



Tactile Trends Transform International Market

ORB™ introduces key trends to Spielwarenmesse® Toy Fair

HALIFAX, Feb 7, 2018 (www.OrbToys.com) - ORB™, international children's toy company, showcased their top trend products at the Nuremberg toy fair last week. International customers couldn't wait to get their hands on both Soft'n Slo Squishies™ and OrbMolecules™, ORB™'s two biggest lines currently entering into European markets.

Customers Clamoring for Soft'n Slo Squishies™



Soft'n Slo Squishies™ has been the biggest trend in the US since last summer and this trend isn't slowing down. The brand has recently launched in the UK, France, and several Nordic countries with the same success that ORB™ has seen in North America. Customers throughout the show couldn't wait to get Soft'n Slo Squishies™ on their shelves, stating that their consumers have recently started asking for them. The question heard over and over again was "how soon can I get them?"

With 400 designs and counting, ORB™ is the world's top producer of squishies and is currently manufacturing millions Soft'n Slo Squishies™ to keep up with demand.

Germany's annual toy fair, Spielwarenmesse®, in Nuremberg has helped ORB™ work closely with both existing and new distributors to fill European shelves with millions of Soft'n Slo Squishies™. The brand has a market share of over 85% in the US, and ORB™ anticipates a similar market share in Europe by mid-2018. ORB™'s design team is focused on bringing exciting new innovative Soft'n Slo Squishies designs to the market over the coming months to propel the brand to new heights.

Hands on Play at the Fair

ORBmolecules™ launched in the US just before the holidays and is the most unique compound available on the market. Customers at Spielwarenmesse® toy fair filled the ORB™ booth because they just had to know what it felt like.

Made in the USA, ORBmolecules™, the worlds' first construction compound, is completely reusable. Each kit contains thousands of spheres held together by an amazing binder that never dries out. Children are able to build incredibly detailed creations over and over again.

Featured in the Nuremberg toy fair trend gallery, ORBmolecules™ is just beginning to ship to Europe. Currently in the Nordic countries, ORB™ is excited to expand into even more in the upcoming months.



ORB™ will be showing these lines in addition to several new brands and products at New York Toy Fair later this month. Please contact them directly for sales and media opportunities using the contact info below.

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