

# FLEXA<sup>®</sup> play





# WHY FLEXA PLAY?

At FLEXA, we want to improve children's lives. We initiated FLEXA Play – a new family of toys - for three main reasons:

To support a balanced development by encouraging children to MOVE, CREATE, IMAGINE and EXPLORE.



To provide a safe and fun alternative to screen time.



To unite generations through play while still ensuring immersive alone time.

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# WELCOME TO FLEXA PLAY

## - More than just toys

At FLEXA, we want to improve children's lives. Our focus is to ensure a healthy and natural development through play for children across the globe. And so, our toys are created with the most recent knowledge of children's development in mind.

They are made from FSC™ certified wood and have rounded edges for comfort and safety.

The FLEXA Play family of toys encourage children to MOVE, CREATE, IMAGINE, and EXPLORE.

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# UNIQUE SELLING POINTS

Especially selected and designed to support children's development



Calming colour scheme to avoid overstimulation



Rounded edges for comfort and safety



Made from FSC™ certified wood



Designed in Denmark

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Every FLEXA Play product is designed to encourage children to MOVE, CREATE, IMAGINE or EXPLORE.

# MOVE

Encouraging children's movement through play

Crawling, walking, running, jumping, gross motor skills

Improving your child's physical condition and balance

# CREATE

Helping children develop a creative mindset

Creativity, thinking outside the box, expressing oneself

Inspiring your child to experiment with new ideas

# IMAGINE

Giving children the freedom to use their imagination

Dreaming, being curious and empathetic

Evolving your child's social skills, language skills and integrity

# EXPLORE

Stimulating children's cognitive development

Focusing, concentrating, reasoning, fine motor skills

Developing your child's ability to concentrate and think logically

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# JOIN THE FUN

Children's development  
is dear to us.

We hope you will join us -  
let's together help parents  
support their children's  
development!



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## COLLECTION OVERVIEW

# MOVE

**Encouraging children's movement through play**

Crawling, walking, running, jumping, gross motor skills

Improving your child's physical condition and balance



**Balance Board - mini**  
88-10710-131



**Balance Board - mini**  
88-10710-120



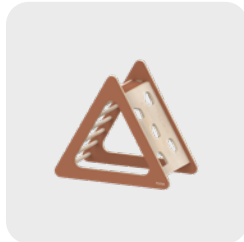
**The Wooden Slide**  
88-10733-131



**The Surfer**  
88-10715-110



**Slide for Play Tower**  
88-10705-120



**Play Tower - midi**  
88-10720-120



**Play Tower with Slide - midi**  
88-10725-120



**The Balance Bike**  
88-10700-110



**The Toddler Balance Bike**  
88-10701-131

## COLLECTION OVERVIEW

# CREATE

**Helping children develop a creative mindset**

Creativity, thinking outside the box, expressing oneself  
Inspiring your child to experiment with its ideas



**Rattle Set- mini**  
88-13221-150



**Maracas Set**  
88-13232-150



**Wooden Drum - midi**  
88-13133-141



**Xylophone - mini**  
88-13336-150



**Flute and Clapper**  
88-13215-150



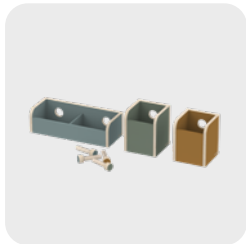
**The Creative Table**  
88-13750-100



**Creative Table Stool**  
88-13760-100



**Paper Roll**  
88-13650



**Craft Caddy Set**  
88-13530-150



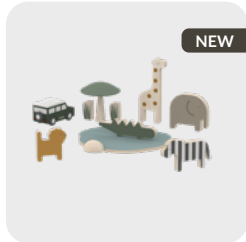
**Wooden Tabletop Art Easel**  
88-13620-100



## COLLECTION OVERVIEW

# IMAGINE

**Giving children the freedom to use their imagination**  
Pretend-playing, dreaming, being curious and empathetic  
Evolving your child's social skills, language skills and empathy



