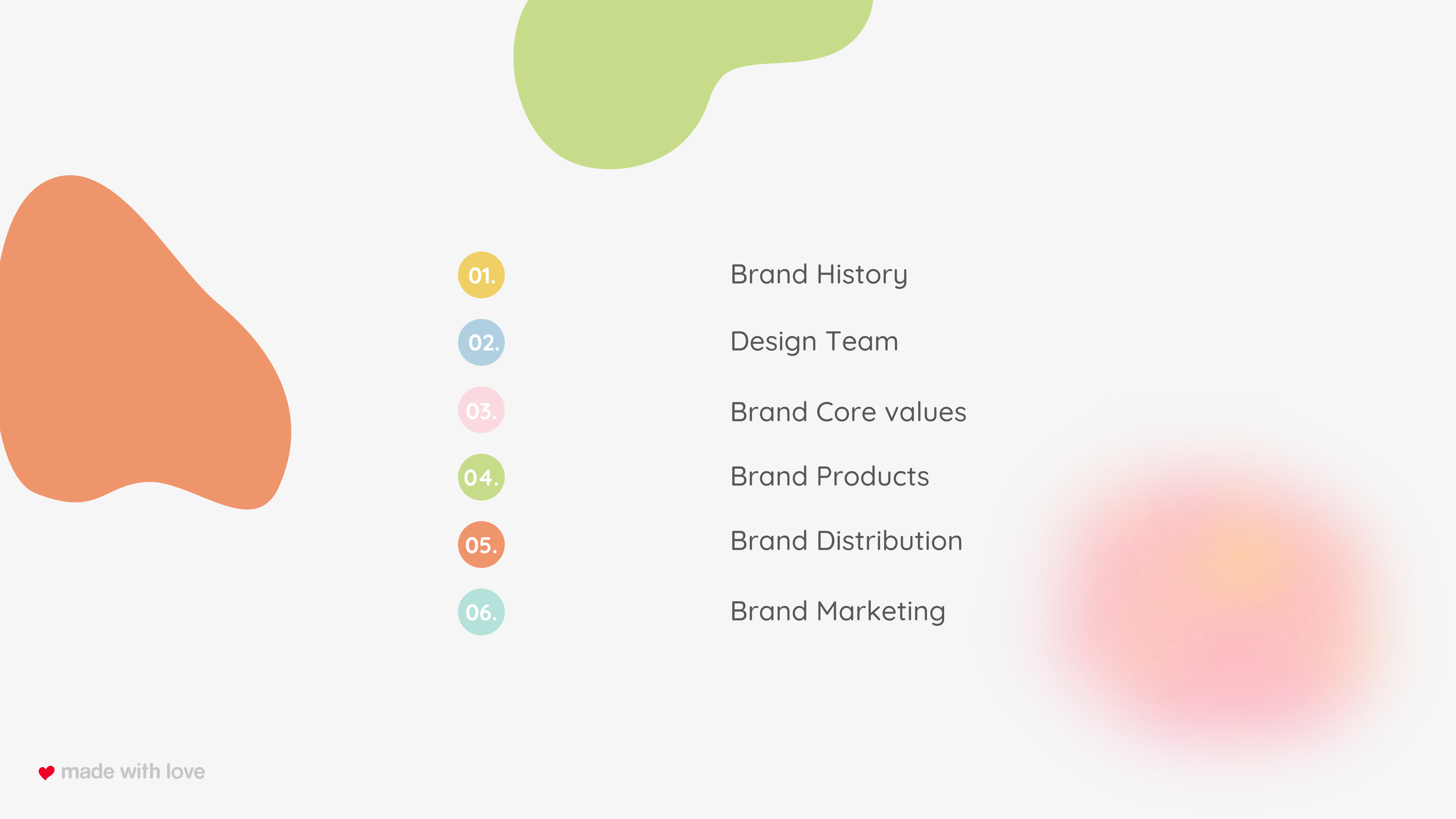


“Welcome To
Classic World”



Happy Playing , Happy Learning



01.

Brand History

02.

Design Team

03.

Brand Core values

04.

Brand Products

05.

Brand Distribution

06.

