

SWEDISH  
DESIGN

# VIKINGTOYS



2020 UK Range





Welcome to...  
**VIKINGTOYS**<sup>®</sup>  
...in the UK!

Based in Sweden, Viking Toys is a small, family-run toy company with a big heart. Each toy that features the Viking Toys' colourful logo is designed and manufactured with care and love. When the company was founded in 1974, it was based upon a dream to create the **safest** and most **durable** toys on the market - toys with open-ended play value, to enable children to **develop their imaginations**. That dream still inspires and defines the company today!

**"Our mission has always been to produce toys that are a sustainable alternative and an antidote to the prevailing throwaway culture, toys made to withstand play from one child to the next, year after year... these toys are so strong, they are almost indestructible!"**

Inside Out Toys Ltd is also a family owned and run business, originally established in 2012. We launched jumini - our own brand of brightly coloured wooden toys - in 2016, followed by the Studio Circus collection of pastel coloured wooden toys in 2019, and have been actively looking for other brands to add to our portfolio. Earlier this year we finalised a partnership with Tikiri Toys to become UK Distributor for their beautiful natural rubber and organic cotton baby toys. Recognising the desire for sustainability, we are excited to be able to bring this range of fully recyclable toys to the United Kingdom.

We hope you will love Viking Toys and the Ecoline as much as we do and look forward to providing you with some safe, strong, sustainable toys for your customers soon.

**Julian & Nikki Garner**



100%  
recyclable...



# VIKING TOYS<sup>®</sup>

## CLASSIC

### Classic Line – non-toxic recyclable toys

We believe there is still a place for plastic toys, those which are **strong and durable enough to last a lifetime** allowing them to be handed down to friends and family. Viking Toys are made from virgin raw materials to guarantee the highest possible quality and are **free from toxic substances**.



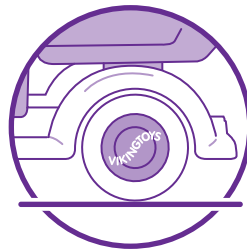
**Soft** – Smooth soft, pliable plastic with round forms.



**Simple** – Awaken your child's imagination and entice them to play.



**Safe** – European and American standard - NO phthalates.



**Silent** – Runs silently and does not damage floors.



**Strong** – Heavy duty with thick walls and rustproof steel axles.





## Pastel Maxi Trucks CDU

**Pieces:** 16pcs - 5 models  
**Size:** 14cm

Item No. 1064



## Pastel Mini Chubbies Gift Box

**Pieces:** 7pcs  
**Size:** 7cm

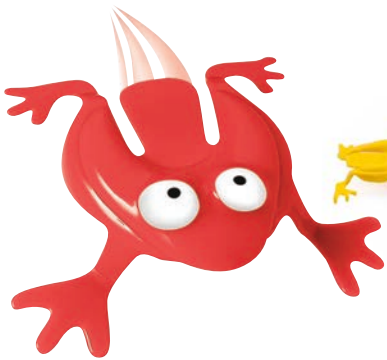
Item No. 81129



# Froghoppers

Pieces: 16pcs

Item No. 1101



# Midi Tipper Truck

Size: 21cm

Item No. 781230





Dishwasher  
safe...





Toxic free...





# Midi Tractor

Size: 21cm

Item No. 781232



# Midi Tractor and Trailer with Animals

Size: 42cm

Item No. 781234



# Jumbo Tractor with 1 Figure

Size: 28cm

Item No. 781255



# Jumbo Cement Mixer with 2 Figures

Size: 28cm

Item No. 781253





# Jumbo Fire Truck with 2 Figures

Size: 28cm

Item No. 781251





100% recyclable...





# Jumbo Plane with 2 Figures

Size: 30cm

Item No. 781270



# Jumbo Helicopter with 2 Figures

Size: 30cm

Item No. 781272



# Jumbo Safari Truck with Guide and Animals

Size: 28cm

Item No. 81268





# Jumbo Tipper Truck with 2 Figures

Size: 28cm

Item No. 781250



# Jumbo Bin Lorry with 2 Figures

Size: 28cm

Item No. 781256



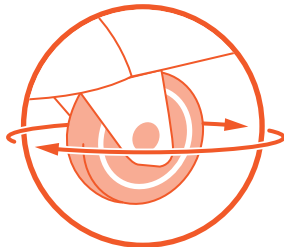
# CUTE RIDERS

- the perfect ride-on toy!

Cute Riders are perfect for children aged 1 to 5 years. This toy helps to develop children's balance and mobility - the 360° wheels allow easy manoeuvrability and are designed to roll quietly across the floor. **Great fun and practical storage for other toys!**



Practical storage



Wheels turn 360°



Max weight 40kg

## Cute Rider Mouse

Size: 50cm x 29cm

Item No. 81976





## Cute Rider Panda

Size: 50cm x 29cm

Item No. 81973



## Cute Rider Bunny

Size: 50cm x 29cm

Item No. 81975



# VIKINGTOYS®

## ECOLINE

**Ecoline – an eco-friendly collection of sustainable toys to trust.**

Ecoline combines Viking Toys' timeless design of durable non-toxic toys with an oil-free, plant-based material made from sugar cane – taking sustainability a step further.







**Reduced CO2 emissions** – sugar cane is renewable and it absorbs more carbon dioxide while growing, than when it's turned into bio-ethylene for Ecoline toys.



**Sustainability** – 'the antidote to throwaway culture', these high quality durable and robust toys are made to last a lifetime.



**Caring for the environment** – the Viking Toys factory is ISO14001 certified, meeting all relevant environmental management system regulations.



**BPA free** – all the materials in Viking Toys are free from substances harmful to the environment and human health.



**Recyclable** – bio-ethylene is 100% recyclable, alongside normal plastic. So, at the end of its life, an Ecoline toy can be put into the plastic recycling bin.



**Recycled Packaging** – reducing material consumption is important to Viking Toys, which is why their gift boxes are made from recycled material.



## Ecoline Chubbies CDU

Pieces: 13 models - 30pcs

Size: 10cm

Item No. 20-1149



## Ecoline Maxi CDU

Pieces: 5 models - 16pcs

Size: 14cm

Item No. 20-1061





# Ecoline Mini Chubbies - Gift Box

**Pieces:** 7pcs  
**Size:** Mix 7cm

Item No. 20-81119



## Ecoline Midi Tractor

Size: 21cm

Item No. 20-81232



## Ecoline Midi Tipper Truck

Size: 21cm

Item No. 20-81230





Made from  
sugar cane...







We want the kids of tomorrow to be able to play in a clean and beautiful world.

So we decided to do our bit and create the 'EVERY JUMBO PLANTS A TREE' project.

## Ecoline Jumbo Tipper Truck

Size: 28cm

Item No. 20-81250







Everytime someone purchases one of our Ecoline Jumbo toys Viking Toys plants a tree.

Together with the non-profit organisation 'One Tree Planted' we're making our planet happy.

## Ecoline Jumbo Recycling Truck

Size: 28cm

Item No. 20-81280



# Ecoline Jumbo Tractor

Size: 28cm

Item No. 20-81255



# Ecoline Jumbo Fire Truck

Size: 28cm

Item No. 20-81251







Toxic free...



Tested and  
approved by  
our Vikings!

Soft, Simple, Safe, Silent, Strong...



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