

playmobil®

EYEWEAR

30
BO OPTIK



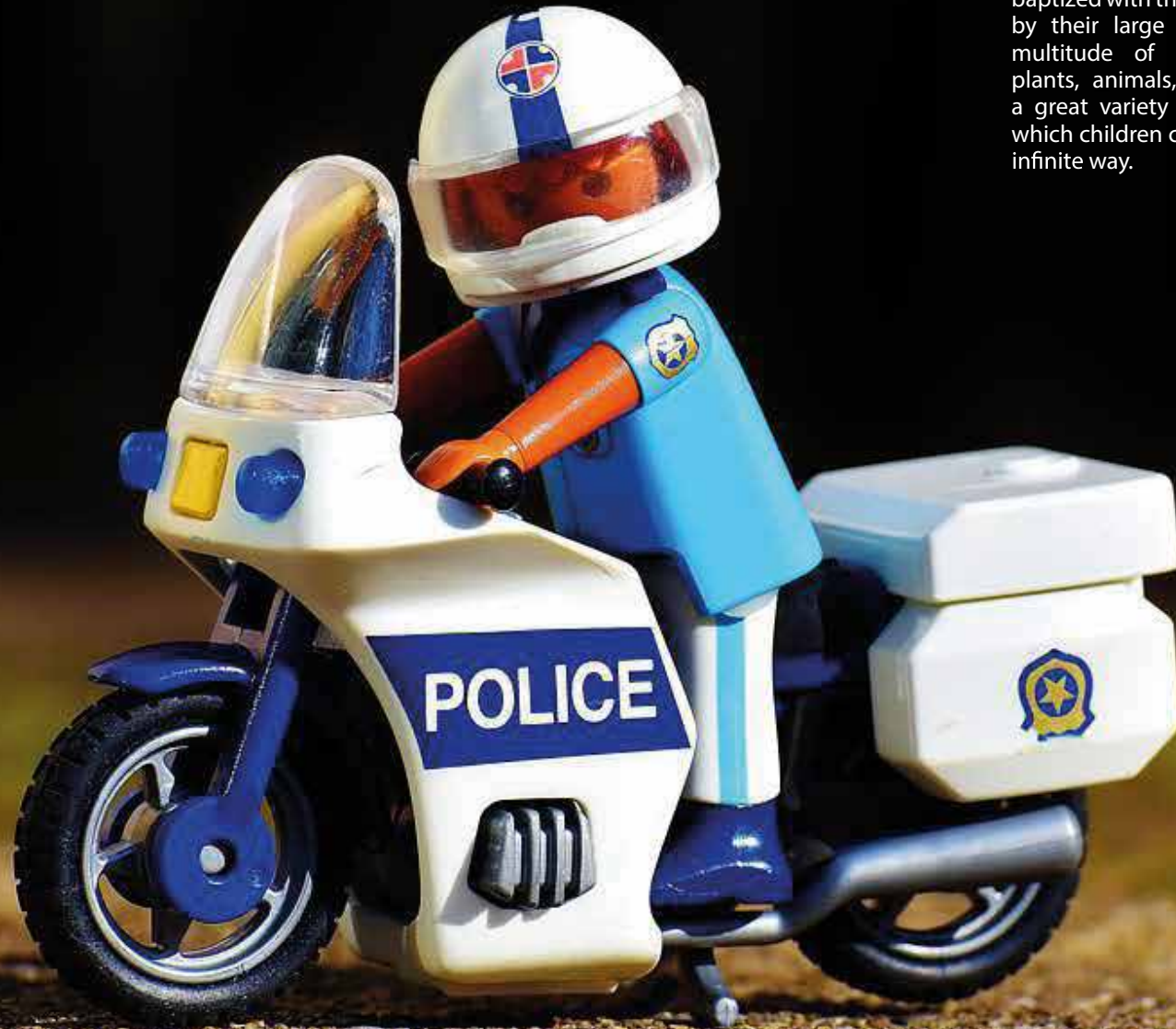
A smile captures the world

Since 1974, the toy system PLAYMOBIL® created by Hans Beck has become a classic of children's playrooms, with its many different play worlds – from a pirate ship to a children's hospital.

