

once-kids™



SPRING 2022

WE MAKE TOYS THAT KIDS MAKE THEIR OWN

Once Kids is a soulful, design-obsessed, playful, and sustainable children's toy company. We created toys that inspired kids to be creative and personalize their play. Toys that are fun, but also create awareness for the environment we live in. Toys that build a belief in kids today. We accomplished this in the development of Once Kids. As we were all once kids and remember the positive impact that toys had on our life.

We defined our core competencies by ONCE, which stands for Organic, Natural, Charitable, and Environmentally friendly. Organic and Natural resources are used in the creation of our products. We infuse products such as felt, recycled from plastic bottles to aid in environmental cleanup. Our toys are for both kids today or those that once were. We built a brand that all of us could believe in!







03

TWICE THE SIZE OF ECO-BRICKS™

Eco-bricks™ Plus+ - a new collection at Once Kids. Toddler-sized construction blocks that are twice the size of our traditional Eco-bricks™ perfect for those little hands!

These wooden blocks are completely compatible with both plastic blocks and traditional Eco-bricks™. 100% biodegradable and made from FSC certified wood, Eco-bricks™ Plus+ Natural, is great to play with on their own or turn them into an Art + Play experience. You can even customize them with crayons, paint, etc.!

Eco-bricks™ Plus+ inspires creativity – improves motor skills and delights all that play.

Patent Pending.



ECO-BRICKS™ PLUS+ 20PC
NATURAL ITEM: EBP1020

ECO-BRICKS™ PLUS+ 42PC
NATURAL ITEM: EBP1042





COMPATIBLE WITH PLASTIC

Eco-bricks™ Color Plus+ are not only twice the size of our traditional Eco-bricks™ but we added a layer of color. Why? Because we believe color inspires us! With Eco-bricks™ Color Plus+, the size and added color are perfect for the new generation of builders. Eco-bricks™ Color Plus+ is made with non-toxic water-base color tint. Because at Once Kids, we prioritize the safety of our children and our environment.

And if you are feeling more creative, Eco-bricks™ Color Plus+ is 100% compatible with major interlocking brands and Eco-bricks™ collections.

Patent Pending.



ECO-BRICKS™ PLUS+ 25PC
NATURAL ITEM: EBCP1025

ECO-BRICKS™ PLUS+ 48PC
COLOR ITEM: EBCP1048

06



COLOR YOUR OWN

Eco-bricks™ classic is a wooden construction interlocking block system that is compatible with major plastic brands. For those avid model-builders, you can interchange these sets and make masterpieces that no one will have.

Eco-bricks™ is not only compatible but is able to be customized. You can add color of any media, but can you erase it if you mess up? When put this to the test, the answer is yes. With their included 10 color pencils in each Eco-bricks™ Classic set, you can use a melamine sponge (Magic Eraser) to erase and color again. In addition, crayons will offer the same effect.

Eco-bricks™ is FSC certified (Forward Stewardship Council), which means Once Kids pays a premium for their raw materials to ensure replenishment of trees to protect the environment. Once Kids has made sustainability a top priority.

Patent Pending.



ECO-BRICKS™ 24PC
NATURAL ITEM: EB102421

ECO-BRICKS™ 45PC
NATURAL ITEM: EB104521

ECO-BRICKS™ 90PC
NATURAL ITEM: EB109021



ECO-BRICKS™ 145PC
NATURAL ITEM: EB114521



ECO-BRICKS™ 250PC
NATURAL ITEM: EB125021

10 COLOR PENCILS

08



EMBELLISH WITH FELT

Eco-bricks™ Bamboo is made from precision-carved natural bamboo. Talk about sustainability! Not only is Bamboo a renewable resource but it leaves a carbon-neutral footprint!

These blocks offer antimicrobial properties, which means they barricade against bacteria so they stay clean and protect against high use from many little hands.

Eco-bricks™ Bamboo now offers adhesive felt shapes for an added value of personalization. These felt-shaped stickers are sustainable too. All are spun from recycled plastic bottles and perfect for sensory touch.

Bamboo is a brilliant first step into healthier, greener, construction build fun.

Patent Pending.



**ECO-BRICKS™ 24PC
BAMBOO** ITEM: EBMB102421



**ECO-BRICKS™ 45PC
BAMBOO** ITEM: EBMB104521



**ECO-BRICKS™ 90PC
BAMBOO** ITEM: EBMB109021



SPUN FROM RECYCLED PLASTIC



ECO-BRICKS™ 145PC
BAMBOO ITEM: EBMB114521



ECO-BRICKS™ 250PC
BAMBOO ITEM: EBMB125021



10



CREATE WITH COLOR

Eco-bricks™ Color are made from natural FSC sourced wood applied with non-toxic water-base color tint! Made for the colorful mind.

