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HOLY POCKET PROTECTOR! KIDS WILL ADORE BECOMING ROBOTS & ROCKET SCIENTISTS, WITH GEAR BY AEROMAX

Tangle Free Parachute with Flashing Lights, Sky Scrapper Silver Streak Edition, STEM-Themed Lab Coats, Robot Helmets & NASA Jackets At Booth 5133

Lake Barrington, IL (January 27, 2016) – If clothes make the man, can a Rocket Scientist lab coat in a kids' size 6 make a NASA engineer? You'll have to wait but today's preschoolers can don Aeromax's collection of new brainy gear. Visitors to Aeromax's Booth 5133 at the North American International Toy Fair won't have to wait at all to see the adorable **STEM lab coat (\$26.50)**, **My 1st Career Gear Robotic Engineer Shirt (\$13.95)** or an incredibly realistic NASA blue **Flight Jacket (\$39.95)**.



For almost two decades Aeromax has been promoting an *aim for the stars* philosophy. The company logo features a toy parachute. The skyward trend continues in 2016 with two aerodynamic toys – **Flashing Light Tangle Free Parachute (\$5.95)** and for older kids, the **Sky Scrapper Silver Streak (\$9.95)**. These budget-friendly toys introduce physics, fun and performance that will amaze you.

Beyond toys, quality authentic dress-up has been a hallmark for Aeromax fans. Their *Get Real Gear* and *My 1st Career Gear* has won every toy industry award over the last 19 years! Parents will want to make room in the kids' closets for the newest STEM-themed buttoned lab coats and NASA flight jackets designed for children and adults. A must-see Robotic Engineer role play top for preschoolers can be matched with a Robot Helmet.

Once kids place their arms into these realistic looking lab coats, jackets and shirts, don't be surprised if they start a penchant for tinkering! The outfits are enticing to girls as well as boys. With an emphasis on STEM and STEAM and even STREAM studies, the appealing apparel might be just the encouragement to launch a science career. Rocket scientist anyone? Pocket protectors and slide rule are optional!

Available for shipping in Spring 2016, look for these new items in Aeromax's Booth 5133.



(Cont'd)

Flight Jacket • \$39.95 Youth to \$56.95 Adult • Ages 5-12 and Adult

This handsome jacket is fully lined and is the perfect addition to all things *space*. Future astronauts and aeronautical engineers will love its looks and lightweight feel. Moms will love its quality and durability. Colorful, sewn-on patches, pencil pockets and sturdy zipper gives it an authentic NASA look. The American flag lets kids wear their patriotism on their sleeve. The Adult Flight Jacket is perfect for dress and play. The shell is 100% cotton and fully lined with 100% polyester. Choose jackets in Youth sizes Small (Ages 5-9) and Large (Ages 9-12). Adults can choose from 5 sizes – Small, Medium, Large, XL and XXL.



Robotic Engineer Shirt • \$13.95 • Fits Most Ages 3-6

Slip into this Robotic Engineer shirt and design something great! Do the robot dance or just perform tasks that humans aren't able to complete. The light weight top is easy for little ones to put on by themselves, with hook and loop closure in front. Print out their name and place in the clear pocket for a personalized touch. Vivid graphics on front, back and sleeves.



Robot Helmet • \$16.95 • Fits Most Ages 3-10

This sci-fi helmet is a great addition to the Robotic Engineer shirt. It's designed so younger kids can be enchanted. Kids will adore rich details, like a moving visor and colorful artwork including exposed gear on the back. Look out for the next robotic creation! Take me to your leader!



Rocket Scientist Lab Coat • \$27.95 • Sizes 4/6, 6/8, 8/10

When announcing *all systems go ... ready for lift off*, you will need to look the part while manning the controls. This NASA-inspired white lab coat is made of a high quality poly/cotton blend. The words "Rocket Scientist" lets everyone know your lofty goals. It's embroidered in all caps above the pocket on the left chest. The colorful NASA patch is stitched over the right chest.



STEM Lab Coat • \$26.50 • Sizes 2/3 to Adult

Whether you lean toward science, technology, engineering or math, every budding scientist should have a white lab coat. Aeromax's version makes kids look like a STEM Superstar. Note the Science, Technology, Engineering and Math logo on the chest of this ¾ length lab coat. Three roomy pockets complete the crisp look.

Flashing Light Up Tangle Free Parachute • \$5.95 • Ages 3+

For just a few dollars the world's finest Tangle Free Toy Parachute, as stated by thousands of Aeromax customers, is now available with flashing lights. It has no strings to tangle and no assembly is required. This 2016 model comes in three bright colors -- red, blue & green. Simply toss it high then watch it fly! Batteries included.



Sky Scrapers, Silver Streak Edition • \$9.95 • Ages 9+

Bigger kids will be amazed that the Sky Scraper lives up to its name -- able to leap a 10-story building with the pull of a string. Whoa! It soars over 100 feet without batteries. Simply pull the string and watch it fly through the sky. Each packet includes a Launcher and 3 flying discs.



Kids will be busy for hours upon hours of outdoor fun. Scan the QRC code to see it in action.

Aeromax products are found in hundreds of retail outlets coast to coast. Their toys and career clothing have been spotted in airports, museum shops, specialty toy stores and gift shops. Check out the entire line of products at aeromaxtoys.com and follow them on Facebook.

ABOUT AEROMAX

President Mark Levine began his company 19 years ago with one product, the Aeromax 2000 Tangle Free Toy Parachute, which is pictured in the company's logo. Today the Aeromax product line boasts hundreds of items and every top toy industry award. Charitable giving is an important component of Levine's business plan with thousands of units donated to Kids Wish Network and most recently, Kids In Distressed Situations (K.I.D.S.). Shop online at www.aeromaxtoys.com or at specialty and gift stores everywhere.