

SMART
TOYS AND GAMES



NEW
2026



SMART
GAMES®

**At SmartGames® we believe
in game-based learning. By
playing our games everyone
can unlock their potential while
having a good time!**

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SmartGames® are unique thanks to a combination of:



cognitive skills

We make sure that every game is building on multiple skills such as spatial insight, planning, logical thinking, problem-solving, concentration, and visual perception. The skills that are trained while playing the game, are indicated on every box.



progressive play

All our games grow with the player's skillset, contain many challenges, and progressively become more difficult.

The challenges have been divided in four or five difficulty levels: Starter, Junior, Expert, Master and Wizard. Independent of age and skill, you are better off to start with easy challenges and work your way up to the most advanced levels.



challenge booklet

Every game contains a booklet where all challenges and solutions are explained. The challenges become gradually more difficult, from the Starter level all the way to Wizard.

By going through every challenge you will discover the tricks and develop the skills needed to progress further and further.



grows with you

The recommended starting age is clearly indicated on the packaging. From this point, players can begin with starter-level challenges and progress through increasingly difficult levels.

As with all SmartGames®, practice helps building the skills needed to tackle the higher levels. Each game offers an engaging experience that keep also kidults and adults puzzled.



how to play

SmartGames® feature easy-to-understand intuitive rules that are easily explained in few steps only. This way you can quickly start playing.

what sets us apart

designed in Belgium
and the EU by experts in the field

award-winning track record

games that **can be passed on**
to the next generation

proven results in building
cognitive skills

more than 25 years of **in-house**
development & expertise

made with **high-quality materials**
to last a lifetime





SmartGames®
grow with you
throughout
your life.

discover

For children as young as 3 years old, SmartGames® help them discover various skills.

develop

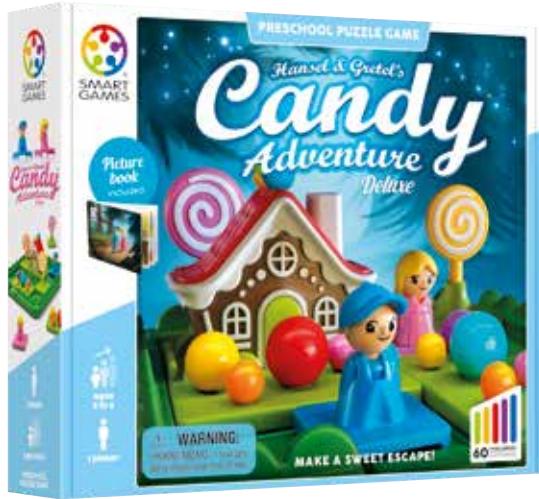
As you grow up, SmartGames® continue to support your development.

train

For adults and the elderly, SmartGames® are perfect for training cognitive skills, mental agility and mindfulness.



Hansel & Gretel's Candy Adventure™



ages 5 to 8
60 challenges

contents:

1 game board, 1 candy house, 2 puzzle pieces with Hansel and Gretel, 5 puzzle pieces, 1 challenge booklet with 60 challenges and solutions, 1 picture book

ITEM SG 028 US
I/M 0/6
UPC 847563003402



8 47563 00340 2

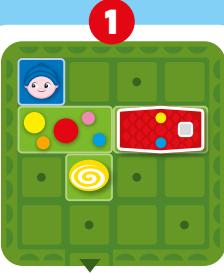
cognitive skills:
spatial insight, planning, problem solving, concentration, logic



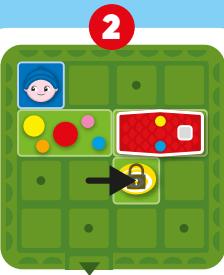
Help Hansel & Gretel escape from the Witch's haunted garden.

Help Hansel & Gretel escape, by sliding the puzzle pieces. But beware — the Witch's enchanted garden seeks to thwart your escape. Hansel & Gretel is a magical puzzle game for children of age 5 to 8, where thinking before you act is crucial. Logic, planning and hand-eye coordination all come into play in this educational solo game. Plus, enjoy a family-friendly picture book that puts a modern twist on the classic fairytale.

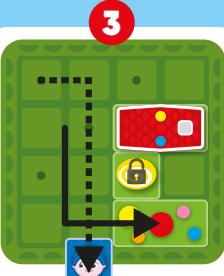
how to play



Choose a challenge. Place the puzzle pieces as shown in the challenge.



Help Hansel and/or Gretel escape. Watch out: the lollipop-trees will try to block your movement.



You have found the solution when you can slide Hansel and/or Gretel through the exit.



Logic Lane™



ages 3 to 7
48 challenges

contents:

6 Wooden house blocks,
1 base board with 1 tree and
3 stumps, a challenge booklet with 48
challenges and 1 leaflet with game rules.

