







Unpo'di Storia...

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Abit of history....

SUPERMAG 3 Pg. 6



SUPERMAG Mapi

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SUPERMAS ETYLE

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Un po' di Storia...



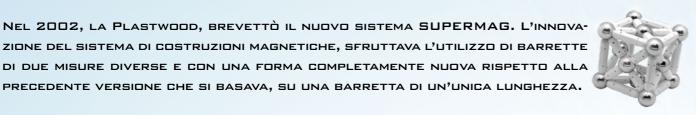
A bit of history....

NEL 1999, LA PLASTWOOD FU LA PRIMA AZIENDA A LANCIARE SUL MERCATO MON-

DIALE, UN GIOCO DI COSTRUZIONI, COMPOSTO DA BARRETTE MAGNETICHE E SFERE DI



NEL 2002, LA PLASTWOOD, BREVETTÒ IL NUOVO SISTEMA SUPERMAG. L'INNOVA-ZIONE DEL SISTEMA DI COSTRUZIONI MAGNETICHE, SFRUTTAVA L'UTILIZZO DI BARRETTE DI DUE MISURE DIVERSE E CON UNA FORMA COMPLETAMENTE NUOVA RISPETTO ALLA



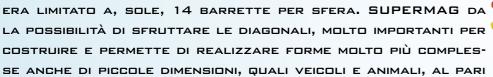
QUESTA INVENZIONE, SUPERAVA I LIMITI DELLA PRECEDENTE BARRETTA CHE NON PERMETTEVA DI CO-





STRUIRE CON BASE QUADRATA, UTILIZZANDO UNA DIAGONALE MA, SOLO, TRAMITE TRIANGOLO EQUILATERO; INOLTRE, GRAZIE ALLA PARTICOLARE FORMA DELLA BARRETTA, IL NUOVO SISTEMA SUPERMAG PERMETTE DI

ATTACCARE BEN 24 BARRETTE AD UNA SIN-GOLA SFERA, MENTRE, IL VECCHIO SISTEMA,





DI GRANDI STRUTTURE E RIPRODUZIONI DI MONUMENTI, LIBERANDO LA CREATIVITÀ E DANDO SPAZIO ALL'IMMAGINAZIONE DEL BAMBINO.

NEL 2010, IN CONFORMITÀ A QUANTO IMPOSTO DALLE NUOVE NORMATIVE SULLA SICUREZZA DEI GIO-CATTOLI A LIVELLO MONDIALE, SUPERMAG SI ADEGUA E DIVENTA "MAXI".

NON CAMBIA IL SISTEMA CHE SI BASA SEMPRE SU DUE DIVERSE MISURE DI BARRETTE MA, LE BARRET-TE SONO MOLTO PIÙ GRANDI E PIÙ SPESSE, IN MODO DA EVITARE CHE IL BAMBINO POSSA INGERIRLE ACCIDENTALMENTE.



UN GRANDE LIMITE DEI GIOCHI DI COSTRUZIONE MAGNETICI È RAPPRESENTA-

TO DAL LORO COSTO ELEVATO A CAUSA DELLA PRE-ZIOSITÀ DELLA MATERIA PRIMA PRINCIPALE.

LA PLASTWOOD, DA SEMPRE SENSIBILE ALLA QUALI-TÀ E ALLA SICUREZZA DEI PROPRI GIOCHI, SENZA MAI TRALASCIARE LA GIOCABILITÀ, NEGLI ULTIMI ANNI HA ADOTTATO DELLE SOLUZIONI CHE HANNO CONSENTITO SIA LA DIMINUZIONE

DEI PREZZI CHE, L'AUMENTO DELLA GIOCABI-

LITÀ, DELLA QUALITÀ E DELLA SICUREZZA.



NEL 2016, INFATTI, L'AZIENDA ACQUISISCE UN NUOVO BREVETTO CHE PERMETTE ALLE BARRETTE DI PRENDERE VITA E DI COMBINARSI CON ALTRI ELEMENTI UTILI AL GIOCO. ÎN QUESTO MODO, BARRETTA E SFERA, DIVENTANO ELEMENTI BASE DA COMBINARE CON ALTRI COMPONENTI DI DIVERSE FORME E COLORI, PERMETTENDO, AL BAMBINO, DI AVERE A DISPOSIZIONE MOLTI PIÙ ELEMENTI E GIOCARE IN UN MODO NUOVO E PIÙ COMPLETO.