Brand Marketing



About Us

We believe in delivering the best toys to the children all over the world basing on three key principles: **safety, quality and great play value**. These three key principles are what governs our business. We have more than 20 years’ experience in making wooden toys and are proud to say our toys have always been in line with the international standard. And classic is extending critical partnerships to different countries all over the world.

These trusting relationships give us the confidence to grow steadily with the vision of making better toys. We will continue to provide quality wooden toys and seek for new partnerships to build a better, brighter future.



Play & Learn



Safety



Innovate



Environmental
Protection

SOFIYIA

The Founder Of The Brand

Classic World Brand Was Established By **Sofiyia Xiao**,
The Founder Of **Classic World** Toy Manufacturer Company. Sofiyia's Background Is Based From A
High-quality Wooden Toy Culture.

After Working For A Leading German Toy Company For Several Years, Making High-quality
Wooden Toys, Sofiyia started her own company and showed her creativity in the Toy industry. On
Her Frequent Trip To Europe, After Getting Exposed To German Quality, She Felt It Was Her Duty
To Bring High Quality Toys Made In China To Kids All Over The World.



Brand's History And Awards

♥ made with love

1998

Classic International Co., Ltd is established.

2003

Classic Toys (Ningbo) Co.LTD is established.

2006

Classic World is established, Classic is sold in Denmark, Israel, New Zealand and Singapore.

2009

Classic World becomes a five-start member of China Toy Assication. It' s sold in Germany and France.

2010

Classic World enters domestic market and is assessed as "safe production of standardized enterprise" .

2012

Ningbo Toys Association is founded, and Classic becomes a vice president of the unit. Classic is sold in Malaysia, Japan, Sweden.

2014

Classic is awarded the title of Outstanding Enterprises by Ningbo Toys Association. Ms. Xiao is awarded as Vice President of Zhejiang Toy Association.

2017

Classic exclusively distribute Playmobil, Papo and Marvin Magic in China. Classic USA design team is built.



TJPA Award (2015)



The 12th China International Animation and Digital Arts Festival (2015)

2015

Classic Builder video won the Nomination Award of The Best Film For Children at the Festival TOFUZI 2015. Classic won "Famous Brand in China" .



Silver Winner (2013)



Innovation Winner (2012)



Bronze Winner (2014)



NAPPA Silver Award (2014)



Parents' Choice Approved Seal (2014)



Innovation Winner (2015)



Nomination Award "The Best Film For Children" TOFUZI(2015)



Gold Award Practical Pre-School (2018)



Gold Award Right Start Awards (2018)



DAD'S CHOICE AWARDS (2018)

2018

Classic continue to develop good products for children all over the world and won the Practical Preschool Gold Awards



Gold Award Right Start Awards (2019)



2020

Classic started E-commerce team for Amazon USA. Classic started the cooperation with Forbidden City.



Best Toddler Toy category Nominated (2021)



Best Toddler Toy Category Shortlist (2023)

Our Factory

Our company was established in 1998. Currently, we have more than 200 employees. Classic World toys are sold in over 55 countries and regions.

Classic World keeps to the entrepreneurial spirit of 'Everlasting quality and innovation build the prosperity', and upholds the European design philosophy and fashion trends of being eco-friendly, educational, safe and stylish. Help children experience fun while playing, and inspire them to be significant and creative people in the future.

1998

Establish

200⁺

Employees

55⁺

Countries And Regions

23500^{m²}

Floor Area



Quality & Safety

- Have our own laboratory
- 30% higher than global test standard EN71, ASTM
- Already pass Target,Walmart,TRU, Disney Audit
- International standards we follow include:
 - GB/T24001-2016 / ISO14001:2015 Environmental Mangement System
- Have been certified:



Materials

When making toys, special consideration must be made in choosing the materials. After all, the toys are meant for children, and at Classic, we Care for the Future. We use FSC wood, which is environmentally friendly. We know the rough conditions that toys are subjected to, and our wooden toys stand the test of time. In addition, we only use wood without any preservative chemicals, non-toxic materials to assure the health of your child.