ITEM SG 044 US
I/M 0/6
UPC 847563003792



8 47563 00379 2

cognitive skills:
language, logic, problem solving
spatial insight, fine motor skills



Welcome to Logic Lane!

Solve 48 progressive challenges by placing the colorful wooden blocks with matching windows and chimneys on the right spots. A fun logic game that focusses on spatial reasoning and fine motor skills.

how to play

1



Choose a challenge from the challenge booklet.

2



stack the indicated blocks to recreate the house shown in the challenge.

3



You have found the solution when the front view matches the image in the challenge.



Tiptoe Dino™



ages 4 to 7
48 challenges

contents:

Game board, 4 dinos, 3 eggs, 1 egg with baby dino, booklet with 48 challenges and solutions, leaflet with game rules

ITEM SG 043 US
I/M 0/6
UPC 847563003785



8 47563 00378 5

cognitive skills:
spatial insight, eye-hand coördination, problem solving, concentration, logic



Help the adorable dinosaurs find their spots on the board!

Tiptoe through the prehistoric playground! Can you help the adorable dinosaurs find their spots on the board without stepping on any eggs? With 48 clever challenges, this delightful preschool game is a perfect mix of brain-boosting fun and imaginative pretend play.

how to play



Choose a challenge from the challenge booklet and place the eggs and dinos as shown.



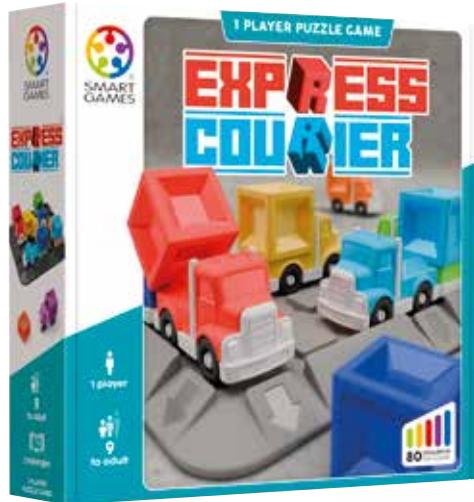
Position the other dinos on the gameboard.



There is only 1 solution, which can be found at the backside of each challenge.



Express Courier™



ages 9 to adult
80 challenges

contents:

1 game board, 8 trucks with loading platforms, 8 cargo pieces, challenge booklet with 80 challenges and solutions.

ITEM SG 111 US
I/M 0/6
UPC 847563003808



8 47563 00380 8

cognitive skills:
 planning, logic, flexible thinking

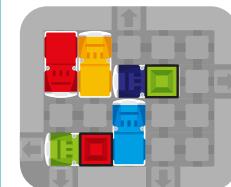


Load the trucks, deliver the cargo!

The loading docks are gridlocked, and only you can clear the chaos! In Express Courier, load the cargo onto the correct trucks and deliver them through the exits to solve the puzzle. The real challenge? Planning your exits. Move a truck out too soon, and you could gridlock the entire board! With 80 brain-bending challenges ranging from easy to expert, this clever puzzle game will test your logic, planning, and foresight. Can you master the chaos and deliver the goods?

how to play

1



Select a challenge and place the trucks and cargo as shown.

2



Load the cargo onto the correct trucks.

3



Drive the trucks through the exits to make the deliveries.



Croc-O-Tile™



ages 6 to adult
60 challenges

contents:

Game board with transparent lid, 7 puzzle pieces, challenge booklet with 60 challenges and solutions, leaflet with game rules

ITEM SG 457 US
I/M 6/24
UPC 847563003813



8 47563 00381 5

cognitive skills:
logic, problem solving,
concentration



**Find the right spot for the animals...
without disturbing the crocodile!**

The animals are thirsty, but danger is lurking in the water! In this clever puzzle adventure, you must help the elephants and giraffes find a safe spot to drink - without crossing paths with the crocodile!

how to play



Choose a challenge from the challenge booklet and place the pieces as shown.



Place all the remaining puzzle pieces on the game board.



There is only 1 solution, which can be found at the end of the challenge booklet.



Take Off™



ages 5 to adult
60 challenges

contents:

1 compact game board with lid, 6 airplane pieces, 30 challenge cards with 60 challenges, 1 solution leaflet.

ITEM SG 461 US
I/M 6/24
EAN 847563003822



8 47563 00382 2

cognitive skills:
planning, logic, problem solving
spatial insight, concentration



**Place every plane in the right spot,
flying on course!**

Take off with a puzzle that puts you in command of the skies. Pick a challenge card, then place the pieces so every plane is in the right spot and flying on course. Start simple with colour matches, taxi along runways, track flights by radar, and master arrowed airways as the challenges ramp up. One clever solution per puzzle makes every win feel like a perfect landing. Ready for departure? Set your planes, stay on course, and solve the skies!

how to play



Choose a challenge card and place it on the game board.



