

2018 Educational **Wooden Toys**



We are delighted to introduce our 2018 range providing children around the world with toys that stimulate their imagination, increase their knowledge and enhance their mental and physical development.

We believe that a toy should not only be for playing but should also be an important tool in the development of a child's self-confidence, intelligence and creativity. Our toys are designed by specialists who understand child development and how toys can stimulate the development of each stage of a child's growth.

We use only the best, , natural, high quality materials, which include European beech wood, German paints and varnishes. All the different stages in making and packaging our high quality products are carried out in our own factories.

Edu fun® has been expanding lately. . We have subsidiary companies in Australia, KSA, Dubai and Egypt. Our products are available in more than 25 countries.

lcons



Product Age



Pcs

Product Code



Product Size

Number of Pieces



Contents



We Came Closer

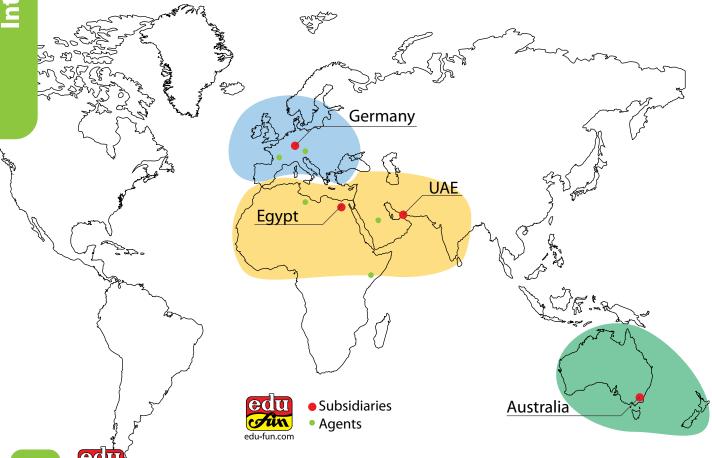
We at **Edu fun**[®] strive hard for better sales and export services of our products and high customer support. This year we proudly announced the opening of our European subsidiary to serve this important market.

Edu fun® GmbH Germany

For more than 25 years, **Edu fun**[®] has proudly facilitated the educational market in Europe. After many years, we decided that we should be physically located in Europe. We have chosen to start with Germany to be the headquarters for our new branches in Europe.

Germany is one of the leading countries in both Europe and worldwide in the design and development of learning resources and educational furniture. With its central location in Europe, Germany will be a unique hub to service the sales operations and customer support. Europe is our main market following the Middle East. We have a long strategic plan for the market in Europe. **Edu fun® GmbH** is just our first step.





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Edu fun® PTY, LTD, Australia

Edu fun[®] products have been sold in Australia since 1995. In the beginning, the products were sold by the main learning resource distributers in Australia.

In 2015, we opened our branch, Edu fun®, PTY, LTD.

Edu fun[®] recognized the importance to establish itself in Australia. It has always aimed to satisfy its clients making sure each customer feels they are **Edu fun**[®] favourite client.





Edu fun® Middle East Dubai, UAE

Edu fun[®] group is streamlining its activities to keep pace with the growing markets and is becoming a leader in the region and as an international player.

As a place to do business, and as a hub for the region and beyond, the United Arab Emirates (UAE) continues to be increasingly important, relevant and attractive to businesses from around the world. For these reasons, **Edu fun**[®] has moved its head office to UAE. We continue to care about our market in GCC in general and in the UAE in particular due to its importance and its approximate location to our production facilities in Egypt.

With more than 40% of the population younger than 30, GCC countries are an important market for learning resources & educational furniture. They are notably growing in the fields offering great educational facilities.

Introduction

Edu fun® MENA Egypt

Egypt's economic conditions have started to improve considerably, after a period of stagnation. This is a result of improved liberal economic policies by the government, increased revenues from tourism along with a booming stock market.

According to annual reports by some international organizations, Egypt has been rated and recognized as one of the top countries concerned with reforming the market standards for pre-school educational services.

Moreover it has educated the market with world standards and codes to set the Egyptian standards and codes later.

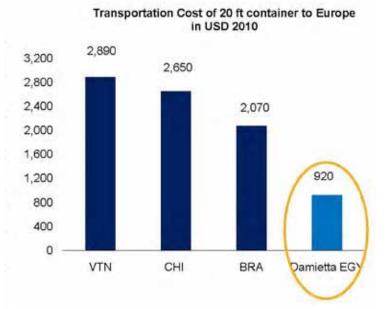
Taking advantage of its large population of 104 million and a birth growth rate of 2.3%, Egypt is the biggest market in the MENA region.

