



Open-ended toys
that connect



Play is a powerful connector. It bridges generations, sparks friendships, and fuels creativity. Every moment is an opportunity to dream, build, and discover.

Family founded
and run since
2014, we believe
in creativity,
imagination,
care and
connection.



Inspired by this philosophy,
Sybren created Waytoplay
in 2003 for his son Joep.

What started as a simple
idea became a toy road
that sparks creativity,
exploration, and connection
through play.



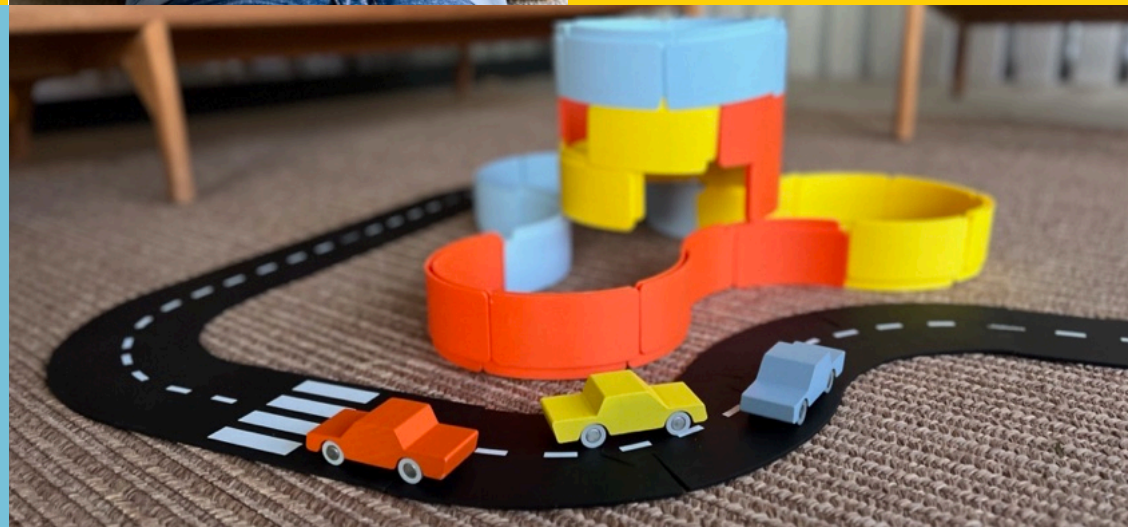
At Waytoplay, this belief is
at the heart of everything
we do. We create toys that
inspire open-ended play,
sparking joy and helping
children build ideas,
friendships, and lifelong
memories



IMAGINE YOUR WORLD



Waytoplay's story began with
inspiration from Sybren's
creative upbringing and
career as a designer. His
time at a Waldorf school
deepened his belief in
open-ended play — play that
fosters freedom, exploration,
and boundless creativity.



Arches **NEW**



BUILDER SET
56 PIECES



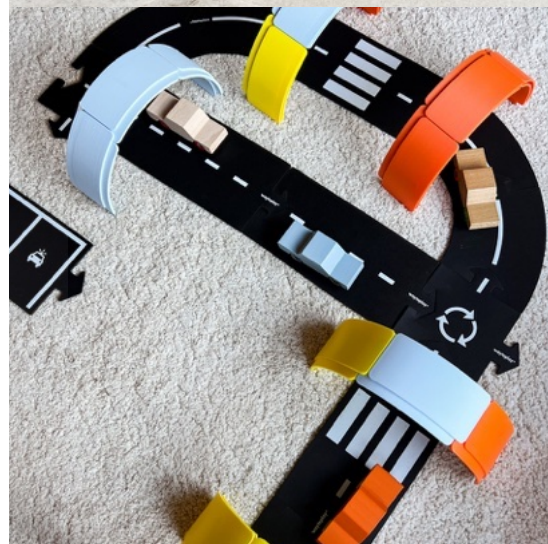
CREATOR SET
36 PIECES



STARTER SET
18 PIECES

Endless possibilities

Build a basket, design mandalas, craft a hoop for tossing balls, a wheel, a tunnel, or any other imaginative object you can dream up. Rooted in the open-ended play philosophy, Arches let you turn your ideas into reality. The only limit? Your imagination.



Perfect to combine

The Arches combine with all kinds of toys, from our flexible toy road to balls, wooden blocks, and play figures. They inspire endless creativity, making playtime more exciting and versatile for kids aged 3 to 12.