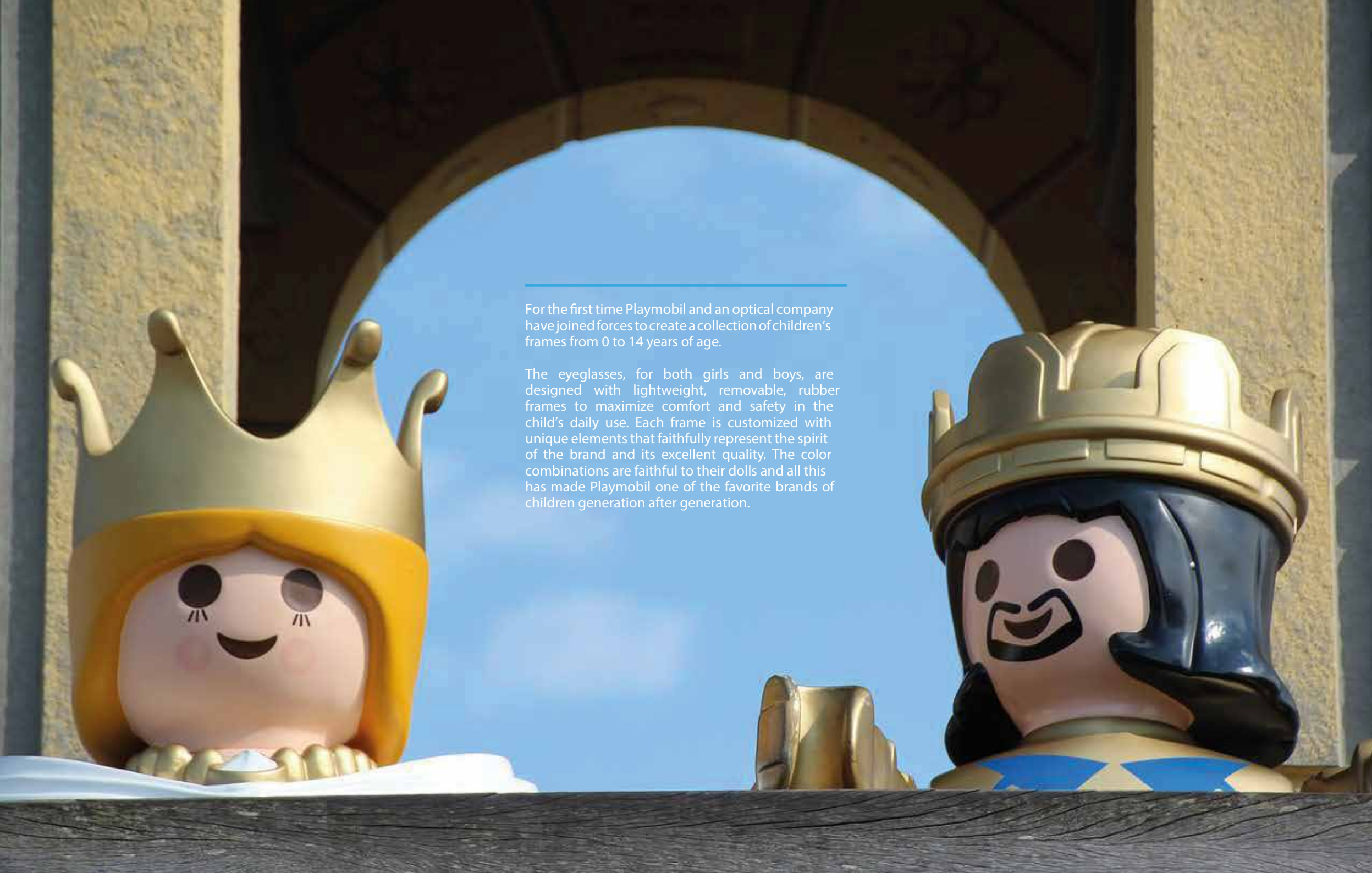




About 3,5 billion of the beloved play figures with the characteristic smile have been produced since then and delight children all over the world. Around 40 different play themes are distributed in approx. 100 countries worldwide. Both parents and educators appreciate the award-winning toy system as a representative of high-value, quality play.



Playmobil has been one of the most famous international toy brands for more than 40 years. Its figures, in the form of 7.5 cm high dolls, were baptized with the name CLICK and are characterized by their large number of moving parts and a multitude of accessories: vehicles, buildings, plants, animals, etc.. This set allows to create a great variety of scenarios and possibilities in which children can develop their imagination in an infinite way.



For the first time Playmobil and an optical company have joined forces to create a collection of children's frames from 0 to 14 years of age.

The eyeglasses, for both girls and boys, are designed with lightweight, removable, rubber frames to maximize comfort and safety in the child's daily use. Each frame is customized with unique elements that faithfully represent the spirit of the brand and its excellent quality. The color combinations are faithful to their dolls and all this has made Playmobil one of the favorite brands of children generation after generation.



THE FATHERS

Horst Brandstätter (1933 – 2015)

Children knew him as “Mr. Playmobil”, but to most of his employees he was simply “HOB”.

Horst Brandstätter, the great-grandchild of company founder Andreas Brandstätter, was the company’s sole owner for three decades. He was among the most distinguished personalities of the German toy industry.

Already in the 1950s, he realized that the future of toy production would be in the field of plastics instead of metal goods. As a result, he restructured the entire manufacturing system of the family business.

At the beginning of the 1970s, Horst Brandstätter asked his chief model maker Hans Beck to develop an entirely new toy system: PLAYMOBIL® was born. With the help of PLAYMOBIL®, Brandstätter’s company went on to become Germany’s top-selling toy manufacturer.

Proof of Brandstätter’s talent for looking ahead and turning his visions into reality can also be seen with the LECHUZA self watering planters, which he successfully established in 2000 as the second pillar of his company.

PLAYMOBIL® head Horst Brandstätter died on June 3, 2015 at the age of 81. His company is continued as a corporate foundation.

