

Storytime TOYS

12 NEW products.
Multiple price points.
Magical play patterns.

Fee Fi
Fo Fum!



JACK and THE GIANT'S
BEANSTALK & GROCERY
Book + Toy Playset

Catalog
2021/2022



Building on a great foundation.

You've already fallen in love with Storytime Toys and our creative, well made toys. Now we've launched 12 new products with more diversity, fun-based learning and varying price points — for happier customers!



Storytime Toys is a woman-owned toy company that brings beloved stories to life as 3D playsets. Founded by MIT engineer/designer Kara Dyer and RISD artist Sara Argue, our mission is to preserve old-fashioned, screen-free playtime while encouraging hands-on engagement for the whole family.

Playfully Yours, *Kara + Sara*

**Storytime
TOYS**

Introducing a revolutionary way to play for toddlers

NEW



More Products.
Multiple price points.
New play patterns.



Our original series of Book + Toy playsets based on beloved children's stories.

\$29.95 MSRP

AGES: 3+

Made of baby-mat foam and cardstock

Carrying case

Contains a book

30+ Pieces

7 SKUs

See pages 5-12



NEW A modern twist on Fairytale favorites, written in-house. Book + Mini Toy Playsets.

\$19.95 MSRP

AGES: 3+

Made of baby-mat foam and cardstock

Carrying case

Contains a book

30+ Pieces

4 SKUs

See pages 13-18



NEW The beginning of an imaginative line for holiday play. Book + Mini Toy Playsets.

\$19.95 MSRP

AGES: 3+

Made of baby-mat foam and cardstock

Carrying case

Contains a book

22 Pieces

1 SKUs

See pages 19-20



NEW The first Play Puzzle meant for Toddlers. A Puzzle AND a Toy, perfect for travel.

\$14.95 MSRP

AGES: 3+

Made of baby-mat foam and cardstock

Store in puzzle base

Includes play surface

8-10 Pieces

6 SKUs

See pages 21-24



*** Brand New ***
PLAY PUZZLES
See pages 21-24

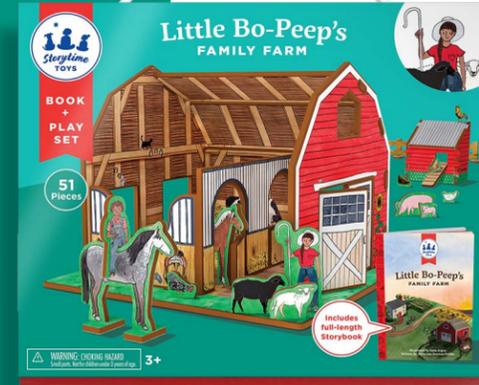
See the full product list on pages 25-26

Storybook CLASSICS

"I bought some of these sets when my kids were pre-school age. Now at 7 & 10 they still enjoy playing with them. These products are terrific and have held up very well over the years!"

— Matthew, Father

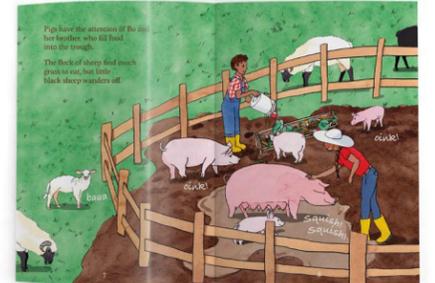
Our biggest sets for the biggest imaginations.



Every playset includes:

- A. 12" Carrying case
- B. 12 page storybook
- C. House/Barn
- D. Accesories
- E. Characters

A. Fits on a bookshelf and keeps everything together!



Characters can ride the horses



m m o o o o o o o o

NEW

Shown: LITTLE BO PEEP'S FAMILY FARM Book + Toy Playset (p. 10)



12.5" x 10" x 1.5"

Goldilocks and the Three Bears

BOOK & TOY PLAYSET

\$29.95 MSRP AGES: 3+

#STTBGLC3 - 3 Pack
#STTBGLM9 - 9 Pack



12.5" x 10" x 1.5"

The Three Little Pigs

BOOK & TOY PLAYSET

\$29.95 MSRP AGES: 3+

#STTBTPC3 - 3 Pack
#STTBTPM9 - 9 Pack





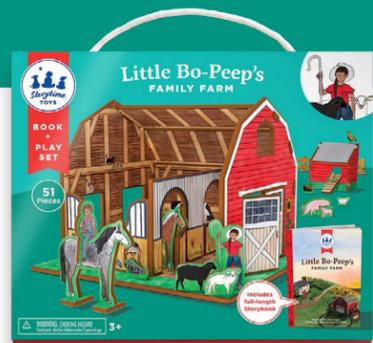
Storybook CLASSICS
12.5" x 10" x 1.5"