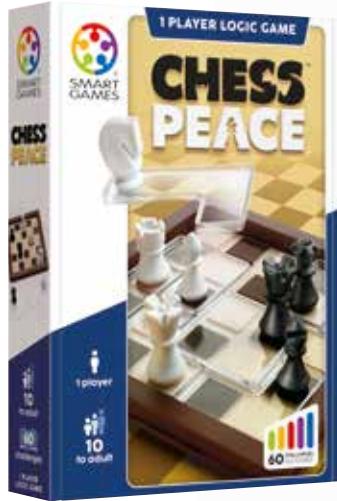
Place the 6 playing pieces on the challenge card, with every plane correctly positioned and flying in the right direction.



There is only 1 solution, which can be found in the solution leaflet.



Chess Peace™



ages 8 to adult
60 challenges

contents:

1 game board (5x5 grid), 7 unique puzzle pieces with chess pieces, challenge booklet with graded challenges and solutions.

ITEM SG 458 US
I/M 6/24
EAN 847563003839



8 47563 00383 9

cognitive skills:
problem-solving, planning, spatial insight, concentration, flexible thinking



Place the pieces... to achieve peace!

Balance strategy and serenity in Chess Peace, the puzzle where chess meets peace of mind! Place 7 puzzle pieces, each carrying a chess piece, so that black and white never clash, so that they cannot attack each other. But beware: the attack patterns of kings, knights, rooks, bishops, and queens are unforgiving. One wrong move and the balance collapses! With challenges from easy to expert, Chess Peace will test your logic, planning, and spatial insight skills.

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how to play

1



Choose a challenge from the challenge booklet and place the pieces as shown.

2



Place ALL the remaining puzzle pieces on the game board

3



There is only 1 solution, which can be found at the end of the challenge booklet.



IQ Quub™



ages 6 to adult
120 challenges

contents:

Game board with transparent lid,
10 puzzle pieces, booklet with 120
challenges and solutions, leaflet with
game rules.

ITEM SG 494 US
I/M 12/72
UPC 847563003853



cognitive skills:
problem solving, concentration,
logic



Fill the game board (2D) or build the cube (3D).

A compact puzzle with a bold ambition: Can you solve 120 progressive challenges by fitting 10 colourful, soft-touch pieces to fill the board or constructing a perfect 3D cube? Tactile, endlessly engaging, and perfect for kids and adults alike, it's brain-boosting fun you can take anywhere you go.

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how to play



Choose a challenge
and place the indicated
puzzle pieces on the
game board as shown.



Fit the remaining
puzzle pieces on the
game board.



There is only one solution
for each challenge.



IQ Flow™

ages 7 to adult
120 challenges

contents:

1 game board, 8 puzzle pieces,
 1 booklet with 120 challenges and
 solutions, 1 leaflet with game rules.

ITEM SC 340 US
I/M 8/48
EAN 847563003860



cognitive skills:
 planning, problem solving,
 logic



Just go with the flow in this sliding puzzle game!

Slide into a sleek evolution in puzzle design. A fresh twist on the beloved IQ series, this clever solo game challenges you to fill the grid by sliding pieces in from the edges. The catch? There's no lifting allowed—you have to "go with the flow." It's a smart, elegant puzzle that redefines spatial reasoning with every smooth move.

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how to play

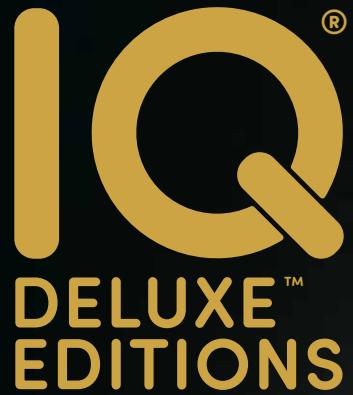
Choose a challenge from the challenge booklet.