THE FATHERS

Hans Beck (1929 – 2009)

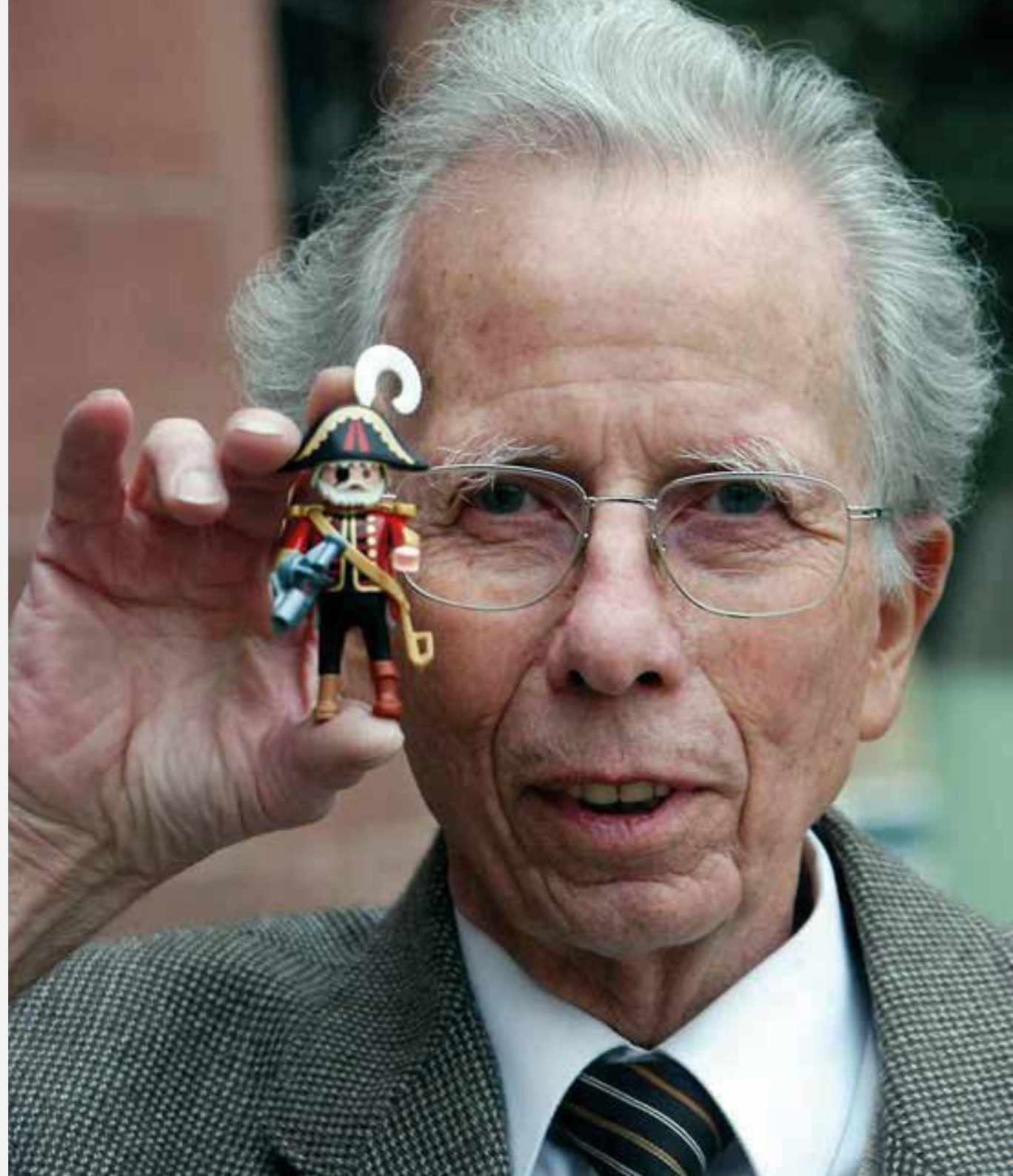
In 1958 Hans Beck applied for a position as a toy developer, or at that time a “model maker,” with geobra Brandstätter. The company’s owner, Horst Brandstätter, selected Mr. Beck from among a number of applicants.

Hans Beck designed innovative products for the company from the start, which considerably contributed to the company’s success. His masterpiece, PLAYMOBIL®, was created in the early 1970s.

As Head of Development, Hans Beck was PLAYMOBIL®’s “Corporate Conscience” for many years. He personally kept a careful watch over new PLAYMOBIL® sets to ensure that they would fit into the play system’s fundamental concept instead of following short-lived trends.

The consumer’s satisfaction was always his most important concern. Mr. Beck retired in 1998. The company geobra Brandstätter commemorates Hans Beck by making certain that he lives on through the continuation of his figures.

The PLAYMOBIL® R&D team, under the direction of Mr. Uwe Reuter since 2014, is continuing Mr. Beck’s life’s work.



1867



Andreas Brandstätter founds the company bearing his name in Fürth in Bavaria for the production of ornamental casket fittings and locks.