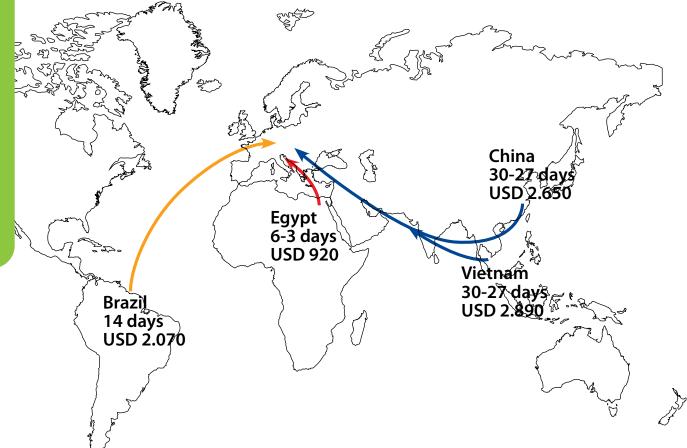
Edu fun[®] MENA with its headquarters in Egypt is the oldest and largest subsidiary in the Middle East and Africa.



Unique Location

Egypt's unique and advantageous location near Europe (a shipping time of 7 days maximum and flying time of 4 hours maximum) gives its' production facilities in Egypt a privilege over their opponents in East Asia and China. This can save lots of time, money creating new opportunities.





Euro One

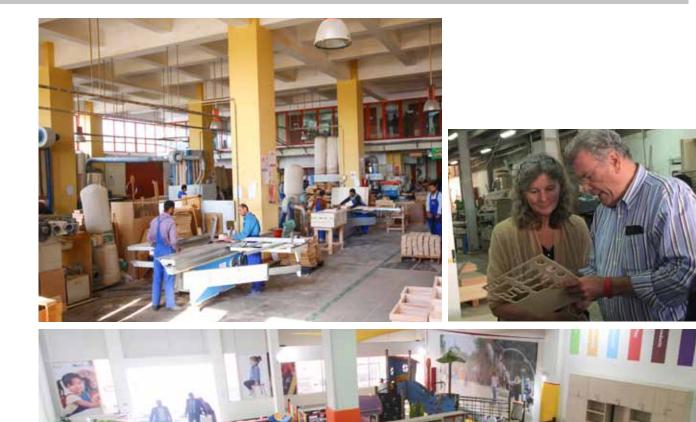
Euro ONE also known as a (movement certificate), enables importers in certain countries to import goods at a reduced or nil rate of import duty under trade agreements between the EU and beneficiary countries. Signed in 2001 it allows **Edu fun**[®] products to be shipped from Egypt to Europe. This is another save in costs.



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Business Delegations & Factory Visits



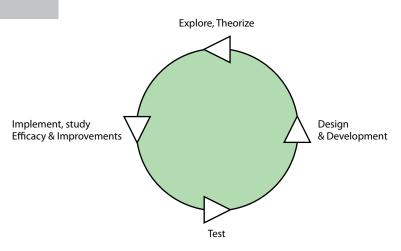




We Design ...

Since its founding in 1987, the R&D Department has served in the design and improvement of Edu fun® Products. The R&D Department leads the company and secures the vision and development of the product, market, and the company's identity. Company R&D collaborates with experts from

All over the world to research, develop and demonstrate innovative products or services. Our R&D Department collaborates with our industrial arms to develop and demonstrate innovative concepts.



R&D PLC (Project Life Cycle)





We Produce

Since we, **Edu fun**[®] planted the first production seed in Egypt in 1998, we have expanded our production lines to manage the expanding demand of our products and provide wide collection of **Edu fun**[®] range.

New state of the art machines have been added to our production lines offering quality and on-time development. We are able to develop new product range by the execution of OME products with our factories and our four production lines (solid wood, panel board, tube bending, wooden toys and puzzle).





Annual Employee Wages (2010/2011 USD



Annual Employee Wages

1- Solid Wood Production Line



2- Panel Board Production Line











3-Tube Bending Production Line









4- Educational Resources Production Line



European material

In the educational furniture & materials sector, **Edu fun**[®] is a pioneer in developing the concept of importing high quality natural European materials, manufacturing complete products outside Europe, and send back to European market.

Taking advantage of cheap labor in Egypt, we achieved the hard equation:

European materials & quality products / competitive price.

As the most intimate friends of children, toys are of vital importance to the intellectual development and health of children. They are indispensable consumer products during the child's growth.

However, there are some hazards that may bring harm to children and even threaten their health. In view of the particularity of behaviour of children and their development, countries and regions have imposed more stringent requirements for the quality and safety of toys and children's products.







Quick Shipping of European raw materials



European standards

Edu fun[®] commitments to the children has no limits that is why we always care to meet the world's latest standards of safety for our products range. We in **Edu fun**[®], care to comply with the international standards especially strict European CE standards. This is to guarantee we offer safe and healthy products to the pre-school kids of the world.

All our products and production facilities are certified with the international and European standards.

CE EN 71



ISO 9001 ISO 14001 OHSAS 18001





The Designers





Reyer Kras

s Peggy Bannenberg Netherlands



<u>interaktiv</u>

'Sea and Coast' is the name of this new set of educational toys dedicated to the human activities at sea and the related coast. Each toy is like a knot in an interactive imaginary web acting as an inviting toy system for children to stimulate creative thinking and role-play in many exiting roles. Children are not only mere observers of the world of the grown-ups. They are inventive storytellers as well as role players forming an essential part of their development. This allows them to discover and understand their own position in the complicated hierarchies and interactions in human relations. Each toy can be stored in its own durable wooden box, which also are an essential part of the toy. They play an important role in the creative and interactive play between the toys. All boxes and all toys have standardized 8mm holes in which several toys can be positioned and some boxes have special slots to position the toy it stores during play.



