



arches

Product Launch



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Introduction

We are excited to introduce ARCHES—a unique, innovative toy designed to spark creativity and joy in children. ARCHES stand apart with its ability to inspire limitless imagination, offering children the tools to create their own adventures. Imagine a toy so distinct, it feels like the key to a whole new world of play.

Our goal is not just to create a buzz, but to cultivate genuine excitement about a revolutionary new way of playing. With ARCHES beautifully shaped, open-ended toys, we aim to introduce a new era of creativity where every child's imagination becomes the canvas for endless fun. We also want our loyal Waytoplay fans to experience the same excitement as new customers. They already appreciate the quality and values we represent, and now it's time for them to rediscover that passion with something new, something imaginative—something Archy.



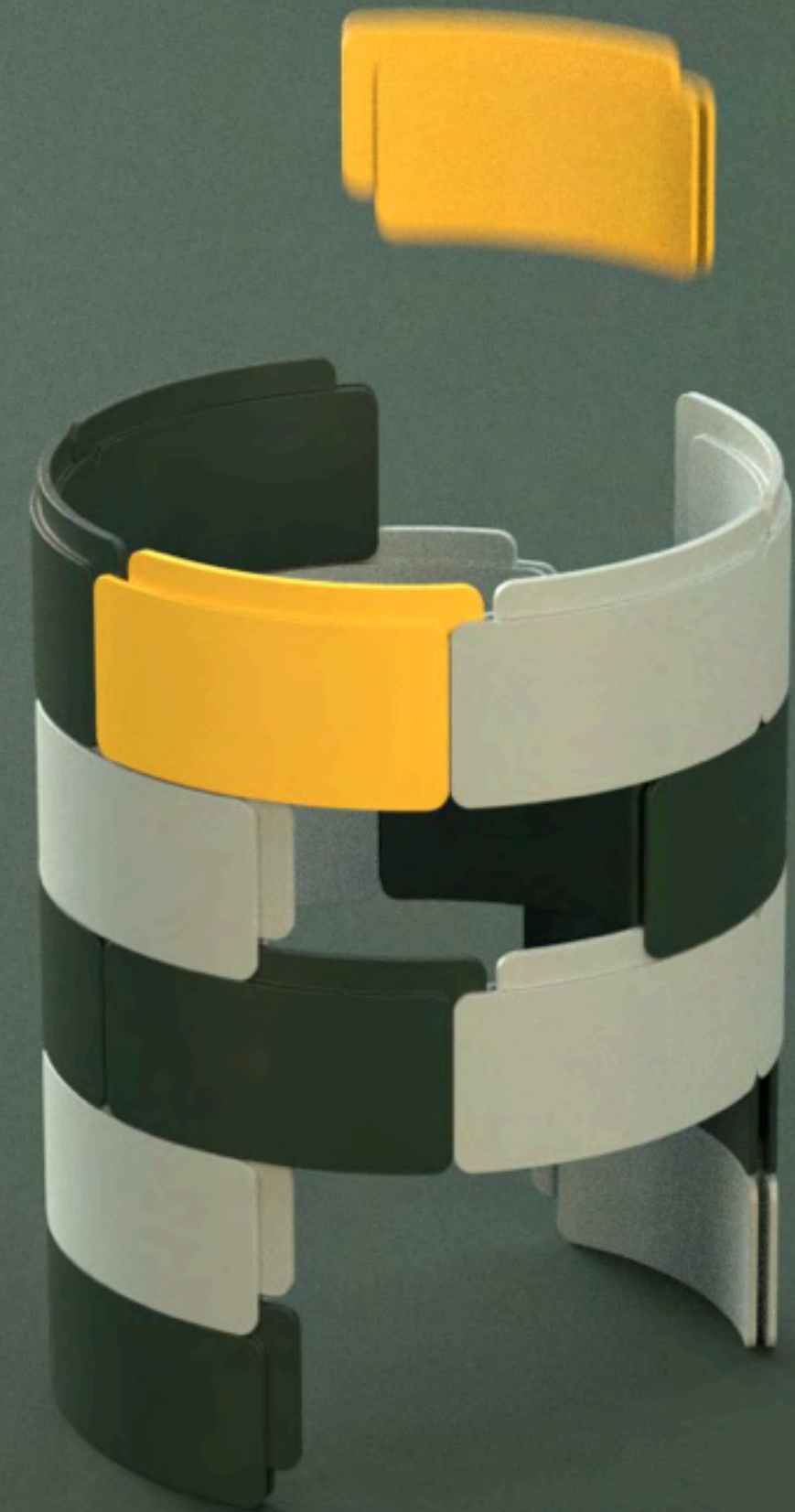
The story

At Waytoplay, we believe in the limitless creativity of every child. Inspired by our commitment to fostering open-ended play, ARCHES is more than just a toy—it's a gateway to endless possibilities.