1908



His son Georg takes over from him, changing the name into geobra, an acronym made up from his name, Georg Brandstätter.

1921



The company moves to Zirndorf, the next-door village, where the company's headquarters are still located today. The company manufactures and distributes toys and other products made of metal.

HISTORY

The late sole owner, Horst Brandstätter, joins the company. Mainly telephones, piggy banks, cash registers and scales for toy shops – all made of sheet metal, later of plastic, are produced. Over the years, the company expands with several toys and leisure products, e.g. the famous hula hoop, water ski and pedal tractors.

1952

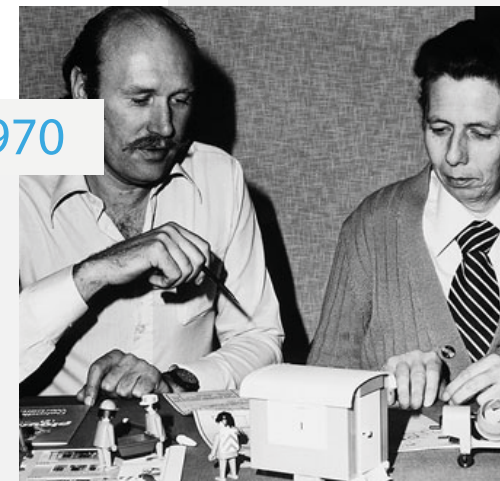


1958



The oil crisis and the cost pressure from low-cost countries start to affect the company. Horst Brandstätter realises that this is the right moment for a completely new play idea.

1970



The oil crisis and the pressure on costs made Horst Brandstätter consider it the perfect time to develop and complete Hans Beck's new idea. It was Mr. Beck who developed the design of our "clicks" .

1974



PLAYMOBIL® is introduced. At the request of his boss, Hans Beck had been busy developing a new play system since 1971. Beck's new idea focuses on the 7.5 cm PLAYMOBIL® figure.

1976



The Malta subsidiary takes over production of the PLAYMOBIL® figures, which are made up of seven components and are assembled by hand. Today most of these are machine-made and PLAYMOBIL® Malta has an annual capacity of 100 million figures.

1980



Pin the 1980s, to meet the rising global demand, PLAYMOBIL® sets up sales companies in France, the Benelux countries (Belgium, Netherlands, Luxembourg), England, Italy, Canada and the USA.

Move to the new DM 50 million headquarters for Development, Marketing and Sales in Zirndorf. Exhibition space and play areas are opened up right next door – the start of the PLAYMOBIL-FunPark.

1990



2000



Geobra Brandstätter introduces a new segment with its LECHUZA brand. Owner Horst Brandstätter finds a successor to lead the company, Andrea Schauer, but he remains an executive partner and continues to play an entrepreneurial role.

2004



PLAYMOBIL® celebrates its 30th anniversary. It has established itself as a classic in the toy world.

2010



PLAYMOBIL®'s global sales exceed the "half-billion mark" for the first time, with a turnover of 507 million euros . geobra Brandstätter is Germany's largest toy manufacturer, with a market share of 8%.

PLAYMOBIL® figures celebrate their 40th anniversary.

2014



2012



Throughout the past decades Horst Brandstätter has continuously invested in new production facilities. In 2012 a new high-rack warehouse and a new injection moulding plant come into operation at the Diethofen location at a cost of 25 million euros.

2015



The company's sole owner, Horst Brandstätter, passes away on 3rd June at the age of 81 years. His company continues as a corporate foundation.

2013



With investments of 100 million euros in 2013, company owner Horst Brandstätter paves the way for his company to remain the largest German toy manufacturer. In May, the groundbreaking for a new PLAYMOBIL logistics center in Herrieden takes place.

2018



More than 3 billion figures have found their way into children's rooms worldwide, and more than 5,700 different figures have been created since 1974.



DISTRIBUTORS

ARGELIA	ANGOLA	ARGENTINA
ARMENIA	AUSTRALIA	BAHRAIN
BELARUS	BOLIVIA	BRAZIL
BULGARIA	CAMBODIA+LAOS	CHILE
CHINA	DEM. REP. CONGO	COSTA RICA
CROATIA	COLOMBIA	RP. DOMINICANA
ECUADOR	EGYPT	KENIA
GEORGIA	HONG KONG	ICELAND
INDIA	INDONESIA	ISRAEL
JAPAN	JORDAN	KUWAIT
LEBANON	MADAGASCAR	MALAYSIA
MAURITIUS	REP.MOLDOVA	MONGOLIA
MOROCCO	NEW ZELAND	OMAN
PAKISTAN	PERU	PHILIPPINES
QATAR	REP. KOREA	REP. SERBIA
ROMANIA	RUSSIA	SLOVENIA
SOUTH AFRICA	TAIWAN	THAILAND
TUNISIA	TURKMENISTAN	TURKEY
ULRAINE	UZBEKISTAN	UNITED ARAB
URUGUAY	VIET NAM	EMIRATES
		YEMEN

SUBSIDIARIES

AUSTRIA	CANADA	PLAYMOBIL FRANCE
GREECE	ITALY	MALTA
MEXICO	NORTHERN-EUROPE	SPAIN
SWITZERLAND	POLAND	UNITED KINGDOM
	USA	

CONCEPTUAL VALUES

COLOR

Commercial styles.

