



TWICKTO®

WORLD OF ENDLESS CREATION

BUILD ENDLESS . BUILD BIG . AND PLAY

WELCOME TO THE WORLD OF TWICKTO



TWICKTO WORLD OF ENDLESS CREATION



TWICKTO®



**INNOVATIVE
AND PATENTED
PRODUCT RANGE**



**DESIGNED AND
PRODUCED IN THE
NETHERLANDS**



**SOLID DUTCH
FAMILY BUSINESS
WITH 45 YEARS OF
EXPERIENCE**



**THOROUGH MARKET
RESEARCH AND
DISTINCTIVE
MARKETING STRATEGY**



**AWARD WINNING
PRODUCT SUCH AS
THE IF GOLD AWARD
2018**



TWICKTO WORLD OF ENDLESS CREATION

A collection of LEGO Technic parts, including black and blue beams and connectors, arranged in a collage-like fashion at the top of the page.

THE BIG STORY OF TWICKTO STARTS SMALL

HOW IT ALL STARTED

Let us take you back to the year 1995. Gert-Jan is on a mission to find construction toys for his two young sons. 'I wanted to give them something with symmetry, that you can add to on all sides. I could not find anything like this in the stores. So, I decided to design it myself.'

Gert-Jan sits down at his drawing desk and starts designing the toys that have now become Twickto. He also officially records his designs with a civil-law notary. His ideas are then put in a safe, where they remain for twenty years, but Gert-Jan never forgets about them. 2015 rolls around. The idea gets a second life thanks to Gert-Jan's son, Robin de Wilde. 'My father took me to the Spielwarenmesse international toy fair in Germany a few



times. We kept coming to the same conclusion: there is nothing even remotely similar out there. So, I said: let's turn this into something big. That's my ambition now.

Robin de Wilde



1995

Gert-Jan is on a mission to find construction toys for his two young sons. He sits down at his drawing desk and starts designing.

2015

His ideas are then put in a safe, where they remain for twenty years. 2015 rolls around. The idea gets a second life thanks to Gert-Jan's son, Robin de Wilde.

2017

Twickto entered the toy market at the end of 2017 and the packs are for sale through various sales channels

Playing is one of the most important factors in talent development, relaxation and improving concentration in children. Playing is universal and there are no limits to your imagination, plus it's so much fun! We all love to see happy, smiling children. We help to put smiles on children's faces and one of our main goals is to encourage children around the world to use their imagination and creativity.

DURABLE TOYS

Twickto represents durability. We do everything in our power to manufacture our product to last a long time. Endless building fun, therefore, means more than just endless structures. It also reflects the product's durability.

TWICKTO STIMULATES A CHILD'S DEVELOPMENT

Twickto also has an educational value besides the fun factor. It's no coincidence that Twickto is used in schools. This educational toy is excellent for a child's development. Along with other skills, Twickto teaches children to work together and to consult each other. Twickto also promotes the development of orientation skills as well as mathematical insight and spatial awareness. Twickto makes it possible for children to learn through playing.



TAKING CONSTRUCTION TOYS TO THE NEXT LEVEL

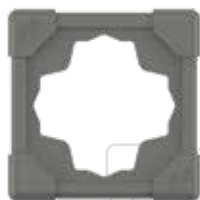
The multi-coloured Twickto building blocks are called Bricks. The parts you need to connect the Bricks are called Twicks. You connect the Bricks and Twicks by twisting them and clicking them into place. For certain constructions, you might need a wrench to keep on building. Introducing: the TwickTool. All you need are Twicks, Bricks and the TwickTool to get started and build to your heart's content. The great thing is, Twickto allows you to build in all directions. The magic is in the symmetry.

Other USPs?

You can build something really huge, really quickly. At least, that's what we hear from the children who have tested our toys. To build large things in a short space of time you need to work together. Twickto encourages playing together. If there are two or three of you, you can help one another create even larger structures.



