



FOR IMMEDIATE RELEASE

PMI Kids' World to Showcase Next Big Hits in Toys and Collectibles at New York Toy Fair 2025!

Play and Collect: Stumble Guys, Booksy, UFC, Minecraft, Naruto, Fuggler, The Creature Cases, and MORE!



Tel Aviv, Israel - (January 13, 2025) A leader in licensed toys and collectibles, **PMI Kids' World** is set to return to **New York Toy Fair** in 2025 following a year of new licenses, fresh brands, and standout product launches! Located at **Level 3 Exhibit Hall, Booth #3338**, PMI will offer exclusive product tours and interview opportunities for media and attendees alike.

From the exciting world of Stumble Guys to the imaginative world of reading and collecting through their Booksy product series, PMI is bringing their latest roster of their 2024 standout toys, and a sneak peek into a whole new variety of 2025 products that will shake the toy industry and have consumers looking for more. Plush, action figures, collectible figurines and



more await at this year's booth, with newly licensed Teenage Mutant Ninja Turtles, UFC, Naruto Shippuden, Booksy, Stumble Guys (Series 3), and Fuggler products making a grand appearance on the show floor.

"PMI had significant growth over 2024 due to the diversification of our portfolio. We're focused on introducing fresh and diverse toy lines and elevating our brand selection even further with the hottest licenses and trending themes, which we will showcase at New York Toy Fair 2025, following last year's successful product launches and announcements," said Omer Dekel, CEO of PMI Kids' World. "Our team is excited to be in a position to continue exploring partnerships with popular IPs and bring them to life for consumers to enjoy."

Catch the latest and greatest brands from PMI; attendees can find these brands during the biggest toy trade show of the year:

Booksy:

Booksy is a patented collectible toy line that encourages kids to read, play, and collect. Launched in 2024, it features miniature books paired with action figures, including the original Booksy Monster Tails and licensed Booksy PAW Patrol and Tales Teenage Mutant Ninja Turtles collections. Each set includes an articulated figure and a 40+ page illustrated book with meaningful life lessons. Combining fun and education, Booksy makes literacy engaging. Stay tuned for exciting new collaborations!

Stumble Guys:

Stumble Guys Series 3 and The Mythic Collection build on the Toy of the Year-nominated Series 1 and expanded Series 2. This collection introduces Mythic characters, the highest-level in the game, with collectible figures, articulated action figures, mini figures, and plush toys. Capsules include DLC codes for exclusive in-game rewards, blending physical play with digital engagement. Launching fall 2025, it's a must-have for collectors and gamers!

UFC:

Launching Spring 2025, PMI Kids' World's UFC collection features legends like Max Holloway, Jon Jones, and Amanda Nunes. The lineup includes articulated action figures, mini figures with accessories, and the UFC Punching Bag Capsule with 12 mini fighters and Octagon bases to build your own arena. With UFC's 700M global fans and broadcasts in 175 countries, this collection delivers Octagon excitement into your hands.

Naruto:

Naruto Shippuden, with 250M manga sales and billions of anime streams, remains a global sensation. Launching fall 2025, our Naruto toy line offers collectible characters, plush buddies,



and two capsule collections: the Edo Tensei Capsule featuring iconic characters as display pieces and the Infinite Tsukuyomi Capsule showcasing heroes and villains in ultimate power-up stages. Celebrating the "Anime of the Decade" (2010–2020), this line honors Naruto's timeless legacy.

Fuggler:

Fuggler, the global sensation, returns with 44 unique collectible figures, each with its own quirky personality. Discover Feature Fugglers with hidden surprises, Customizable Fugglers to mix and match, motion-activated farting Fugglers, and rare collectibles. Following Series 1's success, licensed Fugglers featuring SpongeBob SquarePants and TMNT launch fall 2025.

Additionally, PMI will feature officially licensed products from its **Sonic, The Creature Cases, Minecraft, Zzzopa, MLS, Care Bears, PAW Patrol, Teenage Mutant Ninja Turtles** and **Spellbound** toy lines!

For interviews with a PMI representative, booth tours, and media inquiries, please reach out to Jefferson Ng, PMI's media representative, at jefferson@chizsix.com.

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

- Instagram: [@pmi_toys](https://www.instagram.com/pmi_toys)
- Facebook: [@pmiltl](https://www.facebook.com/pmiltl)
- 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.pmitoys.com.

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