HIGH QUALITY

Small and wider gauges to cover different ages.

TECHNICAL

Double injection with rubber on the inside of the front and rods.

LIGHTWEIGHT

Screwless hinges, flexible and easy to replace, if necessary.

FUN

Adaptable terminals for a perfect fit.

Fun with Playmobil characters.

CONCEPTS

"PLAY FLEX" ultraflexible

TR90 + Rubber tip

180° Flex

"LONG RUBBER TIP" with acetate front

Rubber TEMPLE with acetate front

Elastic band

Fun, colorful, flexible and comfortable, THIS IS THE PLAYMOBIL COLLECTION

27 models (132 sku's)

Materials:

High density TR 90 injection.
"Play Rubber" injection (ultraflexible special material).

Acetate.

TR 90 Clip On injection.

Double injection rubber.

Target:

Girls and boys from 0 to 14 years old.

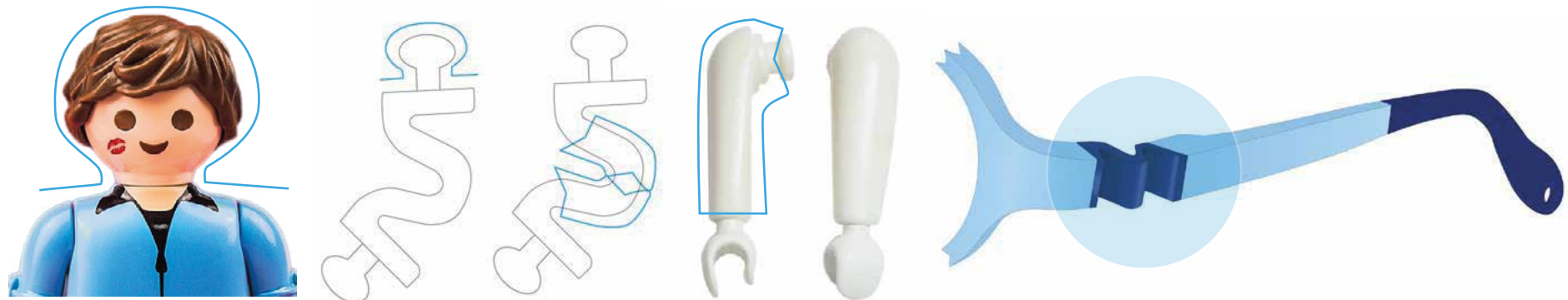
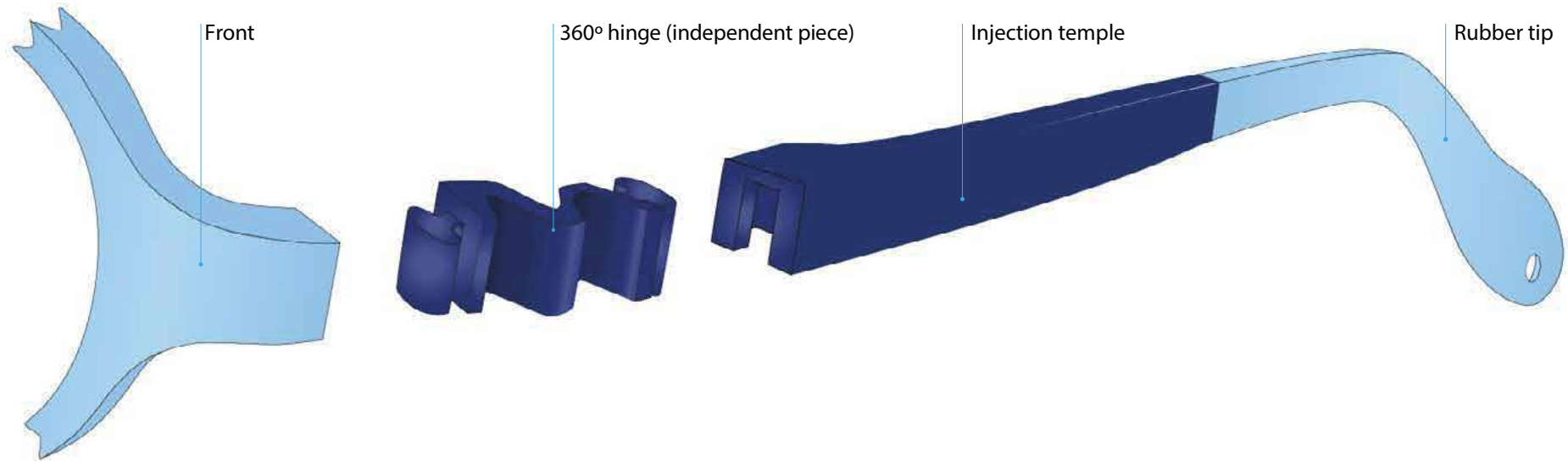
Technical details designed to make its use more comfortable.



