



January 2025 (London, UK) - Plus-Plus, located in Denmark, creates toys which spark the imagination and creativity in children of all ages. Internationally recognised as a high-quality brand and a winner of multiple prestigious product awards across the globe, Plus-Plus encourages kids to be creative and explore building a world of 2D and 3D models, and puzzles using the tactile, open ended play pieces. After another successful year in the UK, building on established and expanding channels, 2025 looks set to be another growth year with innovative launches as well as a focus on the core range which kids and parents love and endorse.

A new concept for the travel market are Activity Pads. These pads contain 125 pieces, kept safely in a secure box, and six pages of activities containing twelve 2D and 3D builds, where two items can be constructed at one time. The pads are perfect for on the go fun and entertainment and are sure to be a hit for families wanting to entertain their children whilst travelling, folding neatly away when it's time to move on. The four themes are Space, Ocean, Fairytale and Transport.

A total of nine new tubes will launch during the year to capture the builder's creative imagination. Six of the most popular animal tubes – *Lion*, *Gorilla*, *Manta Ray*, *Sea Turtle*, *Elephant*, *Dolphin* - will all have new colour refreshes in more child-appealing, fun colours rather than traditional life-like tones. Perfect for gifting, the 240pc tubes - *I Love You* (romantic colours in red and pink tones) or *Botanica* (a subtle mix of beautiful mature colours for sculpting floral creations and plants) - are the perfect alternative for giving to someone you love on Valentines Day, Mother's Day or any day! Whilst launching late summer will be a mesmerizing spectrum of colours in a tube which reflects the ever-changing illusion created by the Northern Lights including dark blues, purples and greens with a little hint of glow in the dark.

As part of the new Botanica range, there are the new plant packets which are perfect for small affordable gifts at a pocket money price. These are single build packets in a variety of succulents, plants and shrubs, ideal for collecting and building your own miniature garden. There will be initially six to collect in a variety of styles.

Expanding on its BIG range, the big building block for small hands, are two new playsets in the popular themes of Farm and Food which are always a hit with little ones. Helping them develop their imaginative role play skills, both sets focus on basic play patterns so that little ones can build simplistic shapes such as cow, pig and sheep or sushi and burgers, or play simple stacking, sorting and matching games to start to explore their interest in building and creating.

Claire Coekin, Commercial Director UK & Ireland – "In 2025 we are discovering new ways to play with Plus-Plus and are excited to share even more creative possibilities. From the new BIG Food and Farm themed playsets for kids aged 1+, to a whole new zoo of adorable Plus-Plus animals designed for kids aged 5 and above, an enchanting Northern Lights colour mix, and the addition of Edvard Munch's The Scream to our kidult focused artist series, we've got something new for everyone. We look forward to meeting our wonderful customers and partners at The Toy Fair London (stand N3), at Spring Fair NEC (stand 5G31) or at Spielwarenmesse Nuremberg (Hall 4 stand E-23)."

Plus-Plus is a socially and environmentally responsible company. The factory and headquarters run on 100% green energy from wind power, we have a zero-waste production process, and all products and packaging are 100% recyclable.



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https://issuu.com/plusplusofficial/docs/plus-plus_catalog_2025

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Our Story

Plus-Plus originated in the 1980s in Holbæk, Denmark, with the objective of creating a simple yet captivating toy capable of igniting the imagination and the boundless creativity of children across all age groups. The educational market quickly recognized the immense potential embedded within Plus-Plus, embracing the concept of simplicity and open-ended play in schools and kindergartens. As time progressed, Plus-Plus garnered international acclaim as a distinguished brand renowned for its exceptional quality, and it proudly boasts an ever-growing collection of product and company awards.

Our deep-rooted pride in our Danish heritage fuels our commitment to producing Plus-Plus in our own factory located in Holbæk. Furthermore, in 2012, we expanded our horizons by establishing our own organization in the United States, and in 2023, we proudly opened our UK and Ireland office just outside London to oversee all sales operations in Great Britain. At present, Plus-Plus finds its way into the hands of children and enthusiasts in over 40 countries worldwide.

As a socially and environmentally responsible company, Plus-Plus actively engages with multiple charitable and non-profit organizations, channelling our efforts to make a positive impact. Moreover, our commitment to sustainability shines through, as our factory and headquarters are powered by 100% green energy from wind power. All products and packaging are 100% recyclable, and are made in Denmark, which is recognized as the most sustainable country in the world.

TOTY USA 2025 Finalist – Hexel

<https://plus-plus.com/pages/about-us>

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