

**ULTIMATE
TOY GUIDE**



THE WORLD OF SAFARI LTD®

Safari Ltd® is an American owned and family operated manufacturer and worldwide distributor of Toys That Teach®. These authentic, hand-painted figurines have been inspiring children around the globe for three generations. Our mission is to teach children the importance of nature and its conservation through the joy of play. And we've been doing a solid job so far...

Education is key

As educators, we take our mission seriously. The importance of creating Toys That Teach® is at the core of who we are. Safari Ltd® provides educational information online in five different languages. Our team of Safarians is always researching the latest wildlife news, paleontology discoveries and conservation efforts in the name of sharing and educating.

Our comprehensive online resource, [SafariPedia®](#), is a nifty apparatus we created in order to document wildlife spanning back to the prehistoric era and make this information accessible to children, teachers and animal enthusiasts. SafariPedia® is constantly updated, so we've got the latest and greatest critters showcased in this digital hub.

So is imagination

As an imaginative bunch, we believe in the art of play. Creativity is a fundamental element in the learning process. So is daydreaming, by the way. Our collections include almost 1,000 products spanning from the mythical to the historical. Dinosaurs, wildlife, dragons and fairies, horses and farm life, reptiles and sea life... it's all in a day's work for a Safarian.

Did we mention we're huge fans of the planet?

Safari Ltd® is passionate about conserving the world's environment so families can learn and enjoy it for decades to come. In addition to making people aware of our animal friends through our figurines and educational platform, we support in other ways. Sponsoring elephants, donating Safari Ltd® toys to underserved communities, biodegradable (transitioning) and re-cyclable packaging and contributing to various environmental preservation efforts are all part of our contribution to making this world a happy and healthy place.



Parents First Executives Second

Alexandre Pariente, CEO + Christina Pariente, President

Safari Ltd® is led by husband and wife team, Alexandre and Christina, who proudly continue the company's family-owned legacy and commitment to crafting the finest Toys that Teach®.

Safari Ltd® has always been a family passion. In fact, the story of the company's beloved mascot, Bernie The Gator™, is based upon the real life adventures of Bernard Rubel, the company's visionary founder, and his wife Rosemarie and you can read the entire story below on page 4.

Today, Bernard's grandson, Alexandre, guides Safari Ltd® as its CEO, while Christina, his wife serves as the company's President. Together, they're proud parents to two young children who certainly keep them inspired to continue creating Toys that Teach®.

"Family is the very fabric of Safari. Inspiring children to learn through the joys of play is a household tradition passed down for three generations that Christina and I now get to enjoy with our own daughter. Watching her playing with Safari animal figurines reminds me how great my job is, but also how important it is to continue the legacy of handcrafted quality and craftsmanship that my grandparents started. New technologies and things like social media are allowing us to expand upon his vision, but we will always, always remain true to the heart and soul of Safari," states Alexandre.

Alexandre didn't simply step into the position of CEO. He began his career working in the warehouse and learning about the business of toys inside and out.

"My grandfather was old school, a true believer in working your way up, so you could develop a real understanding of how the business operates and an appreciation for the people who work so hard to make Safari possible. So that's what I did. He gave me the opportunity and I never looked back. Safari is in my blood."

Christina also worked her way up through the ranks, a philosophy which she wholeheartedly embraced. "It gave me a firm understanding of how the company runs, what could be improved, and how I could best apply the skills I developed during my years as a Physician Assistant to Safari. I think of my skillset as 50% science, 50% art and that seems to be a really good balance for our toys. I love it!" exclaims Christina.

Under the leadership of the husband and wife team, Safari has introduced creative new toys and teaching tools into the line-up. One of the most popular is SafariPedia®, a free educational resource that provides kid-friendly insight into the animals of the wild.

SafariTopia® is another resource our SafariFans use to find practical advice, inspiration, and recommendations around parenting and education. And by using #LoveSafari they can share photos, experiences and creative ways to use Safari figurines with each other. They can even share their own ideas for new toys with Safari experts.

"We're creating something bigger than ourselves and getting to do that every day is one of the coolest parts of the gig."



Alexandre and Christina are boldly propelling Safari forward, while taking great care to never lose sight of what really matters – the company's core values. One of the most important is a long legacy of social responsibility. For Safari, that means actively supporting environmental and conservation causes near and dear to their hearts.

