



playmobil®
EYEWEAR

OPTIM

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.

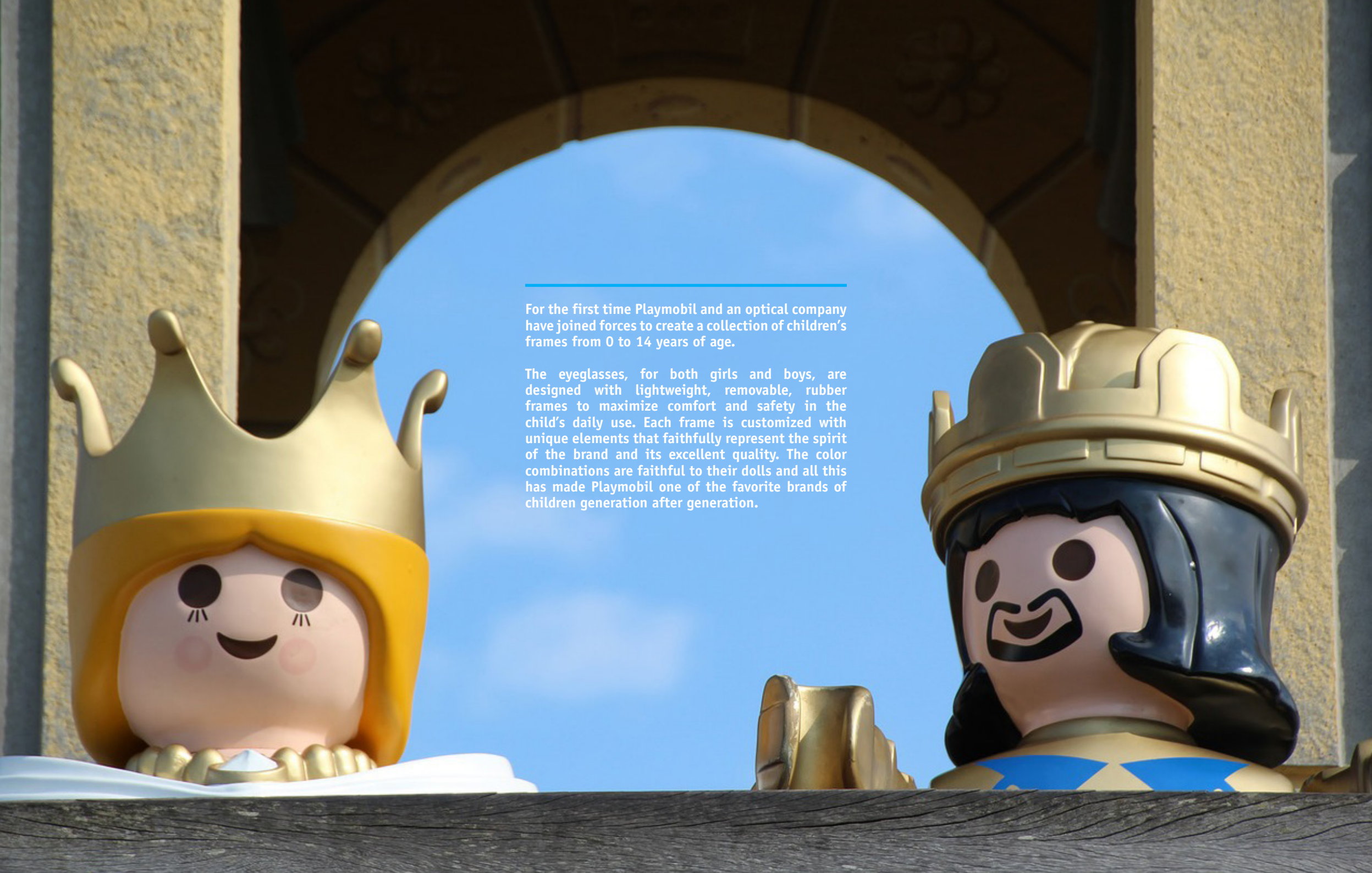




About 3,5 billion of the beloved play figures with the characteristic smile have been produced since then and delight children all over the world. Around 40 different play themes are distributed in approx. 100 countries worldwide. Both parents and educators appreciate the award-winning toy system as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

A Playmobil Queen and King are positioned in a stone archway. The Queen, on the left, has blonde hair and wears a gold crown and a gold necklace. The King, on the right, has dark hair and a beard, wearing a gold crown and a blue and gold tunic. They are both smiling. The background is a bright blue sky with some light clouds.

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.

