

A photograph of three young children playing with wooden toy cars on a wooden ramp in a forest. The child on the left wears a red knit hat and a striped shirt, holding a small wooden box. The child in the center wears a grey knit hat and a brown vest over a striped shirt. The child on the right wears a light blue knit hat and a brown sweater, pushing a blue wooden car. They are all wearing warm, earth-toned clothing and boots. The background shows a blurred autumn forest.

waytoplay

MADE IN
THE NETHERLANDS

Family founded and run since 2014, we believe in creativity, imagination, care and connection. And it's been a great road trip so far!



Son Joep playing with the first set



Waytoplay was born from a family passion for playing with toy cars in sun and sand. Father, inventor and designer Sybren created waytoplay for his son Joep, way back in 2003. That led down a road of evolution to the unbreakable weatherproof road for everyone to enjoy today.



Socially produced

Waytoplay is driven by people. We make our road segments together with our high tech partner and skilled specialists. Looks simple? Trust us, it's not. The segments are printed and packaged in The Netherlands by a social enterprise. They provide sheltered employment, regular work for people with little access to work. This makes us happy and proud.

Premium Quality

The original flexible toy road from The Netherlands is practically indestructible and waterproof. Combine the roads and race tracks with our quirky but super strong wooden cars and brand new road blocks for endless adventures and hours of fun... guaranteed.

- Flexible
- Durable
- Waterproof



Sales network

Waytoplay toys are distributed worldwide by dedicated distributors, driven sales agents, great (online) retailers, wonderful department stores, famous brands like Porsche and Circuit Paul Ricard. Does your business qualify to be part of this too?

Join our network and grow your business with waytoplay toys!

Reasons to do business with us



Marketing Support



Popular Products



High Availability



Selected Distribution Network



These premium quality toys are designed for ages 3 to 12 and sold worldwide to more than half a million young families and conscious buyers since the introduction in 2014.



WORLD COVERAGE



1400+
stores worldwide



68
countries reached



126K
Instagram followers
[@waytoplaytoys](https://www.instagram.com/waytoplaytoys)

Flexible toy roads



KING OF THE ROAD
40 PIECES, 648 CM



HIGHWAY
24 PIECES, 376 CM



CIRCUIT ZANDVOORT
40 PIECES, 628 CM



GRAND PRIX
24 PIECES, 384 CM



EXPRESSWAY
16 PIECES, 258 CM



RINGROAD
12 PIECES, 170 CM



PORSCHE LEIPZIG TRACK
24 PIECES, 420 CM, EXCLUSIVE AT PORSCHE



CIRCUIT PAUL RICARD
24 PIECES, 420 CM

Gift sets



KING OF THE ROAD
CAR EDITION
RED AND BLUE CAR



HIGHWAY
CAR EDITION
WOODY WITH COLORED WHEELS



BACK AND FORTH CAR
AVAILABLE IN DIFFERENT
COLORS, 10 CM



ROAD BLOCKS
TRAFFIC SIGN EDITION
5 CM

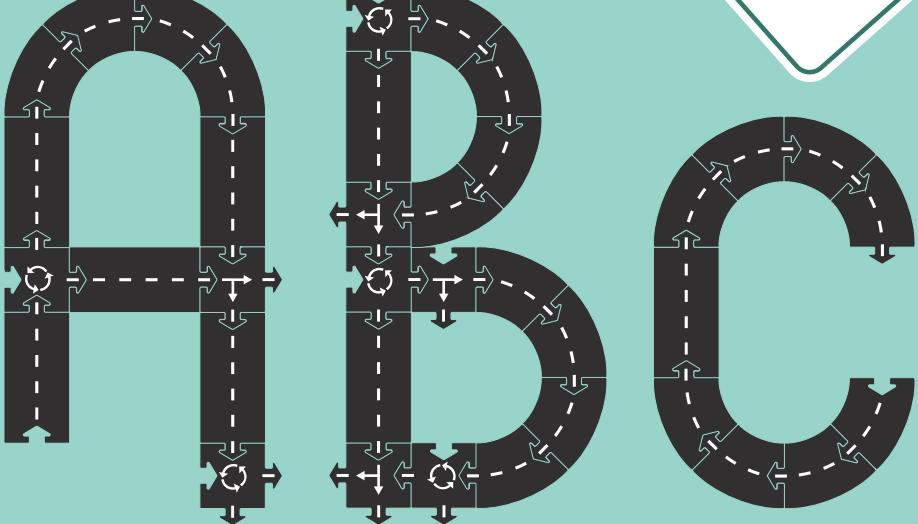
Flexible race tracks

Cars & road blocks



Educational benefits

Building a Waytoplay toy road is about letting your imagination run wild, exploring new worlds, adapting to your environment, choosing the right combinations and learning through play. It's also about getting to grips with space and topography and using critical thinking skills to create an open-ended or close-ended circuit.