"Safari has that 'family owned and run' spirit that cares. It's not just about our own family but about families and kids everywhere, about what kind of planet they'll inherit, and the animals they might not see without a strong conservation movement. We have always been active champions of nature and wildlife. Our company was founded on it and we continue to do our best to bring awareness to as many kids and families as we can. We're creating something bigger than ourselves and getting to do that every day is one of the coolest parts of the gig," exclaims Christina.

Staying true to the company's founding principles, while also advancing the mission forward by capitalizing on today's technologies, Alexandre and Christina have poised Safari Ltd® for even greater success in the future.

"There's magic in what we do," states Alexandre, "this is what pumps us up as one big Safari family. We love bringing joy to children through Toys that Teach®. It's an absolute privilege and everyone at Safari takes this to heart every day we come to work."



BERNIE THE GATOR

A Tale of Safari Ltd®

Bernie is no ordinary alligator and he's certainly no run-of-the-mill spokesgator. In fact, his journey is one that spans the globe and inspires kids across this big, beautiful planet to love and learn about nature, wildlife and even their own imaginations.

The year was 1921, and, magically, the forces of nature, which are often too mysterious for us humans to understand, brought Bernie to life in the countryside of Germany. Though this is not normally a favorable habitat for swamp-loving gators, Bernie thrived here and as he grew up, so did his curious spirit.

Bernie knew right off that he wasn't going to spend his days just sunning himself on the toasty rocks. He was going to be a great explorer and adventurer. So, he hopped on a freighter and sailed off for America, where he landed on the bustling streets of New York City. Bernie quickly learned that the big city was no place for a gator. His armored skin just didn't seem to fit in with the fashionable folks roaming up and down Fifth Avenue. Besides, Bernie longed to experience the swampy wetlands he'd read about in books – a place filled with so many gators, it was actually called the "Home of the Alligator".

So, Bernie set off for the famed South Florida Everglades.

The moment he slipped into those warm, swampy waters, he knew he was home. Being the gregarious gator he was, Bernie quickly made friends with the local gators who welcomed him with open (though rather stumpy) arms. Yes, indeed, life was good in Florida. But Bernie learned it wasn't always that way. He listened as the other gators told him stories of the days their families were hunted to the brink of extinction. However, he also heard tales of the brave and caring humans who created laws to protect the gators and the fragile wetlands they called home.

Bernie learned this great justice was called "conservation", and he immediately knew he had found his calling. He was determined to spread the word about conservation and help protect other wild creatures all over the world. Coincidentally, it was at about this same time that Bernie also discovered another great concept – LOVE!

He fell head over heels for a brilliant and beautiful alligator named Rosemarie, who shared his zest for adventure and his appreciation for the natural world. Together, they would travel the globe to discover new creatures, new wonders and make new friends throughout the animal kingdom. They also happened to build a loving family of adorable baby gators along the way, who, as you might expect, inherited the curious spirit of their parents.

These epic travels, their loving family, and their dedication to preserving the planet and its creatures are how Safari Ltd® was born. Being proud parents, Bernie and Rosemarie realized that the most important people to join the conservation movement are kids. Because they're the one's who'll grow up to save the planet as adults!

So, they began handcrafting the Toys that Teach® for which Safari is so well known today. Things started small, but the dream grew! Now, kids all over the world use Safari Ltd® Toys to learn about conservation, wildlife, sea creatures, and even mythical and magical beasts. The legacy of Bernie and Rosemarie lives on, teaching generation after generation.

The story of Safari, like every great success story, began with a curious mind, a caring heart, and a commitment to making a difference. Thanks Bernie. Your spirit will forever guide our mission at Safari Ltd®.



"The legacy of Bernie and Rosemarie lives on, teaching generation after generation."

ABOUT SAFARI LTD® TOYS



Our Toys That Teach® are inspired by nature and powered by imagination.

That means we've got authentic and artful figurines that kids and adults can enjoy for a lifetime...

The Artistic Process

Safari Ltd® figurines are made with the utmost artistic and precise integrity. Our group of sculptors meticulously research and study every animal's anatomy prior to creating a lifelike model. Each product is then manufactured in that model's likeness and hand painted with delicacy, making no two Safari Ltd® figurines exactly alike. This added layer of uniqueness is another reason kids, adults and collectors love our figurines!

