



# BOUNCIBLES™

**START**

# The Toy Category Opportunity

## Collectibles Boom

**Global toy collectibles** projected to reach **US\$40.3B by 2032**, growing **10.6% annually**.  
**Blind box toys** alone to hit **US\$38.4B by 2031**, growing **9.5% annually**.

## Active Play is Back

Parents are seeking toys that encourage physical activity and reduce screen time. Bouncibles™ deliver **100% kid-powered fun** — bounce, chase, and collect, with no batteries required.

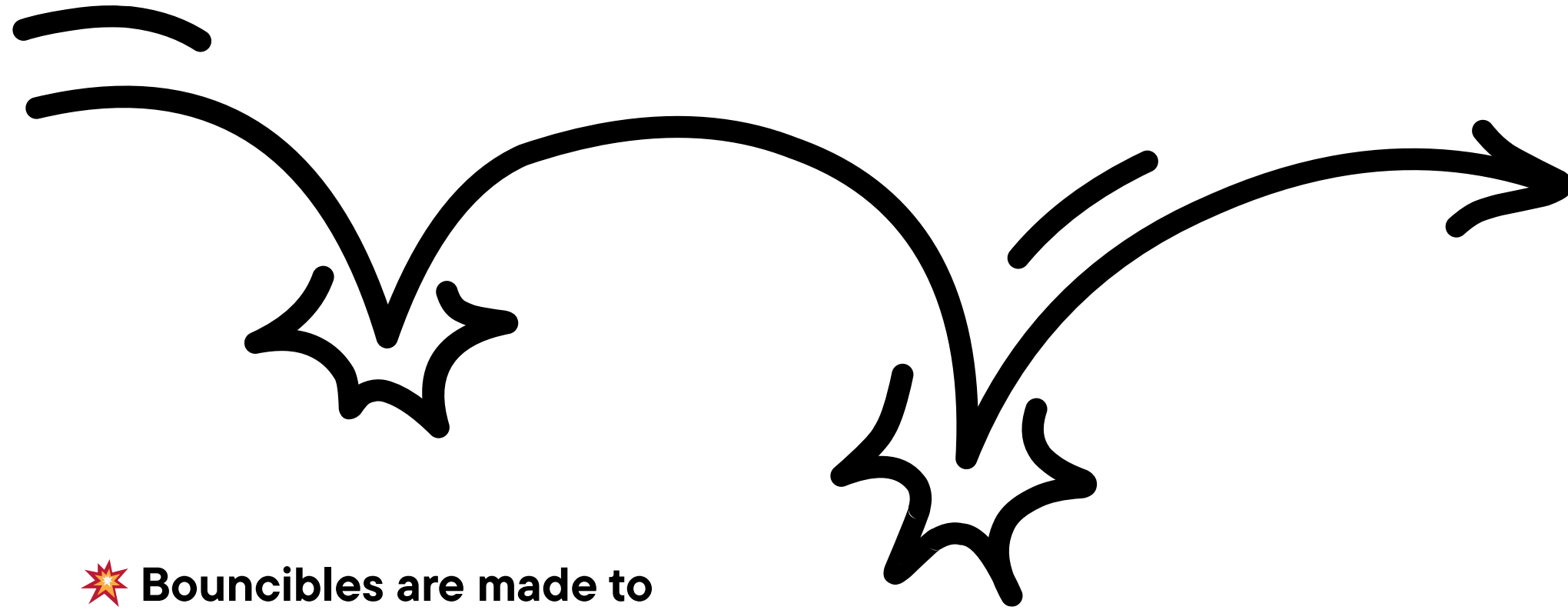
## Cross-Category Appeal

Combining plush and active play, Bouncibles™ transcends traditional categories. It's not just cute, it moves, driving incremental sales without cannibalizing existing products.

## Retail Insight

Plush toys offer emotional appeal; collectibles drive repeat visits. Together, they create a **high-turnover, high-margin** product perfect for shelves and counters.

# Brand Story



## ★ Bouncibles are made to move!

We combined softness, imagination, and energy into one playful product.

## 🎯 Why?


Collectibles and mini plush toys are among the fastest-growing toy categories globally. Retailer and customer feedback showed strong demand for something new in plush. So we bounced into action.



## 🌍 The Result?

Bouncibles! A fun new line of plush toys that bounce as joyfully as the kids who play with them.