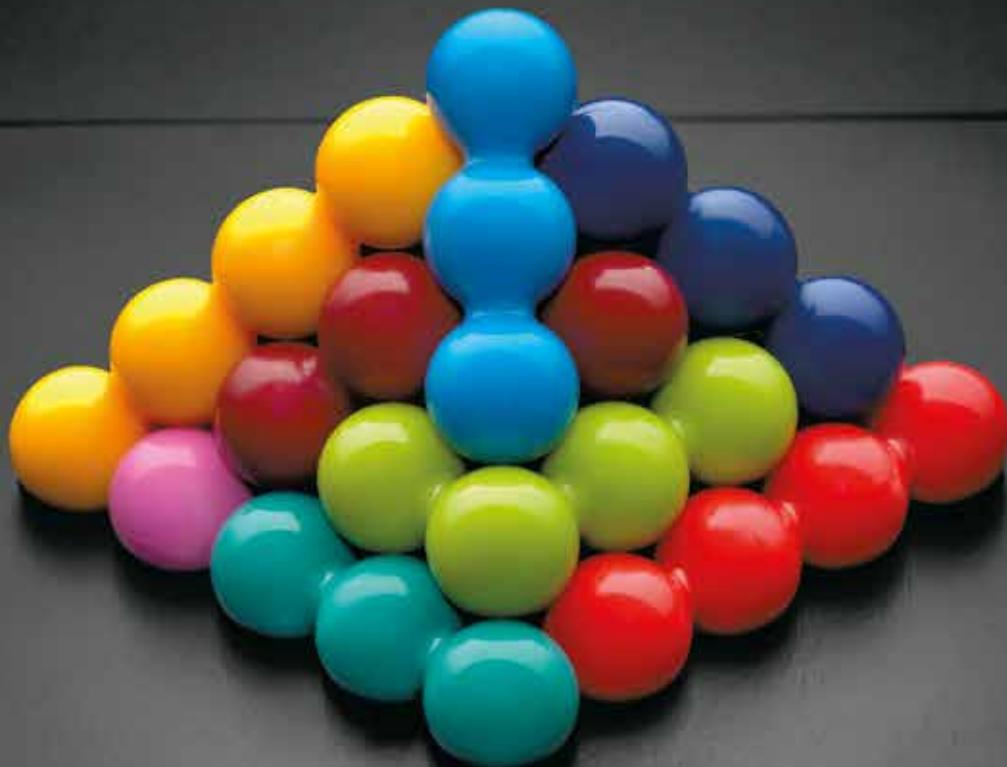
Fill the central square with all the puzzle pieces, by sliding them inwards from the sides

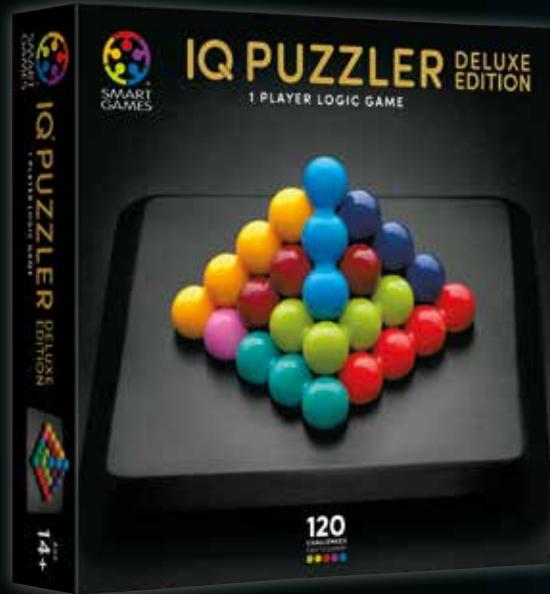


There is only one solution for each challenge, which can be found at the end of the challenge booklet.



This IQ Deluxe collection, a sophisticated new addition to the IQ range, introduces puzzle-loving kids to a collection of games, each game with its own unique character. This IQ Deluxe collection of solo player logic puzzles, featuring luxurious black and gold packaging, combines style and gameplay. A perfect treat for yourself or a thoughtful gift to those who love elegance and brain-teasing fun.





AGE
14+
120
CHALLENGES
EASY TO EXPERT

DIFFICULTY RATING
ADVANCED

Contents: Double sided wooden game board, 12 large puzzle pieces, hard-cover challenge booklet with 120 challenges and solutions (90 2D and 30 3D), leaflet with game rules

ITEM SG 316
I/M 0/12
EAN 5414301527923



IQ PUZZLER™

A timeless challenge gets a deluxe upgrade. Solve 2D puzzles on one side, then flip the beautifully crafted wooden board to build a stunning 3D pyramid. This deluxe brain teaser is crafted in wood with big, sturdy pieces, providing a tactile and premium puzzle experience that feels as good as it looks.



how to play



Choose a challenge from the challenge booklet.



Fill the empty spaces on the game board with all the remaining puzzle pieces



There is only one solution for each challenge, which can be found at the end of the challenge booklet.





AGE
14+
120
CHALLENGES
EASY TO EXPERT
DIFFICULTY RATING
ADVANCED

Contents: Star shaped game board with lid, 10 puzzle pieces, booklet with 120 challenges and solutions, leaflet with game rules.