Museum Quality

At Safari Ltd®, we carefully craft our product for the most perceptive eyes of all – those of a child. Our figurines are as life-like and museum quality as possible creating a sense of wonderment.

For example, our Monterey Bay Aquarium® Sea Life collection is developed with one more step in the process... science. Created and produced with the same unique, accurate practice described above, this special collection is our passion collaboration. Each accurate-to-scale product is revised with the respected, up-to-date scientific research from our planet-loving friends at the Monterey Bay Aquarium®. As science evolves, so do Safari Ltd® figurines.

Rolls Royce of Dinosaurs

Our Safari Ltd® Dinosaur collections have been heralded by many established professionals and educators in the paleontology field. Teachers have used our dinosaurs as supplements in the classroom citing their remarkable accuracy and detail to the magnificent creatures that once ruled the earth. Additionally, prehistoric era buffs compliment our work as the most stunningly authentic figurines in the market. Safari Ltd® Dinosaurs were also featured in the *Jurassic Park* franchise, so there's that.

Collectibles You Can Play With

Safari Ltd® has fans spanning from our inception in the 1980's, many of whom have kept their childhood figurines and enjoy them today. We've got the fan posts to prove it! Our toys are specialty lifetime treasures that don't have to stay on the collection shelf.



Safari Ltd® Collections

Over 1,000 fun and unique products to choose from!



Good Luck Minis®

Mini friends available individually or in Fun Packs!
Ages 5+
Size ranges: 0.75" to 1"
(2 to 2.5 cm)



Wildlife

Wild creatures from around the world!
Ages 3+
Size ranges: 2" to 12.5"
(12.5 to 32 cm)



Fantasy

Mythical creatures and fantasy friends!
Ages 3+
Size ranges: 3.5" to 7"
(9 to 18 cm)



TOOBS®

Over 100 styles of our best selling collections sold in TOOBS® or Bulk Bags!
Ages 3+
Size ranges: 1.25" to 3.75"
(3 to 9.75 cm)



Farm

Farm and pet friends!
Ages 3+
Size ranges: 1.5" to 7"
(4 to 16 cm)



Incredible Creatures®

Jumbo Animals from all kingdoms
Ages 18m+
Size ranges: 3" to 40"
(8 to 101.5 cm)

Sea Life

Underwater creatures to love!
Ages 3+
Size ranges: 1.5" to 18"
(4 to 45.5 cm)



Safariology®

Learn and explore!
Ages 3+ to 7+
Size ranges: 2" to 4"
(5 to 10 cm)



Dinosaurs

Prehistoric creatures from air, land and sea!
Ages 3+
Size ranges: 3" to 23"
(7.5 to 58.5 cm)



Fixtures

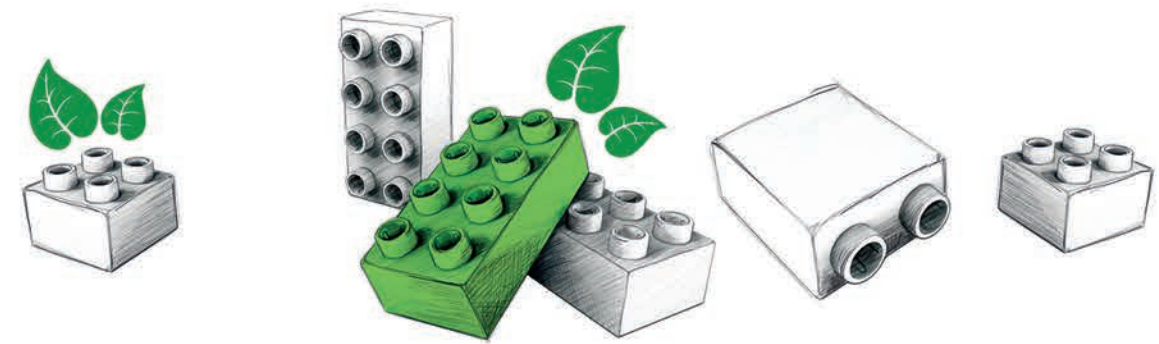
Many unique ways to present our quality figurines!
Big and small footprints for all!
Packing a big ROI!





BiOBUDDi

HAS JOINED SAFARI LTD!