Compatible to the other Eco-bricks™ collections and plastic block brands but most importantly good for the environment.

Eco-bricks™ Color also includes natural blocks in each set which allow for endless customization. Why? Because we like to inspire creativity. With every box, you can make it your own. Build castles, ships, or cars and make something no one else has! Eco-bricks™ easily store away in their own laser engraved wooden storage box not on the floor!

Patent Pending.



**ECO-BRICKS™ 54PC
COLOR ITEM: EBC1054**



**ECO-BRICKS™ 109PC
COLOR ITEM: EBC1109**



**ECO-BRICKS™ 206PC
COLOR ITEM: EBC1206**



WATER BASED COLOR

OCEAN
ECO-BRICKS™
3 IN 1 ITEM: EB3102

DOGS
ECO-BRICKS™
3 IN 1 ITEM: EB3101

SHELLS
ECO-BRICKS™
3 IN 1 ITEM: EB3105

22



EXOTIC BIRDS
ECO-BRICKS™
3 IN 1 ITEM: EB3106

AFRICA
ECO-BRICKS™
3 IN 1 ITEM: EB3104

REPTILES
ECO-BRICKS™
3 IN 1 ITEM: EB3103

GUIDED INSPIRATIONS TIMES 3

Explore the majestic wildlife of Africa or take dive in the Ocean will protecting our earth with Eco-bricks™ 3 in 1 Builds.

With a step-by-step build guide, you can create three different designs out of each theme set with these 100% wooden, biodegradable construction blocks.

Eco-bricks™ 3 in 1 build sets are compatible with plastic block brands to continue growing your collection. Customize your creations utilizing crayons, colored pencils, etc. Easily remove color with a melamine sponge and enjoy endless play.

Patent Pending.



23

3 BUILDS 1 BOX



SPRING 2022

ACTION FIGURES THAT PLAY

Playhard Heroes are a beautifully designed, hand-painted wooden action figure series that were created to go on epic adventures while saving the planet!

Big things come in many sizes!

Patent Pending.

12

Compatible



MINIFIGURE
4" ITEM: EBMH10014

Compatible



ACTION FIGURE
7.5" ITEM: OK950121



MEGAFIGURE
19" ITEM: OK9519



CREATE YOUR OWN STORY

We know how impactful it is to create something of your own. Playhard Hero DIY series is a biodegradable customizable wooden action-figure line. Fight crime (and plastic waste) with the Playhard Hero DIY Action Figures - the highly coveted identity of this powerful hero is in your hands!

Made entirely of strong wood with articulated sections, this Playhard hero has what it takes to stand up to whatever super villains come their way.

To look the part – grab the included color media, design and decorate your hero's costume, and watch their heroic journey begin!

Now compatible with Eco-bricks™ Plus+! Battle, action, role-play with these magnificent action figures. Collect them all!

Patent Pending.



ACTION FIGURE 1PC
DIY ITEM: OK950121



ACTION FIGURES 2PC
DIY ITEM: OK950221

14



COMPATIBLE HEROES

The Playhard Heroes are NOW compatible with Eco-bricks™ Plus+!

Built to last, your hero can stand tall on top of buildings or fly across the city interlocked on Eco-bricks™ Plus+. And compatible with Plastic block brands too!

Each Playhard Hero is named after a special tree with their own super powers! When finished fighting crime or saving the day, they store easily in their own laser engraved wooden storage box. Once stored they still keep a watchful eye for danger peering out from the lids holes for maximum protection. Each storage box has a chalk board painted interior for more creative fun.

Patent Pending.



ACTION FIGURES

PLAY HARD

#1 SYCAMORE
ACTION FIGURE
ITEM: OK2001-121



#6 LARCH
ACTION FIGURE
ITEM: OK2001-621



#2 FIR
ACTION FIGURE
ITEM: OK2001-221



15

#4 SPRUCE
ACTION FIGURE
ITEM: OK2001-421



#5 TULIP
ACTION FIGURE
ITEM: OK2001-521



#3 BIRCH
ACTION FIGURE
ITEM: OK2001-321



#7 HEMLOCK
ACTION FIGURE
ITEM: OK2001-721



SPRING 2022

16

NEW FOR 2022

ACTION FIGURES

P L A Y

Villains™

H A R D

17

ACTION FIGURES THAT DON'T NEED SAVING

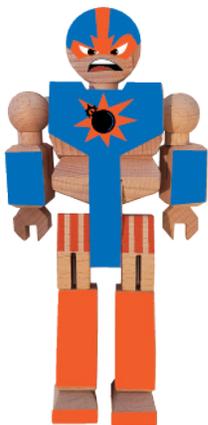
Playhard Villains™ are the latest collection to the Playhard Series. The vengeful gang of Villains are coming for the Playhard Heroes. These hand-painted wooden action figure series were created to go on wicked adventures! And The 7.5" Villain Series is compatible with the Eco-bricks™ Plus collection.