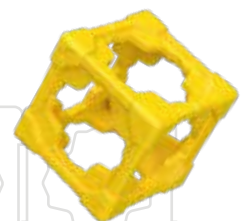
TWICK



BRICK



TWICKTOOL





**TESTED BY
THE EXPERTS:**

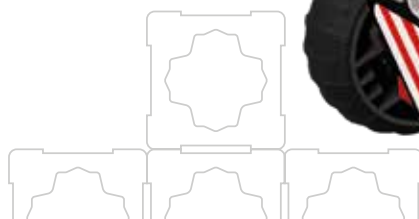
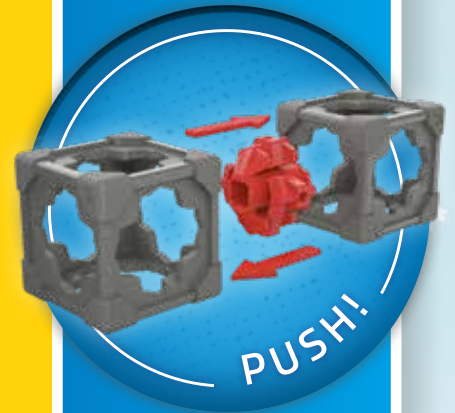
FOR CHILDREN AGES SIX AND UP

Twickto has been tested extensively by our panel of experts: children ages six and up. And their parents of course. We decided to hold a number of panel surveys in primary schools. We also conducted some tests in people's homes. All tests were supervised by an independent research firm.

The results showed that all children respond positively or very positively to Twickto. Children of all ages, both boys and girls, immediately start building things when Twickto is presented to them. Compared to the benchmark, Twickto appeals to children because it's so new and different. But they also enjoy it because they can use the toy system to create large structures and because they can play in groups.

Parents are aware of the educational value, the toys help develop fine motor skills and encourage creativity and social development. They enjoy watching their children play with Twickto and they are willing to pay a premium price. Innovations in toy design that are able to keep children away from electronic gadgets and screens are in great demand.

**HOW TO
BUILD**



WORLD OF ENDLESS CREATION



OUR MISSION IS A SMILE

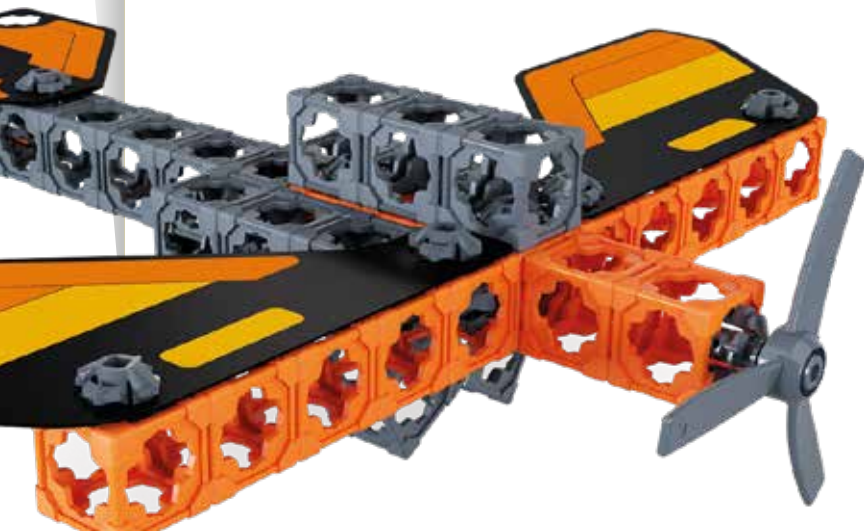
AN INNOVATIVE, UNIQUE AND PROMISING PRODUCT

Twickto is patented and tested. We have reached out to the cream of the crop of Dutch professionals in product design, visual identity, online marketing, publicity and experience marketing. The 2017 Spielwarenmesse was our target for the launch and with great success! We would love to hear any ideas or suggestions you may have.

JOIN US

The time has now come to let new partners join forces with Twickto. We are looking for importers, wholesalers and retailers who, like us, believe there is a market for new construction toys.

We do not believe in the model of simply shifting boxes. We would like to work with serious partners based on co-creation. We have an innovative, unique and promising product and you know what is needed for a successful introduction to your market. Let's get together and talk about it! We believe Twickto is an open source product.