The world's first eco-friendly toy blocks have come to America thanks to Safari! BiOBUDDi, our new eco-friendly line of brick toys are made from the earth, for the earth and are designed for families to enjoy guilt-free playtime.

Both plant-based and educational, these bricks won't just be the new toy on the block, but also a soon-to-be Safari Ltd favorite.

Let's have a **positive impact on our planet earth!**

Thanks to our partnership with the Netherlands-based company, BiOBUDDi, **Safari Ltd is now the exclusive distributor in the U.S.**

Eco-friendly

Safe

Fun

Durable

Educational

Easy to clean



SafariPedia®



SafariPedia® is a free-of-charge internet encyclopedia featuring animals and Safari Ltd® figurines. This fun, educational resource is a pretty neat way to get informed on your favorite critters on the planet as well as prehistoric beasts and mythical characters!

Toys That Teach® 2.0

Our Safari Ltd® figurines have been teaching kids for decades, so we decided to take that to the next level. Although we wish life was like *Toy Story*, our Acrocanthosaurus (Ak-row-can-tho-sore-us) won't tell you about his meat loving ways... but SafariPedia® will. Simply visit safiltd.com/safaripedia, find your animal and learn.

Apatosaurus Category: Dinosaur

Apatosaurus (A-pat-oh-sore-us), Deceptive Lizard, lived in the Late Jurassic of North America. Along with Diplodocus and Camarasaurus it is one of the most common dinosaurs found in the Morrison formation. It is popularly known by its junior synonym Brontosaurus. Many early finds were named based on limited fossil material that later turned out to have already been named. The first name takes priority.

Genera and Species

Classification:
Sauropoda, Diplodocidae
Species: A. europaeus, A. maximus, A. amplexus, A. atrox, A. ferrox, A. tendagurensis.
Senior synonyms: A. laticollis, Brontosaurus ajax, Atlantosaurus immanis, Atlantosaurus ajax, Atlantosaurus laticollis

When we do something, we do it right.

We encourage teachers, parents and animal lovers to use this tool. All information on SafariPedia® is updated regularly and sourced, so educators can feel confident as they browse SafariPedia® and use its content.

Let your imagination take a walk through the planet and a trip back to when dinosaurs ruled! Discover more about the amazing creatures in the Safari Ltd® universe.



Awards & Honors

Reader's Favorites: #1 Toy-Toddler 2019
Baby & Children's Product News

Reader's Favorites: #2 Educational Products 2019
Baby & Children's Product News

First Place, Top Ten Prehistoric Animals of 2016
Dinosaur Toy Blog

Creative Toy Awards Preferred Choice Award
Creative Child Magazine

Creative Toy Awards Top Toy of the Year
Creative Child Magazine

Accessible Toy Awards Winner
Sensory Sun

10 Best Creative Products: Safari Ltd® Fairy Fantasy® Tea Party Set
Doctor Toy's Guide

100 Best Children's Products: Safari Ltd® Fairy Fantasy® Tea Party Set
Doctor Toy's Guide

Wild Safari® Prehistoric World Malawisaurus voted Best 2018 Prehistoric Animal Toy Figure
Prehistoric Times Magazine

Wild Safari® Prehistoric World American Mastodon voted Best 2018 Non-Dino Animal Toy Figure
Prehistoric Times Magazine

Parents' Choice Award winners: Wild Safari® Dinos Liopleurodon, Winner's Circle James on Dancing Bells and Safari Ltd® TOOBS®
Parents' Choice Foundation, Children's Media & Toy Reviews





Toy Gurus

This is our added value to you. We hand-pick the most credible and enthusiastic candidates to live, breathe and know Safari Ltd® figurines. The results are our Safarian Toy Gurus.

Customization

Our Toy Gurus customize, tweak and otherwise adapt to you. These lads and lasses are an extension of your team. They have the knowhow and expertise to devise tailor-made strategies according to your goals, inventory and market... and they know how to move toys.

Toy Guruism

This knowledge comes at no extra cost to you. If you purchase anything wholesale from Safari Ltd®, you are appointed a Toy Guru and can call upon your expert as often as you please. Many of our Safarian Toy Gurus enjoy personal relationships with our customers, who often ring up just to say, "ahoy there".