The Playhard Villains™ are named after the most deadliest trees and each have their very own unique power to fight against the Heroes. When it's time for the Villains to rest, store them away in their laser engraved wooden storage boxes with chalk board painted interior. They always remain wary of the Heroes peering through their lookouts. Battle, action, or role-play with the Villains, anything is possible. Collect them all.

Patent Pending.



#1 MANCHINEEL
ACTION FIGURE
ITEM: OK3001-122



#2 SANDBOX
ACTION FIGURE
ITEM: OK3001-222



#3 BUNYA
ACTION FIGURE
ITEM: OK3001-322



#4 ODOLLAM
ACTION FIGURE
ITEM: OK3001-422



#5 MILKY MANGROVE
ACTION FIGURE
ITEM: OK3001-522

18



COMPATIBLE MINIFIGURES

Compatible Minifigures you can make your own!

Another, worlds first. Fully customizable minifigures. Our minifigure series is fully compatible with Eco-Bricks™. Yes, they work with plastic too!

Each box includes 1 or 2 unfinished, natural, minifigures and **10 color pencils** to color your own. When used with crayons or color pencils, you can easily erase with a Magic Eraser. Want something more permanent? Markers and paint work well too.

Battle, action, role-play with these magnificent compatible minifigures.

Patent Pending.



MINIFIGURES

TO CUSTOMIZE

19



MINIFIGURE 1PC
DIY ITEM: EBMH1001



MINIFIGURES 2PC
DIY ITEM: EBMH1002





FOR THE ARTIST

Playhard MEGAFigure is designed for the Artist. A wooden megafigure that is three times the size of our Action Figure series.

The Playhard MEGAFigure is 19 inches tall! It includes 10 double-tip non-toxic markers for those serious Makers. Each figure comes with their very own Super Sized laser engraved storage box with chalk board painted interior. Fully articulate, it defines our Art + Play experience

Patent Pending.



MEGAFIGURE

MEGA FUN



21

19" MEGAFIGURE 1PC
DIY ITEM: OK9519

ONCE-KIDS.COM

NO TICKETS NEEDED



BANGKOK 13PC
BLOCKS ITEM: OK800721



EXPLORE THE WORLD

Ready to travel + explore the world during playtime? The Wanderlust series is a beautifully designed, hand-crafted and hand-painted sustainable wood collection created to unlock the wanderlust spirit within us all!

The Wanderlust City and Themed Collections also inspire explorative lessons during playtime! You can dive further into the culture and history of the city while you play and the wooden blocks infused with felt (which was spun from recycled plastic bottles) also add a sensory element for the child to discover.

Each Wanderlust set includes a laser-engraved wooden storage box with a chalkboard painted interior to further your creativity. Wanderlust sets are an ever-expanding line so stay tuned for new cities to be added!

Wanderlust Play Sets will delight any bookshelf, classroom, or individual it comes into play with.

NEW YORK 13PC
BLOCKS ITEM: OK800121



DALLAS 13PC
BLOCKS ITEM: OK801121



PARIS 13PC
BLOCKS ITEM: OK800321





WANDERLUST



SEATTLE 12PC
BLOCKS ITEM: OK802022



LAS VEGAS 12PC
BLOCKS ITEM: OK801922



CHICAGO 12PC
BLOCKS ITEM: OK802122

27



LONDON 14PC
BLOCKS ITEM: OK800421



HOLLYWOOD 10PC
BLOCKS ITEM: OK800321



HONG KONG 12PC
BLOCKS ITEM: OK800621



TOKYO 13PC
BLOCKS ITEM: OK802322



BANGKOK 13PC
BLOCKS ITEM: OK800721



DUBAI 10PC
BLOCKS ITEM: OK800821



WASHINGTON 13PC
BLOCKS ITEM: OK802522



SAN FRANCISCO 10PC
BLOCKS ITEM: OK800521



SPACE 11PC
BLOCKS ITEM: OK802422



**SAFARI 10PC
BLOCKS** ITEM: OK801421

UNLEASH YOUR IMAGINATION

The Wanderlust theme series is a collection of hand-painted, and crafted sets. Built to inspire a little magic in us all.

These Themed Collections include wooden blocks infused with felt (which was spun from recycled plastic bottles) making playtime impactful with a sensory element.

Storage is just as important. We include a laser-engraved wooden storage box to house these beautiful blocks and even added a layer of chalkboard painted interior to further your creativity.

Wanderlust Theme Sets are a fun creative adventure.



**ROBOTS 5PC
BLOCKS** ITEM: OK801521

MONSTERS 6PC
BLOCKS ITEM: OK801121

UNLIMIT YOUR CREATIVITY

29





EDUCATION IS BUILDING BLOCKS

Education is the building blocks to our goals and dreams, and with a world filled with wonder, we wanted to offer products that inspire creativity and build you up!