IL BAMBINO POTRÀ CREARE IL PROPRIO MONDO, FATTO DI CASE O CASTELLI, AEREI, VEICOLI, ANIMALI E FIGURE DI VARIE FORME, GEOMETRICHE E NON, CHE DIVENTANO POI PERSONAGGI O ANCHE, TROTTOLE. IN SINTESI, CREATIVITÀ ALLO STATO PURO, COSÌ COME PIACE A NOI DEI SUPERMAG TOYS.

IN 1999, PLASTWOOD WAS THE FIRST COMPANY TO LAUNCH, WORLDWIDE, A CON-STRUCTION TOY MADE OF MAGNETIC RODS AND STEEL BALLS: A REVOLUTIONARY SYSTEM THAT GAVE BIRTH TO THE SEGMENT OF MAGNETIC CONSTRUCTION TOYS.

IN 2002, PLASTWOOD PATENTED A NEW SYSTEM, CALLED SUPERMAG, A MAGNETIC CONSTRUCTION TOY WITH GREAT INNOVATION:

RODS OF TWO DIFFERENT SIZES AND A COMPLETELY NEW DESIGN FOR THE ROD COMPA-RED TO THE PREVIOUS VERSION.



THIS INVENTION, OVERCAME THE LIMITS ENCOUNTERED WITH THE PREVIOUS ROD, THAT DOES NOT





ALLOW TO BUILD USING THE SQUARE AS A BASE, BUT ONLY USING AN EQUI-LATERAL TRIANGLE; FURTHERMORE, THANKS TO THIS NEW PARTICULAR SHAPE OF THE ROD, THE SUPERMAG SYSTEM ALLOWS TO ATTACH UP TO

24 RODS TO A SINGLE BALL, WHEREAS BE-FORE THERE WAS A LIMIT OF 14 RODS PER

EACH BALL. SUPERMAG ALSO ALLOWS FOR THE USE OF DIAGONALS, WHICH ARE VERY IMPORTANT IN BUILDING AND ENABLE THE CREATION OF VERY COMPLEX OBJECTS AND FORMS, EVEN IN SMALL SIZES, SUCH AS VEHICLES AND ANIMALS, AS WELL AS LARGE STRUCTURES AND RE-





PRODUCTION OF MONUMENTS, FREEING THE CHILD'S OWN CREATIVITY AND IMAGINATION.

IN 2010, FOLLOWING THE CHANGES OF ALL THE MAJOR TOY SAFETY STANDARDS WORLDWIDE, SU-PERMAG'S RODS BECAME BIGGER OR AS WE CALL IT: MAXI.

THE CONCEPT OF THE TOY ITSELF WAS NOT CHANGED, THE TWO SIZES SYSTEM HAS REMAINED THE SAME, JUST THE MAGNETIC RODS ARE NOW MUCH BIGGER AND THICKER, THUS PREVENTING THE CHILD FROM ACCIDENTALLY SWALLOWING THEM.



A MAJOR LIMITATION OF MAGNETIC CONSTRUCTION TOYS HAS ALWAYS BEEN THE PRICE, VERY HIGH BECAUSE OF THE EXPENSI-

VENESS OF THE MAIN RAW MATERIAL, NEODYMIUM MAGNETS. AT PLASTWOOD WE HAVE ALWAYS PAID ATTENTION NOT ONLY TO THE QUALITY AND SAFETY OF OUR PRODUCTS, BUT ALSO TO THEIR PLAYABI-LITY, AND IN THE LAST COUPLE OF YEARS WE HAVE LOOKED FOR WAYS TO OVERCOME THE PRICE ISSUE WITHOUT DECREASING THE PLAY-VALUE OF OUR PRODUCTS, BUT ON

THE OPPOSITE, EVEN ENHANCING IT.



IN 2016, THE COMPANY ACQUIRED A NEW PATENT, WHICH BRINGS THE MAGNETIC RODS TO LIFE, BY TURNING THEM INTO "BEARER" OF OTHER USEFUL PARTS. IN THIS WAY THE RODS AND BALLS ARE NO LONGER THE ONLY COMPONENTS, BUT BECOME BASIC ELEMENTS TO BE MIXED WITH OTHER PARTS OF VARIOUS SHAPES AND COLORS, GIVING THE CHILD MANY MORE PIECES TO PLAY IN A NEW, ALTER-NATIVE WAY.

