



PMI Kids' World Debuts New Items at New York Toy Fair 2023!

Play and Collect Piñata Smashlings, Pudgy Penguins, The Creature Cases, and MORE!



Tel Aviv, Israel - (September 5, 2023) PMI Kids' World, the toy company behind mega-popular licensed toys, will make its second appearance at New York Toy Fair 2023 after an incredible year of new licenses, new brands, and epic product launches under its belt! Located at **booth #1147**, PMI is offering product tours and interview opportunities for both media and attendees at this year's show.

The Israel-based toy company will be showcasing the **HOTTEST** toys, plush and collectibles from **Pudgy Penguins** (launched in May 2023 and hit #1 on Amazon's hot new release charts), **Piñata Smashlings** (toys and plush from the hit Roblox game), **The Creature Cases** (a new licensed line from Netflix for 2024), **Sonic Prime** and more!

"We are so excited to be a part of the return of the New York Toy Fair, especially after a successful year at PMI", said Boaz Dekel, CEO and Founder, PMI Kids' World. "We are always looking for new top trending IPs, and are set on creating innovative ways to bring them to consumers hands."

Pudgy Penguins

The brand-new Pudgy Penguins toy line is a breakthrough in web3 and toy innovation, topping Amazon charts as the #1 hot new release during launch (May 2023)! Based on the mega-popular digital collectibles of the same name, it merges its iconic collectibility into the realm of tangible toys and play. These figures seamlessly integrate a digital experience with physical play, creatively allowing you to own and register a one-of-a-kind forever Pudgy Penguin on the



blockchain, opening worldwide easy and swift access to the notoriously intimidating blockchain trade by Pudgy “Mass Adoption”!

Piñata Smashlings

From the colorful and vibrant Piñata Smashlings game within the world of Roblox, the Piñata Smashlings collection is all set to redefine playtime at the end of 2023, and into 2024! Each toy within the lineup comes with a unique QR code that offers access to exclusive in-game content, enriching the interactive experience for fans. The Piñataverse will journey from the digital realm to your living space as it will hit the shelves of Walmart, Macy’s, Meijer, FYE, Amazon, and Five Below in September and October 2023!

The Creature Cases

Debuting in retail in 2024, PMI will bring attendees a sneak peak of its comprehensive line of The Creature Cases playsets, figures, and plush toys!

Sonic Prime

Unlock A SHATTERVERSE! Based on the Netflix original series, you can now reenact your favorite scenes from Boscage Mase and New York City with a variety of collectibles! From blind capsules to plush and a unique Paradox Prism, there’s a variation of products for fans and toy enthusiasts to enjoy!

In addition, PMI will also be showcasing officially-licensed products from its **Booksy, Paw Patrol, Miraculous, Gang Beasts, Brawl Stars, Matchify,** and **Spellbound** toy line!

For interviews with a PMI representative, booth tours, and media inquiries, please reach out to Cassandra O’Brien, PMI’s media representative, at kassandra@chizsix.com.

For more information on everything new coming, please follow PMI on:

- Instagram: [@pmi_toys](https://www.instagram.com/pmi_toys)
- Facebook: [@pmiltid](https://www.facebook.com/pmiltid)
- Twitter: [@pmitoys](https://twitter.com/pmitoys)
- TikTok: [@pmi_toys](https://www.tiktok.com/@pmi_toys)

About PMI

Established in 1995, PMI is a leading gaming-sector toy manufacturer focused on licensing consumer products in over 170 countries. PMI is all about giving licensed intellectual properties (IPs) a vibrant existence through the creation of high quality, innovative, affordable toys and collectibles. We’re here to bring the best children’s brands and the coolest lines to kids all over the world. Among our lineup are esteemed names like Paw Patrol, Sonic Prime, Among Us and an array of others. Rooted in our purpose is the aspiration to ensure that every child across the world can partake in the delight of play, irrespective of their circumstances. For more information, visit www.pmi.co.il.



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