Introducing Once Kids Education, a full line of products that are designed for our educators and parents.

Inspiring little ones in their cognitive development, we offer products to compliment your classroom lessons! Explore, learn, and build with our Eco-Bricks™ collection and expand learning with one of kind lessons.

Once Kids Education has been introduced into over 200+ schools worldwide. Exceeding all expectations of learning benchmarks and educational heights.

Patent Pending.



ECO-BRICKS™
88PC BAMBOO
 ITEM: EBBEDU88



ECO-BRICKS™
180PC BAMBOO
 ITEM: EBBEDU180

RESPECT THE BUILDING BLOCKS



ECO-BRICKS™
86PC COLOR
ITEM: EBCEDU86



ECO-BRICKS™
176PC COLOR
ITEM: EBCEDU176



ECO-BRICKS™
38PC PLUS
ITEM: EBPEDU38



ECO-BRICKS™
78PC PLUS
ITEM: EBPEDU78



ECO-BRICKS™
32PC PLUS
ITEM: EBCPEDU32



ECO-BRICKS™
66PC PLUS
ITEM: EBCPEDU66



MAKE NEW AGAIN

32

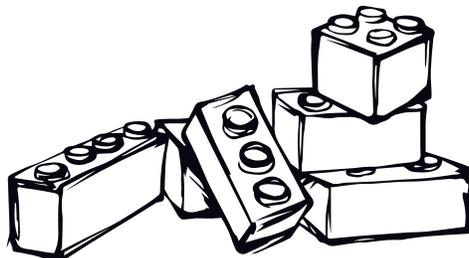
Once Kids understands that everything we produce has an impact on the people and environment around them, so let's make it a positive one. We selected two impactful partnerships to aid in our mission to protect our planet around our forest and oceans, **One Tree Planted®** and the **Trash Free Seas Alliance®**. One Tree Planted® restores our forests, creates a habitat for biodiversity, and makes a positive social impact around the world. We plant one tree with every purchased product. Ocean plastic pollution is also a massive problem on a global scale. The Trash Free Seas Alliance® is the oldest forum of its kind focused on innovative and pragmatic solutions to rid the ocean of plastic pollution and other forms of marine debris. Once Kids helps save our oceans by aiding in the clean-up of plastic. Once Kids focuses on the real-world collaboration to stop the flow of plastics into the ocean. Marine debris is one of the greatest threats our ocean faces, but luckily it is an issue with which we can all play a part in the solution. Have you ever walked along a beautiful beach and been surprised to find a piece of plastic at your feet? And the problem goes deeper than what you're seeing on the beaches. Scientists estimate that more than 11 million metric tons of plastics are entering our ocean every year. If we don't act now, there could be a pound of plastic for every 3 pounds of fish in the ocean within the next decade. Once Kids has been at the forefront of the trash free seas challenge for more than 8 years. Trash in the ocean has serious consequences for all of us, but there is hope. With your help, we can solve the ocean plastic crisis together.





PROTECTING OUR PLANET

Biodegradable Blocks are not just important but protect our earth and the habitat we live in. Did you know that over 150 Billion plastic blocks are produced every year that will never leave our planet? Of course most people might not discard but what about their kids or their kids' kids. Once lost or discarded, no matter where they end up in the trash, landfills, most all will make their way to our oceans. Plastic is non-biodegradable which means it will never break down to benefit our environment. Instead it breaks into microplastic which resembles food for our ocean wildlife. This is detrimental to them. In fact a mere multiplication of production year after year of non-biodegradable plastic is now consuming our planet. There are regions of the world that will not allow plastic now due to the amount of non-decomposing waste they have in their landfills. This is not just a need or a want to make a change or a marketing ploy, but a call to action for our kids and their kids to take back our environment and educate consumers the roles plastic plays. We can no longer stand by and contribute to the degradation of our planet. Our mission is to create an impact, a change, to provide hope that 200-300 years from now our planet has birds that fly, fish that swim, and wildlife thriving. With your purchase you have joined the Once Kids mission to Create Wonder, Inspire Creativity, and Build Responsibly while protecting our Planet.



once-kids™

25 HIGHLAND PARK VILLAGE 100-235
DALLAS, TX 75205 USA

Customer Service

t. +01 214 205 8798

e. sales@once-kids.com

 @oncekidsplay  /oncekids

 /oncekidsplay  /oncekidsplay

CREATE WONDER

INSPIRE CREATIVITY

BUILD RESPONSIBLY

Once Kids is a soulful, design-obsessed, playful, and sustainable children's toy company.

Learn more at [Once-Kids.com](https://www.once-kids.com)