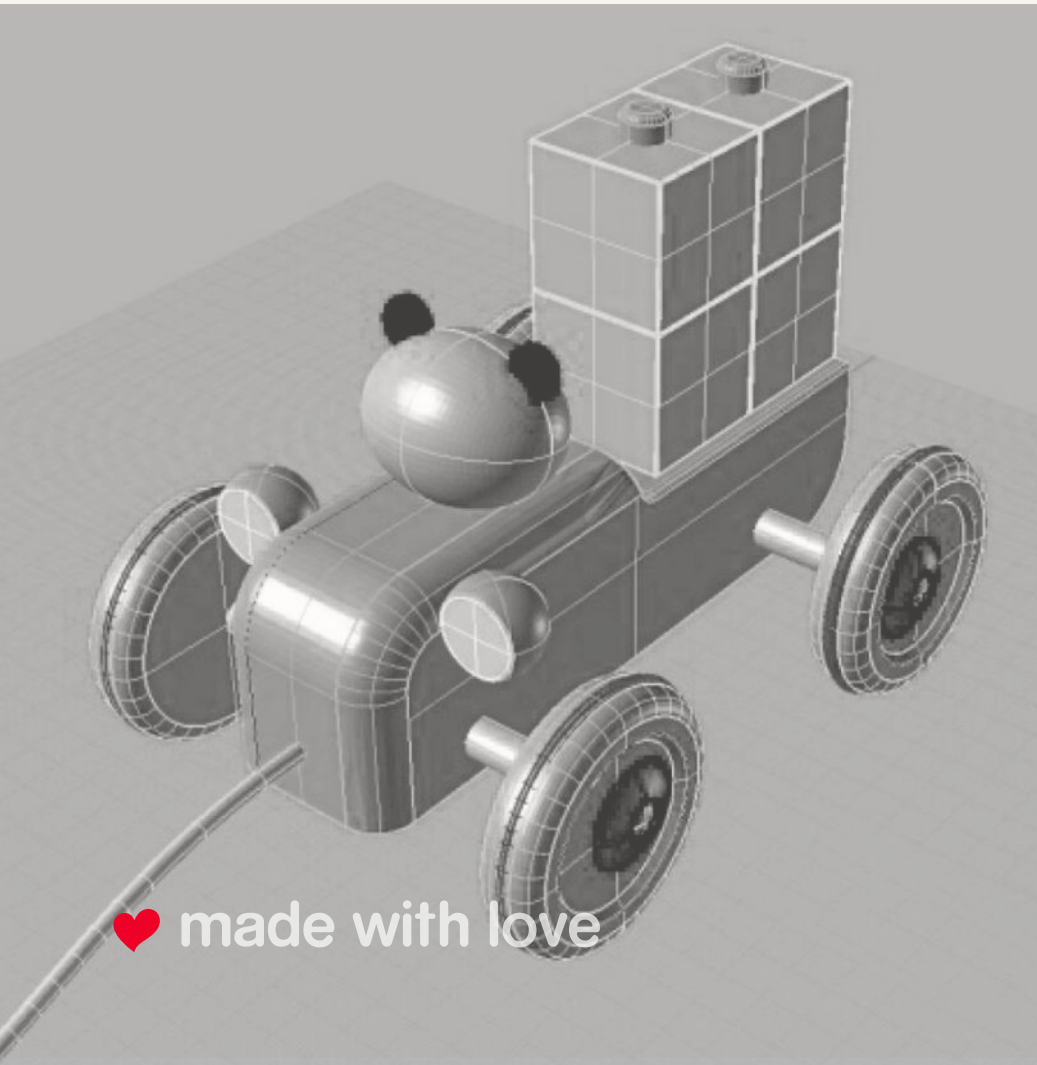


Design Philosophy

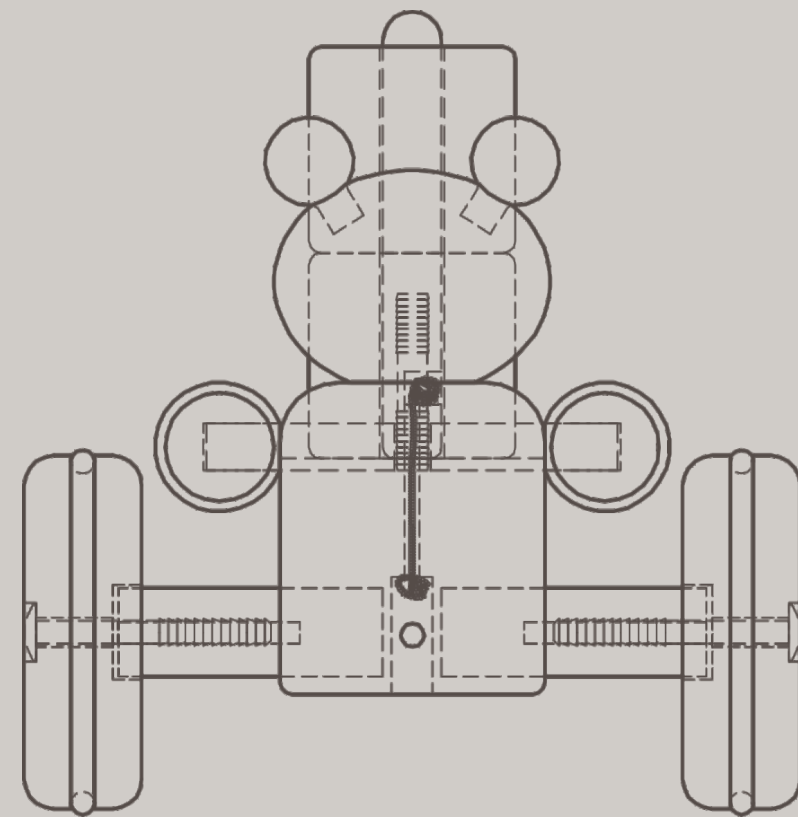
We want to provide children with toys that can connect their nature growth and developmental needs. So we devote our toy design in each stage of child development.

All our products are developed according to this goal. Our design team is made of designers, teachers, early childhood developmental counselors and others who deeply understand a child's needs.

Classic brand aims to be a guide to support parent to make the most suitable choice of toy for their child.



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Alain Pineau

Creative Director

- A well-known French industrial designer
- 30 years of industrial design experience
- Worked for Lego, Fisher Price.
- Won international awards such as the German Red Dot Award.



