

## “The 2021 Japan Toy Awards” The TOMY Group receives **Excellence Awards** for **7** products across all categories

The award winners are

**“LICCA with smoke and sizzle, lively barbecue”** and **“FireWood Home,”**  
which are themed on trending outdoor activities of **barbecue** and **at-home camping**,  
**“BOTTLEMAN,”** a certified “Eco Toy” with a cumulative shipment volume of over 300,000 units,  
as well as new products of **“SHINKALION Z,”** **“Tomica,”** **“Shogakukan no Zukan NEO Pad,”** and  
**“LCD care toy”**

TOMY Company, Ltd.

The TOMY Group (TOMY Company, Ltd.; Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) received Excellence Awards in seven categories at the 2021 Japan Toy Awards sponsored by the Japan Toy Association on Tuesday, June 15, 2021.

The award winners are **PLARAIL “SHINKALION Z” series “SHINKALION Z E5 HAYABUSA,”** a Shinkansen that transforms into a robot, in the **Character Toys category**; **TOMICA “Transform! Deluxe Police Station,”** a police station popular among children equipped with automated transformation, in the **Basic Toys category**; **“Shogakukan no Zukan NEO Pad DX,”** the third installment of the “Shogakukan no Zukan NEO Pad” series, in the **Educational Toys category**; **“LICCA with smoke and sizzle, lively barbecue,”** with which children can enjoy make-believe barbecue, in the **Accessible Design Toys category**; the **“BOTTLEMAN series,”** plastic bottle cap shooters, in the **Communication Toys category**; **“FireWood Home,”** a “bonfire gadget” that creates an atmosphere of an authentic bonfire, in the **High Age Target Toys category**; and **“Punirunes,”** an LCD care toy with a new “texture,” in the **Next-generation Toys category**.



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You can enjoy make-believe barbecue and at-home camping!

**LICCA with smoke and sizzle, lively barbecue**

**“FireWood Home”**

A megahit product with a cumulative shipment volume of over 300,000 units!

**“BOTTLEMAN series”**

### <The 2021 Japan Toy Awards>

The Japan Toy Awards were established in 2008 with the hope of creating and spreading more quality toys that everyone can enjoy comfortably. Founded with a mission to provide an opportunity for many consumers to get to know toys and enjoy them, the Japan Toy Awards were presented for the 13th time this year. Out of a total 306 products submitted by 35 companies, award winners were selected through rigorous examinations by experts with keen eyes. One Grand Prize winner and four Excellence Award winners were selected for each of the following seven categories. In addition, Outstanding Sales Awards and a Special Award were presented.

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|--|---|
| (1) <b>Character Toys category</b>         | : Particularly excellent toys based on characters or intellectual properties  |
| (2) <b>Basic Toys category</b>             | : Excellent toys mainly for children  |
| (3) <b>Educational Toys category</b>       | : Toys that significantly contribute to intellectual training and education for children  |
| (4) <b>Accessible Design Toys category</b> | : Toys made with various considerations to enable children with disabilities and children without disabilities to play together         |
| (5) <b>Communication Toys category</b>     | : Highly entertaining toys that are enjoyable regardless of age or gender   |
| (6) <b>High Age Target Toys category</b>   | : Toys that adults can enjoy  |
| (7) <b>Next-generation Toys category</b>   | : Toys that incorporate novel ideas, new materials, or new technologies   |
| ★ <b>Outstanding Sales Award</b>           | : Toys that made a significant contribution to the retail sector by driving the Japanese toy market in the year ended March 31, 2021    |
| ★ <b>Special Award</b>                     | : A staple that has made contributions to the toy industry for many years, a toy with unknown possibilities and high expectations, etc. |

## List of Excellence Awards winners of the 2021 Japan Toy Awards

### [Excellence Award, Character Toys category]

#### Shinkansen combines with conventional trains!? Fully customizable with a new transformation and combination system! **PLARAIL “SHINKALION Z” series “SHINKALION Z E5 HAYABUSA”**