Hansel & Gretel

BOOK & TOY PLAYSET

\$29.95 MSRP AGES: 3+

#STTBPHGC3 - 3 Pack
#STTBPHGM9 - 9 Pack



Storybook CLASSICS
12.5" x 10" x 1.5"

Little Bo Peep's Family Farm

BOOK & TOY PLAYSET

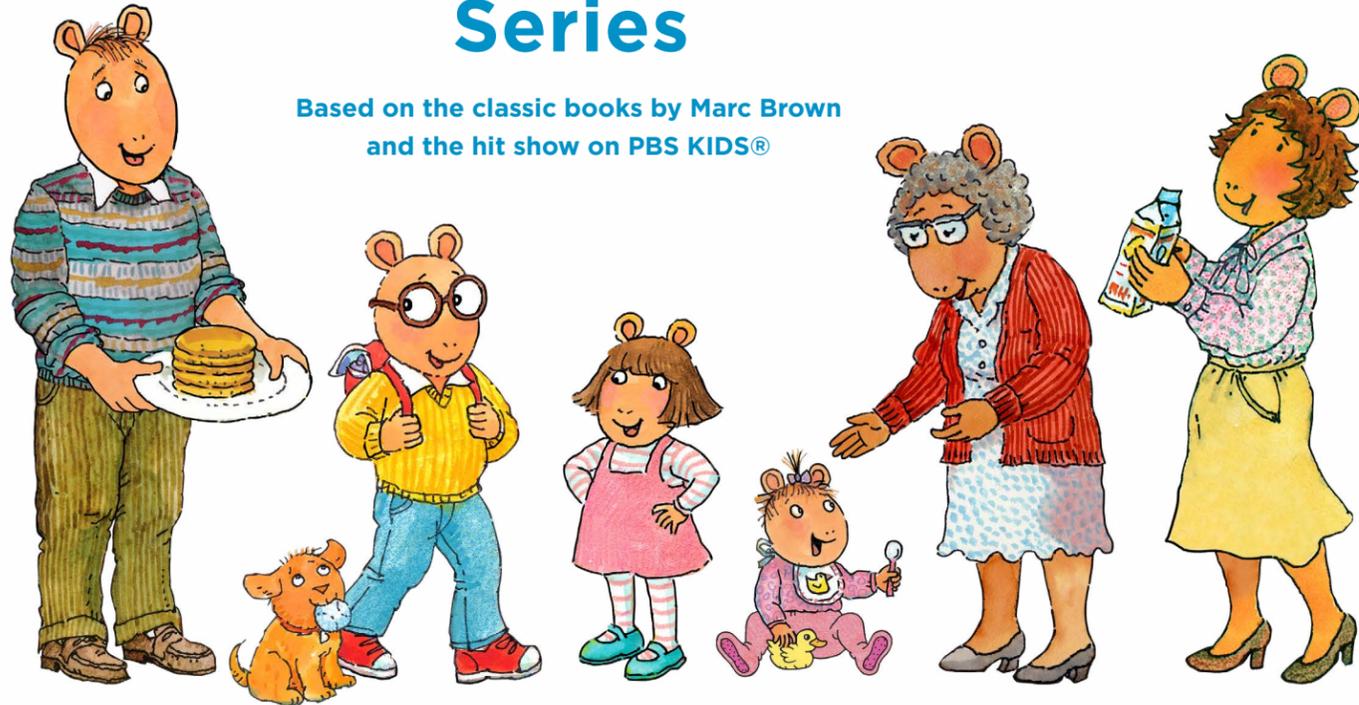
\$29.95 MSRP AGES: 3+

#STTBPBPC3 - 3 Pack
#STTBPBPM9 - 9 Pack



Arthur™ Series

Based on the classic books by Marc Brown and the hit show on PBS KIDS®



Arthur™ PBS KIDS®

All Arthur characters and underlying materials (including artwork) © Marc Brown Studios. "Arthur" and "D.W." and all of the ARTHUR characters are trademarks of Marc Brown Studios. All rights reserved. PBS KIDS® and the PBS KIDS logo are registered trademarks of the Public Broadcasting Service and are used with permission. ©2021 PBS. All rights reserved.

Storybook CLASSICS

12.5" x 10" x 1.5"

Arthur's Treehouse BOOK & PLAYSET

\$29.95 MSRP AGES: 3+

#STTBPATC3 - 3 Pack

#STTBPATM9 - 9 Pack



Build the 3D treehouse plank by plank



Storybook CLASSICS

12.5" x 10" x 1.5"

Arthur's House BOOK & PLAYSET

\$29.95 MSRP AGES: 3+

#STTBPAHC3 - 3 Pack

#STTBPAHM9 - 9 Pack



Arthur's family home in furnished dollhouse form!