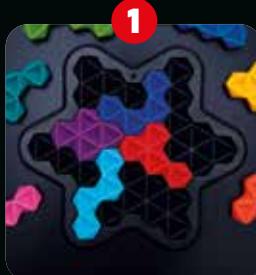
ITEM SG 315
I/M 4/24
EAN 5414301527916



IQ STAR™

A brilliant new constellation joins our Deluxe Editions. This sparkling puzzle game challenges you to fill a game board in the shape of a six-pointed star. But here's the twist: the hexagonal pieces can only be placed in three specific orientations on the board! IQ-Star comes in a black with gold luxurious gift box and includes a hard-cover booklet with 120 challenges. Keep your mind sharp and make your Deluxe universe complete!

how to play



Choose a challenge from the challenge booklet.



Fill the empty spaces on the game board with all the remaining puzzle pieces

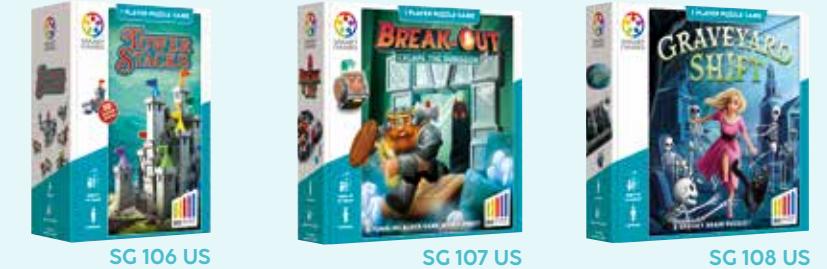


There is only one solution for each challenge, which can be found at the end of the challenge booklet.

PRESCHOOL



CLASSICS



NEW
2026

NEW
2026

NEW
2026



SG 457 US



SG 458 US



SG 461 US



SG 421 US

COMPACTS



SG 425 US



SG 426 US



SG 428 US



SG 431 US



SG 433 US



SG 434 US



SG 437 US



SG 442 US



SG 445 US



SG 450 US



SG 451 US



SG 452 US



SG 453 US



SG 454 US



SG 480 US

TIN BOXES



SCT 2001



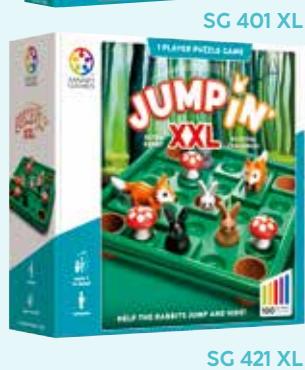
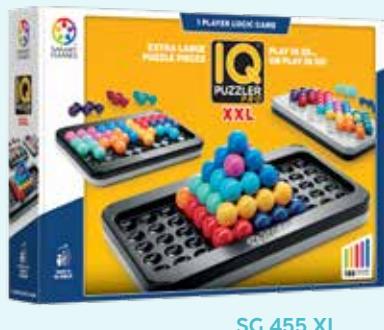
SGT 2003



SGT 2004



SGT 2005



IQ REGULAR



SUPER IQ

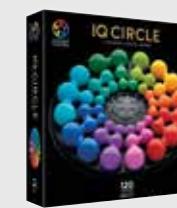


IQ MINI



SUPER IQ

NEW
2026



IQ DELUXE



NEW
2026

FIDGET PUZZLES



SG 403 US



SG 513 US

CUBE PUZZLERS



SG 412 US



SG 415 US

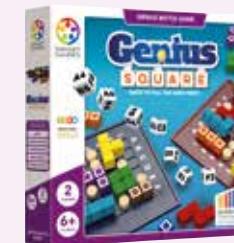


SG 416 US



SG 417 US

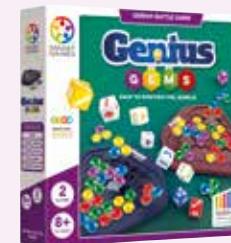
GENIUS BATTLE GAMES



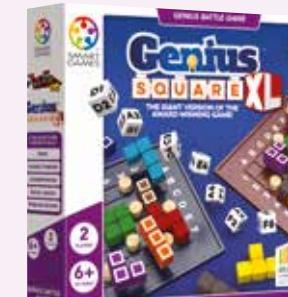
SGHP 001 US



SGHP 002 US



SGHP 003 US



SGHP 004 US



SGHP 006 US

MULTIPLAYERS



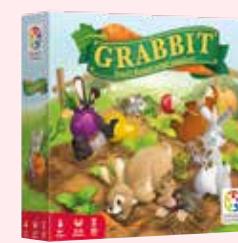
SGM 501 US



SGM 505 US



SGM 506 US



SGM 510 US



Strong, safe, battery-free toys for toddlers

Since 1997, WOW Toys has been creating high quality toddler toys with lasting play value, clever mechanical features and fun surprises – all without batteries.