We're Cool Like That

Safari Ltd® takes pride in offering a skilled account team. This service goes way beyond order filling. Our experts carefully study how our product best fits your needs and are able to devise plans, curate in-store displays, as well as market recommendations and industry best practices. This involves time, critical thinking, business savvy and our special sauce... genuine love of toys.

Meet a few of our Toy Gurus

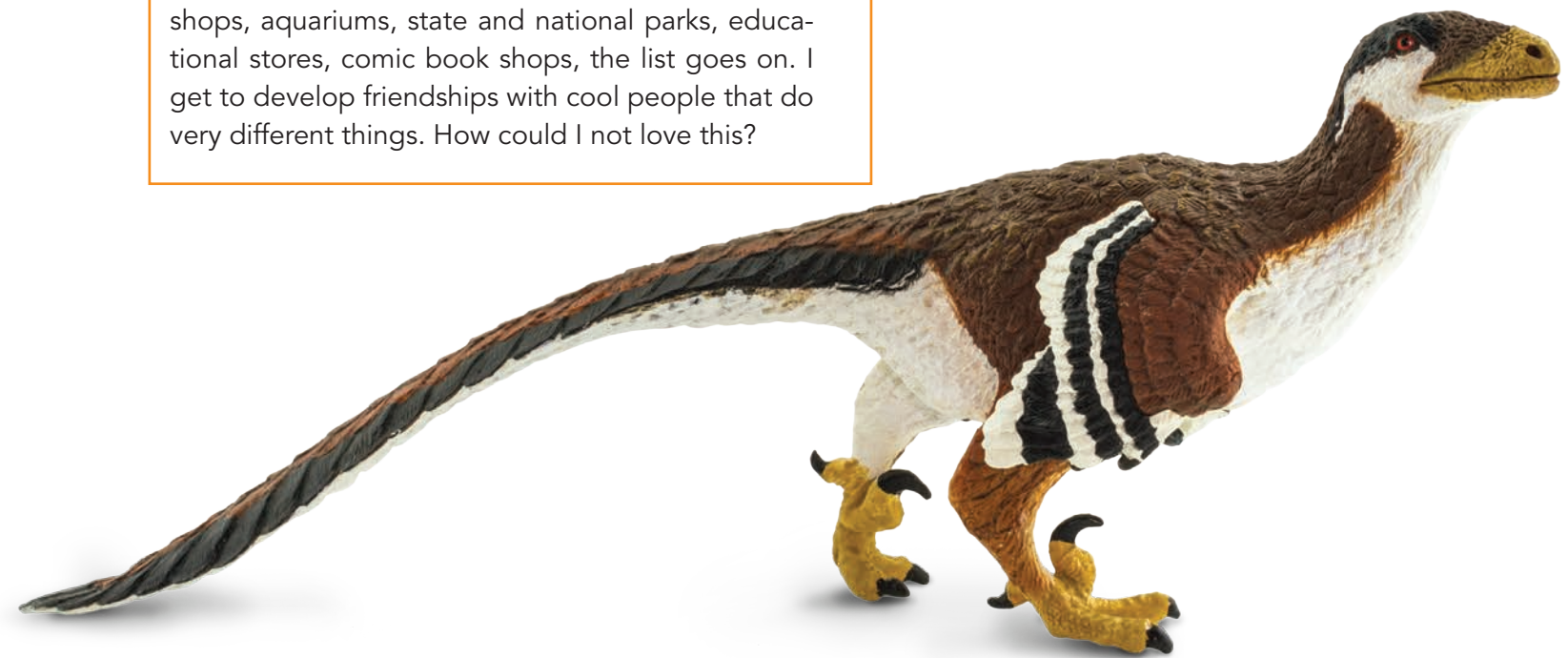
Samantha "Azalea" Vozzo

What could be more exciting than working in an industry focused on play, adventure, and learning? Nothing! The toy industry has afforded me the chance to create relationships with a variety of buyers that make my job not only rewarding but fun. It's such an awesome feeling to see our product displayed in locations all over the world and know that I helped build those partnerships. This is such a dynamic industry where opportunities are endless and anything is possible to achieve.



Jaime "Verde" Greene

Why do I like the toy industry? Besides the obvious fact that toys are awesome, the people that work in the industry are just as great. There are some customers I've never met in person and have had hour-long conversations with on the phone. You'd think we've known each other our whole lives. My clients span from buyers and owners of toy stores, zoos, museum shops, aquariums, state and national parks, educational stores, comic book shops, the list goes on. I get to develop friendships with cool people that do very different things. How could I not love this?