**THIS IS WHY
TWICKTO IS
SO MUCH FUN**



**BUILD BIG,
BUILD QUICK**



**LOTS OF FUN
TO PLAY**



**DUTCH
PRODUCT**



**FUN TO BUILD AND
FUN TO PLAY**



**ALONE
OR TOGETHER**

PARTNERSHIP

We would like to cooperate with partners who believe in our product and are passionate and willing to work hard at making Twickto a success. We use a dealer programme and we are committed to making every dealership a huge success. Our dealership programme includes mutual agreements and efforts to ensure a successful cooperation and a sustainable future.



TWICKTO WORLD OF ENDLESS CREATION

INNOVATIVE COMMUNICATION
FOR AN INNOVATIVE BRAND

TOGETHER WE MAKE TWICKTO A SUCCESS

To launch Twickto, we would like to reach children. However, this is becoming increasingly difficult to achieve using traditional mass media. Children are spending less time watching TV and more time online. YouTube is the new broadcasting. Innovative products also need innovative communication strategies. The point is to convince consumers of Twickto's worth by letting third parties such as industry experts, partners and social influencers tell our story, giving us greater credibility. Children are mostly influenced by vloggers. We are putting YouTube vloggers and bloggers to work in every country to demonstrate Twickto and spread the word.



ONLINE BRANDING AND CREATING A BUZZ

As much as we would like to draw our children's attention away from those screens – we still need to create an online buzz and branding is also done online. With the knowledge that consumers do most of their research online, but actual purchases in shops, we have decided to develop a consumer platform. This platform – Twickto.com – will be the digital home for all Twickto users. This is where kids will discover Twickto's endless possibilities and where they can share their creations with other users. With Twickto.com, we aim to direct our target audience's customer journey and we guarantee an optimal brand experience, making life easier for our resellers and supporting them in the best way possible.

WE ALWAYS THINK OUT OF THE BLOCKS

At Twickto we believe in the power of creating experiences. We would like to introduce as many kids to Twickto as possible, in places where kids go almost every day. In schools, day care, after-school care. We are also thinking of places that already offer an experience, such as theme parks, science centres and children's museums. We could organize children's workshops, set up innovative displays and organize storytelling activities. We'd like to work closely with retailers because we would like to create a retail formula that is as successful and powerful as possible.



TWICKTO STANDS FOR QUALITY:

- ▶ **INNOVATIVE, AND PATENTED PRODUCT RANGE**
- ▶ **DESIGNED AND PRODUCED IN THE NETHERLANDS**
- ▶ **SOLID DUTCH FAMILY BUSINESS WITH 45 YEARS OF EXPERIENCE**
- ▶ **THOROUGH MARKET RESEARCH AND DISTINCTIVE MARKETING STRATEGY**



A **BIG** **HELLO...**

...TO THE WONDERFUL WORLD OF TOYS, FROM ALL OF US AT TWICKTO

We are entrepreneurs with a passion for classical, physical, challenging construction technology. As entrepreneurs, what we love most is a good challenge. So we decided to design a brand new and exciting construction toy system. We finished our drawings, applied for patents, created prototypes and conducted tests with our target group. And now we are ready to present Twickto to you! So what do you think?

We believe in cooperation. We have surrounded ourselves with the best product designers, graphic designers and experience designers in the Netherlands. We are now looking for strong partners in distribution, retail and marketing. Do you also believe our product has huge potential? Pleased to meet you.





OUR ASSORTMENT CREATION



FLIGHT-X



BRIDGE



CHOPPER

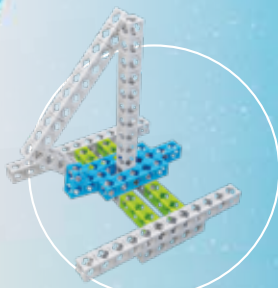
CREATION #1

Build a helicopter, Bridge, rocket or any other creation with Twickto Creation #1. This building set is all about your fantasy. Come up with your own creation and get started immediately! Are you ready for this challenge?