Yiren Sun

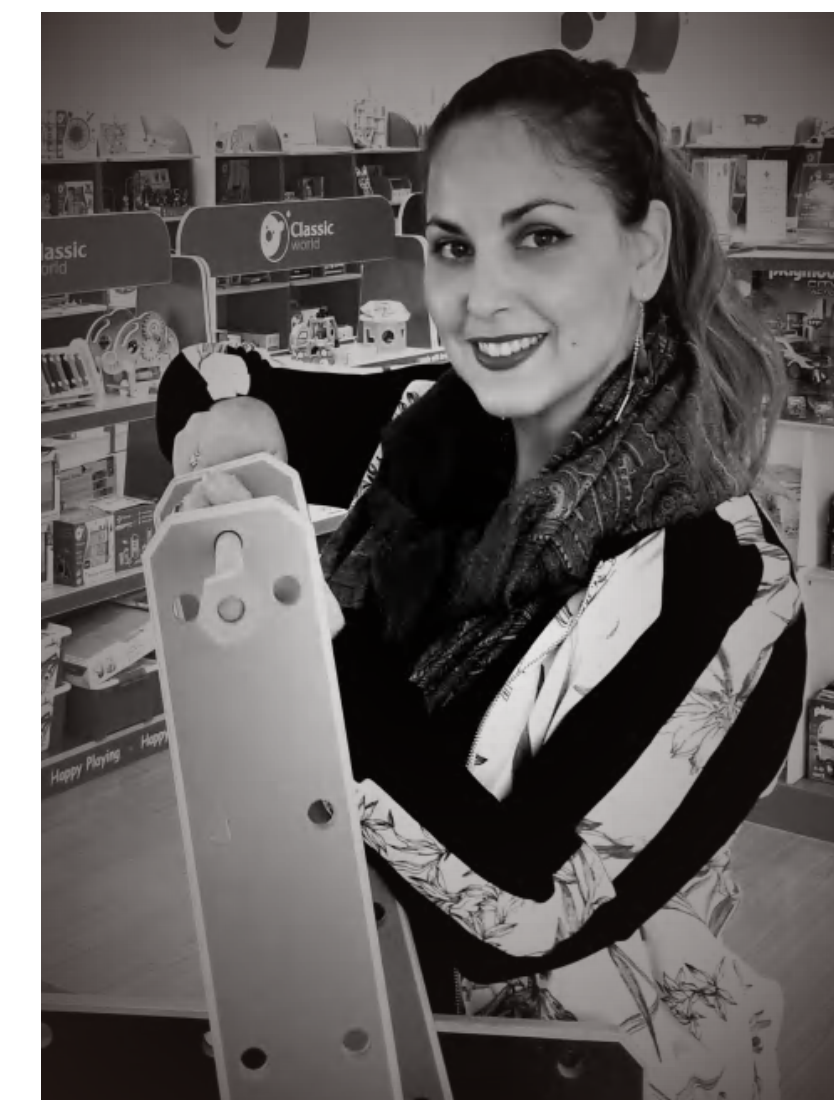
Operations Director

- Kids psychologist
- Graduated from the University of Bristol in UK and the School of Visual Arts in New York.
- A solid psychology background and rich work experience in children's industries.
- Deep understanding and research on the needs of children's developmental stages.

Bill Ray Burns

Design Consultant

- He is a design professor at the California Academy of Art.
- 20 years of design experience in the toy industry.
- Won the toy industry "Oscar" award selected by the authoritative American magazine "Parents World".
- TOTY (Toy of the year awards).



Moran Leon

Design Consultant

- Graduated from Shankar, an engineering design institute in Israel.
- Incorporate the concept of early childhood development into toy design.
- Create a healthy and happy childhood for children.

Brand Value



Smiling Face = Happiness
Moon = Dream

We wish kids play happily and make their dream come true.

4 Core Values



Children First



Respect



Environmental
Friendly



Parental Coaching



Children First

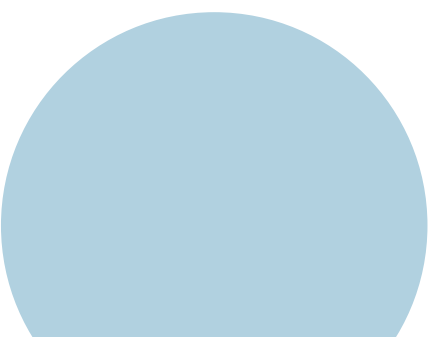
- Classic World cares about childhood. Our goal is to create the best toys for them!
- **Good functions** = Adapted to the children's development of capacities (logic, motricity, imagination, etc.)
- **Good play value** = toys with enjoyable functions that allow children to have joy.
- **Good quality** = that insures, respects safety norms, and gives a long life use.





Respect

- Our design has to be responsible and avoid stereotypes and clichés (gender, etc.).
- Pay attention to the colors and the type of products. Avoid the clichés of too much blue for boys and pink for girls.
- Concerning the Animals & Nature, it is better to show them in a natural environment, instead of a in Zoo or a circus for example.





♥ made with love

Environmental Friendly