[Sales agent: TOMY Company, sales on Saturday, April 10, 2021/JPY 5,280 (tax included)]  
[www.takaratomy.co.jp/products/plarail/shinkalion](http://www.takaratomy.co.jp/products/plarail/shinkalion)

“SHINKALION Z E5 HAYABUSA” from the TV animation “SHINKALION Z” is now available as PLARAIL. Configured as a 3-car train, “SHINKALION Z E5 HAYABUSA” can be played with by transforming from SHINKANSEN MODE (train) to SHINKALION MODE (robot). By combining with “ZAILINER” products sold separately, you can play with the “Z combination” system, which is a new transformation and combination system that combines attractive “Shinkansen” with familiar “conventional trains.”



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#### [Features recognized]

“SHINKALION Z” may be combined with “ZAILINER” in any variation so that children can create original custom models, and the range of motion and proportions have been significantly enhanced. The product was recognized for creating new play value through these improvements.

### [Excellence Award, Basic Toys category]

#### A police theme popular among children! The police station makes a big full turn! **TOMICA “Transform! Deluxe Police Station”**

[Sales agent: TOMY Company, sales on Saturday, July 17, 2021/JPY 8,580 (tax included)]  
[www.takaratomy.co.jp/products/tomica](http://www.takaratomy.co.jp/products/tomica)

This deluxe police station automatically transforms with a push of a button, and children can enjoy make-believe dispatch with Tomica cars. The central core makes a big full turn with sound, transforming into an emergency departure mode. It is very impressive to watch the scene in which many Tomica cars are dispatched at once as the police station transforms (the central core can store up to 12 Tomica cars). With roughly 50 different sounds and voices, children can create a scene of police in action.



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\* Tomica cars are not included.

#### [Features recognized]

This is a deluxe police station for Tomica cars. Children can play police officer with a variety of sounds and voices, and the ordinary police station transforms into an emergency mode. The product was recognized for creating an immersive setting by boldly changing the play field.

### [Excellence Award, Educational Toys category]

#### The third installment of the “Shogakukan no Zukan NEO Pad” series! Have fun looking up entries and let’s learn during time at home with this great partner for studying at home! **“Shogakukan no Zukan NEO Pad DX”**

[Sales agent: TOMY Company, sales on Thursday, July 29, 2021/JPY 17,490 (tax included)]  
[www.takaratomy.co.jp/products/zukanneopad/ikimono](http://www.takaratomy.co.jp/products/zukanneopad/ikimono)

This product is the third installment of the “Shogakukan no Zukan NEO Pad” series, which is a compilation of selected contents from “Shogakukan no Zukan NEO,” a series of illustrated books with over 11 million copies printed in total. We have added to the product (1) new illustrated books of “Flowers” and “Dangerous Wildlife,” (2) play elements using illustrated books and elements of an electronic dictionary for having fun looking up entries, and (3) hardware functions for further improving its usability. The aim of the product is to provide the initial opportunity for children to naturally take an interest in various things around them as they play, so they will enjoy learning. The product is recommended for self-study and independent research during time at home and summer vacations, as well as preparation to enter kindergarten and school.



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### [Features recognized]

The product was recognized for enabling children to learn information of illustrated books on 700 kinds of wildlife from the six volumes of “Animals,” “Insects,” “Fish,” “Dinosaurs,” “Flowers,” and “Dangerous Wildlife” in the Shogakukan no Zukan NEO series with an audio guide, as well as to create an original illustrated book by taking photos with the built-in camera.

## [Excellence Award, Accessible Design Toys category]

### Realistic steam makes you feel the atmosphere of full-blown barbecue Collaboration product with “COLEMAN” “LICCA with smoke and sizzle, lively barbecue”

[Sales agent: TOMY Company, sales on Thursday, April 29, 2021/JPY 6,578 (tax included)]

[licca.takaratomy.co.jp/products/house/nigiyaka\\_bbq](http://licca.takaratomy.co.jp/products/house/nigiyaka_bbq)

These days, home camping, family barbecue, etc. have been attracting attention as accessible leisure in the new normal, and outdoor activities have been growing further in popularity. Make-believe barbecue is now available in the world of LICCA. This set allows you to enjoy realistic pretend play of barbecue with light of charcoal fire, sizzling sound of grilling ingredients and the gimmick of steam billowing out like smoke when you put water. For accessories such as tableware, outdoor wagon and table, the design unique to “LICCA doll” series which seeks a realistic feeling was elaborated in collaboration with popular outdoor brand “COLEMAN.”



