



Spielwarenmesse honours outstanding innovations with the ToyAward

- Innovations recognised in six categories
- Presentation of all finalists at a special show in Hall 3A

An innovative game concept, the highest quality of workmanship and attractive market potential – all these criteria are combined in the six outstanding product ideas that were honoured with the prestigious ToyAward on the second day of Spielwarenmesse. In the Baby & Infant category, Tonies won with **My First Tonies**. In PreSchool, the game **Der Berg ruft** by Auzou jeux/Hutter Trade came out on top, while Franckh-Kosmos took the lead in the SchoolKids category, with **Temple Twist**. In the Teenager & Adults category, iDventure claimed the winner's podium with **CluePuzzle – The Wonderbox of Alice**. The Startup category was won by Beaver Edu SAL with its **Beaver Edu Construction Kit**. In addition, the **Arches** by Waytoplay Toys was recognised in the Sustainability category.

This year's winners were selected by an international jury composed of twelve experts from the fields of retail, industry, market research, toy safety and sustainability. The members evaluated the submitted innovations according to the criteria of play fun, safety, originality, potential for retail success, comprehensibility of the product concept as well as workmanship and quality. In total, 609 innovations were submitted by exhibitors for this year's ToyAward. The coveted industry award is regarded as a recognised seal of quality in the trade. During the fair, all finalists and nominees can be seen at the ToyAward Special in Hall 3A. An overview of all winners:

Baby & Infant Category (0-3 years)

My First Tonies, Tonies

The soft, easy-to-grasp figures from My First Tonies introduce children from the age of one to wonderful sound worlds. By listening to short stories, toddlers can jump from branch to branch with monkeys or explore a jungle adventure with a tiger. The Farm Box, featuring a horse, pig, and a cow, also delights young listeners while helping expand their vocabulary in a playful way.



“A combination of age-appropriate storytelling and sensory stimulation,” enthuses the expert jury in its conclusion.

PreSchool Category (3-6 years)

Der Berg ruft, Auzou jeux/Hutter Trade

The engaging game, Der Berg ruft, introduces children up to six years old to the trendy sport of climbing. Two climbing teams compete on a vertical wall. Players must safely and quickly climb the steep wall, estimating rope lengths for each move while keeping track of all their team members. This develops dexterity and strategy. The jury commented in its summary: “A coherent overall package with engaging and varied gameplay.”

SchoolKids Category (6-10 years)

Temple Twist, Franckh-Kosmos

The cooperative game Temple Twist demands clever teamwork. Players must locate a temple’s treasure chambers, while the temple can rotate and change each turn, transforming into an impenetrable 3D labyrinth. Action cards dictate gameplay, and good communication is key. The jury’s judgement: “This entertaining game impresses with its innovative concept and high quality.”

Teenager & Adults Category (ab 10 Jahren)

CluePuzzle – The Wonderbox of Alice, iDventure

CluePuzzle – The Wonderbox of Alice combines classic 3D puzzling with escape-game mechanics. Over 180 wooden pieces create a functional puzzle box with locks and moving elements. Clues and logic tasks are integrated into the box’s design, and can only be solved by combining them correctly. The multi-step gameplay challenges logic, persistence, and spatial thinking. “A particularly successful combination of puzzle and riddle,” according to the jury members.

Startup Category

Beaver Edu Construction Kit, Beaver Edu SAL

With the Beaver Edu Construction Kit, children become little tinkerers. Using thin real wood sticks and plug-in joints, they can create either the 22 suggested



designs or their own constructions. With the patented cutting tool, children can cut their sticks to size without risk of injury. The jury emphasises the following in its conclusion: “the combination of technical thinking and crafting, as well as the various possibilities offered by new sticks and custom designs.”

Sustainability Category

Arches, Waytoplay Toys

Arches stands out for its simple, curved shapes that allow children to build bridges, hills, or imaginative figures. The innovative click system holds the pieces firmly together—without magnets or additional materials—yet they can be easily taken apart. “Made from recycled plastic in Europe Arches combines sustainability with playfulness. Its clever geometry and high-quality manufacturing offer great potential and stimulate creativity,” the jury concludes.

Further information about the awards can be found on the website www.toyaward.de/en.

Images are available at www.spielwarenmesse.de/media.

28 January 2026 – kk

Spielwarenmesse®

The world's leading event for the sector – that's the Spielwarenmesse®. At this B2B event, key players as well as startups present their innovations and trends to retailers from all over the globe, live in Nuremberg. Alongside the extensive range of products, participants also gain a wealth of inspiration for day-to-day business together with valuable knowledge and useful guidance on the market, at what is for them the most significant industry gathering. The event is complemented by year-round coverage of themes, analyses and insights from the multifunctional platform Spielwarenmesse Digital and the e-journal 'Spirit of Play'. Since 2013, the term Spielwarenmesse® has been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Tuesday to Saturday, 27 – 31 Jan 2026