- Each Classic World product must be made with a conscious mind. We are a wooden toy company, using mainly a renewable material that is coming from nature.
- A lot of our customers who make this wooden toys choice care about environment.
- Our design must celebrate wood
- We must try to use a minimum of plastic material, electronic and battery only if it is really necessary.





















Parental Coaching

- Parents need to understand the value of playing for their kids. We must explain how much playing is fundamental for child development.
- Classic World wants to help and support parents to make the best choice (child development chart).
- Each stage of the child development has to be properly covered by our range and our products. Our product design has to be developed according to this goal.
- Classic World aims to advise the parents and wishes to accompany them to make the best choice for their child.



Child Development Chart

Children have different needs during different stage of their developments. Choosing the right toys would help them to grow into those abilities while playing.

AGE	6m	12m	18m	2y	3y	+
PHYSICAL	 Grasping objects Trying to stand	 Walk by themselves	 Eye-hand coordination	 Body balance Climb, throw, go up and down steps	 Strong Fine Motor Skills Outdoor activity	
SOCIAL & EMOTIONAL	 Playing alone with toys	 Repeating actions he/she enjoyed	 Playing alone near adults	 Recognizing and expressing emotions	 Identifying and expressing emotions Inspire imaginative play	
INTELLECTUAL	 Exploring the environment	 Using trial and failure to learn	 Comparing and ordering objects	 Learning to solve a problem	 Planning and logical thinking	
LANGUAGE	 Enjoy communication with sounds Tries to imitate adults	 Repeating actions and words	 Making short sentences	 Speaking with sentences	 Talking fluently with confidence	



We have 9 categories products range including 80% toys, 10% early education and 10% equipment.