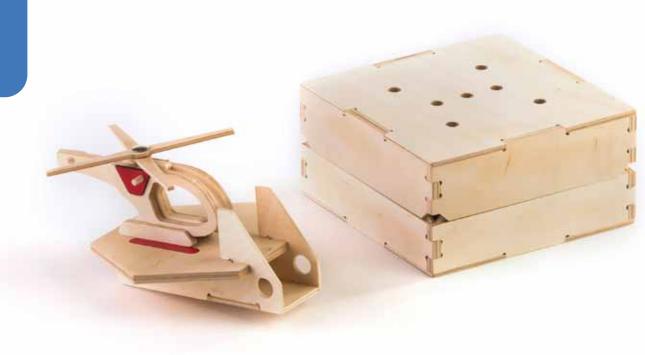




81035

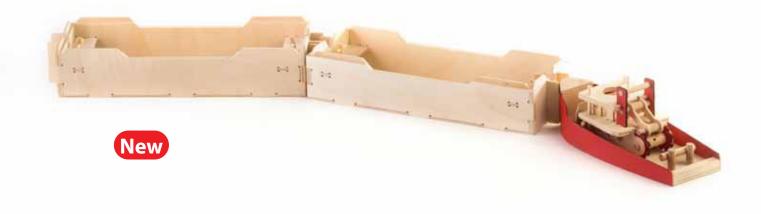


A busy sea and lively harbour can't function without a helicopter to transport people. This helicopter lands on a helicopter deck that fits in special holes in the boxes and most toys. The helicopter deck not only fits on the oil platform but also on the storehouse and in all other toys yet to come in 'Sea and Coast'.



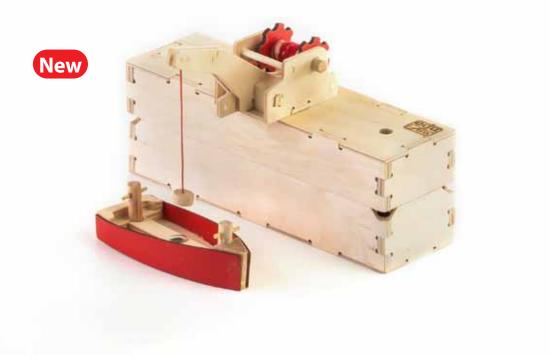
Interaktiv





81050 Tugboat Size Box : L 28 X W 10 X H 10.5 cm The tugboat is stored in its wooden box that also can be used as barges to urgently transport drums and containers and whatever other goods that have to traverse the sea-lanes on the child's playfield. The tugboat can either push the barges or tow them while using the winch on the aft-deck.



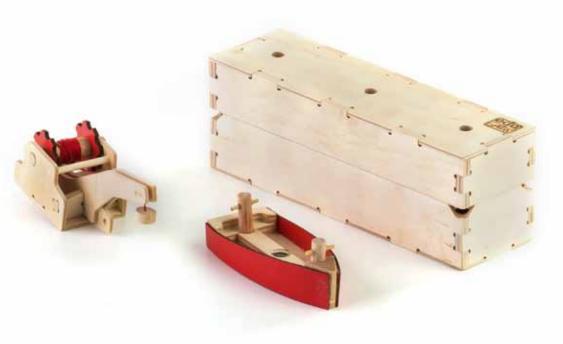


81045 Lifeboat Size Box : L 20 X W 7 X H 6 cm



Small boats busily cruise the water to ferry workers and seaman around to do their busy tasks. During heavy storms in seas, these boats bring survivors to safety. These small boats can be hoisted on the quay, the oil platform or whatever other toy the small crane fits.









81040 Storehouse Size Box : L 40 X W 40 X H 20 cm

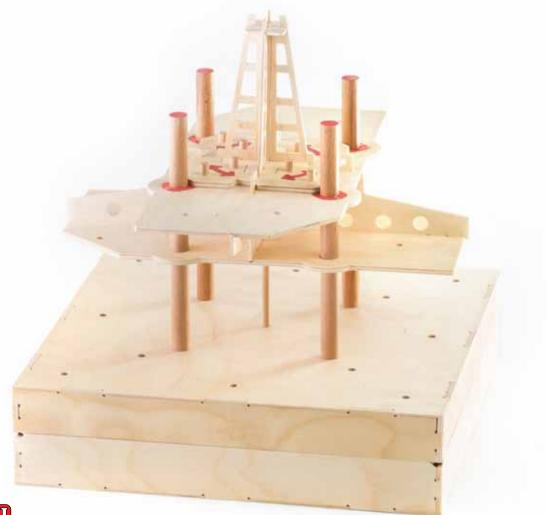


Goods ready for transport over sea or into the hinterland have to be collected in a lively storehouse where elevators will bring them to their allotted positions somewhere on the three floors to be picked up later. Barges will moor at its quays being the box on which the storehouse stands in special slots to have it stand firmly at the harbour front.