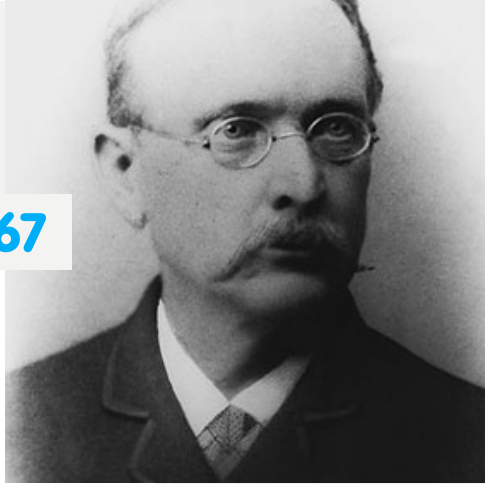
As Head of Development, Hans Beck was PLAYMOBIL®’s “Corporate Conscience” for many years. He personally kept a careful watch over new PLAYMOBIL® sets to ensure that they would fit into the play system’s fundamental concept instead of following short-lived trends.

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.

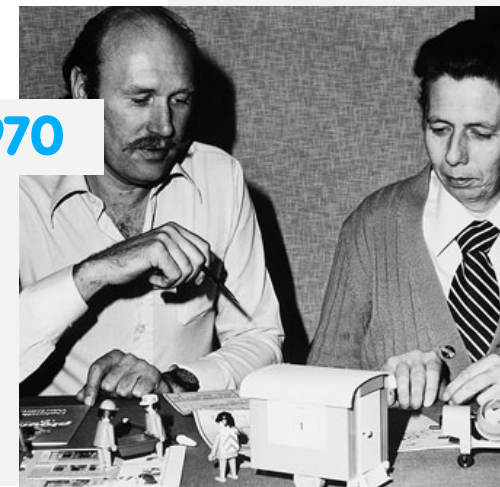
1952



1958



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



In 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%.

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 Dietenhofen location at a cost of 25 million euros.

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.

PLAYMOBIL® figures celebrate their **40th** anniversary.

2014



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.

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
ARMENIA
BELARUS
BULGARIA
CHINA
CROATIA
ECUADOR
GEORGIA
INDIA
JAPAN
LEBANON
MAURITIUS
MOROCCO
PAKISTAN
QATAR
ROMANIA
SOUTH AFRICA
TUNISIA
ULRAINE
URUGUAY

ANGOLA
AUSTRALIA
BOLIVIA
CAMBODIA+LAOS
DEM. REP. CONGO
COLOMBIA
EGYPT
HONG KONG
INDONESIA
JORDAN
MADAGASCAR
REP.MOLDOVA
NEW ZELAND
PERU
REP. KOREA
RUSSIA
TAIWAN
TURKMENISTAN
UZBEKISTAN
VIET NAM

ARGENTINA
BAHRAIN
BRAZIL
CHILE
COSTA RICA
RP. DOMINICANA
KENIA
ICELAND
ISRAEL
KUWAIT
MALAYSIA
MONGOLIA
OMAN
PHILIPPINES
REP. SERBIA
SLOVENIA
THAILAND
TURKEY
UNITED ARAB
EMIRATES
YEMEN

SUBSIDIARIES

AUSTRIA
GREECE
MEXICO
SWITZERLAND

CANADA
ITALY
NORTHERN-EUROPE
POLAND
USA

PLAYMOBIL FRANCE
MALTA
SPAIN
UNITED KINGDOM

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, colorfull, exible 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.

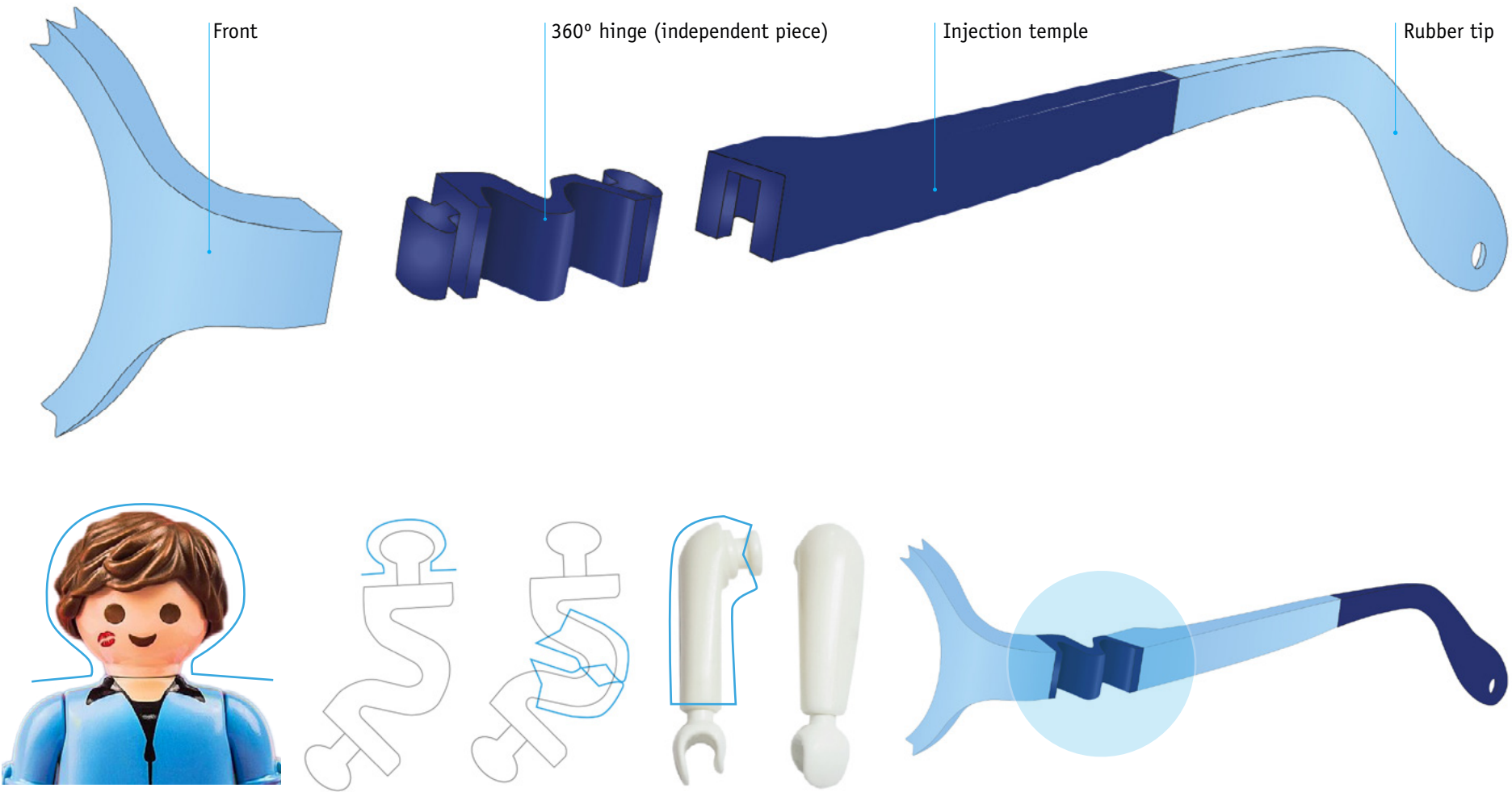
Technical details designed to make its use more comfortable.



“PLAY FLEX”

SUBJECTS USED

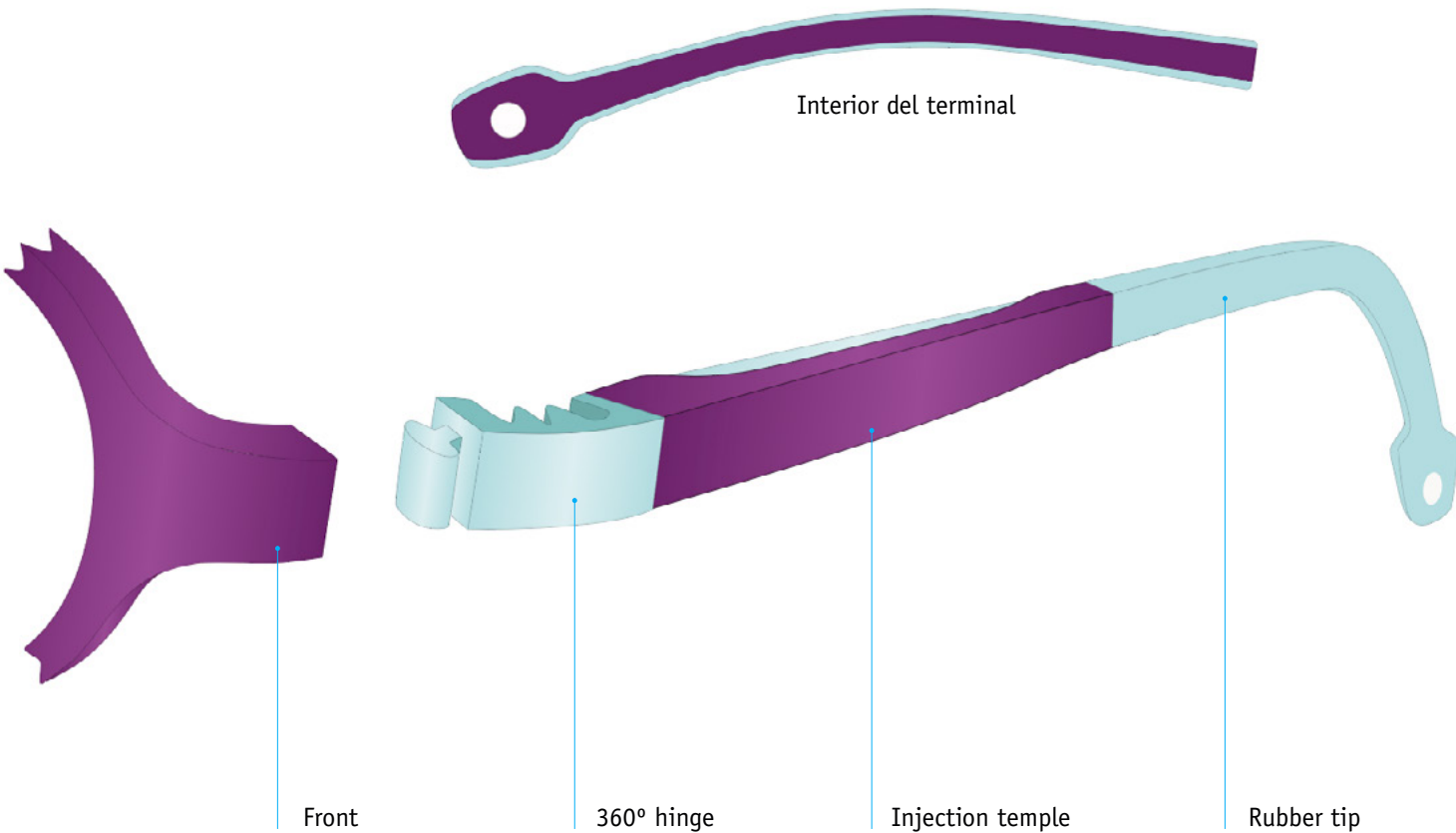
PLAY RUBBER material: the brand’s exclusive, ultra-flexible, high-strength material that guarantees the child’s protection and reduces breakage rates to a minimum.



TR90 + RUBBER TIP

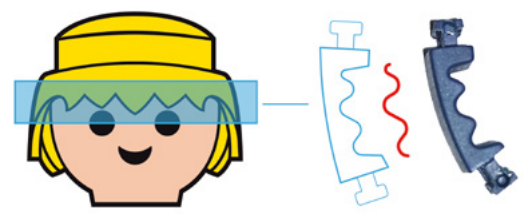
SUBJECTS USED

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



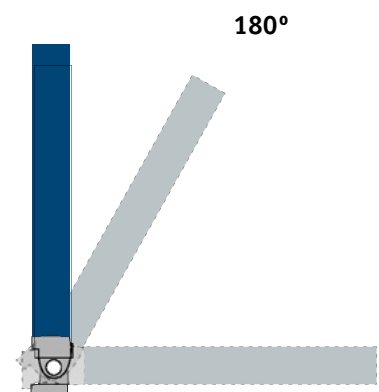
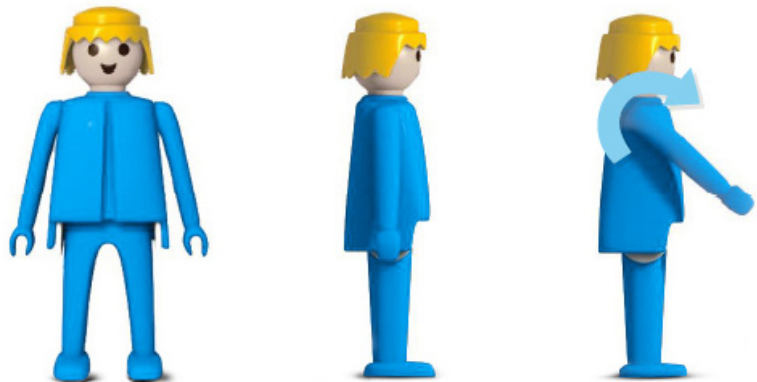
MATERIALS Y SPECIFICATIONS

- Strong and adaptable eyewears.
- Screwless hinge, smooth and easy to replace.
- Double injection, TR90 + rubber, inside the bridge and temples.
- From 6 to 18 years old.
- Boys and girls.



180° FLEX

Playmobil has a unique arm movement.
This is reflected in the design of the rod with a 180° flex.
It is complemented by the Clip On.

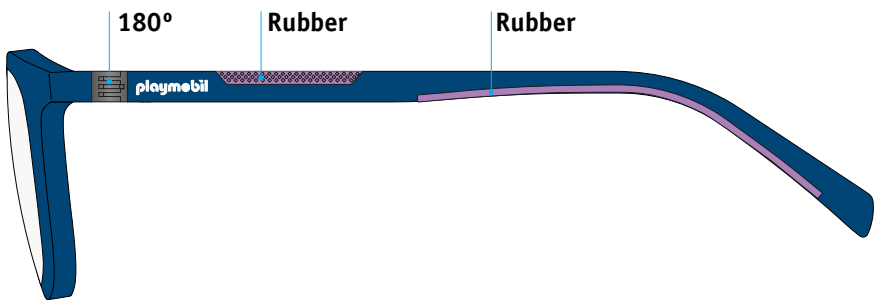


MATERIALS Y SPECIFICATIONS

TR90 + double rubber injection.
Clip-on complement with polarized
lens. 8 to 14 years old.
Boys and girls.



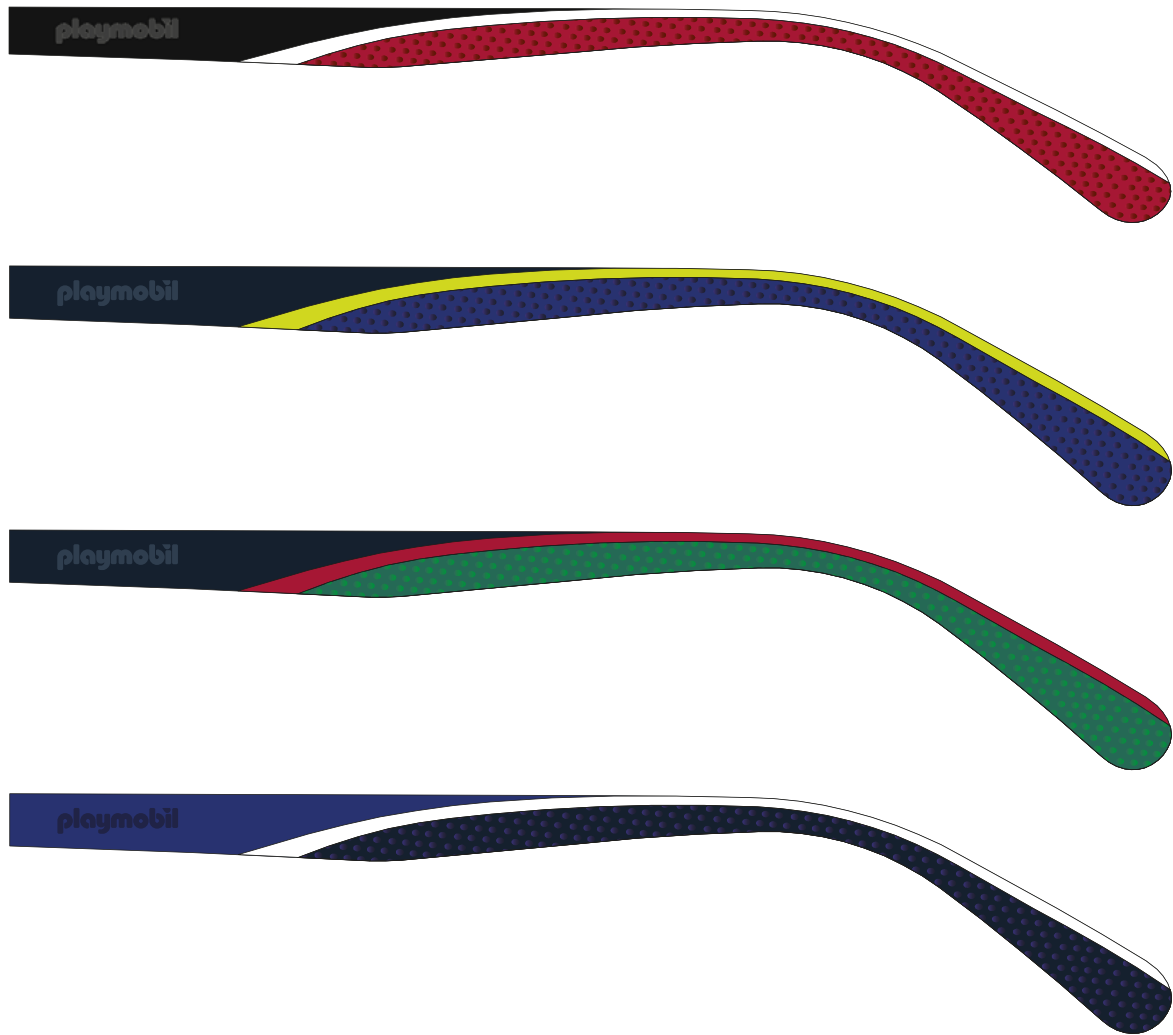
Two frames in one piece
(Clip On Concept)



RUBBER TEMPLE WITH ACETATE FRONT

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

SUBJECTS USED

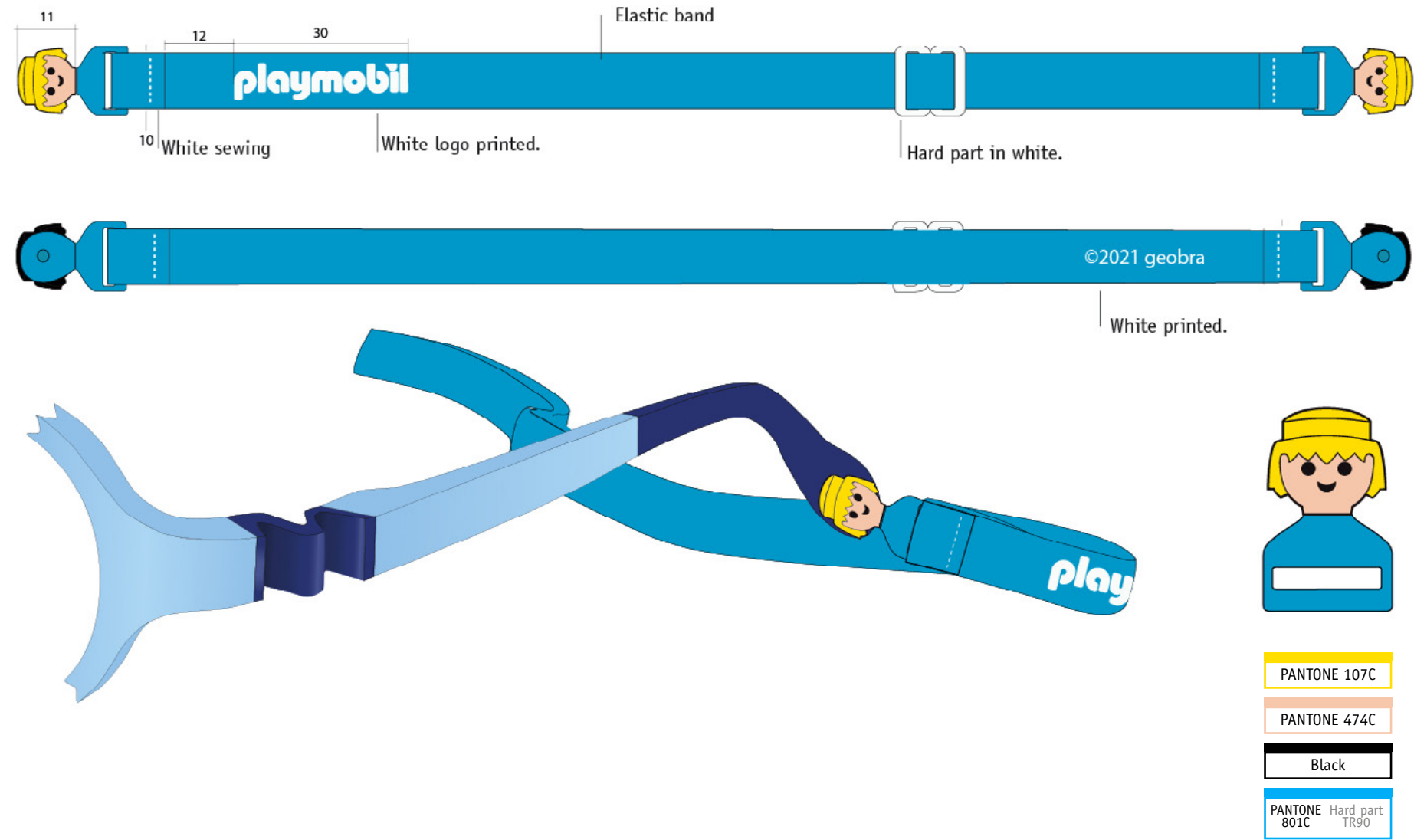


MATERIALS Y SPECIFICATIONS

- 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

PY23052

PLAY FLEX



50



17



130



C. 512



C. 542



C. 543



C. 575



C. 612



C. 642



C. 643



C. 675

PY23051

PLAY FLEX



44



16



115



C. 541



C. 562



C. 575



C. 641



C. 662



C. 675

PY23050

PLAY FLEX



38



15



115



C. 537



C. 546



C. 567



C. 637



C. 646



C. 667

PY23049

ACETATE



47



16



135



C. 511



C. 541



C. 543



C. 645

PY23048

ACETATE



47



16



135



C. 511



C. 543



C. 545



C. 641

PY23047

ACETATE



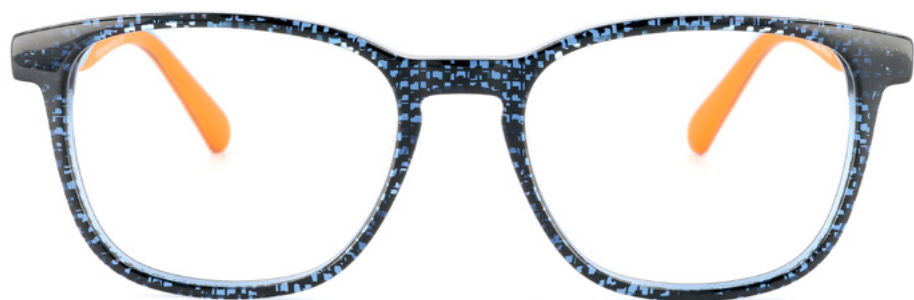
47



16



135



C. 511



C. 541



C. 543



C. 545

PY23046

ACETATE



48



17



135



C. 543



C. 545



C. 575



C. 641

PY23045

ACETATE



50



16



135



C. 512



C. 515



C. 543



C. 544

PY23044

PLAY FLEX



46



16



130



C. 541



C. 542



C. 543



C. 575



C. 641



C. 642

PY23044

PLAY FLEX



46



16



130



C. 643



C. 675



C. 840



C. 940



PY23043

PLAY FLEX



48



16



130



C. 541



C. 542



C. 543



C. 575



C. 641



C. 642

PY23043

PLAY FLEX



48



16



130



C. 643



C. 675



C. 840



C. 940

PY23042

ACETATE



50



15



135



C. 531



C. 553



C. 563



C. 564



C. 565



C. 566

PY23041

ACETATE



49



16



135



C. 513



C. 517



C. 541



C. 545

PY23040

ACETATE



50



16



135



C. 513



C. 541



C. 545



C. 575

PY23039

ACETATE



50



15



135



C. 513



C. 514



C. 517



C. 545

PY23038

PLAY FLEX



46



15



130



C. 556



C. 557



C. 566



C. 586



C. 656



C. 657



C. 666



C. 686

PY23037

ACETATE



50



15



135



C. 511



C. 512



C. 545



C. 643

PY23036

ACETATE



51



16



135



C. 515



C. 543



C. 545



C. 612

PY23035

ACETATE



48



16



135



C. 512



C. 515



C. 543



C. 545

PY23034

ACETATE



50



17



135



C. 511



C. 512



C. 543



C. 645

PY23033

ACETATE



51



16



135



C. 512



C. 545



C. 643

PY23032

ACETATE



50



16



135



C. 511



C. 535



C. 545



C. 612

PY23031

ACETATE



50



15



135



C. 512



C. 531



C. 565



C. 566

PY23030

ACETATE



49



15



135



C. 512



C. 531



C. 565



C. 566

PY23029

ACETATE



50



15



135



C. 512



C. 545



C. 555



C. 565

PY23028

ACETATE



50



16



135



C. 545



C. 556



C. 565



C. 566

PY23024

ACETATE



49



16



135



C. 511



C. 512



C. 543



C. 544

PY23018

PLAY FLEX



50



14



135



C. 512



C. 553



C. 555



C. 557



C. 563



C. 566



C. 567



C. 612



PY23018

PLAY FLEX



50



14



135



C. 653



C. 655



C. 657



C. 663



C. 666



C. 667



C. 860
GLOW



C. 960
GLOW



PY23017

PLAY FLEX



48



14



135



C. 512



C. 553



C. 555



C. 557



C. 563



C. 566



C. 567



C. 612

PY23017

PLAY FLEX



48



14



135



C. 653



C. 655



C. 657



C. 663



C. 666



C. 667

PY23016

PLAY FLEX



44



14



130



C. 553



C. 556



C. 557



C. 562



C. 565



C. 566



C. 586



C. 653



PY23016

PLAY FLEX



44



14



130



C. 656



C. 657



C. 662



C. 665



C. 666



C. 686



C. 860
GLOW



C. 960
GLOW



PY23012

PLAY FLEX



47



16



130



C. 542



C. 543



C. 544



C. 545



C. 546



C. 547



C. 575



C. 642



PY23012

PLAY FLEX



47



16



130



C. 643



C. 644



C. 645



C. 646



C. 647



C. 675



C. 840
GLOW



C. 940
GLOW



PY23011

PLAY FLEX



45



15



130



C. 541



C. 542



C. 543



C. 544



C. 545



C. 546



C. 547

PY23011

PLAY FLEX



45



15



130



C. 575



C. 641



C. 642



C. 643



C. 644



C. 645

PY23011

PLAY FLEX



45



15



130



C. 646



C. 647



C. 675



C. 840
GLOW



C. 640
GLOW

PY23010

PLAY FLEX



42



15



115



C. 546



C. 556



C. 565



C. 646



C. 656



C. 665

PY23009

PLAY FLEX



40



16



115



C. 546



C. 556



C. 565



C. 646



C. 656



C. 665

SUN COLLECTION

PY33012

INJECTION



48



17



130



C. 511



C. 512



C. 541



C. 543



C. 612



C. 675

PY33016

INJECTION



49



19



135



C. 511



C. 512



C. 536



C. 553



C. 575



C. 575

PY33017

INJECTION



47



16



135



C. 511



C. 541



C. 612



C. 613



C. 634



C. 645

PY33018

INJECTION



50



17



110



C. 611



C. 612



C. 613



C. 641



C. 643



C. 675

PY33019

INJECTION



44



18



115



C. 641



C. 643



C. 645



C. 653



C. 655



C. 662



C. 675

PY33020

INJECTION



50



15



135



C. 511



C. 512



C. 595



C. 612



C. 643



C. 675

PY33021

INJECTION



54



12



112



C. 612



C. 613



C. 615



C. 633



C. 645



C. 674

CLIP ON COLLECTION

PY33007

TR90 CLIP ON
POLARIZED



48



16



135



C. 567



C. 652



C. 655



C. 658

PY33006

TR90 CLIP ON
POLARIZED



47



15



135



C. 542



C. 641



C. 643



C. 675



PY33005

TR90 CLIP ON
POLARIZED



51



16



135



C. 612



C. 631



C. 641



PY33005

TR90 CLIP ON
POLARIZED



51



16



135



C. 643



C. 675



PY33004

TR90 CLIP ON
POLARIZED



51



16



135



C. 653



C. 654



C. 656



PY33004

TR90 CLIP ON
POLARIZED



51



16



135



C. 665



C. 666



PY33003

TR90 CLIP ON
POLARIZED



47



18



135



C. 541



C. 644



C. 646



PY33003

TR90 CLIP ON
POLARIZED



47



18



135



C. 647



C. 675



PY33002

TR90 CLIP ON
POLARIZED



49



16



135



C. 574



C. 644



C. 645

PY33002

TR90 CLIP ON
POLARIZED



49



16



135



C. 646



C. 647



PY33001

TR90 CLIP ON
POLARIZED



48



18



135



C. 557



C. 649



C. 653



C. 655



PY33001

TR90 CLIP ON
POLARIZED



48



18



135



C. 663



C. 664



C. 667



PY33000

TR90 CLIP ON
POLARIZED



48



17



135



C. 553



C. 652



C. 655



PY33000

TR90 CLIP ON
POLARIZED



48



17



135



C. 657



C. 663



C. 666



POINT OF SALES

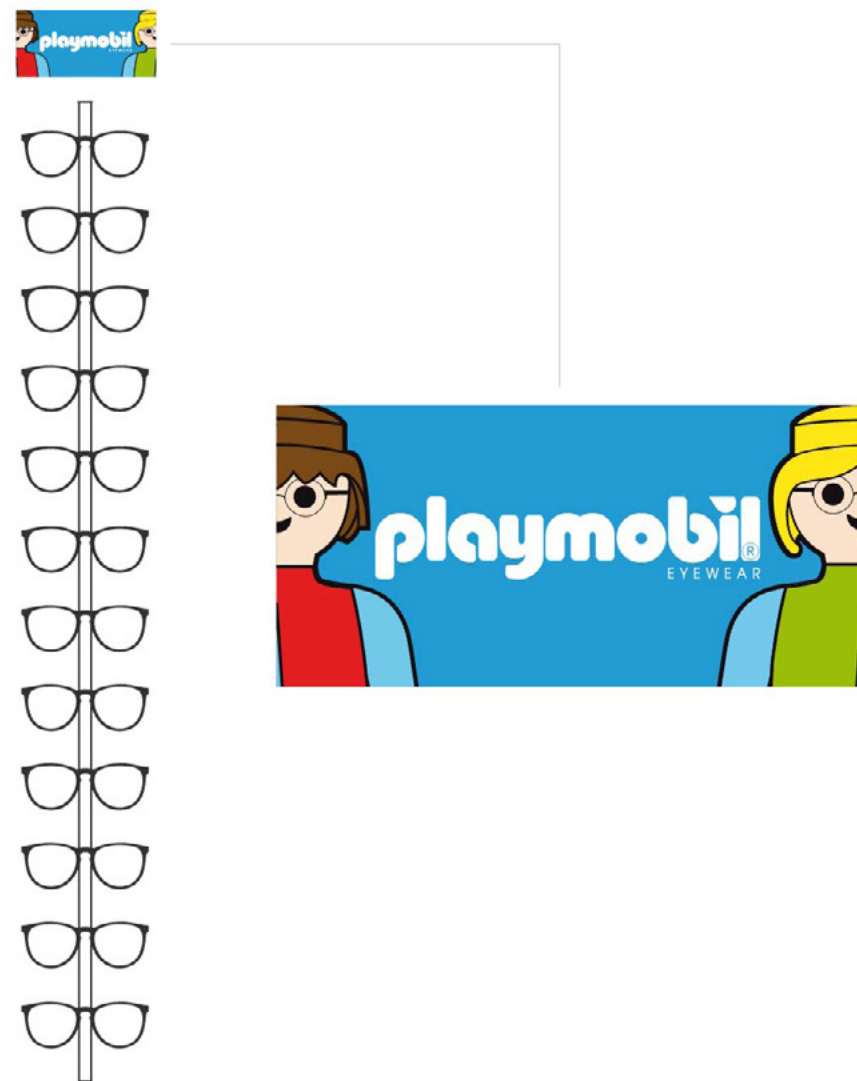
1



1. Double side poster 70 x 100 cm.
Ref. **PPY0039**

2. Front lineal 13,5 x 6,5 cm.
Ref. **PPY0028**

2



3



4



5



6



7



8



3. Showcard 29 x 40 cm.

Ref. **PPY0035**

4. Showcard 29 x 40 cm.

Ref. **PPY0036**

5. Showcard 40 x 29 cm.

Ref. **PPY0033**

6. Showcard 29 x 20 cm.

Ref. **PPY0034**

7. Showcard 21 x 15 cm.

Ref. **PPY0037**

8. Showcard 21 x 15 cm.

Ref. **PPY0038**



9. Pirate Willy 62 cm.
Ref. PPY0016



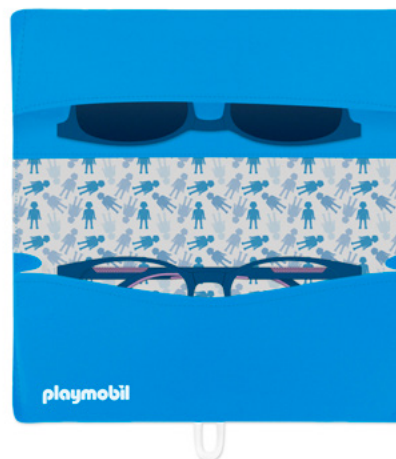
1



2



3



CASES

1. Boy Regular collection.
Ref. ESTPYB
2. Girl Regular collection
Ref. ESTPYP
3. Unisex Clip ON collection.
Ref. ESTPYCL

1



SUITCASE

1. Suitcase 75 x 40 x 26 cm.
Ref. MALPY



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