

FLOOFIES™



1. PULL



PULL MY TAIL
FOR A SURPRISE!

2. PLAY



I GIGGLE & WIGGLE
WITH DELIGHT!

3. PARTY



COLLECT ALL MY
FRIENDS SO
WE CAN PARTY!

Collectability, surprise reveal and cute rainbow powder-puff tails all in one! It's what soft toy dreams are made of and new Floofies™ have it all. Set to be unleashed on the plush aisle in 2019, this collection of super-soft character friends each giggle and wiggle when their signature pom-pom tail is pulled.

Floofies™ unique blind packaging adds a new dimension of excitement and anticipation, and, with rare characters included in the mix – which of the cute friends will be revealed? Each Floofie™ is complete with a character bio card, helping fans to get to know their Floofies™ as their collection grows. Children can immerse themselves further in the Floofies™ world with engaging marketing activities including exciting unboxings, animated clips and more.

Key Selling Points

FLOOFIES™

- Unique blind packaging, showcasing just signature rainbow tail
- Rare characters included in the mix
- 12 to collect in wave one
- Launch supported with heavyweight marketing including extensive influencer unboxing activities and animated story shorts.



PRODUCT INFORMATION STEM HEROES

FLOOFIES™ Fluffy Surprise blind packs **NEW**

Collectability, surprise reveal and cute rainbow powder-puff tails all in one! Floofies unique blind packaging adds a new dimension of excitement and with rare characters included in the mix - which of the cute friends will be revealed? Each Floofie is complete with a character bio card, helping fans to get to know their Floofies as their collection grows.

SRP: £9.99

Item: FL-93203 • Barcode: 5055308537647 • Age rec: 3+ • Pack Dims: (DxWxH) • Quantity: 8
• DOM/FOB - Both • Source: China • Availability: May 2019

