



2020

**WELCOME TO THE WORLD OF MOLUK!**





## **GOOD TOYS ARE ABOUT WHAT YOUR CHILD CAN DO NOT WHAT THE TOY CAN DO**

Our toys are an invitation to play - regardless of age and gender. They leave room for the imagination and empower children to invent their own games rather than consuming ready-made ideas. We passionately believe in the importance of active, open-ended play and design our toys, so they grow with the child and reveal new possibilities and uses across different ages. All MOLUK toys work together and complement each other.

## **PLAYING = LEARNING**

When conceiving a new toy, we rely on the latest research from neuroscience and work in consultation with experts in child development and occupational therapy. To master complex tasks like reading, writing, or maths, it is crucial that children are exposed to a broad range of sensory stimulation in the first few years. They need to touch, move, and experience the world with their whole body and all their senses. Creativity, imagination and empathy are among the human skills that will never be replaced by machines.

It is precisely these abilities that are nurtured by MOLUK toys.

## **SUSTAINABILITY**

We use durable, high-quality materials that are 100% safe, easy to clean and encourage children to play outside with natural elements like water, sand or snow. All our toys are fully recyclable. No painted pieces. No composite materials that cannot be recycled. No PVC, no phthalates, no BPA. Most importantly: The toys are multifunctional and designed to last and engage and challenge children across each stage of their development. The resources and energy it takes to produce a toy always stand in relation to the play value and years of use you get out of it. In this regard, MOLUK toys have a stellar track record and minimal ecological footprint.



<b>Oogi</b> height: 13cm	<b>3+</b>	
Mix 43100 (with display)		
<b>Oogi Junior</b> height: 8cm	<b>3+</b>	
Mix 43200 (with display)		
<b>Oogi Family</b>	<b>3+</b>	
43150		

Oogi is an irresistibly tactile and wonderfully expressive new figure toy. With suction cup head, hands and feet, and long stretchy arms, it connects to other Oogis and any smooth surface. Oogi leaves room for the imagination and invites children to explore and experiment while playfully training hand-eye coordination and fine motor skills. Unlike traditional dolls for girls and action figures for boys Oogi is gender neutral and fun for all ages.

Made of high-quality, food-grade silicone rubber.  
Safe, durable and easy to clean.



# oogi<sup>®</sup>



VIDEO





**GLOW**  
in the dark

**Oogi GLOW**

height: 13cm

**3+**

43110



**Oogi Junior GLOW**

height: 8cm

**3+**

43210



The award-winning Oogi also shines at night. A cool glow-in-the-dark version brings out Oogi's show talent and highlights the iconic design of the figure. Hold Oogi GLOW near a bright light to charge - then let the fun begin!

Oogi GLOW is made of high-quality, food-grade silicone rubber. Safe, durable and easy to clean.

oogi<sup>®</sup>





## Oogi Pilla

length: 16cm

3+



Oogi Pilla is an endearing little creature with five suction cup feet in progressively smaller sizes which allow kids to experience the distinct suction strength and pitch of each. Stick it to any smooth surface and rip it off to hear a rapid cascade of popping sounds. Pilla is great for training fine motor skills and irresistible like bubble wrap.

Pilla and Bongo are made of high-quality, food-grade silicone rubber.







## Oogi Bongo

height: 10cm

3+

43220



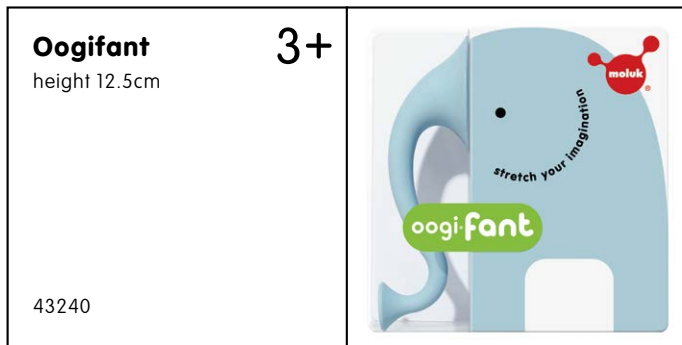
Oogi Bongo lets children experiment with expression, movement and sound. Filled with coins or other objects Bongo becomes a rattle. In the bath tub it splashes water. Squeeze Bongo's bubble-shaped body to create suction that lets it stick to your forehead, and discover many more ways to interact with this unique character.