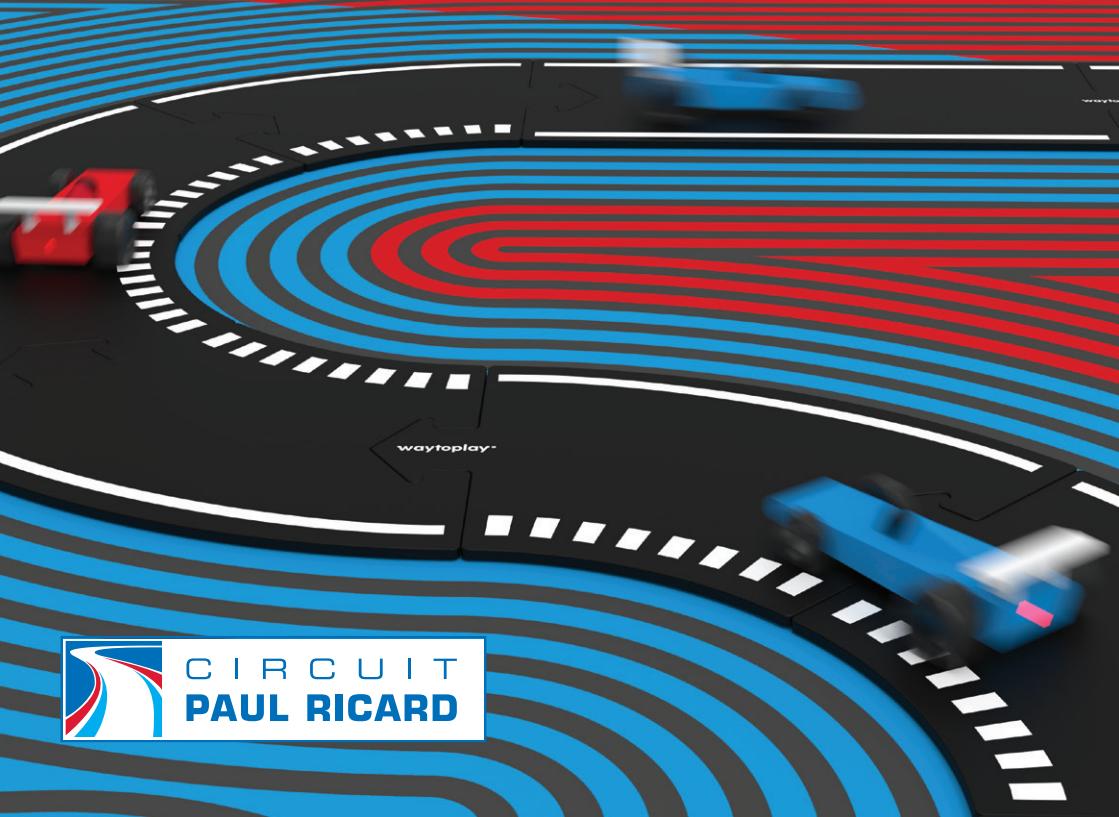
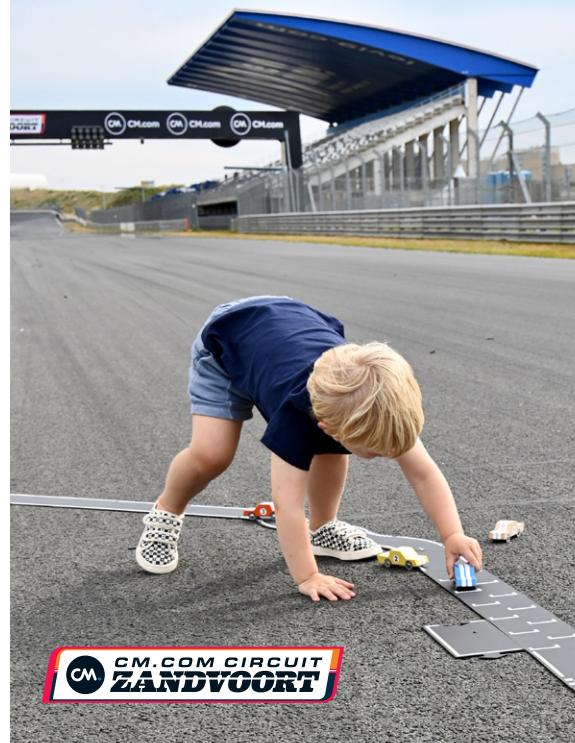


- Develops holistic approach
- Uses fine motor skills
- Encourages imagination
- Fosters creativity and perseverance
- Stimulates spatial intelligence



Brand collaborations

The Waytoplay toy brand has opened up for collaborations with relevant and famous brands like Porsche, Circuit Paul Ricard, CM.com Circuit Zandvoort. Joint promotion and marketing efforts are implemented to appeal to the targeted audiences in any market. Our lean and mean design and production process in The Netherlands offers great opportunities for future collaborations.



PORSCHE

Some time ago, one of the most iconic sports car brand in the world knocked on our door and asked us to make a dedicated race track set for them. We knew it right away, this collaboration would be a great match.

We realised quickly that Porsche and Waytoplay share a lot of similarities. Porsche is known for their beautiful and timeless aesthetic cars that give incredible driving experience. Our flexible toy road is known for its great and realistic design and it brings hours of fun.

We are super proud to have developed the Porsche Leipzig Race Track in collaboration with Porsche. And we are happy to say that this great set can be bought at every Porsche dealer around the world.



waytoplay

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