Storybook CLASSICS

12.5" x 10" x 1.5"

DW's First Day of Preschool BOOK & PLAYSET

\$29.95 MSRP AGES: 3+

#STTBPDPC3 - 3 Pack

#STTBPDPM9 - 9 Pack



Fun playground



Everything you'll find in a preschool classroom

NEW

Fairytale MODERN

Fairytale favorites with a modern twist. New price, new size, same great fun!



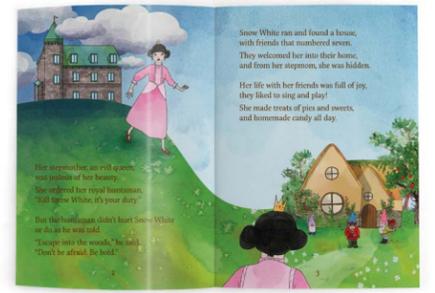
Shown: SNOW WHITE'S SWEET SHOP Book + Toy Playset (p. 17)



Every playset includes:

- A. 9" Carrying case
- B. 9 page storybook
- C. Shop
- D. Accesories
- E. Characters

↑
Portable case
Keeps pieces
all together



↻
Mini shop with
working door,
windows + furniture



NEW

Beanstalk to climb with cloud platform



DIY project inside the book



9.5" x 8" x 1.5"

Jack & the Giant's Grocery Store

BOOK & TOY PLAYSET

\$19.95 MSRP AGES: 3+

#STTBPJBC3 - 3 Pack
#STTBPJM12 - 12 Pack



NEW

Real marionettes to play on the stage!



Characters can ride the rocking horse



9.5" x 8" x 1.5"

Pinocchio's Puppet Theater

BOOK & TOY PLAYSET

\$19.95 MSRP AGES: 3+

#STTBPPPC3 - 3 Pack
#STTBPPPM12 - 12 Pack



NEW

3 Take-out windows for all sizes of woodland guests



ice cream counter and 7 stools inside



9.5" x 8" x 1.5"

Snow White's Sweet Shop

BOOK & TOY PLAYSET

\$19.95 MSRP AGES: 3+

#STTBPSWC3 - 3 Pack

#STTBPSWM12 - 12 Pack

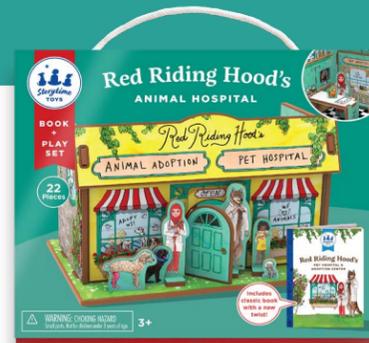


NEW

Hospital exam table inside



19 adorable animals to adopt + take care of



9.5" x 8" x 1.5"

Red Riding Hood's Animal Hospital

BOOK & TOY PLAYSET

\$19.95 MSRP AGES: 3+

#STTBPRRC3 - 3 Pack

#STTBPRRM12 - 12 Pack



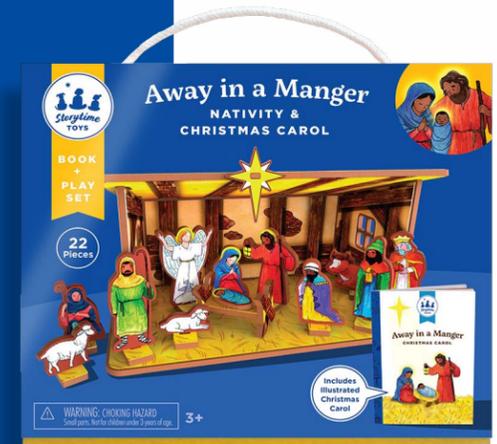
NEW

Holiday SERIES

Finally! A durable Nativity set for little hands to play with every Christmas!