Oogifant is compatible  
with all other MOLUK toys.





Oogifant is all you need to turn everyday objects into elephants. The tactile and highly elastic silicone trunk has suction cups on both ends that attach to any smooth surface. Hilarious moments and shared laughter are guaranteed.

Made of high-quality, food-grade silicone rubber.



**Bilibo**

ø 39cm

2+



Bilibo 8-color Mix (with display carton) 43000

yellow  
43004



purple  
43010



green  
43005



pink  
43007



light blue  
43009



red  
43002



blue  
43003



orange  
43006



black  
43012



white  
43011



**AWARDS:**

- TOTY 2010 - Preschool Toy of the Year
- Dr. Toy 10 Best Active Products
- Swiss Federal Award for Design
- Toy of the Year - Good Toy Awards
- spiel gut

The multi-award winning Bilibo is widely regarded as one of the most innovative and versatile open-ended toys. Deceptively simple and magically attractive, Bilibo's iconic shell shape and bright colors immediately appeal to children. Bilibo arouses curiosity, engages the imagination and playfully trains basic motor skills and balance. Both boys and girls find unlimited ways to play with Bilibo, using it to rock and spin in, hide under, sit on, tote with and peek through. Bilibo provides hours of fun, indoors and outdoors - all year round.

Made of high-quality, food-grade HD-PE, extremely durable, 100% recyclable.

# bilibo®

VIDEO









### **Bilibo Mini**

ø12cm

**0+**

Contains:  
6 assorted Mini Bilibos  
made of food-grade HD-PE,  
durable, 100% recyclable

43013



Just like their big sibling, the colorful Mini Bilibos are durable and wonderfully versatile play objects that will accompany kids from their first year onwards. The Minis can be stacked and nested, they act as floating ducks, sand shovels, candy bowls, spinning tops, racing cars or scoops for snowballs... The only limit is your imagination.

Bilibo Mini and Oogi are made for each other.

## Bilibo Game Box 3+

Contains:

- 6 assorted Mini Bilibos
- 36 Bilibo Pixel™ color chips
- 1 elastic dice
- 1 Pixel Pouch to store chips
- Info leaflet with play ideas

43015



Take six Mini Bilibos, add a customizable, bouncing die with 36 color chips and you have a fascinating construction set for countless games and play activities that will engage the whole family. Match colors, play tiddlywinks, stack and balance, flick and aim, throw and catch, sort, count and learn, roll the dice and invent your own games! A leaflet with basic play ideas is included to get the creative juices flowing.

Made of high-quality, food-grade HD-PE (Mini Bilibos), TPR (dice) and ABS (color chips).

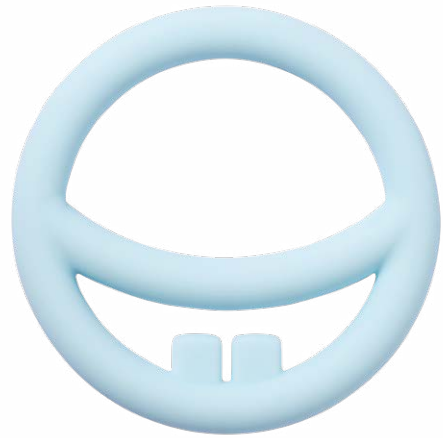
**bilibo®**

**Game Box**



# nigi + nagi + nogi™

tactile teething rings





## Nigi Nagi Nogi 0+

ø: 6.6 cm








43400 3-set primary colors

43401 3-set pastel colors



Nigi, Nagi & Nogi are soothing your baby's sore gums without being an eyesore. Made of 100% food-grade silicone rubber, MOLUK's new teething rings are easy for small hands to hold and offer essential tactile and visual stimulation. They remain interesting as multi-sensory fidget toys when the child grows older and work together with the other parts of the MOLUK family for years of open-ended, child-directed play.