THE CHILD WILL BE ABLE TO CREATE HIS/HER OWN WORLD, MADE UP OF HOUSES, CASTLES, AIRCRAFTS AND VEHICLES, ANIMALS AND FIGURES OF VARIOUS SHAPES, GEOMETRIC AND NON GEOMETRIC, WHICH COULD BECOME CHARACTERS OR AT THE SAME TIME SPINNING TOPS .. IN FEW WORDS, PURE CREATI-VITY, GUARANTED BY US, THE SUPERMAG TOYS PEOPLE.

SUPERMIE 3 D



ame: / Supermag 3D

/ 3-DIMENSIONAL MAGNETIC CONSTRUCTION TO V

- New system for creating 3d magnetic figures.
- Big size assembled objects.
- Variuos themes, for both boys and girls.
- Simple, yet very creative and easy to assemble.
- Interchangable components, for mix and match.
- Dynamic.
- Fully compatible with supermag maxi.

- Houses & Castles
- Characters
- Animals
- Dinosaurs
- Vehicles





MAGNETIC CONSTRUCTION THAT IS 3D FUN

SUPERMIS 3 D

SUPERMIE 3 D



SMALL HOUSE OUTER 8027352006162 Plem 5 Quter 5 Quter 89 32 x 4 x 22 cm 12.6 x 1.6 x 8.7 in 0,40 kg - 0.88 lb 2,27 kg - 5.00 lb







SUPERMIE 310

SUPERMIS 310





32 x 4 x 22 cm 12.6 x 1.6 x 8.7 in 33,6 x 24 x 22,5 cm 13.2 x 9.4 x 8.9 in

0,45 kg - 0.99 lb 2,52 kg - 5.56 lb





SUPERMIE 310

























Pg.12 Pg.13

SUPERMITE SID

SUPERMIT 310

















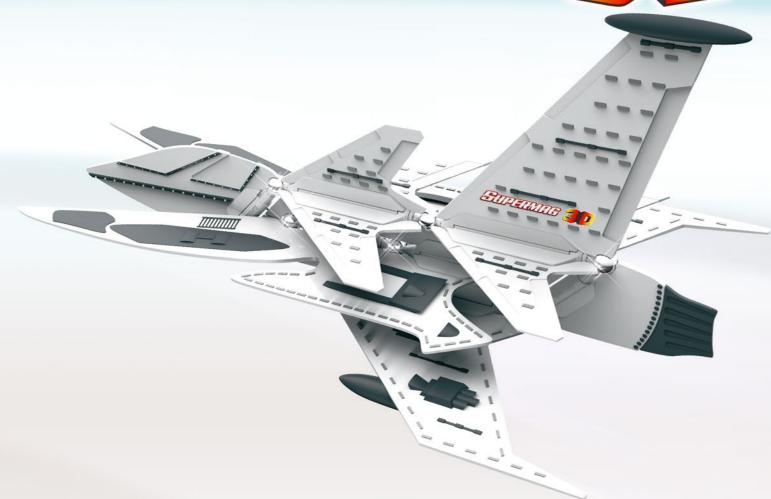
80273520<mark>0607</mark>0 | Item 8 | Outer x pallet 36

40 x 4 x 29 cm 15.7 x 1.6 x 11.4 in 41 x 37 x 32 cm 16.1 x 14.6 x 12.6 in

n,64 kg - 1.41 lb n 5,79 kg - 12.76 lb

SUPERMIE 310



















Pg.16

SIPERIE Mapi





Category: MAGNETIC CONSTRUCTION TOY/

Lines:

PRIMARY COLORS:



NEON COLORS:



GLOW IN THE DARK:



Features:

- Magnetic rods and steel balls.
- Larger rods for increased safety, flexibility and simplicity of building.
- Rods come in two different sizes for higher precision and greater play-value.
- Built structures are very stable and solid, yet very easy to take apart and rebuild, quaranteeing hours of creative fun.