Hello Baby



Move



Play & Learn



Puzzle



Music



Pretend Play



Outdoor



Home



license



Education



Equipment

.....

80% 10% 10%

"Hello Baby"

Let's give them goodies in small doses for their initial exploring of the world.



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Move

Let's help them build strong arms and muscles to shake the world.



♥ made with love



Play & Learn

Play is the best way to stimulate their brain developments and learning.





Puzzle

There are safari animals, under the sea world, and outer space. They are all waiting to be explored.



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Brand Products | Presented By Classic World



Music

Let's open the doors to the world of rhythms and melodies with piano, guitar and drums.



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Pretend Play

That's when they get to make their own stories from having afternoon tea party to being an architect. Let the mcreate narratives for their own world.





Outdoor

Let's take the fun outdoor!



♥ made with love

Brand Products | Presented By Classic World



Home

Creating a harmonious home can provide children with a joyful and safe environment to grow up.



♥ made with love



license

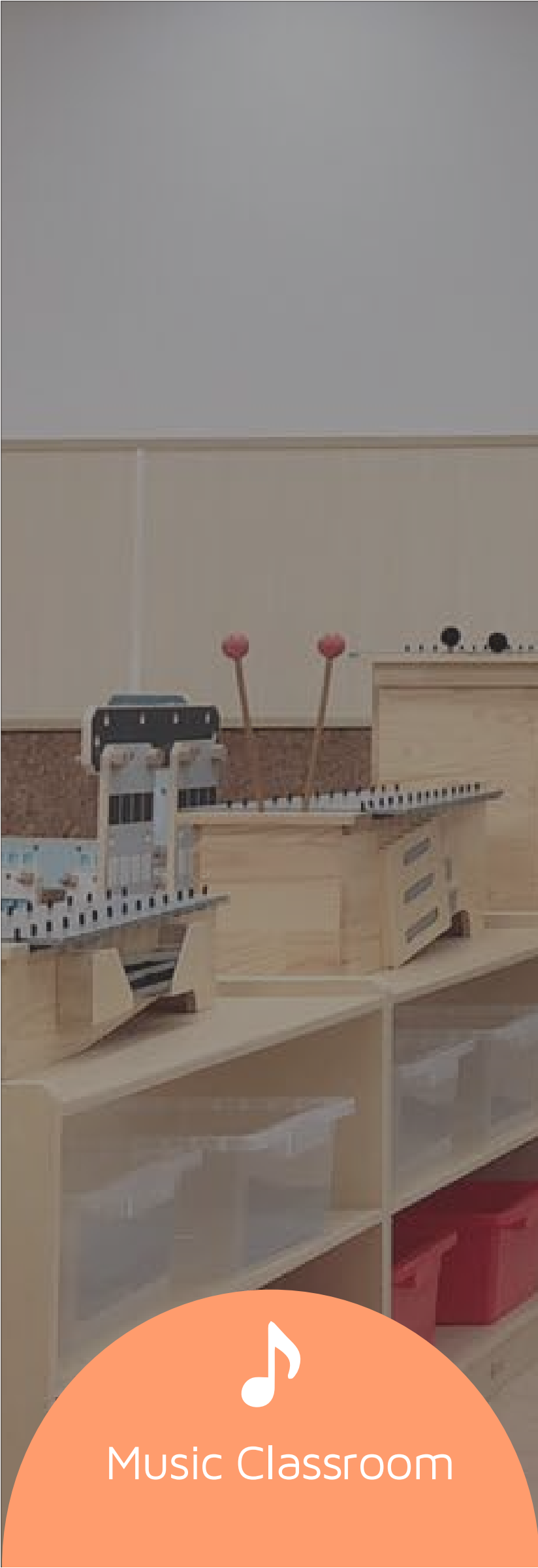


故宫文化
THE FORBIDDEN CITY CULTURE





Education



Music Classroom



Arts & Crafts Classroom



STEAM Classroom



Outdoor Playground



Wall Elements

Equipmement

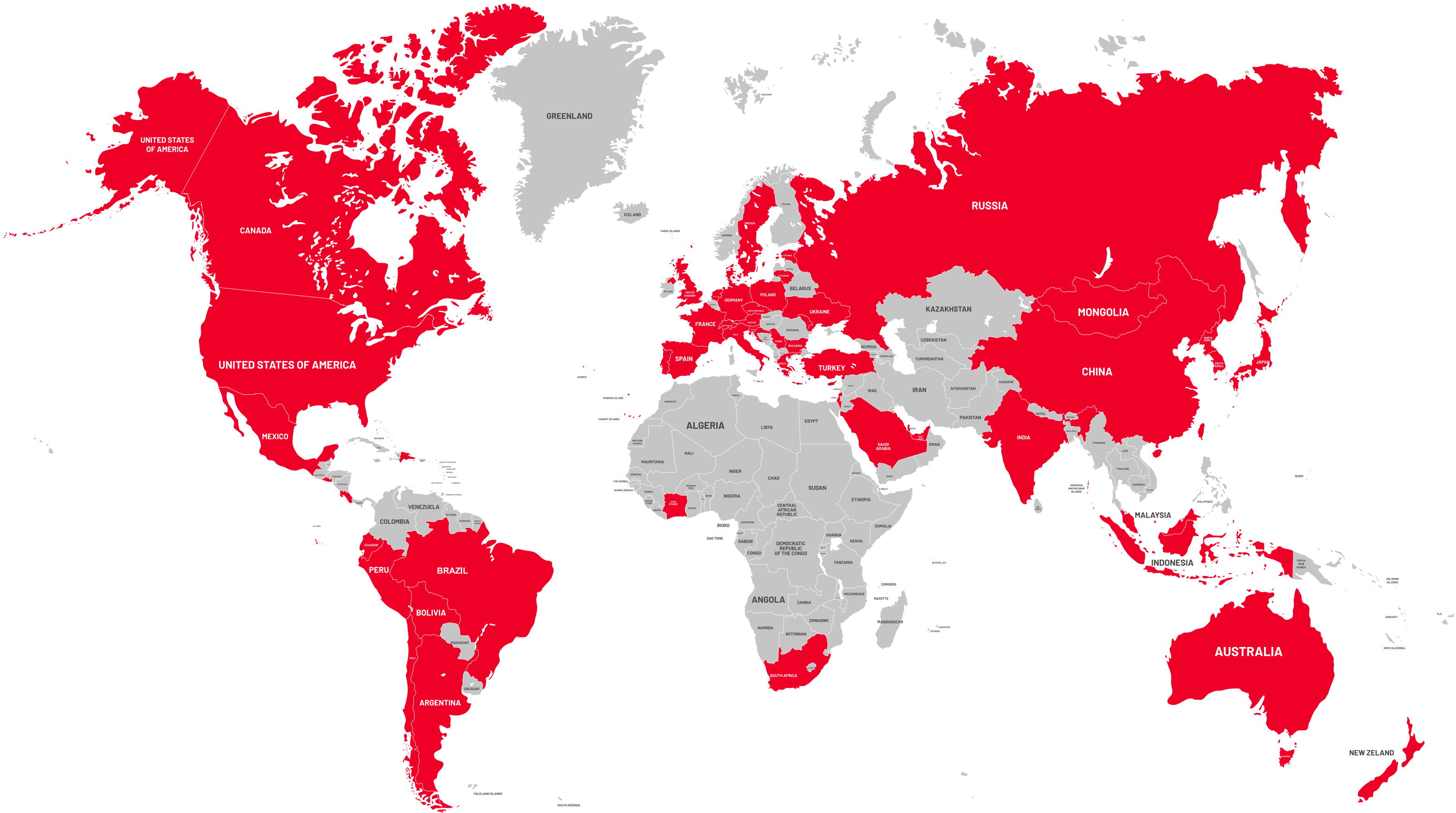


Play Equipment

We collaborate with 5-star hotels early children learning centers shopping malls
Building tailor made playing ground for children.



Classic World in 55 countries and regions



Classic World in China **23** provinces, **5** autonomous regions and **4** municipalities.