Free of BPA, PVC, phthalates, lead and latex.  
Safe, durable and easy to clean.

-  safety-tested, food-grade silicone
-  dishwasher-safe
-  freezer optional
-  perfect size for little hands to grab
-  promoting hand-eye coordination
-  stimulating the baby's senses
-  compatible with all MOLUK toys

squeeze nose

play spoon



# oibo<sup>TM</sup>

elastic baby ball

VIDEO




**AWARDS:**

- spiel gut
- Junior Design PLATINUM Award
- Parents' Choice GOLD Award
- PARENTS Best Toys 2019
- Tillywig 2019 PARENTS' FAVORITE PRODUCTS





<p><b>Oibo</b></p> <p>ø: 8cm</p> <p>0+</p> <p>43420 3-set primary colors 43421 3-set monochrome colors 43422 single blue</p>	
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Oibo is an elastic, stackable, rollable, squeezable, easy-to-grip sensory toy for babies and kids of all ages. Oibo's geometry merges a sphere with a cube - combining the action and fun of a ball with the educational benefits of a building block.

Like all MOLUK toys, Oibo grows with the child. It shines as an elegant grasping and teething toy for the baby. Toddlers will enjoy how Oibo bounces and rolls. Its soft material is perfect for first throwing and catching games. By stacking and aligning the pieces, kids learn about geometry while training hand-eye coordination and fine motor skills. Oibo collapses when you accidentally step on it and pops right back into shape.

Made of high-quality, food-grade silicone rubber.  
Safe, durable and easy to clean.



stack + build

grasp



squeeze

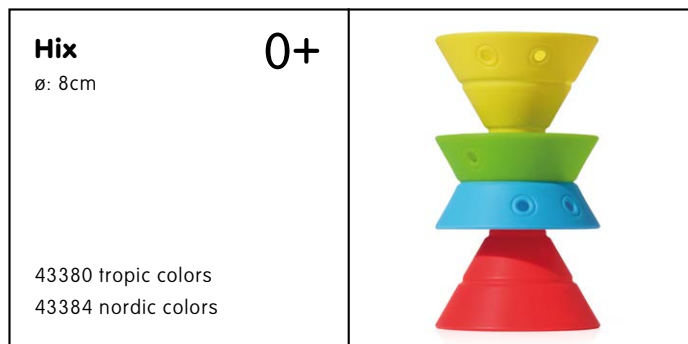


chew



throw



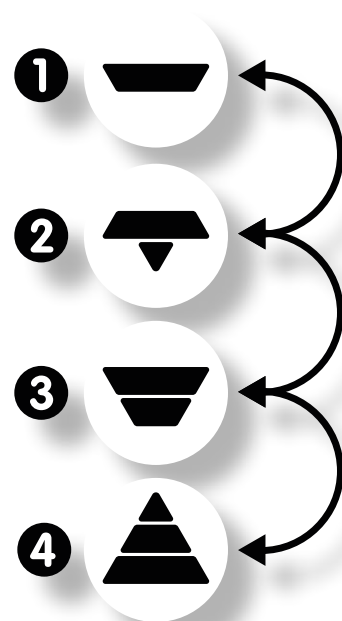


Hix is an intriguing construction toy consisting of four convertible cones made of elastic silicone rubber. Each cone transforms into four basic shapes which can be stacked and nested in a myriad of different configurations. Hix is a delight to fidget with and makes geometry accessible and fun for all ages. It playfully trains visual-spatial ability, hand-eye coordination, and fine motor skills. Finally, you have smart building blocks that don't hurt when you accidentally step on them nor make any noise when tumbling down.

