



Spielwarenmesse strips “Calculix” of the ToyAward

For the first time in the history of the ToyAwards, the Spielwarenmesse is retrospectively retracting the accolade from the winner of one of its categories. The product in question is the “Calculix number bricks”. The eponymous exhibitor and its counting system had won the ToyAward in the “Startup” category at the 71st Spielwarenmesse. During the event, Sumblox, whose products were until recently distributed by Calculix, accused the company of plagiarism. The management of Spielwarenmesse eG has since investigated the claims. Further research and a legal review of the situation have led to the conclusion that “Sumblox” has been distributed on the US market at least since 3 October 2014. It has also been established that the “Calculix” building blocks are almost identical in appearance to the “Sumblox”.

The ToyAwards by the Spielwarenmesse are presented to manufacturers of “genuine” innovations. The originality of the product is one of the main criteria for choosing the winners. Ernst Kick, CEO of Spielwarenmesse eG, explains: “Our interest in this matter lies solely in protecting the ToyAwards. We need to ensure that they are only awarded to products that fully comply with the criteria.” It appears that “Calculix” no longer meets these important requirements. For this reason, the Spielwarenmesse is exercising its right, as stated in its Terms and Conditions, to strip the company of the ToyAward 2020, presented in the “Startup” category on 28 January, with immediate effect.

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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. Please provide us with a voucher copy on publication.

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spielwarenmesse®

Nuremberg 27 – 31 Jan 2021

Spielwarenmesse®

Spielwarenmesse, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,800 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for around 65,000 buyers and toy traders from more than 130 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

Fair date: Spielwarenmesse®, Wednesday to Sunday, 27 – 31 Jan 2021