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Oompa Toys E-Tailer Makes Finding Unique, Well-Designed Back-To-School Products a Snap!

Los Angeles, CA—It can be difficult to find school gear and educational toys that aren't stickered with movie characters or that are not made of plastic. When little ones head to preschool for the first time, or back to school in their early elementary years, families who value the lasting nature of wooden toys and the classic styling of European toys turn to Oompa Toys' website for their needs at www.oompa.com.

Oompa's Milanie Cleere buys for her website with a discriminating eye. She has a mission: No batteries. No blinking lights. No cartoon-themed toys. Period.

What Oompa does offer is an extensive collection of European wooden toys, baby toys, educational toys, children's jewelry, bags and room decor items to **urbane and discerning adults who want to expose the young children in their lives** to non-character-branded, quality toys. The kind of gifts that become family favorites and last long enough they can be handed down for generations. Cleere, as a mother of two, believes in high quality products, fair & competitive pricing and 100% customer satisfaction.

When families get ready to gear up their kids for school this fall, here are a few Oompa favorites to consider:

The Rucksack UFO Backpack from HABA (\$32.49)

This wonderful creation from Haba is really two bags in one. The main bag has two padded straps and can be worn as a backpack. The second bag can be used alone or attached to the main bag. Oompa loves the see through pocket in the second bag, ultra modern design, and reflective material on the shoulder straps. UFO is a sturdy bag that was crafted to withstand the rigors of toddler, preschool and kindergarten use.



Elasto Rucksack/Bag from HABA (\$34.99)

Flexible! This backpack gets wider and wider when children fill it with books, games and other small treasures. The adjustable straps offer stability. Tuck away the shoulder straps and Elasto turns into an easy to carry bag. It comes with a coordinating bear that attaches to Elasto via discreetly placed Velcro. Unzip the bear's tummy to store change and keys. Elasto is a sturdy and tough bag that was crafted to withstand the rigors of toddler,

preschool and kindergarten use.

smART bag from HABA (\$34.99)

Budding artists and writers can open the bag and pen wonderful pieces wherever they are - in the car, at the doctors office, anywhere they have to wait. Open the smART Bag to reveal compartments sized to store pencils pads or other small odds and ends. The included shoulder strap makes the Smart Bag easy for little ones to carry on their shoulder. The sturdy back also makes an ideal drawing surface. Keys are perfectly stored in the included Beetle Bag. The Beetle Bag can also be attached to another bag, belt or purse.



Belt Bag in three styles: Boy, Girl or Beetle from HABA (\$8.99)

Toddlers and preschoolers will have fun storing small treasures in these whimsically designed bags. Easily attaches to belts or other bags via a child-friendly snap in the back [of the bag].

Pencil Shuttle From HABA (\$16.00)

Pencils, sharpener and Co. take off in this shuttle. The wings are little compartments with zipper. Case of robust nylon fabric, washable. Length approx. 26,5 cm. Without contents.



Ready, Set! Time for School! From HABA (\$24.99)

Come on, let's go to school! How exciting the everyday life of a child in school can be. But only the one who gets up early and arrives at the bus stop will get to school on time. And the fun continues! With so many children and things to learn, the day passes in a flash!

In this game, children experience how their day will change when they start going to school. Gently woven into the game are memory skill challenges and clock-reading - all introduced in a playful way. This is a wonderful game for 1 to 4 players, ages 5 to 12. The instructions contain several game variants with differing degrees of difficulty. Includes:

- 1 game board
- 1 counter with removable satchel
- 1 timetable
- 26 big playing cards
- 10 small cards
- 7 round sleepyhead cards
- 1 set of game instructions



Memo De La Mer from Vilac (\$29.99)

Lovingly designed nautical and ocean related images are screened directly onto these chunky wooden memory tiles. Sized perfectly for toddlers and preschool aged children, Memo de la Mer memory tiles are a wonderful way to help young children develop and hone memory skills. We love the child-friendly designs and bright, saturated colors.

Memo de la Mer was lovingly designed in France by Vilac. Vilac has been crafting wooden toys in the forests near Champagnole, France for over 90 years.



Lotta necklace from HABA (\$11.99)

Add a flowery touch of summer to that special little girl's back to school wardrobe. Over a dozen wood flowers and beads are strung through a clear elastic band. We love the saturated orange, red and purple colors.

This necklace was designed by the talented artists at German company, Haba and makes a wonderful addition to a child's jewelry collection. Matching hairclip and hair bands available for \$4.99 each.

Wooden ABC Blocks w/cart from Vilac (\$46.99)

Versatile and timeless - the two most appropriate words to describe this wonderful set of ABC blocks from French company, Vilac. This wooden toy grows with a child and helps develop a plethora of skills: manual dexterity (stacking), color recognition, shape recognition and letter and number recognition.



Oompa loves the contemporary, saturated colors and rounded edges.

The wood cart is especially useful for clean-up and serves double duty as a pull toy. This wooden toy makes a wonderful birthday present.

Non-toxic and lead-free paints are applied directly to hard wood. Finished with completely child-friendly substances. Designed by Vilac in France.

The Bits and Bobs Pin board (\$74.99)



This wall piece is the perfect storage place for pictures, pens, pencils, art supplies and countless other odds and ends. Bits and Bobs has the following useful features:

- four photo windows
- green pocket with blue flap
- magnetic memo board
- photo window strip
- removable window
- bear pencil holder
- memo board with straps
- dragonfly ring and key holder

Made of mixed cotton and polyester with foam filling. Use any of the four metal eyelets to attached to a wall or other sturdy surface.

DIMENSIONS

W 39 1/2 x H 26 in. (W 100 x H 66 cm)



Boite a Fermes Sorting Box from Vilac (\$35.99)

Shape sorting becomes more fun with this wooden house of shapes. Sized for toddler hands, each of the eight chunky shapes fit perfectly into one of the openings in the house. When all the shapes are inside, just flip down the barn door, take out the pieces and start over!

Oompa loves the checkered roof, green handle, and big, chunky shapes. We're especially fond of the simple animal renditions on each of the wood pieces. This House of Shapes makes a wonderful present! Lovingly designed in France by Vilac. Vilac has been crafting wooden toys in the forests near Champagnole, France for over 90 years.



About Oompa Toys

Oompa Toys was founded in 2003 by Milanie Cleere, who was fed up with the cheap plastic and battery operated toys that cluttered her new child's room. In her search to replace them with quality toys that would last years and provide excellent educational opportunities, she saw a large void in the market. While traveling in Europe, Cleere discovered wonderful wooden toys that were imaginative in their design, built for years of play by young children that had the helpful side benefit of also being nice to look at.

Cleere, now a mother of two, knew that Americans would want quality European toys and set out to sell them on-line. Her interactive agency background as a designer, programmer and manager for many Fortune 500 companies was a perfect mix to launch an ecommerce site that could crack the competitive baby toys market. Together with her husband, Internet entrepreneur Jason Oliver, who also has an extensive background with Internet technology and marketing, Cleere created Oompa Toys.

Starting in their garage with just a handful of products, Cleere and Oliver now offer more than 1,200 SKUs from seven countries. Oompa is now a leading specialty toy online retailer and carries a wonderful mix of wooden toys, baby toys, soft dolls, play food, ball tracks, playmats and other wonderful, high quality European toys from brands like HABA, Selecta, Vilac, Chelona, Kathe Kruse, Djeco, Noukies and more. Oompa Toys offers fair & competitive pricing and strives for 100% customer satisfaction. Visit www.oompa.com to see it all!

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