"PLAY FLEX"

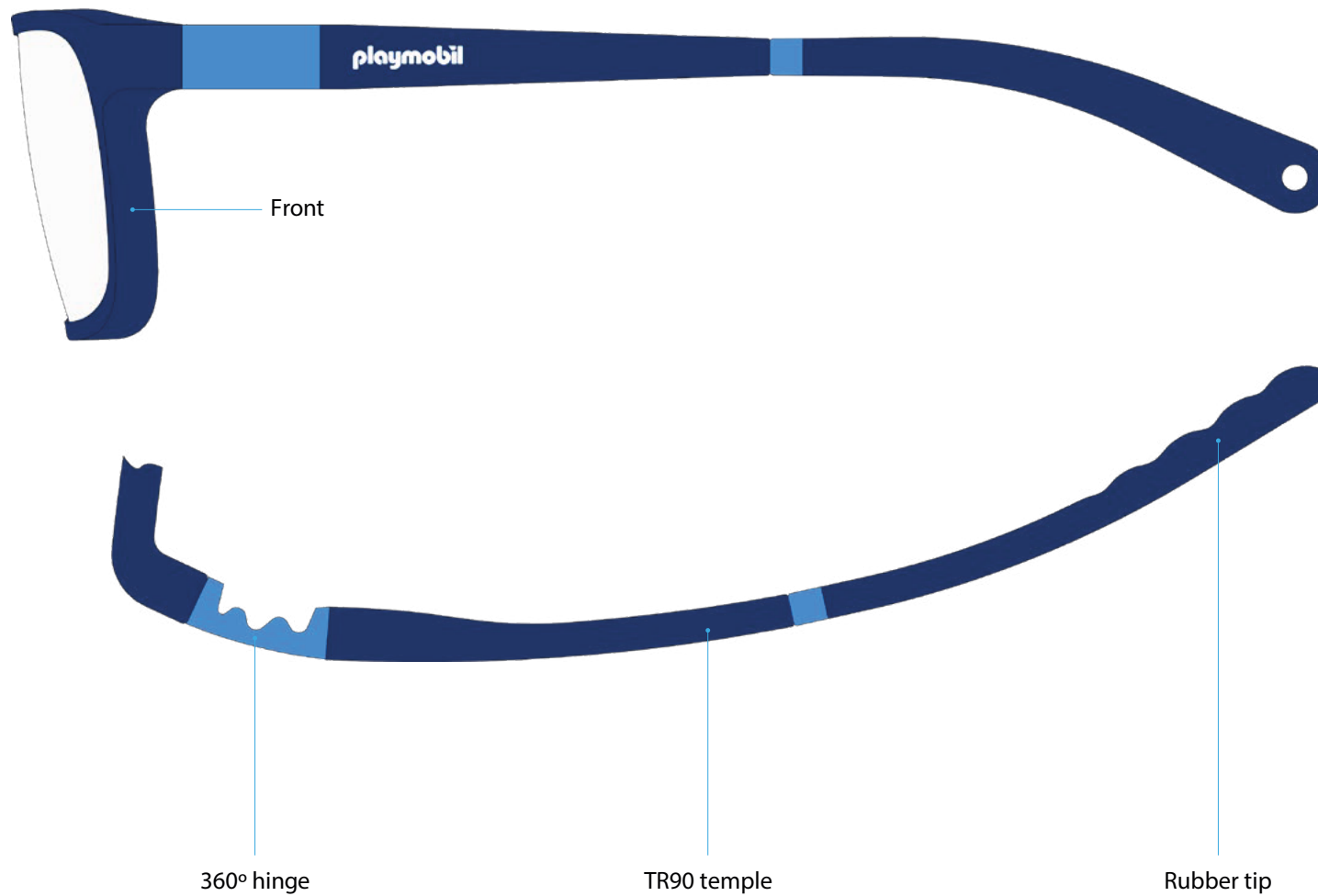
SUBJECTS USED

PLAY RUBBER material: the brand's exclusive, ultra-flexible, high-strength material that guarantees the child's protection and reduces breakage rates to a minimum.



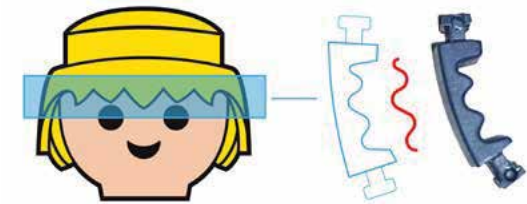
TR90 + RUBBER TIP

Inspired by the curves of dolls' faces.
TR90 frame with double rubber injection on bridge and temples.