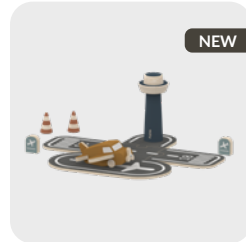
NEW

**Wooden Safari Animals and Jeep**  
88-16101-150



NEW

**Wooden Helicopter and Plane**  
88-19110-150



NEW

**Wooden Airport**  
88-19109-150

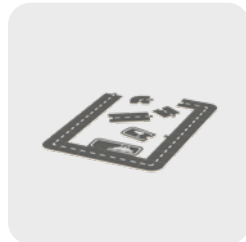


NEW

**Wooden Parking Garage**  
88-19107-150



**Cars**  
88-19106-150



**Car Tracks**  
88-19102-101



**Accessories for Car Tracks**  
88-19103-150



**Truck and Crane**  
88-19104-100



**Container Ship**  
88-19118-140



**The Workbench**  
88-15100-130



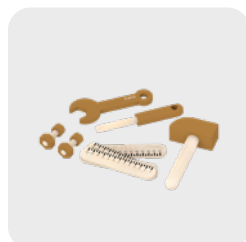
**The Workbench**  
88-15100-105



**Costume Set**  
88-17188-160



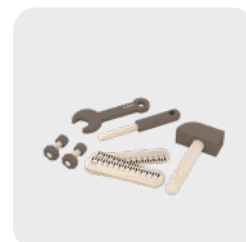
**Toolbox**  
88-15104-110



**Tool set**  
88-15102-110



**Toolbox**  
88-15104-160



**Tool set**  
88-15102-160

## COLLECTION OVERVIEW

# IMAGINE

Giving children the freedom to use their imagination

Dreaming, being curious and empathetic

Evolving your child's social skills, language skills and integrity



**The Kitchen**  
88-17100-120



**The Kitchen**  
88-17100-130



**The Kitchen**  
88-17100-105



**The Shop and Café**  
88-14100-132



**Pot & Pan**  
88-17102-110



**Pot & Pan**  
88-17102-133



**Tableware**  
88-17104-110



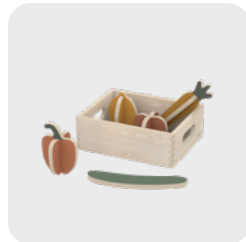
**Tableware**  
88-17104-133



**Groceries**  
88-14102-150



**Fruits**  
88-14104-150



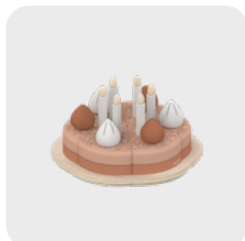
**Vegetables**  
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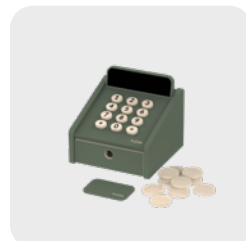
**Fish & Meat**  
88-14108-150



**Pizza**  
88-17108-150



**Birthday Cake**  
88-17113-120



**Cash Register**  
88-14111-131



**Ice Cream Set**  
88-17116-150

## COLLECTION OVERVIEW

# EXPLORE

**Stimulating children's cognitive development**

Focusing, concentrating, reasoning, fine motor skills  
Developing your child's ability to concentrate and think logically



**Lighthouse Stacker**  
88-19202-140



**Wooden Creative Blocks**  
88-12310-150



**Construction Set**  
88-15106-110



**Construction Set**  
88-15106-160



**Rainbow Puzzle**  
88-12312-150



**Ice Cream Puzzle**  
88-17222-100



**Truck Puzzle**  
88-19379-100



**The Play Table**  
88-13710-100



**Wooden Memory Game**  
88-12502-150



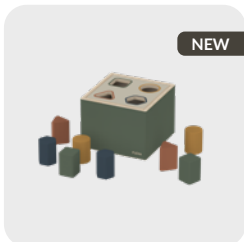
**Wooden Picture Lotto**  
88-12514-150



**Storage Unit - midi**  
88-13742-100



**Wooden Storage Box Set - mini**  
88-13804-115



**Wooden Shape Sorting Box**  
88-10311-150