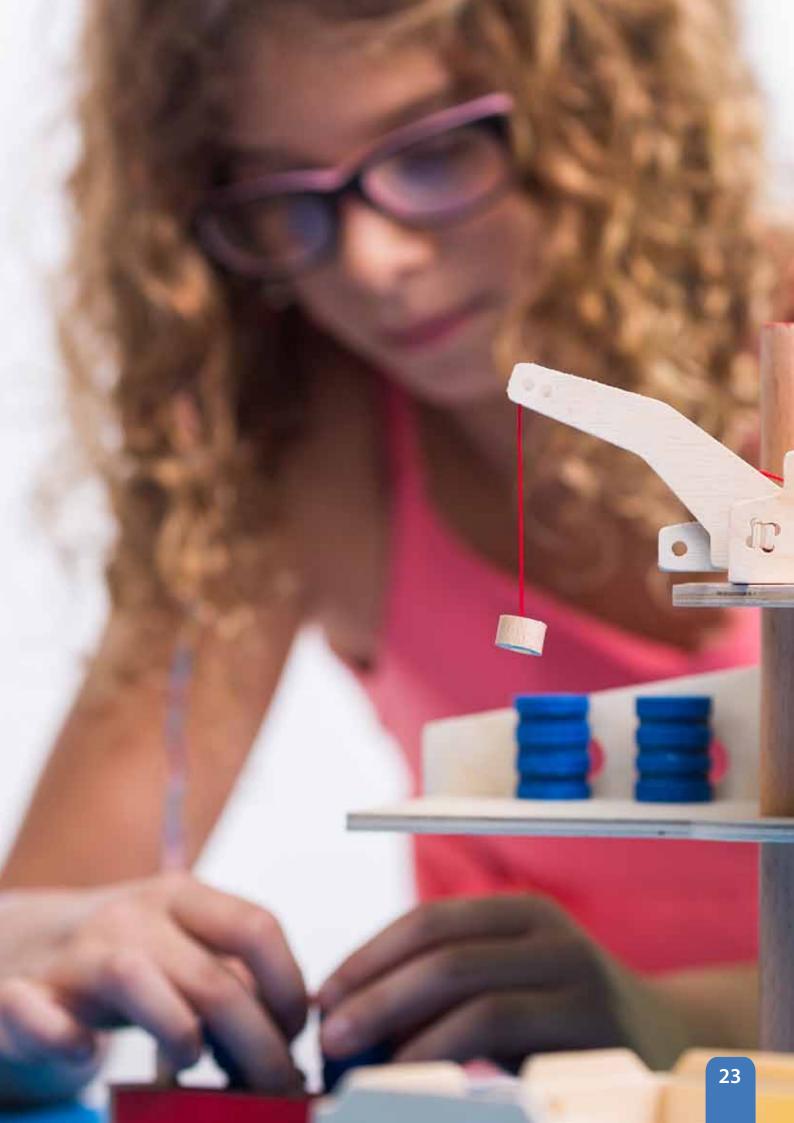
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81030 Oil platform Size Box : L 40 X W 40 X H 10 cm Because of the many environmental, political and economic issues related to the extraction of crude oil from the seabed this seems an awkward choice for designing it as a toy. At the same time it is also an opportunity to present this toy with information about its many implications in real life. For a child it is also a chance to see a representation of an oil platform, which is normally in the sea over the horizon. This allows the child to understand where the liquid, which allows the car to move, comes from.









Infants & Toddlers

From the very beginning of their life, children's curiosity is insatiable They want to see, touch, taste and explore everything around them. What better way than providing them with the tools to guide them in a safe, enjoyable way.

At **Edu fun**[®] we have educational toys that are suitable to keep even the busiest of minds and hands satisfied as they explore their world and unconsciously developing their, spatial, bodykinesthetic, linguistic, interpersonal Intelligence and much more.