MATERIALS & SPECS

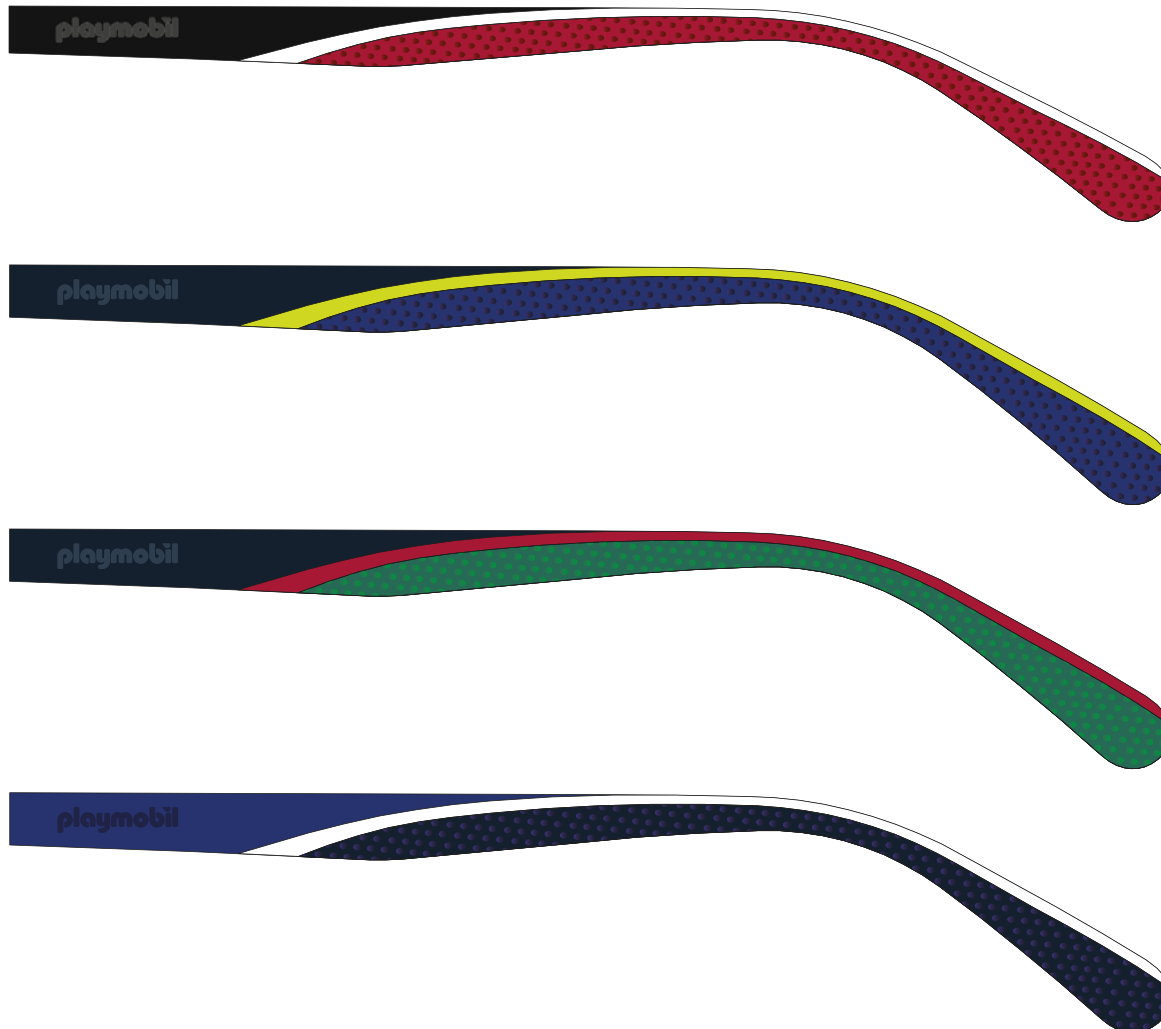
- Frame: TR90 + rubber injection
- Hingeless temple
- Temple: TR90
- Rubber tip



RUBBER TEMPLE WITH ACETATE FRONT

Inspired by playmobil rubber accessories.
Double injection rubber rod.
Adaptable.

SUBJECTS USED



MATERIALS Y SPECIFICATIONS

Resistant and adaptable goggles.

Rubber temple with sporty style.

Acetate front.

Textured.