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### [Features recognized]

Although the parts are small, they are designed so that they can be identified by touch. LICCA’s voice provides operation guidance, and varied sound effects allow children to experience a realistic feeling of grilling with sound. In addition, foodstuffs are securely affixed to skewers so that children can experience the joy of selecting ingredients and cooking them while feeling them with hands. The product was recognized for these features.

## [Excellence Award, Communication Toys category]

### A cumulative shipment volume of over 300,000 units! Plastic bottle cap shooter “BOTTLEMAN series”

[Sales agent: TOMY Company, sales on Saturday, October 24, 2020/from JPY 880 (tax included)]

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

“BOTTLEMAN” is popular for the exhilaration of shooting plastic bottle caps and shooting games, and has become a megahit product enjoyable for both children and adults since its launch in October 2020. In addition, the product is certified as an “Eco Toy,” because it provides an opportunity for children to think about “eco” through play, such as sorting and recycling plastic bottles. Shooters for shooting plastic bottle caps (a total of ten types now available), as well as “BOTTLEMAN Digital Battle Set” that enables play in conjunction with Nintendo Switch™ and “SUPER PLAY CHALLENGE 10” (two types), with which you can try superplays, are now in stores.



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### [Features recognized]

A new type of shooters that use plastic bottle caps, available in any household, as bullets. Players can feel the exhilaration of shooting, and the product was recognized for its design to enable parents and children to play together, including two-player battles and digital battles, in addition to one-player shooting games.

## [Excellence Award, High Age Target Toys category]

### Sustainable “bonfire gadget” with which realistic flame and sound can be enjoyed without using fire “FireWood Home”

[Sales agent: T-ARTS Company, scheduled in September 2021/JPY 5,940 (tax included)]

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

“FireWood Home” is a “bonfire gadget” that creates an atmosphere of an authentic bonfire with LED lights that mimic a flickering flame and sound of crackling firewood coming from a built-in speaker. A product released in 2012 has been revamped in light of the increased popularity of at-home camping and balcony glamping. You can enjoy a realistic bonfire experience, such as by lighting the embers with a gesture on the touch sensor just like striking a match, and blowing on the breath sensor to make the firewood burn brighter. In revamping the product, we made an actual bonfire up in a country hill to record new sound, so we can reproduce the distinctive popping and crackling sound of firewood.



© T-ARTS

#### [Features recognized]

Targeting a market whose stay-at-home demand remains strong, this sustainable product enables its users to enjoy realistic flame and sound without using fire. Features that meet the needs of target users were recognized, including sound recorded from an actual bonfire in a country hill.

## [Excellence Award, Next-generation Toys category]

### You can touch “punipuni” characters on the LCD screen with your finger directly! LCD care toy with a new “texture” “Punirunes”

[Sales agent: TOMY Company, sales on Saturday, July 10, 2021/JPY 6,578 (tax included)]

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

“Punirunes” is an LCD care toy with a new “texture.” When you operate the “punipuni”-textured button at the depth of the hole, your own finger will be linked to the finger on the LCD screen and you can experience a curious sense of integration between digital and analog as if you actually touch “punipuni” characters in the digital world. You can mix and knead “Puni mix” and “Wonder puni” into characters to make them grow through an action called “MIX puni,” enjoy care plays such as “meal,” “cleaning” and “bath,” and play mini games. The product will be available in three different colors of puni pink, puni purple and puni mint.



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#### [Features recognized]

The product was recognized for its gimmick that integrates digital and analog, with which users can feel a sensation as if they are actually touching the “punipuni” characters in the LCD screen with their finger, and deepen their affection with care play while seeing their response right away on the LCD screen.

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