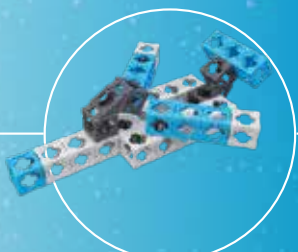
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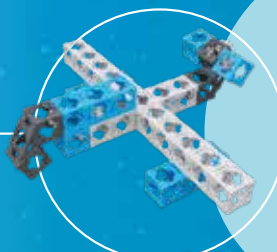
1



CATAMARAN



JETPLANE



HYDROPLANE

CREATION #2

Creation #2 contains the building blocks to build a Jetplane, Catamaran or Hydroplane. The contents of this popular building set specifically provide the freedom to build your own creations. What will you build?

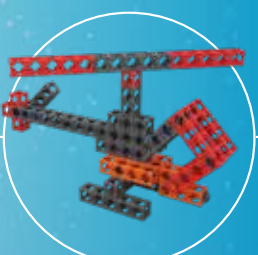
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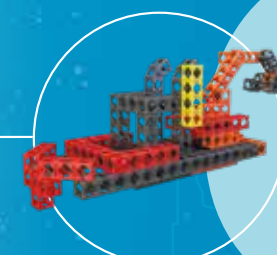
2



EXOSKELETON



CITY CHOPPER



DREDGE

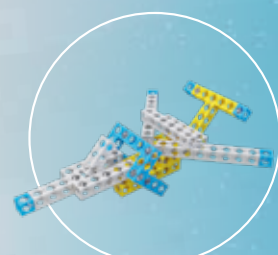
CREATION #3

Creation #3 challenges you with no less than 235 pieces! In addition to the Dredge, Exoskeleton and a large helicopter, the master builders challenge you to come up with your own creations. Are you looking for fun and educational toys? Choose Twickto Creation #3!

(ART. NR. 15073833)



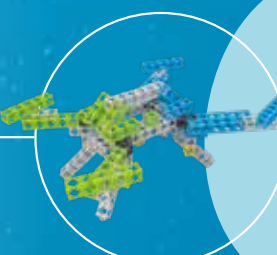
3



PRIVATE JET



DINO



DRONE

CREATION #4

Creation #4 is a serious building set containing no less than 235 pieces! You can create anything with this many blocks. This building set challenges you to use your imagination to build whatever you want.

(ART. NR. 15073834)



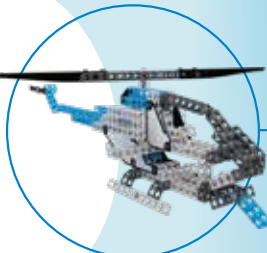
4



AVIATION #1

Aviation #1 takes place in the free world of the skies. An incredibly big aeroplane, a supersonic helicopter or a Spacecraft to travel beyond the atmosphere. The sky is the limit. Each and every creation is designed to construct and play with. But your fantasy is limitless, so you can build whatever you want.

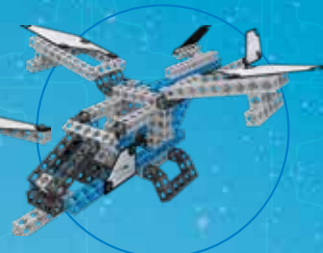
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AVIATOR



CARGO PLANE



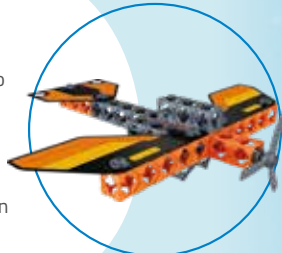
SPACECRAFT



AVIATION #2

Aviation #2 takes place in the free world of the skies. The airspace has so much to offer, that Aviation has been expanded with a Retroplane, Spaceshuttle and a Stuntplane. This way you can enjoy the marvelous world of the airspace more than ever before. Each and every creation is designed to construct and play with.