Toy Gurus are present at every step of your relationship with Safari Ltd®. We believe in offering a 360° approach to your experience, so our Toy Gurus handle everything about your order from the initial recommendation or shelf plan, to any inquiries you have along the way, as well as a presence at multiple trade shows around the world should you like to meet them in person. Additionally, all our Toy Gurus work in-house, so you are dealing directly with Safari Ltd®. Toy Gurus are involved in every part of the process. In other words, we don't believe in the shenanigans of handing over pieces of your business to different departments. Your Toy Guru is your Safari Ltd® penguin for life.



Wondering What People are Saying?

Sometimes other people say it better. Read some of our favorite quotes and comments from our Safari Ltd® fans and experts.

"I have used the range of Safari Ltd® dinosaur figures as teaching tools for our Dinosaurs and Diorama classes at the Smithsonian Summer Camp program for many years. These are high quality, well documented figures that can be used to interest young minds in science. The dinosaur and tree replicas create enthusiasm about the earth sciences and botany. The best way for kids to learn is to make it fun. It is like having a 3D textbook in class for the kids to use."

Randy Knol
Prehistoric Times Columnist

"Kudos to your company for taking the time to help provide children with the chance to experience wild and amazing creatures up close and with their own hands, a blind child's way of seeing."

Hillary Kleck
Founder of Sensory Sun Educational Technologies

"Not only are Safari products great for imaginative and creative play, but they are also wonderful for facilitating natural learning opportunities for children with emerging language."

Krista Crandall
MA, BCBA

"I use several of the reptiles and amphibians to help teach at a national wildlife refuge. The children love them!"

Liza Eckardt, SafariFan

"Absolutely fantastic. Safari Ltd® did not disappoint."

Spinodude Reviews

"I use Safari Ltd® animals and figures displayed in my playroom for children to choose when they wish to play dramatically on the floor or in the sand trays I have available for them to express their thoughts, feelings and experiences. The toys and figures can also be used to create a world or story in the sand tray. All the animals, fantasy figures, various peoples and groups are perfect for use in any play therapist's playroom."

Susan Falck, Clinical Social Worker and Registered Play Therapy Supervisor (susanfalck.com)

"It is so important for me to find toys that allow [my daughter's] creativity and imagination to blossom and Safari Ltd® figurines do just that."

Mandy Hall (@GirlGoneChildTX)

"Love these uber detailed figures! I can definitely say they sparked a ton of conversations about dinosaurs and where they came from."

Danitra Smith (@danitrasmith)

"Safari Ltd® offers almost any animal or sea creature that you would be looking for. They are very well made and my grandson loves them."

Danny Cosmo, SafariFan

"We love these Safari Ltd® figurines! My daughter has toted her animals along with her to the park, the backyard, the store, and to bed for nap-time...Toddlers aren't exactly gentle with their toys. They've been dropped. They've taken baths...they were even submerged in homemade slime. The animals are durable, they haven't chipped or broken, which is a big selling point for me as a mom."

@MrsBethAnn



Press Room

Safari Ltd® has been featured across multiple publications, blogs, TV commercials, children's learning books and more thanks in large part to our SafariFans and Safariologists! A Safariologist is an influencer who helps spread the word about Safari Ltd on Facebook, Instagram, Youtube, Twitter, or their personal blog. Take a look at a handful of our favorite media & Safariologists coverage below:

Eco-friendly toy brand **BiOBUDDi** has partnered with Safari Ltd®, American owned, family operated manufacturer of Toys That Teach®, for exclusive distribution in the USA. This exciting collaboration began at the New York Toy Fair when both companies realized their missions and values to bring awareness to environmental conservation and make safe toys for tiny hands aligned.

Hot off the press... Safari Ltd® does it again! **Prehistoric Times** magazine named our Malawisaurus the Best Dinosaur Figure of 2018! And if one victory lap wasn't enough, our Mastodon has been awarded Best Non-Dinosaur Prehistoric Animal Toy Figure of 2018!