**Bouncibles come from the magical  
Bounciverse, where each one  
celebrates their own special  
Bounc-i-versary**

# Product info

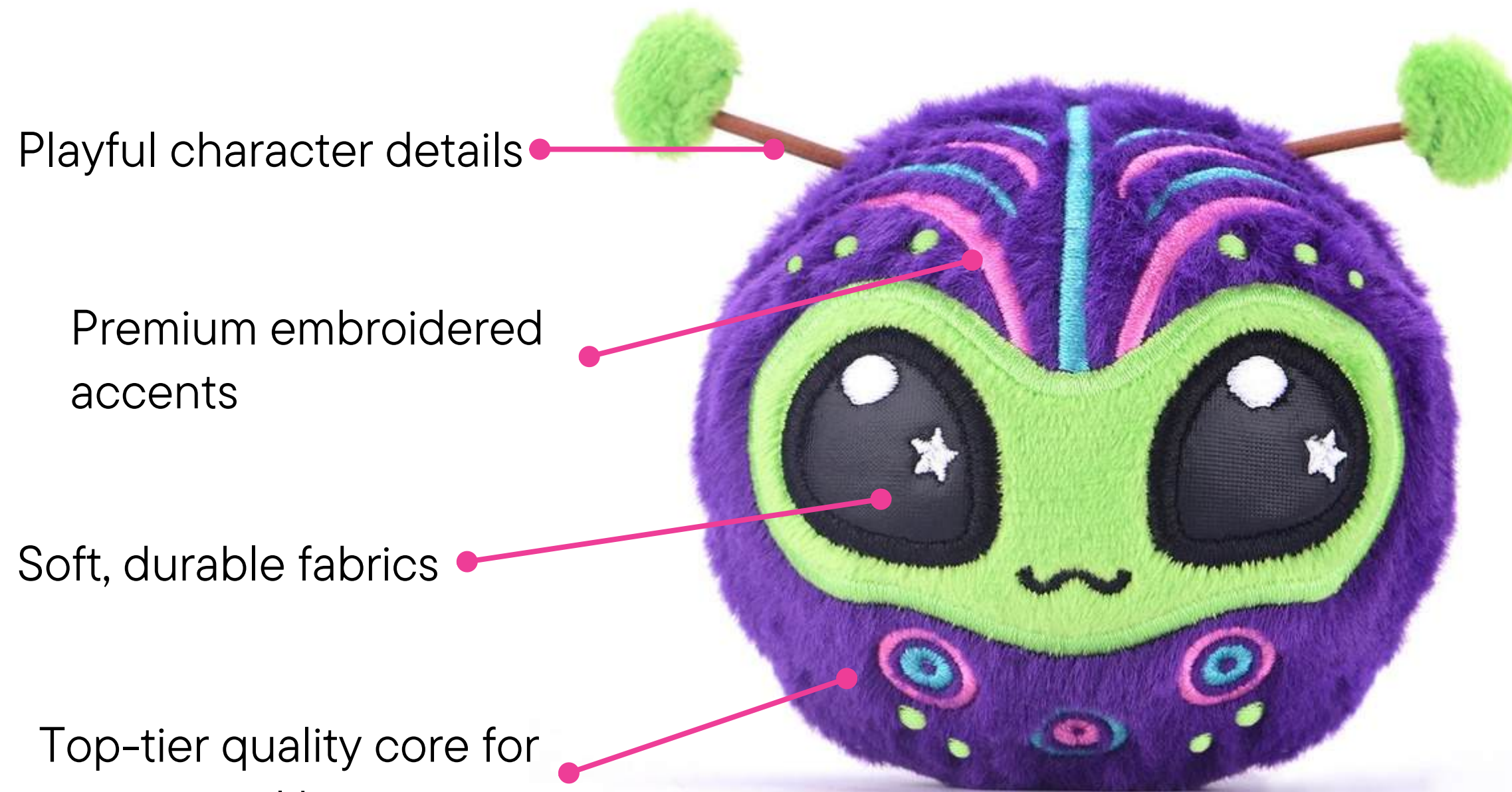
**Bouncibles™** are 8 cm bouncy plush toys that combine the softness of a cuddly companion with the dynamic energy of a premium-grade high-bounce rubber core. Compact and durable, they're designed for both indoor and outdoor fun, offering an exciting twist on traditional plush that keeps kids active, engaged, and smiling.



- **Category:** Plush + Activity Toy
- **Target Audience:** Kids aged 3+, Collectors, Gift Buyers
- **Weight:** 80g
- **Materials:** Soft-touch outer plush, high-bounce rubber core
- **Safety:** Tested to meet all toy safety standards
- **Packaging:** Packages of 6 or optional CDU of 16 (4 SKU x 4 PCS)
- **Starter Assortment:** 12 characters, with additional collections in development.
- **Launch:** June 2025



# Product Features



Playful character details

Premium embroidered accents

Soft, durable fabrics

Top-tier quality core for exceptional bounce

**NAME: Zoggo**

**BOUNCIVERSARY: 21 June**

**Zoggo came from the planet Boingara to learn how Earthlings bounce! He loves flashing lights, dance parties, and making weird alien giggles.**





**Luma**

**Bounciversary: 12 April**

Born in a cloud made of cotton candy, she gallops through rainbows and believes in kindness, giggles, and magic. Luma's on a mission to spread joy—one glittery bounce at a time.



