



Long-awaited “insects” are finally joining the ranks of “ANIA” this summer!!
Introducing total of 5 types of insects including
the “ANIA AS-37 Beetle” and the “ANIA AS-41 Stag Beetle”

To be launched on Thursday, July 14

~ Realistic and elaborately constructed with attention to detail and radiant color schemes ~

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) has a new lineup of “insects” in its hand-held-sized “ANIA” series of animal figures equipped with action gimmicks. Beginning on Thursday, July 14, TOMY Company will launch a total of five products (SRP: JPY 660 each/tax included) including the “ANIA AS-37 Beetle” and the “ANIA AS-41 Stag Beetle” at toy stores, toy sections of department stores and mass retailers throughout Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.



From left, “ANIA AS-39 Caucasus Beetle,” “ANIA AS-38 Hercules Beetle,” “ANIA AS-37 Beetle,” “ANIA AS-40 Giraffe Stag Beetle,” and “ANIA AS-41 Stag Beetle”

Five types of “insects” popular with children are being launched: **Beetle, Hercules Beetle, Caucasus Beetle, Giraffe Stag Beetle, and Stag Beetle**. These products are close to the same size as the real thing and replicate color schemes featuring realistic and elaborate color and radiance. There are three kinds of beetles and a Giraffe Stag Beetle that radiate an insect-like luster with meticulous attention given to the feel of the products, along with the Stag Beetle to which particular attention has been paid to the matte-finished front spring that is just like the real insect. In addition, one of the distinctive features and appeals of the “ANIA” products are their “gimmicks” in terms featuring movable beetle horns, stag beetle mandibles and thorax so that it is possible for children to immediately pick up and actively play with the beetles. The products can be admired as well as moved by hand and played with.



Up to now, we have released “ANIA” series products that include land animals, aquatic creatures, and dinosaurs, and we have expanded the lineup of products designed as 3D animal picture books, which has involved collaboration with museums and zoos nationwide. Our addition of “insects” to the long-standing “ANIA” lineup of products was prompted by a situation where “Forest Kings: The Insect Collection” (currently discontinued) of the “ANIA Lottery” series had been very popular upon its launch, and where many ANIA users had given us feedback to the effect that “I wish you would come up with insect-themed merchandise” and “I would like there to be an insect version of the ANIA series.”



Product held in the palm of the hand

Going forward, in addition to providing “ANIA” products featuring realistic designs and finishes along with action gimmicks distinctive to the respective living creatures, we will also keep with our aim of developing products that stimulate children’s intellectual interest above and beyond providing the appeal of various living creatures by expanding our lineup of such products.

What is “ANIA”?

The “ANIA” series was launched in 2013 and features a range of hand-held size animal action figures with the gimmick of being able to be moved and played with. The products are designed as a “3D animal picture book” to stimulate intellectual interest in children who want to know more about the characteristics and types of different animals and as items that parents and children can play with together. These toys are created not just for displaying but based on the concept of animal action figures to be moved and played with. Their hand-held size, movable gimmick action feature and detailed molding have made them popular, and to date more than fifteen million units have been sold in Japan and overseas (series total; as of September 2021).



The “ANIA” series toys have also received “Guide Dog Mark” (*1) certification as “accessible-design toys” (*2) that children with visual disabilities can enjoy. The series won the Grand Prize in the Accessible-Design Toys category at the 2013 Japan Toy Awards.

(1) Hand-held size: Designed to fit perfectly in the palm of a child, the “ANIA” series toys are easy to handle and play with.

(2) Movable gimmick action feature: All “ANIA” series toys feature a movable part that is characteristic of each animal (e.g., a lion that opens its mouth, an elephant that sways its trunk, a giraffe that moves its neck, and a lesser panda that moves its tail). Children can intuitively understand the characteristic part of each animal and play with them by recreating typical poses such as a giraffe reaching up to eat leaves from a tree or a crocodile opening its jaws to catch prey.

(3) Detailed molding: All animals in the “ANIA” series are designed without sharp protrusions to ensure safety of play and are shaped to be appealing to children, in addition to which close attention to detail is paid to coloring and molding to recreate the look of the animal’s skin, feel of its fur, shape of its limbs, appearance of its paw pads, etc.

* (1) The “Guide Dog Mark” certification is given to “accessible-design toys” that children with visual disabilities can enjoy.

* (2) “Accessible-design toys” are toys made and sold for the general market that children with and without visual disabilities can enjoy playing with.

Takara TOMY accessible-design toys: www.takaratomy.co.jp/products/kyouyu

Official Website: www.takaratomy.co.jp/products/ania



For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)