Jae of the Pinay Homeschooler offers Montessori-inspired activities for early homeschooling to help children develop fine and gross motor skills, including sensory activities, matching games, and much more. In her blog post, she uses a TOOB® to create a sensory bin activity that recreates an archaeological dig site for kids on a miniature scale.

Isabel of Uno Zwei Tutu is a stay at home mom who focuses on creative ideas for activities to share with her child, incorporating many aspects of her multicultural family to showcase hands-on learning experiences in both Spanish and English. In this post, she creates a felt play mat showing land, sea and air with corresponding TOOB® animals in each environment.

Certified Montessori teacher **Deb Chitwood** blogs about childhood development. With a degree in childhood studies and a background in homeschooling, she shares learning activities for fellow parents and educators. Check out her post featuring Montessori inspired activities using Safari Ltd®'s TOOB®.

Mommy University is a blog for parents and educators looking for creative ways to enhance their children's learning. Check out their post featuring Safari Ltd® Sea Life figures for Shark Week.



Contact Us

Check us out on the social scene:



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twitter.com/SafariLtd



pinterest.com/SafariLtd/



youtube.com/user/SafariLtd



instagram.com/SafariLtd/

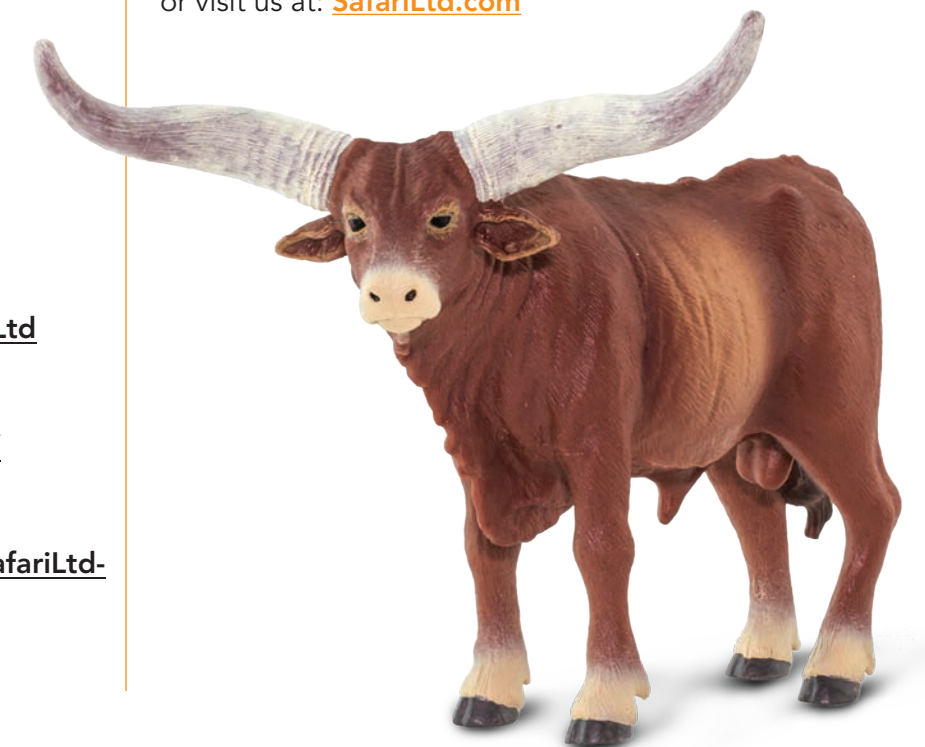


linkedin.com/company/SafariLtd-

For press, speaking inquiries and requests, please email our networking team at: marketing@SafariLtd.com

For Toy Guru questions and ways to find out how our team of experts can assist you with Safari Ltd® product needs, please contact Stacie "Beavs" Beavers at: sales@SafariLtd.com

For all general inquiries, please call 305-621-1000 or visit us at: SafariLtd.com





Goodbye and thank you for reading.

Arrivederci e grazie per l'attenzione.

Au revoir et merci de votre attention.

Adiós y gracias por leer este folleto.

お読み頂きありがとうございました。さようなら。

안녕히 계세요, 읽어주셔서 감사합니다.

再见，感谢阅读。

Hej då och tack för att du läst.

להתראות ותודה שהקדשתם מתשומת לבכם.

Спасибо, что прочитали. До свидания!



Safari Ltd Est. 1982
safariLtd.com

