

The What's New Guide is divided into the following chapters:

**Products for the trend-conscious**

(includes the product groups Lifestyle products/School Articles, Stationery, Creative Design/Festive Articles, Carnival, Fireworks)

**Toys for the heart**

(includes the product groups Dolls, Soft Toys/Baby and Infant Articles/Wooden Toys, Toys made from Sustainable Materials)

**Novelties for technic fans**

(includes the product groups Technical Toys, Educational Toys, Action Toys/Electronic Toys/Model Construction and Model Railways)

**Hits for outdoor and exercise lovers**

(includes the product groups Sports, Leisure, Outdoor)

**All for game enthusiasts**

(includes the product groups Games, Books, Learning and Experimenting)

**In the subject line, please tell us the product group to which your new product belongs.**

We also need:

- the product name,
- the company name,
- possibly the brand line to which the product belongs,
- the publication date,
- a description in full sentences (max. 450 characters) and
- a product image in 300 dpi resolution

The What's New Guide will be published on the day of the main press conference (22 January 2025). We reserve the right to publish the products.