Our surprising WOW FEATURES

Our toys are packed with exiting features to discover using vibrant colours, sounds and clever mechanical features that provide long lasting play value.



Push Along



Push Along Sounds



Push & Go Motor



Motorised Rotors



Vibrating Countdown



Floor & Bath Toy



Developmental Benefits



1-2 years
Sensory & Motor Skill Development



2-3 years
Active Play & Discovery



3-4 years
Social Interaction & Development



4-6 years
Role-Play & Exploration



Tough toys for toddlers, where safety is everything



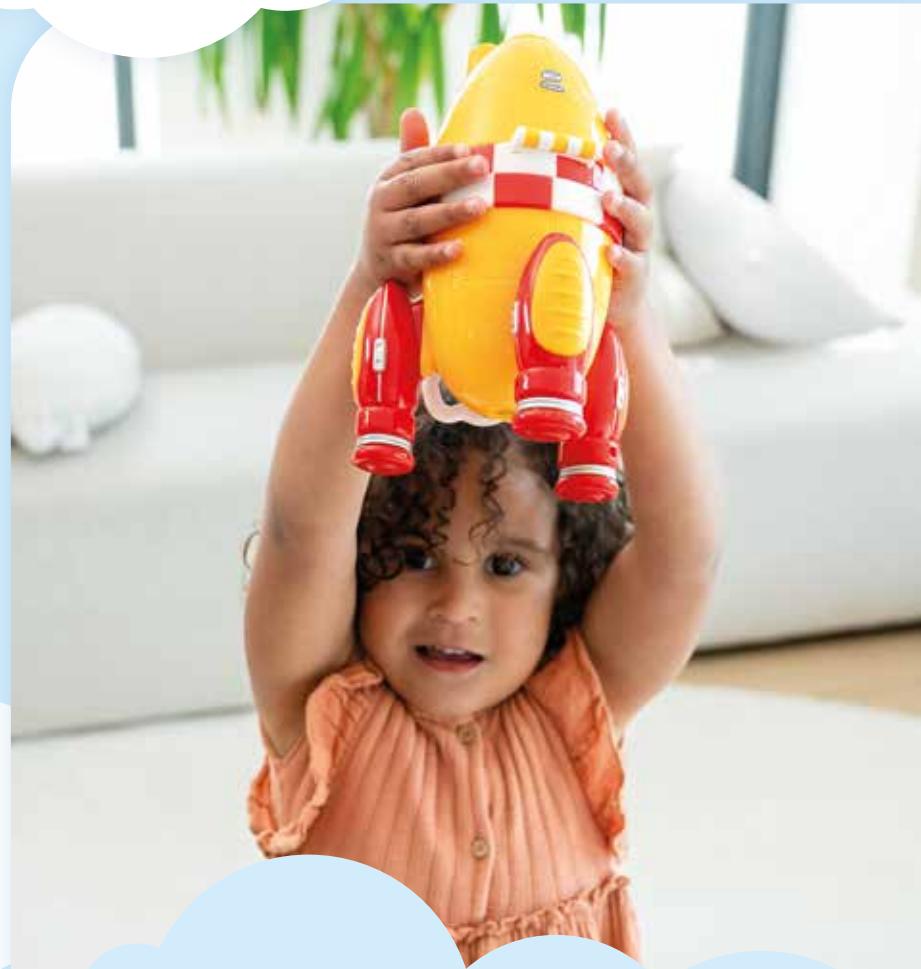
Our toys are safe to be nibbled, chewed, hugged and loved. All WOW Toys are built to last and can withstand even the most heavy-handed play of toddlers.



Every toy is designed in-house and produced using the finest high-grade materials that are rigorously safety tested to give parents peace of mind.



Designed with children in mind, so no sharp edges or small parts that could be swallowed. Plus, no batteries, so no nasty leaks!





Finn Farm Friends™

- Figures are dishwasher safe
- Battery free
- Push-along cart with realistic clippety-clop sound
- Removable farmer, horse and dog figurines

Head out for farmyard fun with Farmer Finn and friends! Finn's trusty horse pulls the cart along with a cheerful clippity-clop sound as you roll. The dog can ride in the cart for the journey, perfect for deliveries, adventures, and a busy day on the farm!

ages 1 - 5 years

4 pieces

ITEM WW 11004

I/M 4/24

EAN 5414301400042 5 414301 400042





Taxi Toni™

- Dishwasher safe figure
- Push & Go Motor with realistic engine sounds
- Removable driver Play Friend
- Magic button to open the back door (TBC)