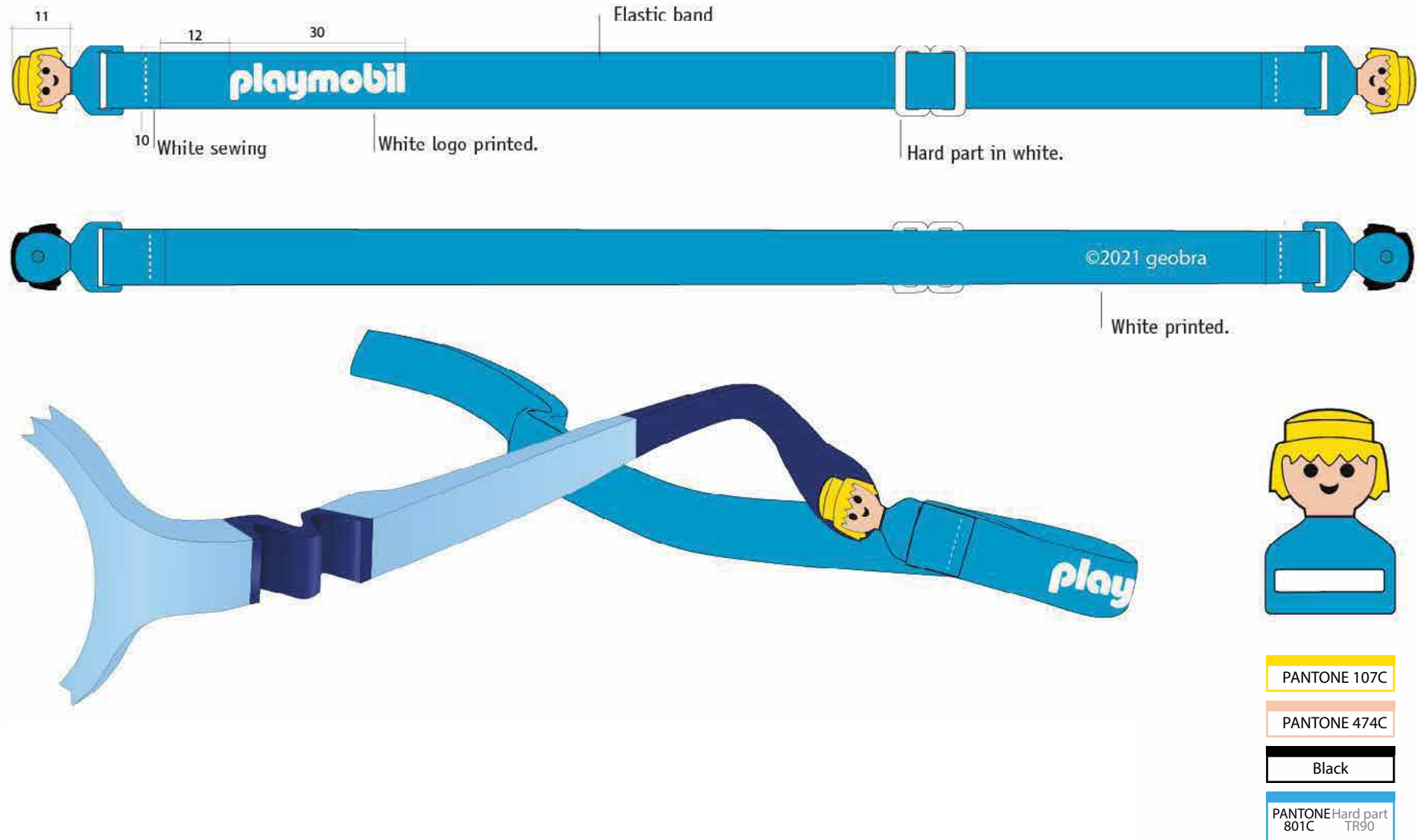
Embossed logo.

From 12 to 18 years old.

Boys and girls.

"ELASTIC BAND"

Removable elastic band, ideal for the perfect fastening of the frame in any activity of the children in the day to day.



REGULAR COLLECTION

PY23067

ACETATE



45



15



135



C. 512



C. 612

PY23065

ACETATE



46



15



135



C. 545



C. 612

PY23064

ACETATE



47



15



135



C. 512



C. 535



C. 543

PY23053
PLAY FLEX


47


20


135



C. 512



C. 554



C. 653

 Unbreakable

 Hypoallergenic

PY23052
PLAY FLEX



50



17



130



Unbreakable



Hypoallergenic



C. 544



C. 613



C. 643

PY23050
PLAY FLEX



38



15



115



C. 546



C. 567



C. 646



C. 667



Unbreakable



Hypoallergenic

PY23048

PLAY FLEX



47



16



135



Unbreakable



Hypoallergenic



C. 512



C. 543

PY23044
PLAY FLEX



36



16



130



C. 543



C. 585



C. 840



Unbreakable



Hypoallergenic

PY23043
PLAY FLEX



48



16



130



C. 543



C. 585



C. 840



Unbreakable



Hypoallergenic

PY23041
ACETATE



49



16



135



C. 541



C. 545

PY23035

ACETATE



48



16



135



C. 512



C. 545

PY23032

ACETATE



50



16



135



C. 511



C. 545

PY23028

ACETATE



50



16



135



C. 545



C. 565



C. 566

PY23024

ACETATO



49



16



135



C. 514



C. 643

PY23018
PLAY FLEX



50



14



135



Unbreakable



Hypoallergenic



C. 512



C. 549



C. 860
GLOW

PY23016
PLAY FLEX



44



14



130



C. 546



C. 586



C. 860
GLOW

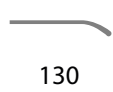


Unbreakable



Hypoallergenic

PY23012
PLAY FLEX



C. 538



C. 545



C. 546



C. 575



C. 840
GLOW

PY23011
PLAY FLEX



 Unbreakable

 Hypoallergenic



PY23009
PLAY FLEX



C. 546



C. 665



C. 565



C. 646



1



2



CASES

- 1. Boy Regular collection.
Ref. ESTPYB
- 2. Girl Regular collection
Ref. ESTPYP


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