



# Imagination Leads The Way

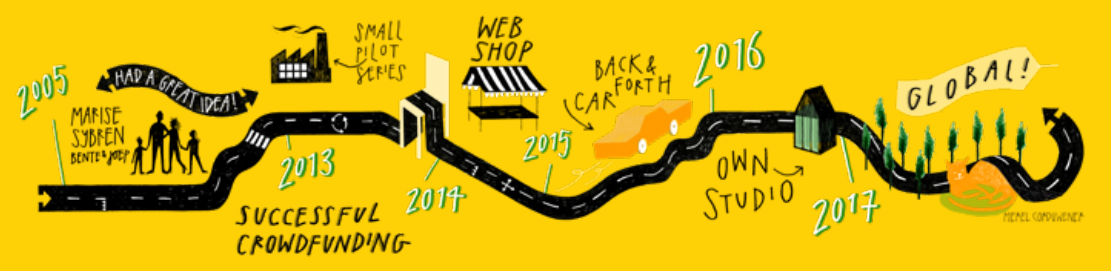
 **MADE IN  
THE NETHERLANDS**



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, airplanes, and 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



2500+  
stores worldwide



68  
countries reached



137K  
Instagram followers  
@waytoplaytoys



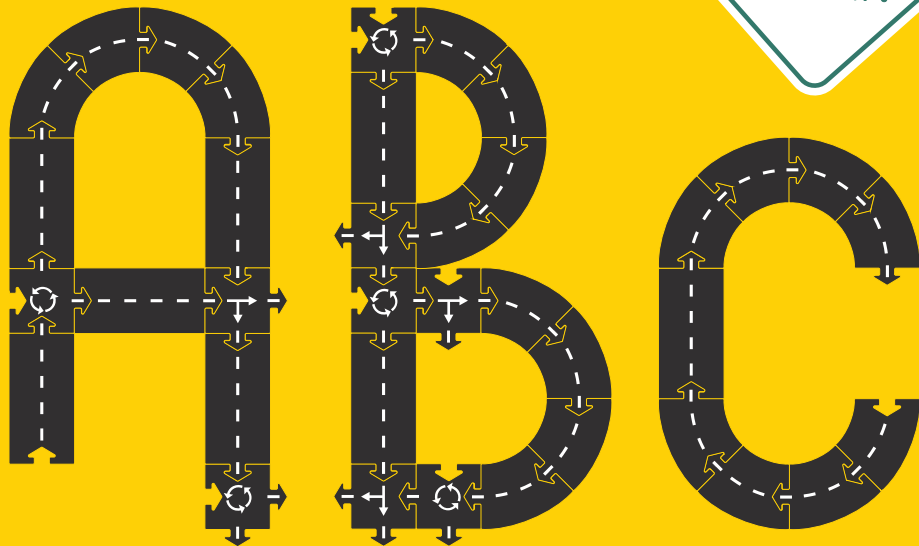


## Educational benefits

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 typography and using critical thinking skills to create an open-ended or close-ended circuit.



EDUCATE  
AND  
LEARN



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





# DRIVE



40  
ROAD PIECES

KING OF THE ROAD  
6,5 METER



2 40  
CARS ROAD PIECES

KING OF THE ROAD CAR EDITION  
6,5 METER & 2 CARS INCLUDED



24  
ROAD PIECES

HIGHWAY  
3,8 METER



1 24  
CAR ROAD PIECES

HIGHWAY CAR EDITION  
3,8 METER & 1 CAR INCLUDED



16  
ROAD PIECES

EXPRESSWAY  
2,6 METER



1 11  
CAR ROAD PIECES

DRIVE AWAY  
1,5 METER & 1 CAR INCLUDED



TRAFFIC SIGNS  
ROAD BLOCKS  
8 PIECES – SIZE 5 CM



- Open ended toy
- Small world play
- Learn about traffic while playing
- Great to combine with other open ended toys



# RACE



**GRAND PRIX**  
24 PIECES – 3,8 METER



COMING SOON

**SPEEDWAY**  
10 PIECES – 1,5 METER & RACE CAR INCLUDED



**RACER**  
SIZE 10 CM



**CIRCUIT PAUL RICARD**  
24 PIECES – 4,2 METER



**PORSCHE LEIPZIG TRACK**  
24 PIECES – 4,2 METER **SOLD EXCLUSIVELY BY PORSCHE**



COMING SOON

**RACE SIGNS**  
ROAD BLOCKS  
8 PIECES – SIZE 5 CM



## BRAND COLLABORATION

Waytoplay has opened up for collaborations with relevant and famous brands like Porsche, Circuit Paul Ricard. 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.

- Re-create your favourite circuit
- Perfect to race together
- Great to combine with other racing toys

# FLY

NEW



RUNWAY  
8 PIECES & 1 AIRPLANE



NEW

FLYER  
AIRPLANE WITH FLEXIBLE WINGS  
SIZE 13 CM



NEW

AIRPORT SIGNS  
ROAD BLOCKS  
8 PIECES – SIZE 5 CM



*Let your  
imagination  
take flight*

- Re-create your flight experience
- Encourages imagination
- Perfect to combine with our roads



# CARS, PLANES & ROAD BLOCKS



BACK AND FORTH CAR  
AVAILABLE IN DIFFERENT COLORS  
SIZE 10 CM

COMING SOON



RACER  
SIZE 10 CM



NEW

FLYER  
AIRPLANE WITH FLEXIBLE WINGS  
SIZE 13 CM



TRAFFIC SIGNS  
ROAD BLOCKS  
8 PIECES – SIZE 5 CM



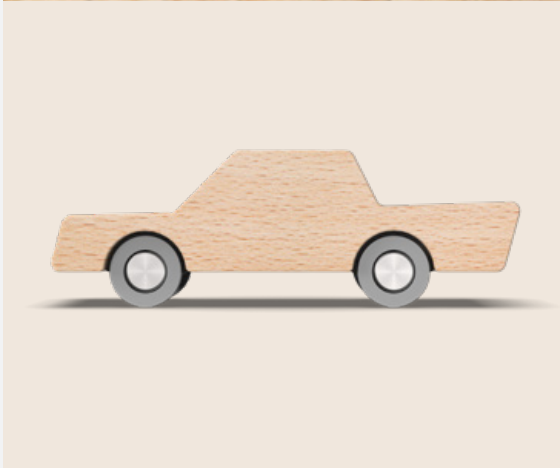
COMING SOON

RACE SIGNS  
ROAD BLOCKS  
8 PIECES – SIZE 5 CM



NEW

AIRPORT SIGNS  
ROAD BLOCKS  
8 PIECES – SIZE 5 CM



- Perfect addition to our roads
- Encourages imagination
- Indestructible

 Our material is 100% sustainably sourced





**waytoplay**

Canadian Distribution  
**FIRE THE IMAGINATION**  
tel: 1-888-780-0864  
[www.firetheimagination.ca](http://www.firetheimagination.ca)  
[ftisales@firetheimagination.ca](mailto:ftisales@firetheimagination.ca)

IMAGINE  
CREATE  
PLAY