



## “2022 Christmas Toys Selected by Toy Stores” TOMY Company awarded **1st prize in 5 out of 8 categories!**

### 20 items placed in the ranking across the TOMY Group overall

Learn Japanese and English with PAW Patrol!

**1st prize in the Toys for infants and mental training toys category**

**“PAW Patrol Word Book”**

Enjoy a popular trimming experience!

**1st prize in the Arts & crafts category “Trimming Pet Salon”**

Command Station transforms at the touch of a button! Big Fire Truck goes into action, carrying Tomica cars!

**1st prize in the Vehicle/Animal toys category**

**TOMICA “Big Fire Truck & Transforming Command Station”**

The game that was a big hit in the Showa era is back in the Reiwa era! Exciting action game at your fingertips!

**1st prize in the Games & puzzles category “Screwball Scramble”**

New characters have been added!

**1st prize in the Variety category “Punirunes Puniplus”**



TOMY Company, Ltd.

The TOMY Group (TOMY Company, Ltd.; Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) **won 1st prize in five out of eight categories** in the “2022 Christmas toys selected by toy stores” (sponsor: Christmas Toy Fair Implementation Committee) announced on Wednesday September 7, 2022. Furthermore, if items that were awarded a prize up to 2nd prize are included, 20 items across the TOMY Group overall were ranked.

The first prizes were won by “PAW Patrol Word Book” in the Toys for infants and mental training toys category; “Trimming Pet Salon” in the Arts & crafts category; TOMICA “Big Fire Truck & Transforming Command Station” in the Vehicle/Animal toys category; “Screwball Scramble” in the Games & puzzles category; and “Punirunes Puniplus” in the Variety category.

### 1st prize in the Toys for infants and mental training toys category

TOMY Company

#### “PAW Patrol Word Book”

JPY 11,000 (tax included) Scheduled for launch this winter

Let’s learn words with PAW Patrol! With a large volume of more than 1,100 Japanese words, 960 English words, and 230 character voices, you can learn everyday words, greetings, and two-word and three-word sentences. In addition, you can experience the animation story through the Rescue Quiz.

[www.takaratomy.co.jp/products/pawpatrol/products](http://www.takaratomy.co.jp/products/pawpatrol/products) (brand website)



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## 1st prize in the Arts & crafts category

TOMY Company

### “Trimming Pet Salon” (2 types)

JPY 5,940 each (tax included) On sale from late October  
Cut toy poodle’s hair using scissors in a safety design! This is a new sensation hobby that allows users to enjoy the experience of being a popular pet groomer.

[www.takaratomy.co.jp/products/trimmingpetsalon](http://www.takaratomy.co.jp/products/trimmingpetsalon)



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## 1st prize in the Vehicle/Animal toys category

TOMY Company

### Tomica “Big Fire Truck & Transforming Command Station”

JPY 9,350 (tax included) Now on sale

Command Station transforms at the touch of a button! Big Fire Truck goes into action, carrying Tomica cars! This set includes a fire station chock-full of sounds for fun firefighting and a ladder fire truck.

[www.takaratomy.co.jp/products/tomica/tomicaworld/town/commandstation.html](http://www.takaratomy.co.jp/products/tomica/tomicaworld/town/commandstation.html)



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\* Tomica (miniature cars) are sold separately.

## 1st prize in the Games & puzzles category

TOMY Company

### “Screwball Scramble”

JPY 3,300 (tax included) Now on sale

The exciting action game played with your fingertips “Screwball Scramble” that was a big hit in the Showa era is back in the Reiwa era!

[www.takaratomy.co.jp/products/athleticlandgame](http://www.takaratomy.co.jp/products/athleticlandgame)



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## 1st prize in the Variety category

TOMY Company

### “Punirunes Puniplus” (3 types)

JPY 7,150 each (tax included) On sale from October 1

You can take care of the characters as if you were touching them directly in a squishy fashion with your fingertips!

LCD toy with a new “texture,” “Punirunes” is now available with new characters and mini-games added.

[www.takaratomy.co.jp/products/punirunes](http://www.takaratomy.co.jp/products/punirunes)



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## 2nd and 3rd prize items

### 2nd prize in the Character-related toys category

TOMY Company

### “Pokémon Mecha Nage! Poké ball”

JPY 9,000 (tax included) Scheduled for launch in November  
26 kinds of “Extreme Throw Motion” to get Pokémon! Poké Ball shaped LCD toy!

[www.takaratomy.co.jp/products/pokemon/nage\\_monsterball](http://www.takaratomy.co.jp/products/pokemon/nage_monsterball)



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©Pokémon

### 2nd prize in the Arts & crafts category

TOMY Company

### “Real Sewing Machine Fashion Studio”

JPY 8,778 (tax included) Scheduled for launch in mid-November  
A real sewing machine that can be easily and quickly sewn with a thread cartridge is now available! You can make cute items such as tote bags, roll pen cases, scrunchies, pouches, tissue cases, and more.



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## 2nd prize in the Vehicle/Animal toys category

TOMY Company

**“Make you excited!”**

### **PLARAIL BEST SELECTION SET”**

JPY 5,500 (tax included) Now on sale

Perfect for those who are just starting out with PLARAIL! This gorgeous all-in-one set includes all the stylish cars, scenery, and rails.