31310 Mini Building Blocks-Wooden Basic Block Module : 3.5 cm

Age + Pcs 16 Pieces













Lev 1 - 21034



Toddler Tracking Board L 30 X W 30 X H 2 cm Age 2+ Pcs 1 Piece











Golden fish 11315













Rabbit 11330



Playing With my ... L 21.3 X W 21.3 X H 0.9 cm

Age 2+ Pcs 4 Pieces + wooden base



21071

Age 1+

The Wobbly Kid

8 Ø X H 15.5 cm

Pcs 6 Pieces + wooden base



21070 The Wobbly Man 11.5 Ø X H 23.5 cm

Age 1+ Pcs 9 Pieces + wooden base

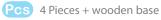






21046 Stacking Rings Snail L 14 X W 8.8 X H 9.4 cm





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Infants & Toddlers

21075 Funny Face Shapes L 23 X W 10 X H 12 cm

Age 2+ Pcs 10 Pieces + wooden base

37













Toddlers Grading Shapes L 14 X W 15.2 X H 6 cm

Age 2+

Pcs 9 Pieces + wooden base









Infants & Toddlers

10801 Junior 3D game L 18 X W 18 X H 4.8 cm

Age 2+

Pcs 11 Pieces + cards + wooden box





13020 Screw Heads **A** L 16 X W 6.5 X H 7.7 cm

Pcs 6 Pieces + wooden base

13025 Screw Heads **B** L 16 X W 6.5 X H 7.7 cm Age 1/₂+ Pcs 6 Pieces + wooden base

Infants & Toddlers



13000 Nut & Bolt ButterFly L 25.7 X W 25 X H 4 cm Age 2^k+ Pcs 10 Pieces + wooden stand

13005 Nut & Bolt Tree L 25.7 X W 25 X H 4 cm

Age 21/2+

Pcs 10 Pieces + wooden stand







Surprise Window (Circles) L 23.5 X W 12.5 X H 3.3 cm

Age	1+
Pcs	3 Pieces + wooden base

10576 Surprise Window (Shapes) L 23.5 X W 12.5 X H 3.3 cm

Pcs 3 Pieces + wooden base





21111 Funny Circular Sorter L 25 X W 25 X H 2.9 cm Age 1+ Pcs 5 Pieces + wooden base

21116 Funny Shapes Board L 25 X W 25 X H 2.9 cm











Letters & Numbers

It's essential when your child begins to learn the letters & numbers of a language that he does it in an enjoyable way. This could be done in many ways but what could be easier and more fun than learning the alphabet and numbers the **Edu fun**[®] way? We have a variety of games & puzzles to help your child recognize his letters and numbers in an easy and delightful manner.





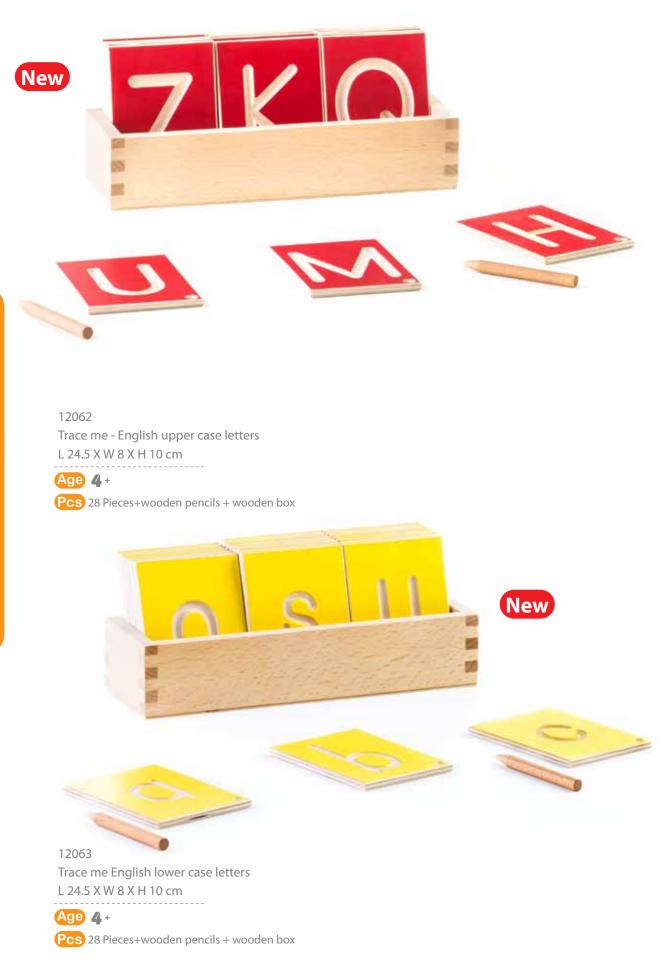












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12056 Trace me English Numbers L 11.5 X W 9.5 X H 10 cm

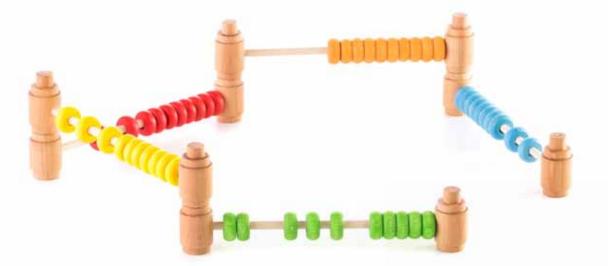


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20060 Triangle Abacus & Tracing L 14.5 X W 14.5 X H 13 cm Age 3+ Pcs 1 Piece

20070 Counting Abacus L 24.3 X W 5.5 X H 23.5 cm Age 3+ Pcs 1 Piece

8 9 10



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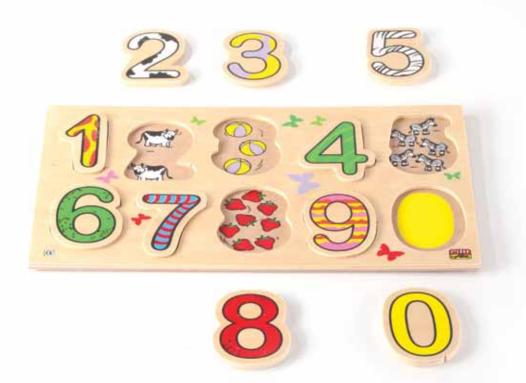