Made of high-quality, food-grade silicone rubber.  
Safe, durable and easy to clean.



VIDEO





# hix<sup>®</sup>

convertible construction cones



**NEW**


nordic colors



# mox<sup>®</sup>





<b>Mox</b> ø 5cm  43350 blue (with display) 43360 blue 3-pack	0+  
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Mox is a ball with a big mouth. It likes to talk, laugh, sing, and most of all, it likes to eat. It eats marbles, coins, and other things that rumble nicely in its stomach. Mox also enjoys rolling, being thrown and caught, or even juggled. Unlike any other ball, it has the ability to balance and form towers together with its siblings. Mox is quite a character and has many secret talents that just wait to be discovered.

Mox is made of high-quality, food-grade silicone rubber. It is easy to grasp for small hands and perfectly suited also for babies.

VIDEO





## BUILDING GENIUS

Box: 20x20x7cm

Contains:

3 Hix + 3 Mox + 3 Oibo

Made of high-quality,  
food-grade silicone rubber.

Safe, durable and easy to clean.

43430

0+



NEW

BUILDING GENIUS is an educational 9-piece set combining Hix, Mox & Oibo. Each of these three award-winning toys offers a broad range of sensory stimulation and play possibilities from birth and onward. Together, they take play to the next level as a universal building and construction game. BUILDING GENIUS grows with your child, surprising with new uses and challenges at each stage of the child's development.



0-12 months

1 grasp+sense

1-3 years

2 stack+build

3-12 years

3 imagine+invent

9

elastic building blocks  
soft - safe - silent



VIDEO



**GENIUS**  
**BUILDING**  
TM



# nello<sup>TM</sup>



water



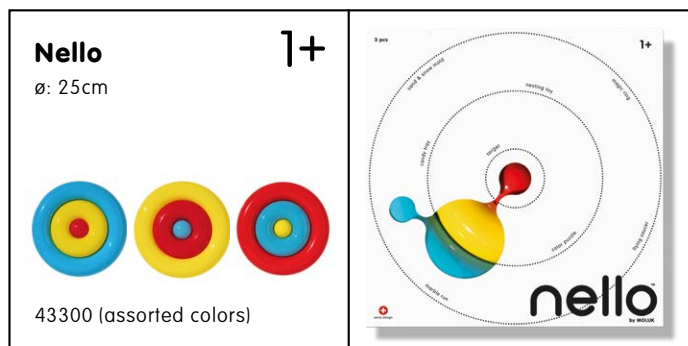
sand



snow







Nello is a magic open-ended toy that quickly becomes an indispensable accessory for countless play activities, indoors and outdoors. It is a color puzzle, a nesting toy, a marble run, a floating island in the bath or a sand toy at the beach. You can roll, spin and swing the rings, throw and catch them. Use them as targets for games like tiddlywinks or as beautiful props for role and pretend play.

Made of high-quality, food-grade HD-PE, 100% recyclable.



VIDEO





touch



see



learn



LAND





# boi™

Boi floats and dances in and out of the bathtub. Is it a penguin, a duck or some other bird? We let the children decide. No matter how you spin or roll it, Boi always gets back upright again and continues to bravely explore the world. The sleek wobble toy with the weighted bottom perfectly fits small hands and playfully teaches children about cause and effect as well as training hand-eye coordination and fine motor skills.

Made of high-quality, food-grade ABS and silicone rubber.





pluii<sup>®</sup>  
rainball

ON/OFF



**Pluï Rainball****2+**

ø 8 cm

Made of high-quality, food-grade  
ABS and silicone rubber.

blue 43018

green 43019

yellow 43020

Mix 43016



The elegant Pluï Rainball delights as a versatile bath toy. With the tip of your finger you can stop the water flow and playfully teach children about cause and effect. The lower half in elastic silicone rubber is wonderful to touch and offers exciting play possibilities. Push the feet in to create a big water fountain or mix and match colors. Pluï encourages children to experiment and explore while stimulating their imagination and senses.