13.2 x 9.4 x 8.9 in



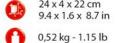


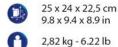
0,29 kg - 0.64 lb

3,17 kg - 6.98 lb









9.8 x 9.4 x 8.9 in









33,6 x 24 x 22,5 cm

13.2 x 9.4 x 8.9 in 4,02 kg - 8.86 lb







40 x 4 x 29 cm 15.7 x 1.6 x 11.4 in 41 x 37 x 32 cm 16.1 x 14.6 x 12.6 in

1,13 kg - 2.48 lb 9,67 kg - 21.32 lb

STREET Mapi







0,29 kg - 0.64 lb 3,17 kg - 6.98 lb

33,6 x 24 x 22,5 cm 13.2 x 9.4 x 8.9 in

33,6 x 24 x 22,5 cm



8027352001167 | Item | 1 tem | 2 Couter | 89

32 x 4 x 22 cm 12.6 x 1.6 x 8.7 in 33,6 x 24 x 22,5 cm 13.2 x 9.4 x 8.9 in



0,75 kg - 1.65 lb 4,02 kg - 8.86 lb







8027352001150 | Item | 5 | Outer | 120

25 x 24 x 22,5 cm

9.4 x 1.6 x 8.7 in







1,13 kg - 2.48 lb 9,67 kg - 21.32 lb



Glow in the Dark



8027352001174 | Item | tem | x outer | 5 | Outer | 120



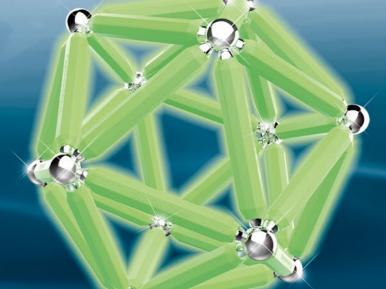
25 x 24 x 22,5 cm 9.8 x 9.4 x 8.9 in

24 x 4 x 22 cm 9.4 x 1.6 x 8.7 in

1.15 lb 2,82 kg - 6.22 lb



















1.65 lb 4,02 kg - 8.86 lb

TIPELINIB Mapi

WHEELS







Wheels 35

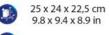
33,6 x 24 x 22,5 cm 22 x 4 x 16 cm 13.2 x 9.4 x 8.9 in 8.7 x 1.6 x 6.3 in











17.3 x 1.6 x 9.4 in 44 x 4 x 24 cm

50.5 x 27 x 21 cm

19.9 x 10.6 x 8.3 in

Wheels 44









WHEELS















8027352001075 | Item | 5 | Outer | 36

15.7 x 2.7 x 11.4 in



41 x 37 x 32 cm







5,44 kg - 12.00 lb

DIPERMITE Mapi

Name: Supermag Maxi One Color)

Age Group: / 3+/

Category: MAGNETIC CONSTRUCTION TOY/

Features:

- Magnetic rods and steel balls.
- ONE Color rods inside, with 5 different colors to choose from.
- Larger rods for increased safety, flexibility and simplicity of building.
- Rods come in two different sizes for higher precision and greater play-value.
- Built structures are very stable and solid, yet very easy to take apart and rebuild, quaranteeing hours of creative fun.



8027352001211





8.7 x 1.6 x 6.3 in

13.2 x 9.4 x 8.9 in 1 0,29 kg - 0.64 lb 3,17 kg - 6.98 lb

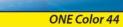






32 x 4 x 22 cm 12.6 x 1.6 x 8.7 in 33,6 x 24 x 22,5 cm 13.2 x 9.4 x 8.9 in

0,75 kg - 1.65 lb 4,02 kg - 8.86 lb





25 x 24 x 22,5 cm 9.8 x 9.4 x 8.9 in

SUPERMAG

1.15 lb 2,82 kg - 6.22 lb















PRESCHOOL MAGNETIC BUILDING SYSTEM

FEATURES:

- Basic Elements:
 Square and triangular magnetic plates and metal connectors.
- Additional elements:
 Gear, puzzles, number tags,
 fruit tags.
- Designed to perfectly fit children's hands and 100% safe.
- Bright colours and simple connections, very intuitive and creative.
- Multifunctional toy: brings the child into a world of fun and discovery, inducing exploration and learning of new concepts, increasing self-esteem, just by having fun and playing!

INES:

BASIC:

Numbers - Fruits

INTERMEDIATE:

Gear

PUZZLES:

Blue Ocean - Orange Safari - Green Country

Funny, easy and totally safe!