12055 Number Board L 32.5 X W 20 X H 0.9 cm





12075 What's Inside My Numbers? L 32.5 X W 20 X H 0.9 cm

Age 3+ Pcs 10 Pieces + wooden base





32025 Spell - A - Word? L 33 X W 18 X H 4.7 cm

Age 3+ Pcs 10 Pieces + wooden box



Alphabet Board - Capital L 36.5 X W 25 X H 0.9 cm

Age 3+

Pcs 26 Pieces + wooden base



12010 Alphabet Board - Small L 36.5 X W 25 X H 0.9 cm

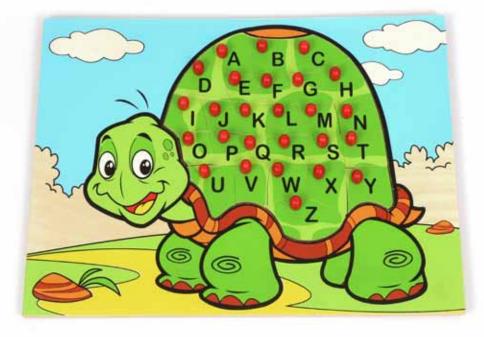


12020 What's Inside My Alphabet? L 36.5 X W 25 X H 0.9 cm

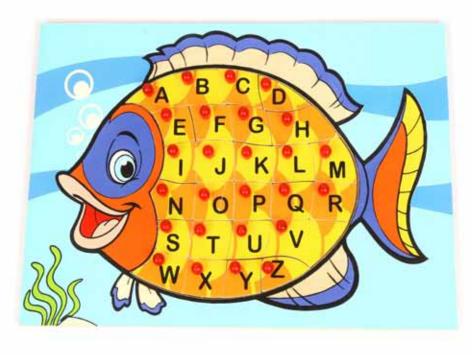
Age 3+ Pcs 26 Pieces + wooden base







Turtle 12115



Fish 12105

Letter Puzzle L 36.5 X W 25 X H 1.8 cm





Educational Toys

The early Pre-school years before formal education are the most formative for children. Their little minds are wide open and ready to accept any knowledge and information that they are subjected to Edu fun® believes that enhancing and advancing children's development during these crucial years is essential to build up strong foundation for a life-time of learning success. Edu fun[®] has designed products for both pre-school and older children to help them explore and discover their world.







30515 Matrix smart game L 25 X W 17 X H 6 cm



Pcs 44 Pieces + 42 cards+ wooden box





Educational Toys

31313

Basic Building Blocks-Colored Basic Block Module : 3.5 cm

Age 21/2 + Pcs 25 Pieces + 6 cards

31312 Basic Building Blocks-Wooden Basic Block Module : 3.5 cm











31315 Large Building Blocks-Colored Basic Block Module : 3.5 cm











31320 Large Hollow Blocks Basic Block Module : 14 cm





Large Hollow Blocks				
Shapes	Quantity	Size		
$\langle \rangle$	4	56 x 14 x 1.2 cm		
	2	112 x 14 x 1.2 cm		
$\langle \rangle$	2	28 x 14 x 14 cm		
\bigotimes	5	28 x 28 x 14 cm		
	2	56 x 28 x 14 cm		
	2	56 x 28 x 14 cm		
Total		17		



Mini Hollow Blocks				
Shapes	Quantity	Size		
$\widehat{\mathbf{A}}$	10	14 x 14 x 7 cm		
	6	28 x 14 x 7 cm		
	4	56 x 14 x 7 cm		
	4	28 x 14 x 7 cm		
Total	24			





* This Combi storage unit can accommodate our Large Hollow Blocks for organized, space saving and mobile storage. Code **45520**

Educational Toys

31322 Mini Hollow Blocks Basic Block Module : 7 cm







194 Booper V

31325 Colored window blocks Basic Block Module : 3.5 cm Age 3+ Pcs 24 Pieces + Wooden Box



74

Educational Toys



31330

Mirror Window Blocks Basic Block Module : 3.5 cm

Age 3+ Pcs 16 Pieces + Wooden Box

Educational Toys



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Insert Boards L 32.5 X W 20 X H 1.8 cm









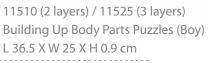


11530 (2 layers) / 11580 (3 layers) Building Up Body Parts Puzzles (Girl) L 36.5 X W 25 X H 0.9 cm