With its unique, connect-anywhere design, ARCHES empowers children to build, create, and imagine without limits. From towering structures to fantastical creatures, each piece sparks creativity and encourages problem-solving.

Crafted from recycled plastics in Europe, ARCHES stands for quality, safety, and sustainability. It's designed to grow with your child, helping them develop essential skills while having fun.

Let your child's imagination soar with ARCHES—the toy where every connection sparks a new adventure. At Waytoplay, we know the best play is the play that never ends.



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Different available sets



Builder set

54 pieces



Creator set

36 pieces



Starter set

18 pieces

Packaging

For ARCHES, we created a unique packaging that begins with a sleeve showcasing three beautiful build ideas—an instant spark of inspiration. Behind it, a kraft-style box reveals an X-ray-style graphic of the key image on the front, adding a playful touch of discovery.

Opening the box reveals a custom-designed tray that presents the arches with care, highlighting their quality. A few yellow arches are given their own dedicated slots, drawing the eye to their special role in play.

Resting on top is a small PLAY booklet (not shown in the image) filled with creative ways to explore the world of ARCHES.



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Not just a toy

- Sparks Creativity
- Endlessly Open-Ended
- Grows With Your Child
- Stays Connected
- Multi-Dimensional Play
- Toy Compatible
- 100% Recycled
- Built to Last
- Made in Europe



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Click & Connect

Whether you link them side-by-side or end-to-end, ARCHES stay together—ready to bring your child's boldest ideas to life. It's not just about how they connect; it's about what they create next.





Endless possibilities

From speedy racetracks to playful ball games, from the base of towering builds to the imagination that brings animals and figures to life—ARCHES are whatever your child dreams up. One shape, endless possibilities.