DRIVE



40
PIECES

KING OF THE ROAD
6,5 METER



24
PIECES

HIGHWAY
3,8 METER



16
PIECES

EXPRESSWAY
2,6 METER



12
PIECES

RINGROAD
1,7 METER



2 CARS
80
PIECES

SILKROAD
13 METER



2 CARS
40
PIECES

KING OF THE ROAD CAR EDITION
6,5 METER



1 CARS
24
PIECES

HIGHWAY CAR EDITION
3,8 METER



1 CARS
11
PIECES

DRIVE AWAY
1,5 METER



TRAFFIC SIGNS
ROAD BLOCKS
8 PIECES – SIZE 5 CM



RACE

24
TRACKS



GRAND PRIX
3,8 METER

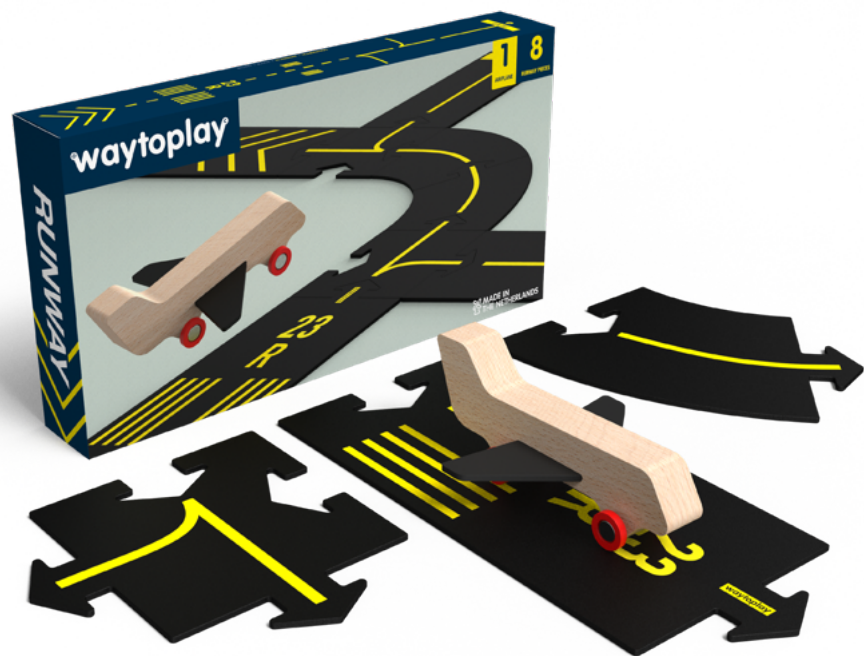


RACE SIGNS
ROAD BLOCKS
8 PIECES – SIZE 5 CM

*Let your
imagination
race*

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

FLY



RUNWAY
8 PIECES & 1 AIRPLANE



FLYER
AIRPLANE WITH FLEXIBLE WINGS
SIZE 13 CM



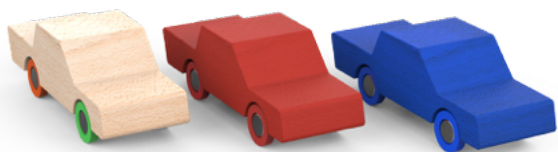
AIRPORT SIGNS
ROAD BLOCKS
8 PIECES – SIZE 5 CM



*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



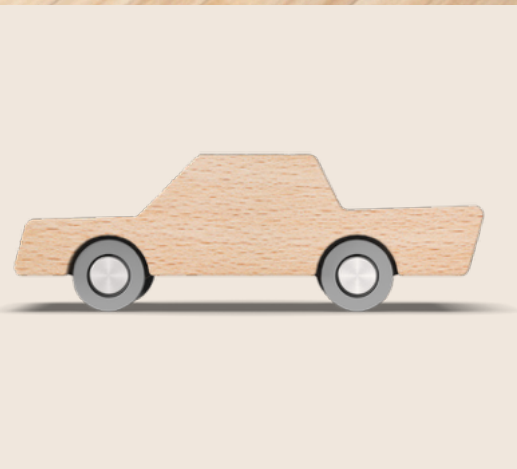
TRAFFIC SIGNS
ROAD BLOCKS
8 PIECES – SIZE 5 CM



FLYER
SIZE 10 CM



RACE SIGNS
ROAD BLOCKS
8 PIECES – SIZE 5 CM



AIRPORT SIGNS
ROAD BLOCKS
8 PIECES – SIZE 5 CM



- Perfect addition to our roads
- Encourages imagination
- Indestructible

 Our material is 100% sustainably sourced

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