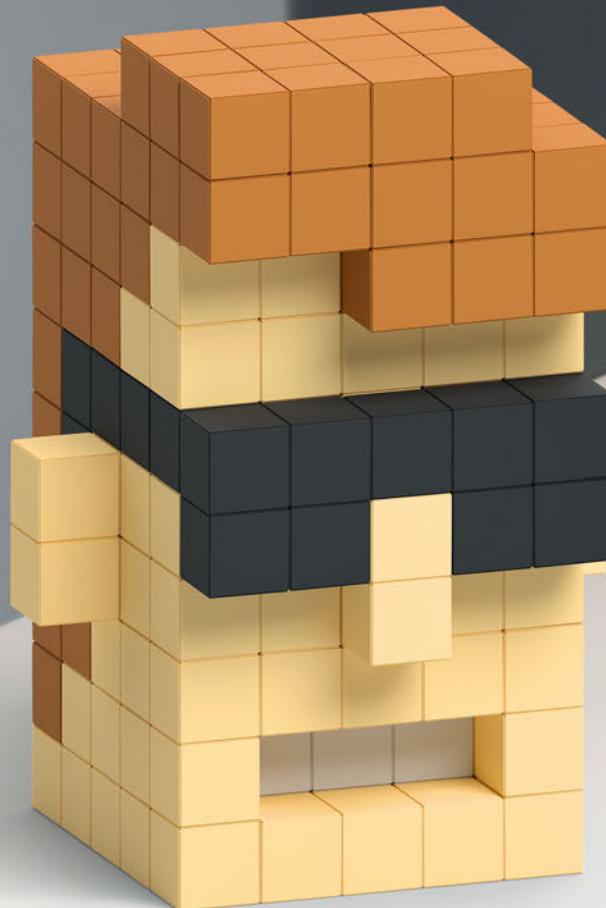
WILD HEADS

#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 themed lines dedicated to different types
of people. Choose the one you like best — Gamers,
Dudes, Redheads... or 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



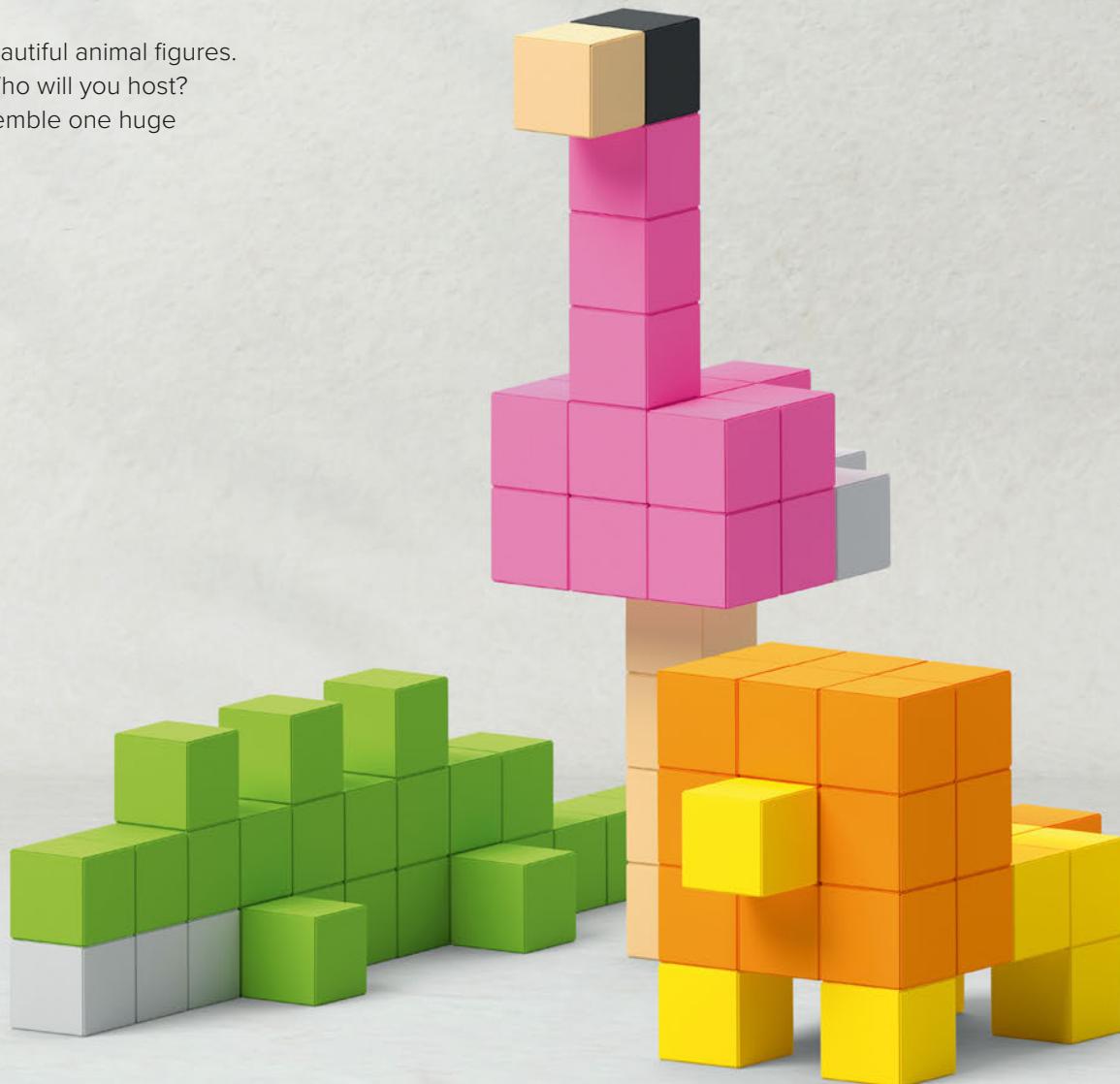
BUDDIES CUBEHEADS

#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

ANIMALS

#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

MONSTERS

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





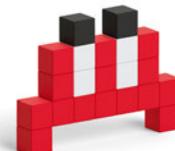
PINK

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



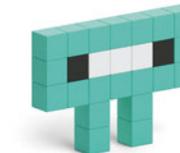
GREEN

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 themed 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.

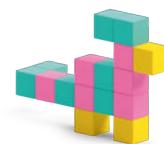




SWEET DREAMS

ICON

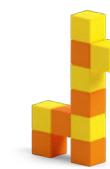
#VA-81101
70 details, 3 colors
Box: 160 x 160 x 60 mm



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



PIXIO®





TREND
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ME
R

trendformer.co



HEY CLAY®



PIXIO®

