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## THE ONLY THING SMALL ABOUT HABA'S NEW "LILLIPUTIENS" LINE IS THE CHARACTERS

### *HABA Makes Big Introduction of Small Lilliputiens At Toy Fair*

Skaneateles, NY (January 8, 2013) – The first time children gaze up at the buildings in New York City they are awe-struck by how tall they are. Now imagine how the denizens of the famed land of Lilliput would feel? Luckily, the Lilliputiens are arriving at the American International Toy Fair under the nurturing care of HABA, so rather than feel small their love will make them feel like giants.

Direct from the land of little wonders, HABA is proud to be the exclusive US distributor of *Lilliputiens, the land of little wonders*. And like the proud Belgian mothers who created this delightful line of tiny, fairytale rattles, puppets and squeakers, HABA is equally proud to re-introduce this beloved line to North American babies and toddlers.

Lilliputiens is based in Belgium and its toys are made by hand with care in Asia. The toys, patterns, fabrics, characters, are all 100% its own creations, designed by a team of five young and trend-conscious moms who ensure that in a world full of little wonders, every toy has its own fun story. Lilliputiens' numerous mascots each have their own magical universe. Soft materials and disarming characters engender trust, while the many shapes, colors and noises will continuously challenge a child's inquisitive spirit. Designs and fabulous fabrics necessitate hand sewn, hand made results.



You can see a small sampling of these tiny delights in HABA's main Booth 451 or check out the entire line in the Land of Lilliput, Booth 5778. Lilliputiens organizes its products into themed collections. Here's a small sampling of what you'll find among key collections for 2013:

#### **The Ophelie Collection**

##### **Ophelie and her Chicks • 6 months and up • \$40.00**

In her belly, Ophelie hides a large egg in which her four chicks, all made of different colors and featuring different sounds, are snuggled up warmly. Each chick gets into the egg through an opening of the corresponding color. Mother Ophelie is a puppet for larger hands, and the chicks, each embroidered with numbers one to four, are finger puppets. Other features include built-in bell, rattles, paper noise, chicken sound chip and squeaker.

A game encouraging mother-child role playing, recognition and color matching, awakening of the senses, generous Ophelie offers your baby the broadest possible range of discoveries.



#### **The Romeo Collection**

##### **Romeo the Well-Fed Toad • 6 months and up • \$48.00**

Romeo is a handsome and funny toad! Made from a variety of textured materials, his feet rattle, tinkle and croak. In this greedy toad's enormous mouth, there are intricately designed creatures such as a squeaking fish, a textured crab, and colorful many-armed jellyfish and a crazy fly waiting to be discovered: each with a separate rattle, offering a wealth of colors, textures and sounds.



### Squeakers • Infants • \$15.00

Hug and squeeze these adorable, 6” tall animals and they make a delightful squeaking sound. Develops gross motor skills and stimulates the senses through color and sound. Considered a must-have surprise in every Belgian home, Americans will now get to experience that same enjoyment!

Available in eight, loveable styles, including:

Ophelie – Mother hen

Ladybird – Bird/Ladybug

Jef – Floppy-eared hound dog

Walter – Fiery tongued dragon

Noemie – Fuzzy tail giraffe



### Reversible Red Riding Hood Puppet • 9 months and up • \$48.00

A classic tale revisited to amaze, captivate and amuse. The path taken through the forest by our adventurous heroine is shown on her dress. Follow the story right from the Belgian waffles put into the basket to the ‘shortcut’ taken by the Big Bad Wolf when he encounters Red Riding Hood. All three heroes can be found in one puppet. In a flash, Red Riding Hood converts into Grandma or the Big Bad Wolf.



### Reversible Snow White • 9 months and up • \$48.00

The beautiful Snow White easily reverses and then converts into the Wicked Witch or the Evil Queen. The entire tale and its characters can be told through the details on her dress, including the seven dwarfs and Prince Charming. Small children listen, amazed, to their parents telling the fairytale.



### Simon the Reversible Rattle • 3 months and up • \$15.00

Meet Simon, the cutest of all hedgehogs with his little crinkling spikes! With an inward twist, he morphs into Marcel a funny, squeaky orange wise owl. Soft ties make all the ‘reversibles’ easily attach to cribs and strollers.



### Liz the Reversible Rattle • 3 months and up • \$15.00

Liz, the little elf, changes, in a flash, into a superb ladybug that makes amazing sounds, has a mirror and various different textures. A sophisticated rattle develops along with your baby’s abilities.



### Wolf Hand Puppet and Three Little Pigs • 3 months and up • \$65.00

One hug with this soft toy and the fear of the big bad wolf disappears. This tale is as old as the hills; a parable about courage. A story to tell again and again to help children overcome their fears. The three little pigs (finger puppets), each designed to match their own little houses, bravely defy the big bad wolf (hand puppet). When the story is over the three houses and the piglets are easily stored inside the wolf, who is only too happy to oblige! Easy to grab carrying loop will ensure this toy goes everywhere.



### ABOUT HABA

HABA products can be found nationwide at over 1,000 U.S. specialty retail stores and in specialty catalogs and websites. Many of its products have been recognized with German and American awards including Parents’ Choice Foundation, National Parenting Center, Creative Child, and Dr. Toy. HABA received Best Toys of the Year recognition from the TODAY Show Toy Test and has been featured in national magazines such as American Baby, Baby Talk, Fit Pregnancy, Parenting, Parents and Working Mother.

For more details, visit HABA’s informational website at [www.HABAusa.com](http://www.HABAusa.com).