Cruise the city in style with Taxi Toni! This classic yellow cab with its iconic checkerboard stripe is built for nonstop fun. Fit two figurines inside, one driving up front, then push the taxi sign to pop open the rear window so the second can hop in. With Lady Libby on board, every ride feels like a big, bold NYC adventure.

ages 1 - 5 years

3 pieces

ITEM WW 11005

I/M 4/24

EAN 5414301400059 5 414301 400059





Gigi's Royal Carriage™

- Push-along horse & carriage
- Removable thrones & figures
- Wobble Feature & realistic clippety-clop sound
- Dishwasher safe figure

Roll into royal adventures with the Royal Carriage! Pulled by Gigi the horse, it comes with detachable thrones for King George and Queen Grace, lift them out to play anywhere, then pop them back in for the next grand ride. Pull the carriage forward and it rocks along with a fun "clipy-clop" sound, perfect for fairytale journeys and royal arrivals.

ages 1 - 5 years

4 pieces

ITEM WW 11001

I/M 4/24

EAN 5414301400011



SMARTMAX®

magnetic discovery



SMARTMAX®
STEM
Science • Technology
Engineering • Math

introduction



SmartMax®

discover the magic of magnetic play

SMARTMAX® is a range of solid, magnetic discovery toys for toddlers as young as one year old, and preschoolers up to ages of six and seven years. Enjoy worry-free, fun, and educative playtime for you and your toddler.

Learn all about magnetism with these STEM toys and practice the motor skills of your child while also stimulating imagination and storytelling.

Durable, sturdy materials make sure these sets can be passed on to the next generation. No matter the taste of your little one, there is a set for every child. And all sets are compatible with each other.

www.SmartMax.eu

Build, play,
imagine
and combine!



learning through play

SMARTMAX® STIMULATES

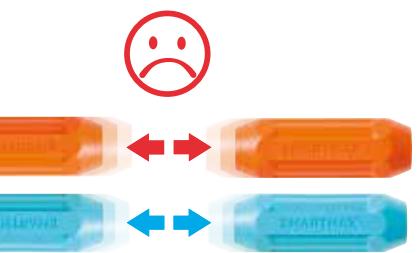
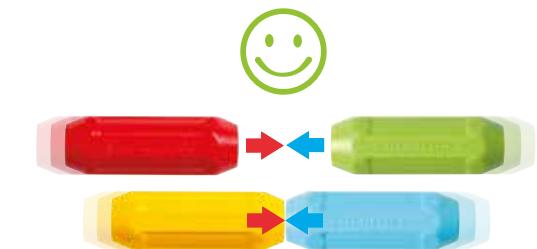
- ✓ hand-eye coordination
- ✓ logical thinking
- ✓ colour recognition
- ✓ form recognition in 2d & 3d
- ✓ playing together
- ✓ counting
- ✓ fantasy
- ✓ creativity



magnetic discovery

NORTH & SOUTH

Magnets have a magnetic north and south pole. Bars in cold colours (green, blue and lilac) have outward directed north poles. Bars in warm colours (red, orange, pink and yellow) have outward directed south poles.



ATTRACT & REPEL

Opposite poles attract each other, identical poles repel. All bars in 'cold' colours can be combined with all bars in 'warm' colours. All other combinations repel.



BALLS

The SMARTMAX® balls are attracted by all magnetic bars, regardless of their colour.

the magic of storytelling

Discover a whole new way to play and learn with our latest SmartMax® set! This special edition combines magnetic fun with the power of imagination. Meet colorful figures, follow their adventures in the included story booklet, and then bring the tale to life through play.

Children can re-enact the story or invent their own – building language skills, creativity, and emotional expression along the way. Just like every SmartMax® set, the pieces are made from durable, high-quality materials for safe, worry-free play.

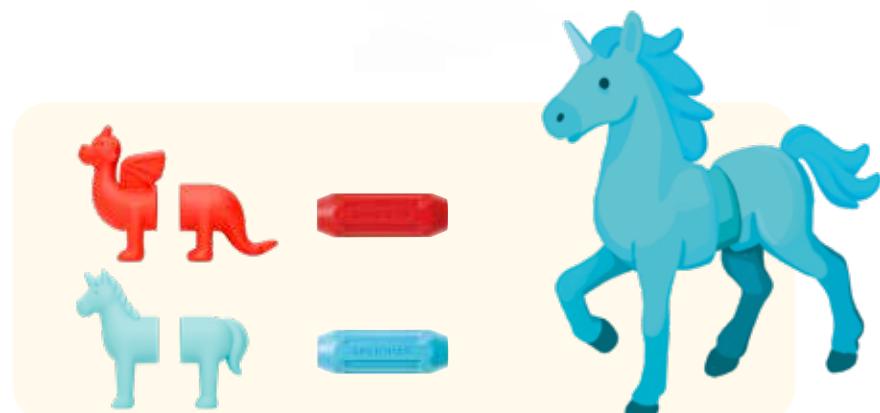
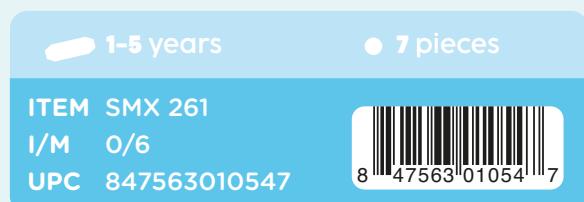
All SmartMax® sets are compatible with one another, so little builders can mix, match, and expand their stories endlessly.