Building... and much more







4,93 kg - 10.86 lb

0,87 kg - 1.92 lb





Fruits

40 x 7 x 29 cm 15.7 x 2.7 x 11.4 in

0,87 kg - 1.92 lb

41 x 37 x 32 cm 16.1 x 14.6 x 12.6 in 4,93 kg - 10.86 lb











Puzzle - Orange Safari

20,5 x 4 x 20,5 cm 8.07 x 1.5 x 8.07 in

0,37 kg - 0.81 lb

22 x 26,5 x 22,8 cm 8.2 x 10.4 x 8.9 in

2,42 kg - 5.34 lb







20,5 x 4 x 20,5 cm 8.07 x 1.5 x 8.07 in

0,37 kg - 0.81 lb

2,42 kg - 5.34 lb

22 x 26,5 x 22,8 cm 8.2 x 10.4 x 8.9 in



Puzzle - Green Country

8027352000276 | Item x outer

22 x 26,5 x 22,8 cm

20,5 x 4 x 20,5 cm 8.07 x 1.5 x 8.07 in

8.2 x 10.4 x 8.9 in

0,37 kg - 0.81 lb

2,42 kg - 5.34 lb



SUPERMITS Mapi





31 x 25 x 5 cm 12.2 x 9.8 x 1.9 in

2,1 kg - 4.6 lb

33,6 x 24 x 22,5 cm 13.2 x 9.4 x 8.9 in 8,7 kg - 19.1 lb



Supermag Maxi School Set 200

31 x 25 x 5 cm

12.2 x 9.8 x 1.9 in



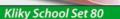
33,6 x 24 x 22,5 cm 13.2 x 9.4 x 8.9 in

2,45 kg - 5.40 lb



Building... and much more





8027352000146 | Item | 8 | Outer | 20

30 x 20 x 18 cm 11.8 x 7.8 x 7.0 in

1,97 kg - 4.34 lb

40 x 60 x 39 cm 15.7 x 23.6 x 15.3 in 16,8 kg - 37.0 lb



Kliky School Set 180

8027352000160 | Item x outer 2 | Outer x pallet 24

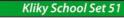
38 x 26,5 x 28,5 cm 14.9 x 11.2 x 10.4 in

40 x 60 x 39 cm 15.7 x 23.6 x 15.3 in

4,0 kg - 8.82 lb

8,8 kg - 19.4 lb





8027352000115 | ltem x outer 2 | Outer x pallet 89

19 x 17 x 20,7 cm 7.5 x 6.7 x 8.1 in

33,6 x 24 x 22,5 cm 13.2 x 9.4 x 8.9 in

1,21 kg - 2.66 lb

2,68 kg - 5.90 lb



Kliky School Set 150

8027352000153 (1) Item x outer 4

40 x 60 x 39 cm

30,3 x 26 x 19 cm 14.3 x 10.2 x 7.4 in 3,6 kg - 7.9 lb

15.7 x 23.6 x 15.3 in 15,5 kg - 34.1 lb



Kliky School Set 200

38 x 26,5 x 28,5 cm 14.9 x 11.2 x 10.4 in 40 x 60 x 39 cm 15.7 x 23.6 x 15.3 in

4,2 kg - 9.2 lb

9,20 kg - 20.2 lbt







Super Farm School Set

OUTER *

80273520 **OUTER ***

OUTER *

OUTER *

Outer ** 2 *

Outer *

Outer *

Spallet *

Spallet *

Outer *

Spallet *

Spallet *

Outer *

**Spallet **

Spallet *

**Spallet **

Spallet *

**Spallet **

19 x 17 x 20,7 cm 7.5 x 6.7 x 8.1 in

1,05 kg - 2.31 lb

33,6 x 24 x 22,5 cm 13.2 x 9.4 x 8.9 in

2,37 kg - 5.22 lb



1,0 kg - 2.2 lb



33,6 x 24 x 22,5 cm 13.2 x 9.4 x 8.9 in

2,37 kg - 5.22 lb







Complete Farm Set

38 x 26,5 x 28,5 cm 40 x 60 x 39 cm 14.9 x 10.4 x 11.2 in 15.7 x 23.6 x 15.3 in

2,08 kg - 4.58 lb 5,06 kg - 11.16 lb



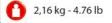




Complete Knights Castle Set



38 x 26,5 x 28,5 cm 40 x 60 x 39 cm 14.9 x 10.4 x 11.2 in 15.7 x 23.6 x 15.3 in



5,22 kg - 11.50 lb



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