Age 3+ Pcs 14 Pieces + wooden base

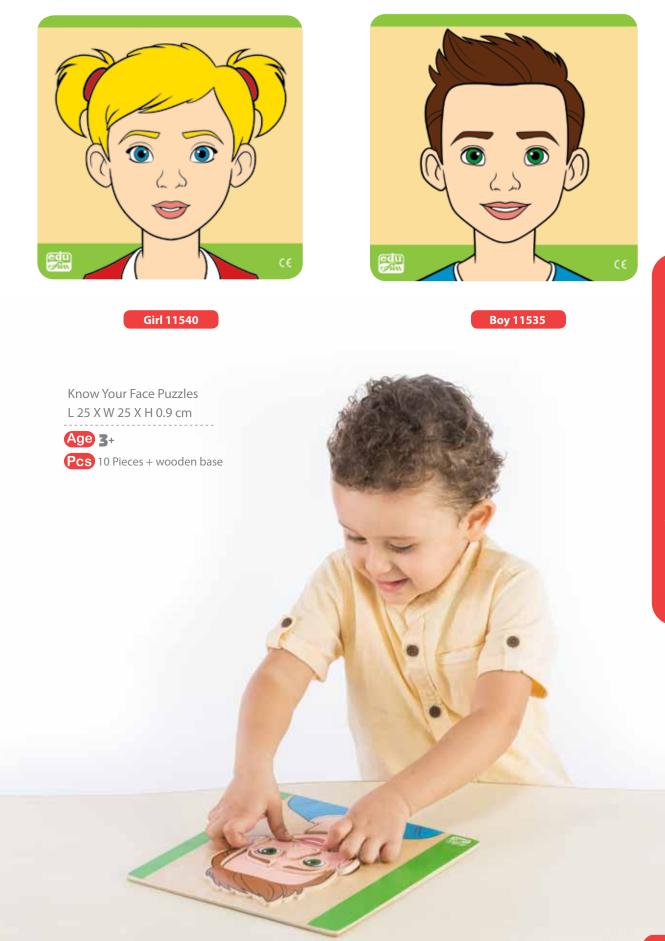
Educational Toys

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Age 3+ Pcs 16 Pieces + wooden base







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31100 Sorting Box L 40 X W 12 X H 7.4 cm

Age 3+ Pcs 60 Pieces + 6 rulers + wooden box





Educational Toys





31135 Matching box L 25 X W 12 X H 7 cm

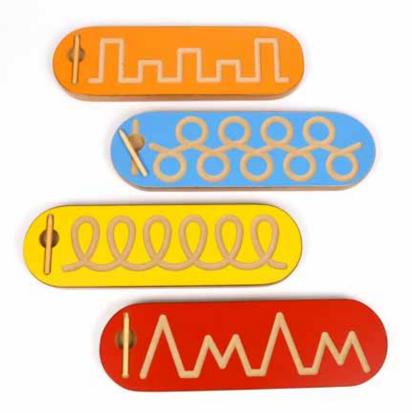
Age 3+ Pcs 16 Pieces + 8 rulers + wooden box

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21030 Pre-Writing Board Set L 33 X W 10 X H 1.2 cm

Age 3+ Pcs 4 Pieces + 4 wooden pencils

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Educational Toys

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21025 Follow the fish L 30 X W 30 X H 4 cm

Age 3½+

Pcs 12 Patterns + wooden board









Pcs 9 Pieces + wooden base

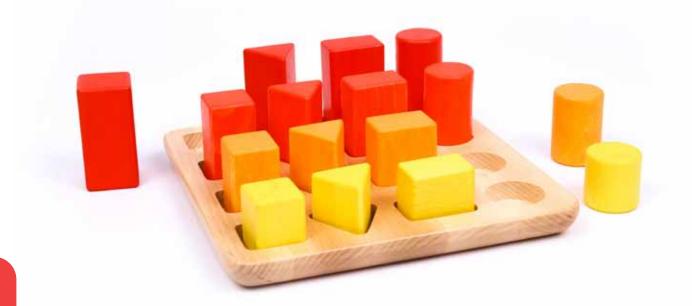






22405 Popcorn Balance Game L 12.5 X W 6 X H 2 cm

Age 4+ Pcs 22 Pieces + wooden box **Educational Toys**



21155 Geometrical peg Grading Board L 21.5 X W 21.5 X H 8.5 cm



Educational Toys





21105 Shape Matching Board L 21.5 X W 21.5 X H 3.5 cm



21100 Geometric Fractions L 32 X W 9.5 X H 4 cm





31390 Colored Big Blocks L 38 X W 30.8 X H 35.7 cm



Pcs 193 Pieces + wooden trolley

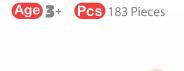


No.	Shape	Quantity	Size
1	\bigcirc	18	35 x 35 x 35 mm
2	\bigcirc	16	7 x 35 x 35 mm
3		8	105 x 35 x 35 mm
4	$\bigtriangledown \longrightarrow$	2	175 x 35 x 35 mm
5	Ø	24	35 x 35 x 17.5 mm
6	Ø	4	70 x 35 x 17.5 mm
7	Ø	18	105 x 35 17.5 mm
8		10	210 x 35 x 8.75 mm
9	\triangleright	8	70 x 70 x 35 mm
10	D	8	105 x 35 x 35 mm
11		14	7 x 35 x 35 mm
12	1	20	35 x 35 x 17.5 mm
13	\bigcirc	9	70 x 35 Rmm
14	9	6	35 x 35 Rmm
15		11	70 x 35 x 35 mm
16	Q	11	525 x 35 17.5 mm
17	J	1	140 x 70 x 35 mm
18	Ø	1	70 x 35 x 35 mm
19	Ĥ	4	70 x 35 x 35 mm
Total Quantity		193	





31385 Natural Big Blocks L 70 X W 40 X H 100 cm





* This Flexo storage unit can accommodate our Natural big blocks for organized, space saving and mobile storage. Code **64045**