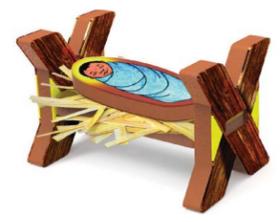
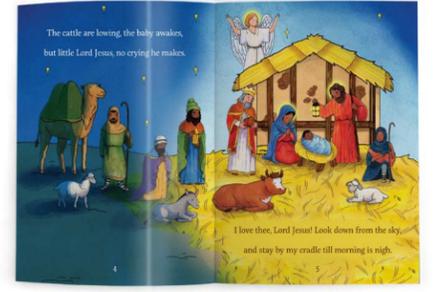
Shown: AWAY IN A MANGER NATIVITY Book + Toy Playset



This playset includes:

- A. 9" Carrying case
- B. 9 page storybook
- C. Accessories
- D. Barn & Characters

Illustrated "Away in a Manger" Christmas Carol



Away in a Manger Nativity BOOK & TOY PLAYSET

\$19.95 MSRP AGES: 3+

#STTBPAMC3 - 3 Pack

#STTBPAMM12 - 12 Pack



NEW

PLAY PUZZLE

by Storytime
TOYS

**Introducing a two-in-one
toy meant for toddlers.**

A puzzle that builds into a
3D toy and unbuilds back
into a puzzle.



Shown:
FIRE TRUCK
Play Puzzle (p. 24)

*A fun new
style of artwork
sparking
imagination!*



Every puzzle includes:

- 11.5" Puzzle
- Pieces to build into a 3D toy
- Characters
- Play scene on puzzle back



1 Pop the
pieces out of
the PUZZLE



2 Press the side
and floor in
place



3 Press the front
in place



4 Secure the
final piece



5 Play with the
TOY in the
scene on the
back!



Unicorn House

PLAY PUZZLE

11.5" x 11.5" x .5"

\$14.95 MSRP AGES: 3+
 #STT3PUHC6 - 6 Pack
 #STT3PUHM12 - 12 Pack



School Bus

PLAY PUZZLE

11.5" x 11.5" x .5"

\$14.95 MSRP AGES: 3+
 #STT3PSBC6 - 6 Pack
 #STT3PSBM12 - 12 Pack



Princess Castle

PLAY PUZZLE

11.5" x 11.5" x .5"

\$14.95 MSRP AGES: 3+
 #STT3PPCC6 - 6 Pack
 #STT3PPCM12 - 12 Pack

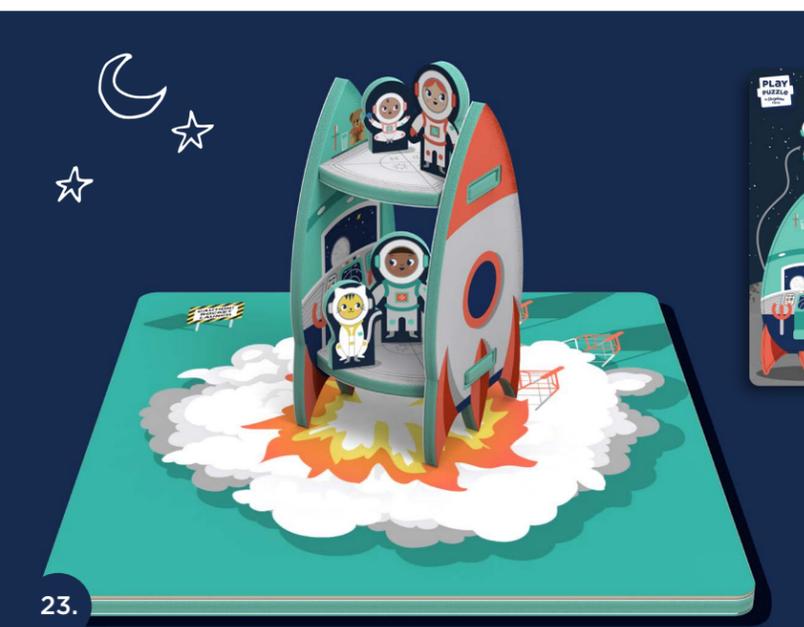


Fire Truck

PLAY PUZZLE

11.5" x 11.5" x .5"

\$14.95 MSRP AGES: 3+
 #STT3PFTC6 - 6 Pack
 #STT3PFTM12 - 12 Pack



Spaceship

PLAY PUZZLE

11.5" x 11.5" x .5"

\$14.95 MSRP AGES: 3+
 #STT3PSSC6 - 6 Pack
 #STT3PSSM12 - 12 Pack



Pirate Ship

PLAY PUZZLE

11.5" x 11.5" x .5"

\$14.95 MSRP AGES: 3+
 #STT3PPSC6 - 6 Pack
 #STT3PPSM12 - 12 Pack



\$29.95 MSRP Sets

{ THE ORIGINAL }

Storybook Classics

Book + Toy Playsets

Our original best-selling SKUs, loved by parents, children and grandparents alike!



