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SALES MANAGER KIM KENNEDY HAS THE MAGIC TOUCH AT MAGICFOREST

Post Toy Fair Update: Papoose Toys & 2 New Rep Groups

Portsmouth, NH (March 17, 2017) – For the past 13 years, exclusivity and Magicforest® have gone hand in hand like *quiche* and *Lorraine*! Sweet European toys from France, Italy and Germany have kept this importer at the top of everyone’s must-have gift list. Sorting through the charming assortment is Kim Kennedy, who has recently changed from operations to Sales Manager.

“Our philosophy is simple,” explains the Portsmouth, NH executive. “Children need love and nurturing as they grow. We source the very best products to help children to learn and grow from infancy through early childhood. Play is serious business for kids and our toys and gifts must meet strict standards in order to become a part of the Magicforest family of brands.”



Those brands include beloved *Moulin Roty*, *Trudi*, *Sevi*, *Ogas* and *Vilac*. In 2017, the European importer takes a leap to Nepal and introduces American children to *Papoose Toys*®. The Papoose Toys are made to order and delivered direct from Nepal, meaning Magicforest is not stocking the line in the early development of the brand; thus retailers should plan about six weeks for delivery for now.



From their website, www.magicforest.com, comes the announcement, “Magicforest is partnering with Papoose Toys to offer their delightful and whimsical products. 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.”

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 soft felt 15 pc **Bento Box**, to a 23”x19” **Duck Pond** play mat to this year’s best-seller **Grow A Garden Set**, complete with 36 pcs of vegetables and a garden box. All have vivid colors, soft textures and instinctively invoke storytelling.



“The toys are from wonderful Nepalese families who make these functional and beautiful products,” continues Magicforest’s online introduction. “From role play with food and puppets to counting and reading, children of all ages will learn, grow, and imagine. From thousands of miles away, it is always comforting to discover that children may be of different and diverse cultures but all seem to play the same way.”

Kennedy will roll out *Papoose Toys* and continue to promote the official U.S. online store for *Moulin Roty*, www.bonjourpetit.com. To assist in national sales, Magicforest has announced two new rep companies: **Elements** handling the Rocky Mountain region and **Knack** focusing on Mid-Atlantic gift & toy shops.

With a Christmas-in-July mentality, Kennedy already knows what she’d like to promote for ASTRA’s prestigious 2017 Best Toys for Kids. (hint – look for enchanting *Moulin Roty* and *Papoose* playthings). “I am thrilled that I can focus on what I truly love,” reveals Kennedy, “working with customers to help grow their business and being out and about at tradeshow and talking about our amazing 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 or their social media outlets on [Facebook](#), [Instagram](#) and [Pinterest](#).

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.