

CONTACT: KidStuff Public Relations  
Lisa Orman • 608-767-1102  
Lisa@KidstuffPR.com



## WHIMSICAL PAPOOSE IS FINALLY ON THE LOOSE AT SPECIALTY TOY STORES

*Look For These Handcrafted Playthings From Natural Materials Of  
Wool, Cotton And Wood From Nepal With Love*

Portsmouth, NH (September 21, 2017) – Sweet European toys from France, Italy and Germany have kept importer Magicforest® at the top of everyone’s must-have gift list for more than a dozen years! A new line from Nepal called *Papoose Toys*® is wowing retailers and consumers for its adorable array of puppets and books with a storyline toy made from tactile materials like felt. Global food-inspired crafts including the **15-piece Bento Box (\$30)** take children to another world in both role play and geography!

“From thousands of miles away,” smiles Dr. Robert Leuchtner, Magicforest President, “it is always comforting to discover that children may be of different and diverse cultures but all seem to play the same way!”

This colorful brand offers a worldview from Kathmandu, the Nepal capital, in each handmade toy food, garden, forest, animal and story puppet. Their lively catalog boasts a wide range of imaginative play from a **Fish & Chips dinner (\$33)** to a **6-piece Sheep with removable coats (\$10)**. All have vivid colors, soft textures and instinctively invoke storytelling. Prices start at just \$4.



Papoose Toys are geared to preschoolers ages 3 and up. For beginning readers, the best sellers include **Lucky Duck Book, Play Mat and Duck Boxed Set (\$50)** and the **18-piece Hungry Caterpillar Story Puppet boxed set (\$45.)** **Gnomes** are at the top of list of most-ordered items by retailers, and the most popular item is **Grow a Garden**, which boasts a bounty of 36 pieces.



When gifting a child that likes to cook or explore various food options, the felt role-play food items are amazing to see, touch and incorporate into make believe time. Magicforest reports best sellers include **Mini Vegetable 6-piece boxed set (\$27.50)** and **Mini Fruit 6-piece boxed set (\$27.50)**. Parents will be pleased to discover that only healthy food options are displayed in the Papoose line. This is a great way to teach children about good nutrition while having fun. They may ask for a trip to the grocery store to select brightly colored strawberries, apples, pears and oranges, just like their Papoose toys!





Away from the kitchen and into daydreaming, the **6-piece Mr. Toolman (\$40)** and the **5-piece Doctor Kit (\$48)** have kids thinking of repairing the world -- around the house or in a hospital! All pieces are soft and pliable and can be tucked back into the tool belt or doctor's bag.



Animals are another component of the Papoose line with sets representing the Artic, Canada, farm and village. Monkeys, bunnies, sheep and horses are lovingly made in Nepalese villages from the softest fabrics. No two look exactly alike! The 6- and 9-piece sets come in a cotton bag for easy storage.

Fair trade is an important element of Magicforest's business plan. From their website, [www.magicforest.com](http://www.magicforest.com), comes the backstory, "Working with talented artisans, Papoose Toys creates felt toys, decorations and educational resources using only natural materials such as wool, cotton, and wood. The wool products are made under Fair Trade conditions. The toys are from wonderful Nepalese families who make these functional and beautiful products."

Offering fine gifts and toys since 2004, Magicforest is THE resource for parents, grandparents, aunts & uncles alike to feel secure that every imported brand meets the highest quality and safety standards. Browsing is encouraged at [www.magicforest.com](http://www.magicforest.com) or on any of their social media outlets.

#### **ABOUT MAGICFOREST**

Celebrating its 13th year in business, Magicforest is an American toy importer and proud to be the exclusive distributor of seven European brands including Moulin Roty -- its flagship brand -- currently sold in 900 specialty toy and gift shops. The company has a simple operating principle: provide the very best in children's toys and games. They like to think of the Magicforest as a friendly place where kids learn, play and grow. Plus parents are confident that their products meet the highest standards of safety and quality. Find their wholesale site online at [www.magicforest.com](http://www.magicforest.com).