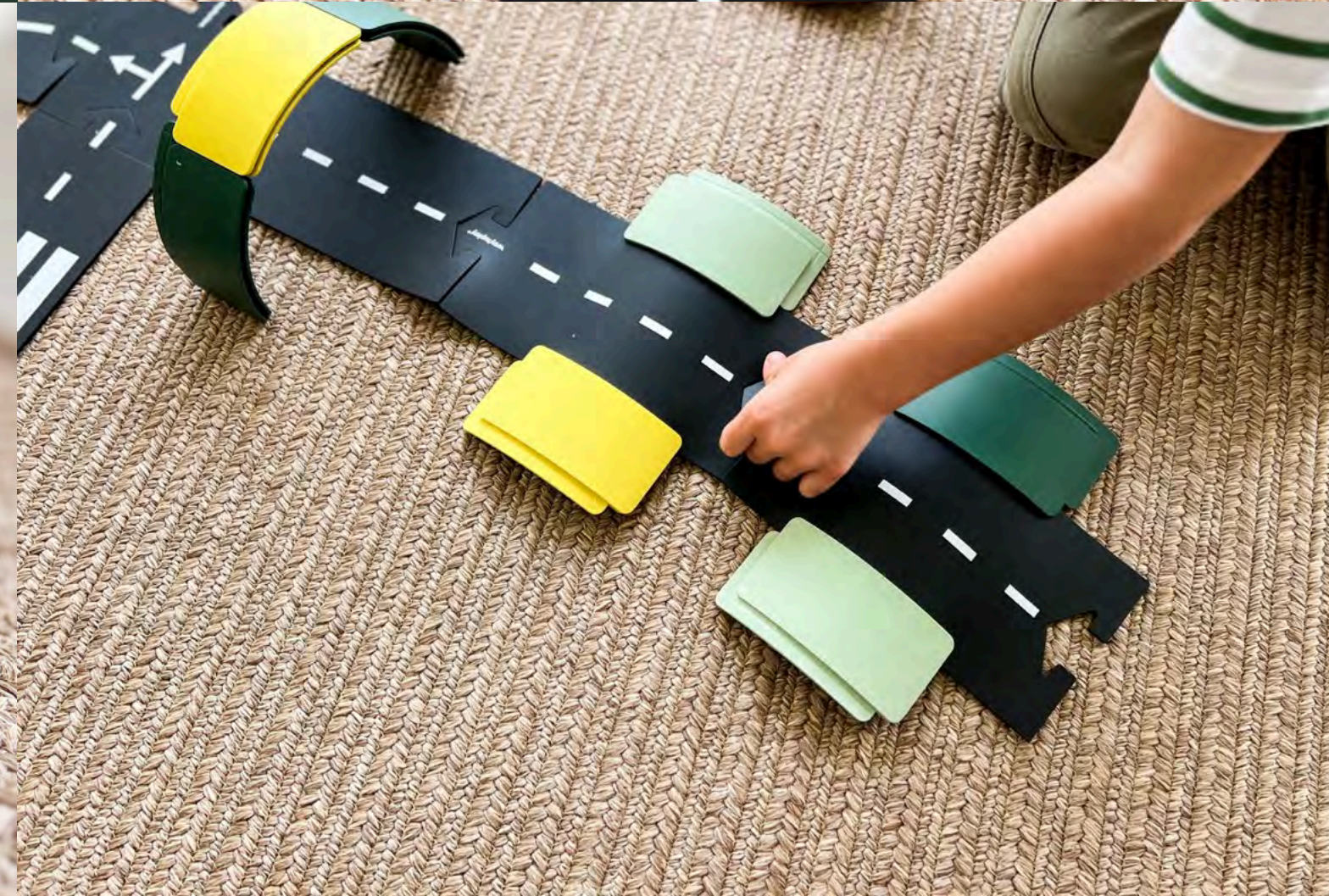
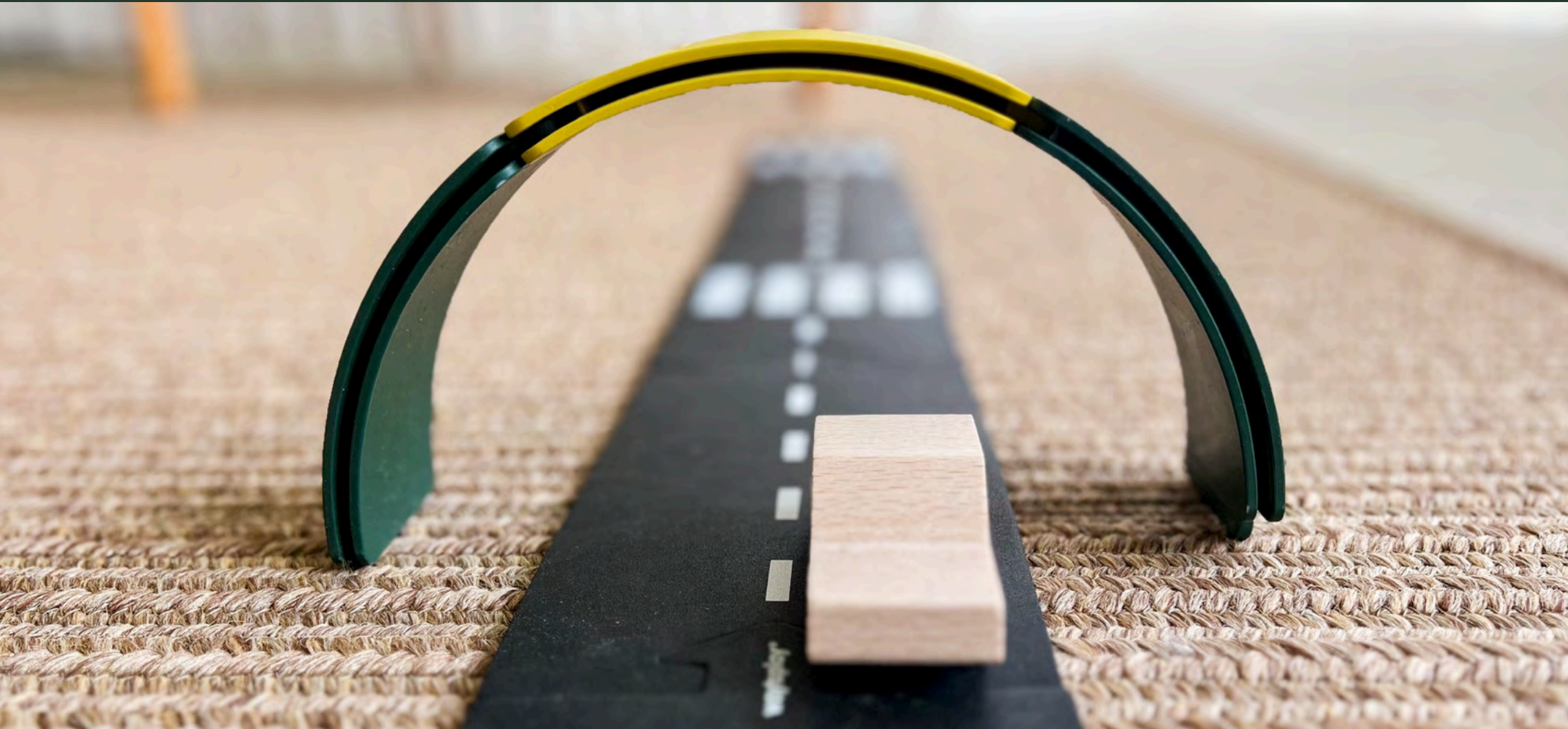


Combine

ARCHES pair perfectly with the flexible toy road—turning simple tracks into thrilling bridges, winding tunnels, or bumpy ramps for every kind of vehicle. It's the spark that takes play to the next level.



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Have a question?



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waytoplay®