**Mimi**

**Bounciversary: 14 January**

Mimi twirls like a ballerina, struts like a queen, and treats every bounce like a stage performance. With flair in her feathers and drama in her dance moves, Mimi lives for the applause.





**Ziko**

**Bounciversary: 2 March**

Ziko is the most loyal pup on the bounce squad! He's the first to leap into action when adventure calls. Brave, curious, and full of energy, he's the kind of friend who always has your back.



**Theia**

**Bounciversary: 22 September**

Theia is a dreamy little kitty with starlight in her eyes and curiosity in her paws. She loves curling up in cozy spots, chasing feathers, and watching the clouds drift by.





**Bubbles**

**Bounciversary: 2 February**

Bubbles lives in glittery puddles and loves to bounce through bath time and bedtime stories. She glows in kindness and sparkles with every hop!



**Chompy**

**Bounciversary: 8 August**

Chompy is the fastest bouncer under the sea! He loves zooming through waves, chomping snacks (not friends), and telling the best fishy jokes.





**Otto**  
**Bounciversary: 12 November**

Otto is the snack king of the bounce crew! He's always munching, crunching, or dreaming about his next treat. If it smells yummy, he's bouncing toward it!



**Boofa**  
**Bounciversary: 3 December**

Boofa might look like a snow monster, but he's really just a big ball of fluff and fun! Boofa may be a little shy at first, but once he warms up, he's the coolest friend you'll ever meet.





**Kippy**  
**Bounciversary: 1 March**

Kippy is the sleepest, snuggliest bouncer. She loves starry nights, soft lullabies, and long afternoon naps. With her gentle hugs and calm energy, Kippy brings cozy vibes wherever she goes.



**Jumpi**  
**Bounciversary: 8 July**

Jumpi is always on the move! This bouncy kangaroo loves hopping through fields, racing the wind, and playing hide-and-seek. She's full of energy, big ideas, and endless enthusiasm.





**Zoggo**  
**Bounciversary: 21 June**

Zoggo came from the planet Boingara to learn how Earthlings bounce! He loves flashing lights, dance parties, and making weird alien giggles.



**Electra**  
**Bounciversary: 4 October**

Electra is pure energy packed into a puff of purple! She's fast, fierce, and always ready to light up the bounce floor.



# First Drop



**Ziko**



**Mimi**



**Kippy**



**Boofa**



**Bubbles**



**Chompy**



**Theia**



**Jumpi**



**Zoggo**



**Luma**



**Otto**



**Electra**



## Second Drop



**Evie**



**Turli**



**Isla**



**Mila**



**Hazel**



**Arlo**

Second Drop

Second Drop



## Second Drop



**Luca**



**Jett**



**Ollie**



**Luna**



**Leo**



**Noa**

Second Drop

Second Drop



# Displays



## Floor Display

- Holds: 204 pcs
- Dimensions: 48 x 48 x 126 cm
- Slim Top Header: +42 cm



## Counter Display

- Holds: 16 pcs
- Dimensions: 30 x 32 cm



## FSDU Display

- Holds: 120 pcs
- Dimensions: 50 x 35 x 160 cm



# Strategic Marketing Plan and Support

SHELVES WON'T STOCK IT —THEY'LL SELL IT.

## Multi-Channel Launch Campaign

TIKTOK, INSTAGRAM, FACEBOOK, YOUTUBE

- Paid reach campaigns in all launch markets
- Engaging influencer collaborations
- Giveaways

## High-Visibility Live Events

GLOBAL

- Participating in leading family expos & fairs
- Hands-on product interaction to build excitement & momentum

## Retailer-Ready Marketing Toolkit

GLOBAL

- High-quality product images & lifestyle photography
- Short-form video reels and branded social templates
- Product blurbs, POS-ready assets, campaign hashtags
- Customised support available for dedicated partners





**THE WORLD DOESN'T NEED ANOTHER TOY. IT NEEDS A NEW STORY.  
BOUNCIBLES IS THAT STORY, BOLDLY IMAGINED, BEAUTIFULLY EXECUTED, AND BUILT FOR  
TODAY'S WORLD.**

**CRAFTED BY TOP-TIER DESIGNERS AND PRODUCED BY THE BEST FACTORIES IN THE INDUSTRY,  
BOUNCIBLES COMBINES ORIGINALITY WITH RETAIL-READY PRECISION.  
THE DESIGN SURPRISES. THE BOUNCE HOOKS. THE RESPONSE? UNMATCHED.**

**WE'RE BACKED BY A GLOBAL TEAM, SCALABLE INFRASTRUCTURE, AND READY-TO-GO MASS  
PRODUCTION.**

**WE MOVE FAST AND WE'RE LOOKING FOR VISIONARY PARTNERS WHO CAN KEEP PACE.**

**THIS IS YOUR CHANCE TO HELP SHAPE THE NEXT ICONIC BRAND. LET'S WRITE THE NEXT  
CHAPTER, TOGETHER.**

**THANK YOU FOR YOUR ATTENTION**



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