Goldilocks & the Three Bears
#STTBPGLC3 - 3 Pack
#STTBPGLM9 - 9 Pack



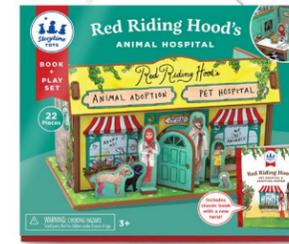
The Three Little Pigs
#STTBPTPC3 - 3 Pack
#STTBPTPM9 - 9 Pack

\$19.95 MSRP Sets

Fairytale Modern Book + Toy Playsets



Pinocchio's Puppet Theater
#STTBPPPC3 - 3 Pack
#STTBPPPM12 - 12 Pack



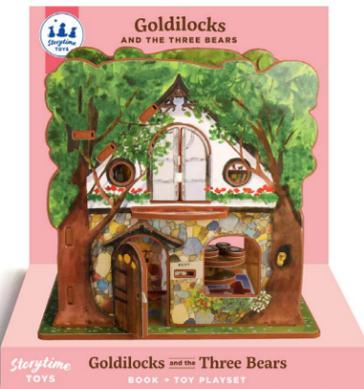
Red Riding Hood's Animal Hospital
#STTBPRRC3 - 3 Pack
#STTBPRRM12 - 12 Pack



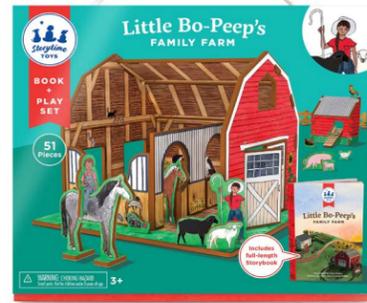
Snow White's Sweet Shop
#STTBPSWC3 - 3 Pack
#STTBPSWM12 - 12 Pack



Jack & the Giant's Grocery & Beanstalk
#STTBPJBC3 - 3 Pack
#STTBPJBM12 - 12 Pack



DISPLAY DEMO

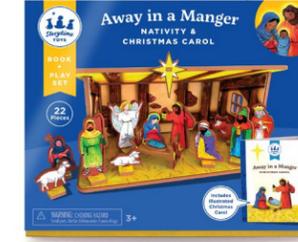


Little Bo Peep's Family Farm
#STTBPBPC3 - 3 Pack
#STTBPBPM9 - 9 Pack



Hansel & Gretel
#STTBPHGC3 - 3 Pack
#STTBPHGM9 - 9 Pack

Our first special set for the holidays



Away in a Manger Nativity
#STTBPAMC3 - 3 Pack
#STTBPAMM12 - 12 Pack

\$14.95 MSRP Sets

* Introducing *
PLAY PUZZLES
A puzzle that builds into a toy in 5 easy steps!



PDQ



Unicorn House
#STT3PUHC6 - 6 Pack
#STT3PUHM12 - 12 Pack

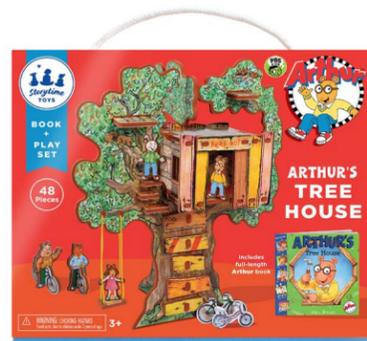


Princess Castle
#STT3PPCC6 - 6 Pack
#STT3PPCM12 - 12 Pack

Arthur Series Book + Toy Playsets



Arthur's House
#STTBPAHC3 - 3 Pack
#STTBPAHM9 - 9 Pack



Arthur's Treehouse
#STTBPATC3 - 3 Pack
#STTBPATM9 - 9 Pack



DW's First Day of Preschool
#STTBPDPC3 - 3 Pack
#STTBPDPM9 - 9 Pack



Spaceship
#STT3PSSC6 - 6 Pack
#STT3PSSM12 - 12 Pack



Fire Truck
#STT3PFTC6 - 6 Pack
#STT3PFTM12 - 12 Pack



School Bus
#STT3PSBC6 - 6 Pack
#STT3PSBM12 - 12 Pack



Pirate Ship
#STT3PPSC6 - 6 Pack
#STT3PPSM12 - 12 Pack

"Our customers have LOVED these beautiful and interactive storybook playsets! We just ordered more."

—Sarah, Silverton OR, Retailer

NEW

Introducing **PLAY PUZZLES**

It's a
puzzle
and a
toy!

See pages 21-24



Shown:
UNICORN HOUSE Play Puzzle (p. 23)
FIRE TRUCK Play Puzzle (p. 24)

**Storytime
TOYS**

Order Today!

Orders@storytimetoys.com

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StorytimeToys.com

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