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Excellent Partners



Marketing Support



Stores &
Exhibitions



Website &
Social Media

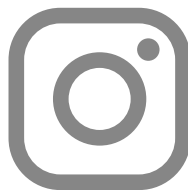


Media



Facebook

Classic World - Wooden Toys



Instagram

@classicworldtoys

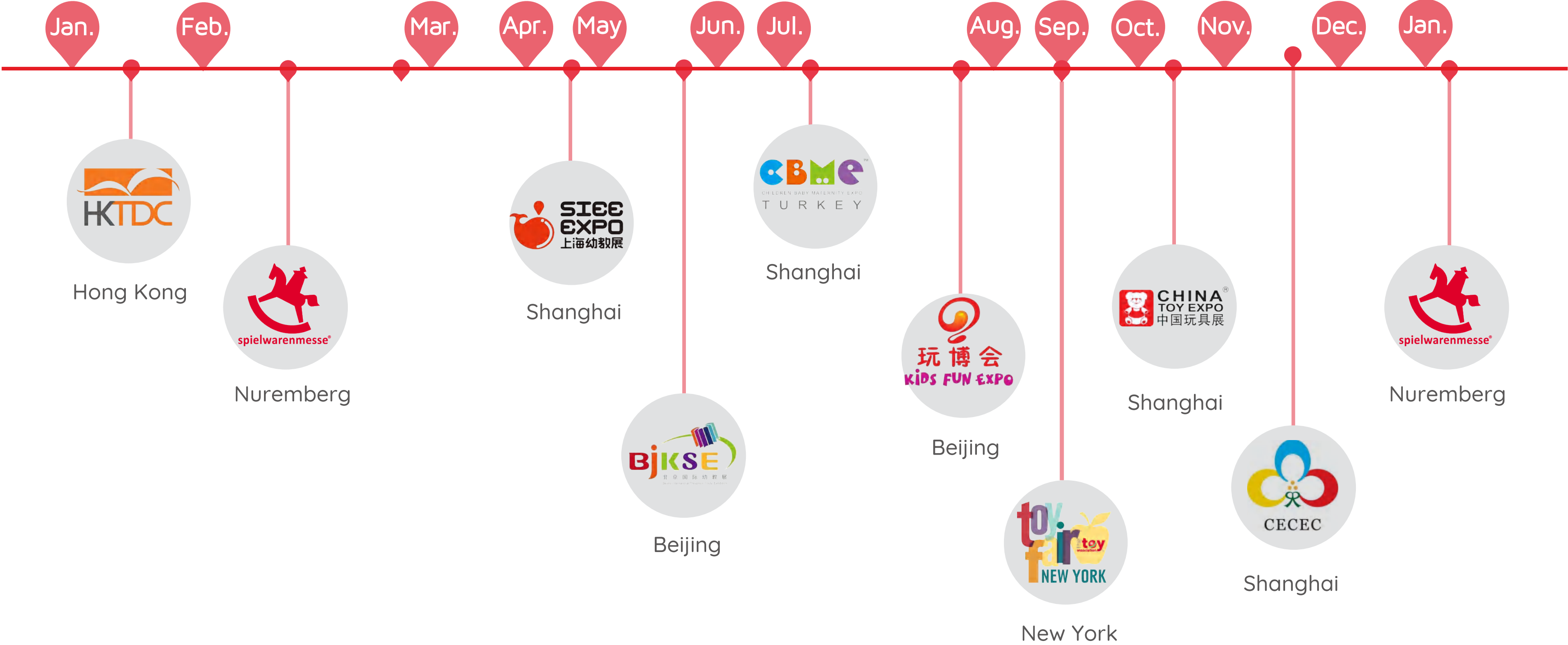


QR Code

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Exhibitions



Classic At The Fairs

Every year Classic World participates in the world's top toy fairs .

We always embrace every chance for displaying our new ideas, meet our customers and explore new markets opportunities.





Store Worldwide



Store Worldwide



Rendering



Cooperate Media



Cooperate KOL



我们在家玩什么 | 小男孩的梦中情玩具

医生过家家之前一直是二胎妈妈挚爱游戏，躺着装病人就好~最近发现了比过家家还要省心，连病人都不用装的游戏——男孩们挚爱维修工具组😁男孩川天牛爱拼装，对卡口，拧螺帽🔧，量尺寸，4岁

📝 说点什么...

👍 52 ⭐ 18 💬 21



Community Contribution



Charity & Donation



Team

We are a family.





Thank you



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