



**ECO and SAFE
MODELLING DOUGH**

www.truedough.toys

Our USP



Colored dough consisting of natural organic ingredients

- Full control over the mixing process
- Open information about the components
- Only food ingredients for child's safety
- Patented technology



Triple Fun



Step 1:

Add warm water to the TRUEDOUGH mix.



Step 2:

Stir well until the powder turns into a real dough!



Step 3:

Have fun with modeling dough!



Watch how to play @ **You Tube**



2017 Range



Starter Set (3 SKUs)

- 3 bags with colored mix
- Measuring spoon
- Bowl for mixing with the lid
- 6 themed shape cutters



- ★ (22006) Zoo
- ★ (22007) Transport
- ★ (22008) Circus



2017 Range



Colors Pack

- 4 bags with colored mix
- Measuring spoon
- Bowl for mixing with the lid

- ★ (23009) Favorite colors
- ★ (23010) Royal colors



2017 Range



Mega Pack (23007)

- 6 bags with colored mix
- Measuring spoon
- Bowl for mixing with the lid



2017 Range



Gift Set (23006) Fairytale Forest

- 5 bags with colored mix
- Measuring spoon
- Bowl for mixing with the lid
- 10 themed shape cutters
- Branded apron



2017 Range



Gift Set (23008) Happy Holiday

- 6 bags with colored mix
- Measuring spoon
- Bowl for mixing with the lid
- 6 themed shape cutters
- Wooden rolling pin
- Branded apron



2017 Range



Single Pack (6 SKUs)

- 1 bag with colored mix
- Measuring spoon
- Bowl for mixing



- ★ (21012) Lilac Purple
- ★ (21013) Fire Red
- ★ (21014) Yam Orange
- ★ (21015) Melon Yellow
- ★ (21006) Lime Green
- ★ (21017) Denim Blue



2017 Range



Refill Pack (6 SKUs)

- 2 bags with colored mix



- ★ (20001) Sky Blue & Rose Pink
- ★ (20002) Yam Orange & Grape Purple
- ★ (20003) Fire Red & Crocodile Green
- ★ (20004) Melon Yellow & Denim Blue
- ★ (20005) Lime Green & Coffee Braun
- ★ (20006) Mint Green & Lilac Purple



2017 Range



	Single Pack	Refill Pack	Starter Set	Colors Pack	Mega Pack	Gift Set 1	Gift Set 2
Bag with colored mix	1	2	3	4	6	5	6
Measuring spoon	YES	NO	YES	YES	YES	YES	YES
Bowl for mixing	YES	NO	YES	YES	YES	YES	YES
Lid for the bowl	NO	NO	YES	YES	YES	YES	YES
Theme shape cutter	NO	NO	6	NO	NO	10	6
Wooden rolling pin	NO	NO	NO	NO	NO	NO	YES
Branded apron	NO	NO	NO	NO	NO	YES	YES



Sales Strategy



1st Step



2nd Step



Merchandising



Basic range



Door-openers & entry price items



Second purchase items



Gift Sets



Merchandising *



* - Ukraine, 2017





Contact us:

ToysLab Entertainment

info@toyslab-e.com

Tel: +38 044 371 17 95

Fax: +38 044 371 17 96

Follow us:

