

once-kids™



SPRING 2022

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# WE MAKE TOYS THAT KIDS MAKE THEIR OWN

Once Kids is a soulful, design-obsessed, playful, and sustainable children's toy company. We created toys that inspired kids to be creative and personalize their play. Toys that are fun, but also create awareness for the environment we live in. Toys that build a belief in kids today. We accomplished this in the development of Once Kids. As we were all once kids and remember the positive impact that toys had on our life.

We defined our core competencies by ONCE, which stands for Organic, Natural, Charitable, and Environmentally friendly. Organic and Natural resources are used in the creation of our products. We infuse products such as felt, recycled from plastic bottles to aid in environmental cleanup. Our toys are for both kids today or those that once were. We built a brand that all of us could believe in!

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# TWICE THE SIZE OF ECO-BRICKS™

Eco-bricks™ Plus+ - a new collection at Once Kids. Toddler-sized construction blocks that are twice the size of our traditional Eco-bricks™ perfect for those little hands!

These wooden blocks are completely compatible with both plastic blocks and traditional Eco-bricks™. 100% biodegradable and made from FSC certified wood, Eco-bricks™ Plus+ Natural, is great to play with on their own or turn them into an Art + Play experience. You can even customize them with crayons, paint, etc.!

Eco-bricks™ Plus+ inspires creativity – improves motor skills and delights all that play.

Patent Pending.



**ECO-BRICKS™ PLUS+ 20PC**  
**NATURAL** ITEM: EBP1020  
CODE: 850501007554

**ECO-BRICKS™ PLUS+ 42PC**  
**NATURAL** ITEM: EBP1042  
CODE: 850501007561





# COMPATIBLE WITH PLASTIC

Eco-bricks™ Color Plus+ are not only twice the size of our traditional Eco-bricks™ but we added a layer of color. Why? Because we believe color inspires us! With Eco-bricks™ Color Plus+, the size and added color are perfect for the new generation of builders. Eco-bricks™ Color Plus+ is made with non-toxic water-base color tint. Because at Once Kids, we prioritize the safety of our children and our environment.

And if you are feeling more creative, Eco-bricks™ Color Plus+ is 100% compatible with major interlocking brands and Eco-bricks™ collections.

Patent Pending.



**ECO-BRICKS™ PLUS+ 25PC**  
**NATURAL** ITEM: EBCP1025  
CODE: 850501007578

**ECO-BRICKS™ PLUS+ 48PC**  
**COLOR** ITEM: EBCP1048  
CODE: 850501007585



# EMBELLISH WITH FELT

Eco-bricks™ Bamboo is made from precision-carved natural bamboo. Talk about sustainability! Not only is Bamboo a renewable resource but it leaves a carbon-neutral footprint!

These blocks offer antimicrobial properties, which means they barricade against bacteria so they stay clean and protect against high use from many little hands.

Eco-bricks™ Bamboo now offers adhesive felt shapes for an added value of personalization. These felt-shaped stickers are sustainable too. All are spun from recycled plastic bottles and perfect for sensory touch.

Bamboo is a brilliant first step into healthier, greener, construction build fun.

Patent Pending.



**ECO-BRICKS™ 90PC**  
**BAMBOO** ITEM: EBMB109021  
CODE: 850501007493

ECO-BRICKS™ BAMBOO



**SPUN FROM RECYCLED PLASTIC**



**ECO-BRICKS™ 145PC**  
**BAMBOO** ITEM: EBMB114521  
CODE: 850501007509





# CREATE WITH COLOR

Eco-bricks™ Color are made from natural FSC sourced wood applied with non-toxic water-base color tint! Made for the colorful mind.

Compatible to the other Eco-bricks™ collections and plastic block brands but most importantly good for the environment.

Eco-bricks™ Color also includes natural blocks in each set which allow for endless customization. Why? Because we like to inspire creativity. With every box, you can make it your own. Build castles, ships, or cars and make something no one else has! Eco-bricks™ easily store away in their own laser engraved wooden storage box not on the floor!

Patent Pending.



**ECO-BRICKS™ 54PC**  
**COLOR** ITEM: EBC1054  
CODE: 850501007523



**ECO-BRICKS™ 109PC**  
**COLOR** ITEM: EBC1109  
CODE: 850501007530



**ECO-BRICKS™ 206PC**  
**COLOR** ITEM: EBC1206  
CODE: 850501007547

ECO-BRICKS™ COLOR



**WATER BASED COLOR**

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# ACTION FIGURES THAT PLAY

Playhard Heroes are a beautifully designed, hand-painted wooden action figure series that were created to go on epic adventures while saving the planet!

Big things come in many sizes!

Patent Pending.

*Compatible*



**MINIFIGURE**  
4" ITEM: EBMH1001

*Compatible*



**ACTION FIGURE**  
7.5" ITEM: OK950121



**MEGAFIGURE**  
19" ITEM: OK9519



# CREATE YOUR OWN STORY

We know how impactful it is to create something of your own. Playhard Hero DIY series is a biodegradable customizable wooden action-figure line. Fight crime (and plastic waste) with the Playhard Hero DIY Action Figures - the highly coveted identity of this powerful hero is in your hands!

Made entirely of strong wood with articulated sections, this Playhard hero has what it takes to stand up to whatever super villains come their way.

To look the part – grab the included color media, design and decorate your hero's costume, and watch their heroic journey begin!

Now compatible with Eco-bricks™ Plus+! Battle, action, role-play with these magnificent action figures. Collect them all!

Patent Pending.



**ACTION FIGURE 1PC**  
DIY ITEM: OK950121

**ACTION FIGURES 2PC**  
DIY ITEM: OK950221

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# COMPATIBLE HEROES

The Playhard Heroes are NOW compatible with Eco-bricks™ Plus+!

Built to last, your hero can stand tall on top of buildings or fly across the city interlocked on Eco-bricks™ Plus+. And compatible with Plastic block brands too!

Each Playhard Hero is named after a special tree with their own super powers! When finished fighting crime or saving the day, they store easily in their own laser engraved wooden storage box. Once stored they still keep a watchful eye for danger peering out from the lids holes for maximum protection. Each storage box has a chalk board painted interior for more creative fun.

Patent Pending.



**#1 SYCAMORE  
ACTION FIGURE  
ITEM: OK2001-121**



**#6 LARCH  
ACTION FIGURE  
ITEM: OK2001-621**



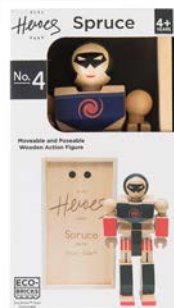
**#2 FIR  
ACTION FIGURE  
ITEM: OK2001-221**



**#4 SPRUCE  
ACTION FIGURE  
ITEM: OK2001-421**



**#7 HEMLOCK  
ACTION FIGURE  
ITEM: OK2001-721**



# FIGURES SETS



# MAKE NEW AGAIN

Once Kids understands that everything we produce has an impact on the people and environment around them, so let's make it a positive one. We selected two impactful partnerships to aid in our mission to protect our planet around our forest and oceans, **One Tree Planted®** and the **Trash Free Seas Alliance®**. One Tree Planted® restores our forests, creates a habitat for biodiversity, and makes a positive social impact around the world. We plant one tree with every purchased product. Ocean plastic pollution is also a massive problem on a global scale. The Trash Free Seas Alliance® is the oldest forum of its kind focused on innovative and pragmatic solutions to rid the ocean of plastic pollution and other forms of marine debris. Once Kids helps save our oceans by aiding in the clean-up of plastic. Once Kids focuses on the real-world collaboration to stop the flow of plastics into the ocean. Marine debris is one of the greatest threats our ocean faces, but luckily it is an issue with which we can all play a part in the solution. Have you ever walked along a beautiful beach and been surprised to find a piece of plastic at your feet? And the problem goes deeper than what you're seeing on the beaches. Scientists estimate that more than 11 million metric tons of plastics are entering our ocean every year. If we don't act now, there could be a pound of plastic for every 3 pounds of fish in the ocean within the next decade. Once Kids has been at the forefront of the trash free seas challenge for more than 8 years. Trash in the ocean has serious consequences for all of us, but there is hope. With your help, we can solve the ocean plastic crisis together.







# PROTECTING OUR PLANET

**Biodegradable Blocks** are not just important but protect our earth and the habitat we live in. Did you know that over 150 Billion plastic blocks are produced every year that will never leave our planet? Of course most people might not discard but what about their kids or their kids' kids. Once lost or discarded, no matter where they end up in the trash, landfills, most all will make their way to our oceans. Plastic is non-biodegradable which means it will never break down to benefit our environment. Instead it breaks into microplastic which resembles food for our ocean wildlife. This is detrimental to them. In fact a mere multiplication of production year after year of non-biodegradable plastic is now consuming our planet. There are regions of the world that will not allow plastic now due to the amount of non-decomposing waste they have in their landfills. This is not just a need or a want to make a change or a marketing ploy, but a call to action for our kids and their kids to take back our environment and educate consumers the roles plastic plays. We can no longer stand by and contribute to the degradation of our planet. Our mission is to create an impact, a change, to provide hope that 200-300 years from now our planet has birds that fly, fish that swim, and wildlife thriving. With your purchase you have joined the Once Kids mission to Create Wonder, Inspire Creativity, and Build Responsibly while protecting our Planet.

