



PRESS INFORMATION



The Bilibo Family – Transformers of a different kind

Since its launch in 2001 the open-ended Bilibo toy has been a phenomenon. Contrary to all trends towards ever more complex electronic toys and gadgets, Bilibo proved that less is sometimes more. The iconic plastic shell comes alive through a child's imagination and turns into anything a kid wants it to be.



Bilibo Mini and Bilibo Pixel, the latest additions to this extraordinary line of toys, are based on the same basic philosophy. Like Bilibo these are not toys in the traditional sense – they are more like raw material designed to engage the natural curiosity of kids and inspire them to invent and create their own games and story lines.

In the hands of kids a Bilibo Mini swiftly transforms into racing beetle, a spinning top, a treasure trove or a boat in the floods of the bath tub... Only imagine the fun on a sandy beach or in the snow!

Bilibo Pixel is an elastic cube and 36 color chips which perfectly complement the other Bilibo toys. You can make the chips jump like tiddlywinks or flick them with your finger aiming for a Bilibo Mini. Use them as game pieces or play currency and – here comes the clou – insert the same chips in the sides of the cube to create a tailor-made color dice. Rolling the dice introduces a new element of suspense and offers a fresh take on many traditional games. With a little help and guidance from older siblings or parents this opens up exciting possibilities for countless games and role-play scenarios, providing hours of fun for the whole family.

Bilibo is one of the rare instances of a toy receiving equal praise for its beautiful design as well as its amazing educational value and appeal to children of all ages. Asked about the secret of this success, Alex Hochstrasser, the creator of the Bilibo family smiles: "It's the kids who are the true inventors. All I try to do, is come up with objects that tease their imagination and trigger their urge to explore, engaging them both physically as well as emotionally. I think I'm lucky to have retained some of that sense of wonder and fascination for "magic" objects I had when I was a kid myself."



Child development experts recommend Bilibo stressing the importance of active, open-ended play for a healthy physical, social and intellectual development of children. Through play they learn and grow up to become creative, confident adults and excellent problem solvers.

The potential that lies in these seemingly whimsical objects is best understood when you watch the children at play. It's a pleasure to see how intuitively they go about it – how a simple piece of plastic with two holes transforms into something dear and exciting that will have its place in the children's room for a long time to come.

The new Bilibo Game Box contains a full set of 6 Bilibo Mini together with Bilibo Pixel so the whole family can join the fun.

Watch the Bilibo toys in action on www.activepeople.com

- 1 Bilibo Pixel contains 1 elastic dice, 36 color chips and a Pixel purse.
- 2 Bilibo Mini is available as pairs in three different color combinations.
- 3 Bilibo Game Box contains 6 Bilibo Mini and a full set of Bilibo Pixel.





The Swiss company ACTIVE PEOPLE offers a unique collection of innovative skill and motion toys. Traditional, century-old games like yo-yo, juggling and poi are taken to exciting new levels with cutting-edge design and technology. Ingenious hybrid forms are developed, or an entirely new category of skill toy is created, as in the case of Astrojax. A growing family of open-ended preschool toys like Bilibo, Babal or Sakol complements the line-up and has received rave reviews from child development specialists. ACTIVE PEOPLE's toys invite you on a journey. The longer you play, the more you discover of the amazing possibilities they offer. High-quality materials as well as clever and simple designs characterise these products which have received numerous international design awards.

Further information can be found at:

www.activepeople.com

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