[www.takaratomy.co.jp/products/plarail/tettei/set/bestselection03/index.htm](http://www.takaratomy.co.jp/products/plarail/tettei/set/bestselection03/index.htm)



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## 2nd prize in the Games & puzzles category

TOMY Company

**“The Game of LIFE Golden Dream”**

JPY 4,950 (tax included) On sale from October 15

“Exciting Treasure! Sparkling Life!” Go over to the three-dimensional course “Golden Island” from the main board to get golden treasures.

[www.takaratomy.co.jp/products/jinsei/product/golden\\_dream](http://www.takaratomy.co.jp/products/jinsei/product/golden_dream)



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## 3rd prize in the Educational toys category

TOMY Company

**“Pokémon Pikatto Academy Kids PC Plus”**

JPY 19,800 (tax included) Scheduled for launch in November

Get Pokémon with interchangeable mouse covers! New and improved PC for learning and playing with Pokémon!

[www.takaratomy.co.jp/products/pokemon/mouse\\_get\\_pc\\_plus](http://www.takaratomy.co.jp/products/pokemon/mouse_get_pc_plus)



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## 3rd prize in the Dolls/Playing house category

TOMY Company

**LICCA “Yumedeco Pâtissier”**

JPY 6,600 (tax included) Now on sale

Pâtissier lessons with LICCA! Decorate a cake with whipped cream and parts! There is also an oven and showcase, etc., so you can experience the work of a pâtissier in a series of lessons.

[licca.takaratomy.co.jp/products/house/yumedeco\\_patisserie](http://licca.takaratomy.co.jp/products/house/yumedeco_patisserie)



© TOMY \*Dolls and some accessories sold separately.

## Prize-winning items

### Toys for infants and mental training toys category

TOMY Company “coemo” JPY 12,980 (tax included) On sale from September 29

[www.takaratomy.co.jp/products/coemo](http://www.takaratomy.co.jp/products/coemo)

### Educational toys category

T-ARTS Company “Talking Cuckoo Clock” JPY 3,960 (tax included) On sale in November

[www.takaratomy-arts.co.jp/specials/hatodokei](http://www.takaratomy-arts.co.jp/specials/hatodokei)

### Character-related toys category

TOMY Company “TOMICA Jobraver Deck Up & Go! DX Braver Transporter” JPY 8,800 (tax included) On sale from October 15

[www.takaratomy.co.jp/products/tomica/jobraver/products/jbdc-brtp](http://www.takaratomy.co.jp/products/tomica/jobraver/products/jbdc-brtp)

TOMY Company “Moncolle attacks stadium” 8,800 yen (tax included) Now on sale

[www.takaratomy.co.jp/products/pokemon/attack\\_stadium](http://www.takaratomy.co.jp/products/pokemon/attack_stadium)

### Dolls/Playing house category

TOMY Company “Niji-kyun Licca” JPY 5,170 (tax included) Now on sale

[licca.takaratomy.co.jp/products/doll/nijikyun\\_licca](http://licca.takaratomy.co.jp/products/doll/nijikyun_licca)

## Arts & crafts category

T-ARTS Company “**Spin and Roll! Norimaki factory**” JPY 6,578 (tax included) On sale in October  
[www.takaratomy-arts.co.jp/specials/kurukuru\\_norimaki](http://www.takaratomy-arts.co.jp/specials/kurukuru_norimaki)

## Vehicle/Animal toys category

TOMY Company “**ANIA Freely Recomposed! Safari Zoo**” JPY 7,150 (tax included) On sale from October 20  
[www.takaratomy.co.jp/products/ania/products/playset/safari\\_zoo202208](http://www.takaratomy.co.jp/products/ania/products/playset/safari_zoo202208)

TOMY Company “**CHORO Q CHALLENGE! Q-KYOKUTAISEN SET/NISSAN**” JPY 6,999 (tax included) On sale in November  
[www.takaratomy.co.jp/products/choroq](http://www.takaratomy.co.jp/products/choroq) (brand website)

## Variety category

TOMY Company “**Mysterious Fluff Fuwamokoron**” (2 types) JPY 7,678 each (tax included) On sale from October 1  
[www.takaratomy.co.jp/products/fuwamokoron](http://www.takaratomy.co.jp/products/fuwamokoron)

## What is “2022 Christmas toys selected by toy stores”?

The “2022 Christmas toys selected by toy stores” is a compilation of 180 new products and top-priority items for the Christmas shopping season, self-recommended by 53 leading Japanese toy manufacturers. Divided into eight categories: “Toys for infants and mental training toys,” “Educational toys,” “Character-related toys,” “Dolls/Playing house,” “Arts & crafts,” “Vehicle/Animal toys,” “Games & puzzles,” and “Variety,” results of the survey are based on a poll of retailers and wholesalers nationwide who sell toys, asking them to vote for the toys they think will sell well and the toys they would like to sell during this year’s Christmas shopping season. The voting period was from August 17 to August 30, and the 1st to 3rd places in each of the eight categories, as well as five prize-winning products, were decided.

### For press inquiries, please contact:

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Public Relations, Business Planning Department, T-ARTS Company, Ltd. Tel: 03-5680-4837 Fax: 03-5680-4918

### For product inquiries from consumers, please contact:

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

T-ARTS Customer Service (Japanese only) Tel: 0570-041173 (Navi-Dial)