MY FIRST STORIES - FANTASY FRIENDS

Under a rainbow sky, the SmartMax Unicorn & Dragon turn fantasy into friendly play. Chunky, toddler-friendly pieces and click-together magnets let little hands mix horns, wings, and tails into endless creatures. Snap, swap, and sparkle—every click launches a new fairytale with fearless friends.



NEW 2026

SmartMax®



MY FIRST STORIES - DINO FRIENDS

Deep in a lush Jurassic valley, the SmartMax Stegosaurus and Triceratops charge into adventure. Chunky, toddler-friendly parts and click-together magnets let little paleontologists mix, match, and rebuild - spiky tails, mighty horns, and the silliest dino mash-ups. Every click sparks a new quest... because dino buddies stick together.

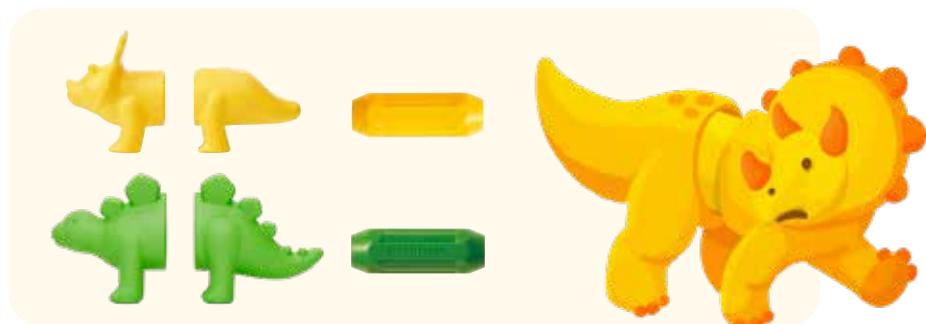
1-5 years

7 pieces

ITEM SMX 260

I/M 0/6

UPC 847563010530





MY FIRST STORIES - POLAR FRIENDS

On the shimmering ice, the SmartMax Walrus and Polar Bear show that opposites attract—literally. Chunky, toddler-friendly pieces and click-together magnets let little hands mix, match, and build cozy arctic adventures. Swap silly parts, stack cool creations, and discover a simple truth with every click: real friends stick together.

1-5 years

7 pieces

ITEM SMX 262

I/M 0/6

UPC 847563010554



MY FIRST



SMX 151 US



SMX 220 US



SMX 221 US



SMX 222 US



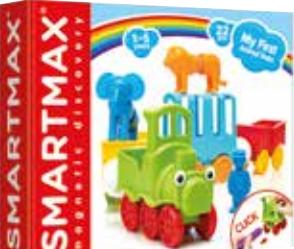
SMX 223 US



SMX 227 US



SMX 224 US



SMX 410 US



SMX 226 US



SMX 235 US



SMX 236 US



SMX 230 US



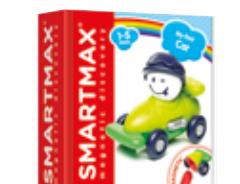
SMX 241 US



SMX 243 US



SMX 244 US



SMX 245 US



SMX 246 US



SMX 237 US



SMX 247 US



SMX 260 US



SMX 261 US



SMX 262 US

SMARTMAX GAMES

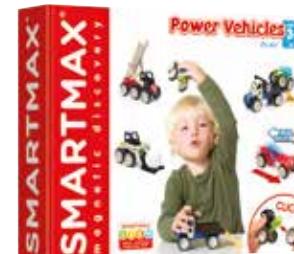
BUILD



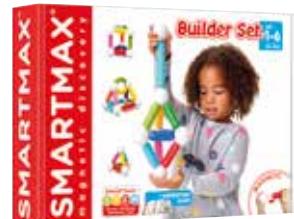
SMX 309 US



SMX 310 US



SMX 303 US



SMX 321 US



SMX 501 US



SMX 530 US



SMX 404 US



SMX 531 US



SMX 907 US



SMX 908 US



SMX 913 US



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