ON/OFF



VIDEO



## Pluï Rain Cloud 2+

width: 9.2cm

height: 7.4cm

Made of high-quality,  
food-grade ABS.

43060



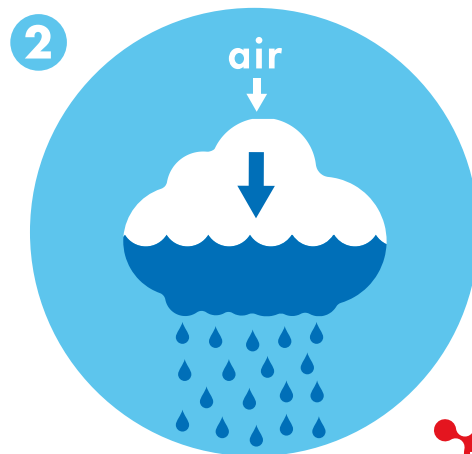
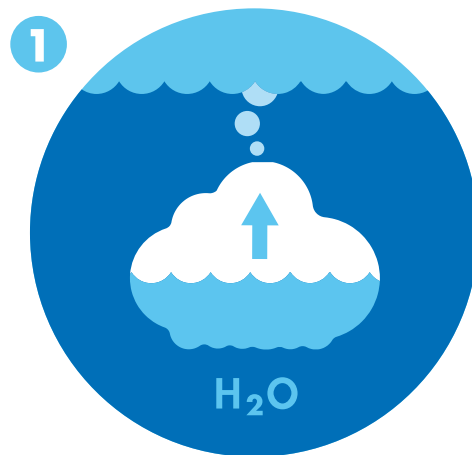
The Pluï Rain Cloud beautifully illustrates the cycle of water and magically turns kids into little rainmakers. The smart bath toy works like a pipette and makes simple physics tangible and fun. The Pluï Rain Cloud is sure to inspire wonderful stories. It delights and surprises and gently accustoms babies and toddlers to getting a shower.

A hidden mechanism allows parents to open the cloud for cleaning.



# pluï<sup>®</sup>

rain cloud





# pluii<sup>®</sup> brush



## Pluii Brush Sunny

3+

ø: 9cm  
Made of high-quality,  
food-grade ABS and Nylon

43070



## Pluii Brush Cloudy

3+

width: 6.6cm  
height: 7cm  
Made of high-quality,  
food-grade ABS and Nylon

43075



Sunny and Cloudy are sensory toys made to tickle your imagination and senses. They also come handy as gentle little brushes for first cleaning tasks. Like all MOLUK toys, Sunny and Cloudy shine as versatile accessories in role and pretend play and reveal new sides and play possibilities in combination with Oogi, Nello and other parts of the MOLUK family.



NEW



## Pluï Weather Set 3+

cloud: 9.2cm x 7.4cm

sun: ø: 9cm

Made of high-quality,  
food-grade ABS and Nylon

43071

The popular Pluï Rain Cloud and the iconic Sunny Brush are a perfect match. Together, they add poetry and magic to bath time while providing the perfect props to explain the cycle of water to your little ones. There is always sunshine after the rain.



## MOLUK - UNIQUE LIKE YOUR CHILD

In a time where everything is getting more virtual, MOLUK creates toys that are totally manual, toys that get children to move and explore, toys that stimulate their senses and minds. There are no ON and OFF switches, batteries or complicated instructions. MOLUK toys are powered simply by a child's imagination.

All MOLUK toys are made without PVC, BPA, phthalates, latex or lead. They meet and exceed the latest European and US safety standards.



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#moluk 