(ART. NR. 15073821)



RETROPLANE



SPACESHUTTLE



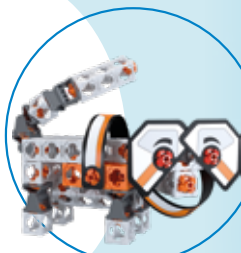
STUNTPLANE



CHARACTERS #1

Characters #1 dives into the world of different characters. You can assemble characters such as a Cat, Astronaut and a Frogman. Three challenging characters to assemble and to play with. But your fantasy is limitless, so you set free your fantasy and build whatever you want.

(ART. NR. 15073827)



CAT



ASTRONAUT



FROGMAN



CONSTRUCTION #1

Construction #1 dives into the tough world of construction. A strong excavator, a tall crane or mobile Forklift. Each and every creation is designed to construct and play with. But your fantasy is limitless, so you can build whatever you want.

(ART. NR. 15073822)



FORKLIFT



MOBILE CRANE



DIGGER



CONSTRUCTION #2

Construction #2 is the second building set in the tough world of construction. There is so much to explore in construction that the Construction set has been expanded with the Power Drill, Cordless Drill and a Jigsaw. This way, you can enjoy the marvelous world of construction more than ever before.

(ART. NR. 15073823)



POWER DRILL



CORDLESS DRILL



JIGSAW



EMERGENCY #1

Emergency #1 dives into the thrilling world of emergencies. Save people in emergency situations with the Aerial Truck, Emergency Chopper or Rescue Buggy. Each and every creation is designed to construct and play with. But your fantasy is limitless, so you can build whatever you want.

(ART. NR. 15073824)



AERIAL TRUCK



EMERGENCY CHOPPER



RESCUE BUGGY



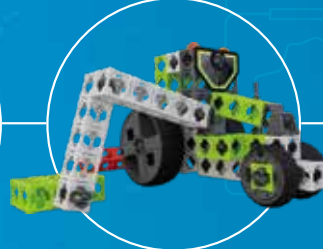
FARM #1

Welcome in the world of Farm #1, the world of farm life. A strong Tractor, a cool Harvester or Fertilizer. Each and every creation is designed to construct and play with. Once again, there is space for your own fantasy, and the master builders challenge you to build your own creations.

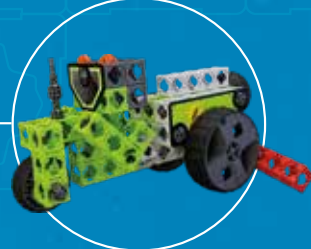
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HARVESTER



TRACTOR



FERTILIZER



HARBOUR #1

Harbour #1 dives into the adventurous water world. From a beautiful sailing ship of yesteryear, to a strong fishing vessel on rough seas to a super fast Hovercraft. Each and every creation is designed to construct and play with. But your fantasy is limitless, so you can set free your fantasy and build whatever you want.

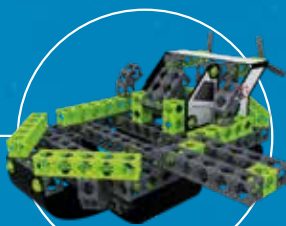
(ART. NR. 15073826)



CAPE ISLANDER



ARMADA



HOVERCRAFT



TRANSPORT #1

Transport #1 dives into the active world of transport. Explore the School Bus, Tram or Locomotive and transport your passengers to the right destination on time. In addition to these vehicles, can you think of any other creations you could build? The master builders challenge you!

(ART. NR. 15073828)



SCHOOL BUS



TRAM



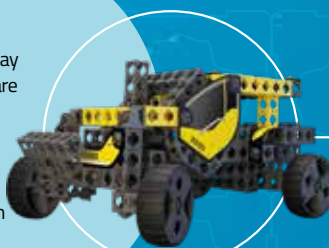
LOCOMOTIVE



VEHICLES #1

Vehicles #1 is a construction set in the mighty world of wheels. From motorway to driving on Mars. The constructions are big and technologically challenging. The Desert Racer, Excavator or Mars Rover, each and every construction is designed to construct and play with. But your fantasy is limitless, so you can build whatever you want.

(ART. NR. 15073830)



DESERT RACER



EXCAVATOR



MARS ROVER

THE JOY OF CREATING SOMETHING NEW

THAT'S WHAT MOTIVATES US



TWICKTO®

world of endless creation