No.	Shape	Quantity	Size
1	\Diamond	30	70 x 70 x 35 mm
2	\Diamond	27	140 x 70 x 35 mm
3		9	280 x 70 x 35 mm
4	\checkmark	9	280 x 70 x 11 mm
5		12	140 x 35 x35 mm
6	\triangle	6	140 x 70 x 35 mm
7		6	70 x 70 x 35 mm
8	\mathbb{P}	36	70 x 70 x 35 mm
9	<i>I</i>	3	140 x 70 x 35 mm
10	θ	3	70 x 35 x 35 mm
11		6	140 x 70 x 35 mm
12	Ø	6	140 x 70 x 35 mm
13	Ð	3	280 x 210 x 35 mm
14	\bigcirc	3	180 x 70 x 35 mm
15		12	140 x 350 mm
16	\bigcirc	6	140 x 70 x 35 mm
17	\bigcirc	6	70 x 70 x 35 mm
Total Quantity			183



21187 Grading circular tower 7 Ø X H 21.5 cm



21188 Stacking shape tower 7 Ø X H 21.5 cm Age 3½+ Pcs 7 Pieces + wooden base

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Fun



Fairy Tales L 26 X W 5.5 X H 19 cm Age 4+ Pcs 9 Pieces + 1 card + wooden base



Hansel and Gretel 21235

Little Red Riding Hood 21230



30582 Where is My Button? L 33 X W 18 X H 4.5 cm



Pcs 32 Pieces + 8 cards + wooden box





30583 Color hunt L 16.5 X W 16.5 X H 5.5 cm Age 4+ Pcs 22 Pieces + 11 wooden base







31026 Squared Domino L 16.5 X W 5.5 X H 5.5 cm

Age 3+ Pcs 28 Pieces + wooden box





Taking a Bath 11980



Drinking 11960



Waking Up 11985



Running 11975



Eating 11970



Reading 11955

What are You Doing ? L 21.3 X W 21.3 X H 0.9 cm

Age 4+ Pcs 9 Pieces + wooden base



Sleeping 11965



Educational Toys



10805 Trip to Circus L 29.5 X W 20 X H 12 cm

Age 4+ Pcs 20 Pieces + 24 cards + wooden base





Educational Toys

10800 Trip to Farm L 29.5 X W 20 X H 12 cm

Age 4+ Pcs 20 Pieces + 24 cards + wooden base





Touch and match dominos L 37.5 X W 23 X H 3.6 cm Age 3+ Pcs 28 Pieces + wooden box





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New look Picture Dominos L 37.5 X W 23 X H 3.6 cm Age 4+ Pcs 28 Pieces + wooden box

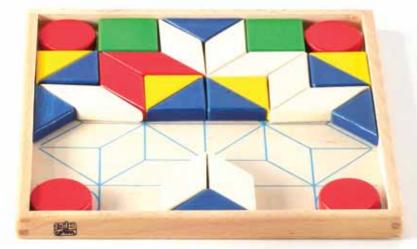
Educational Toys

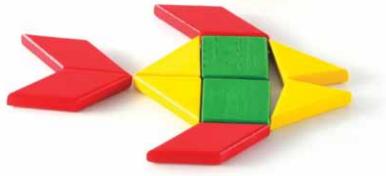


31220 Colour Mosaic Large 5 ø - small 3.5 ø

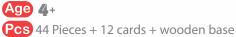
Age 4+ Pcs 60 Pieces + 16 cards







31205 Shapes Mosaic L 28 X W 28 X H 1.9 cm









31370 3D Cubes Box size: L 22.5 X W 22.5 X H 3.7 cm Cube module : L 2.5 X W 2.5 X H 2.5 cm cm









Dramatic Play

Step into the world of a child's imagination. Games include playing house, going shopping, having a tea party for a favourite teddy or playing doctor for an injured doll. Children have a very good sense of imagination and dramatic play tools enhance this sense. Role-play may appear to be a very simple activity, yet through it, young children learn practical life skills and building their character. Whatever the imaginative game they have conjured up, we have the toys,

kits, puppets and scaled down models, which helps their imagination to come alive.







21560 Modern Theater L 91 X W 35 X H 167 cm

lron 16.4 x 10.3 x 10 cm lron table 82.5 x 28 x 55 cm

Fun Pretend Iron Set

21565

21570 Fun Pretend Clothes Rack L 55.3 X W 34 X H 55.3 cm







21660 One unit Pretend Kitchen(one set) L 120 X W 40 X H 118 cm







Fridge 21616

Sink Washing Machine 21606

Children Play Kitchen Sink Washing Machine L 40 X W 40 X H 52 cm Cooker L 40 X W 40 X H 85 cm Fridge L 40 X W 40 X H 52 cm



Cooker 21601

Ask for more 2018 catalogues



Montessori Materials & Furniture



Kindergarten Furniture



Head Office & Edu fun[®] Middle East Subsidiary Dubai -UAE

Showroom & Outlet

- Marketing & Sales Office
- R&D Department

Warehouse& workshop

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Europe Subsidiary

Edu fun® GmbH

Deutschland

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- Marketing & Sales Office
- Warehouse

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- Warehouse

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