



DO YOU SELL BLOCKI BLOCKS?

THIS SALES MANUAL WILL GIVE YOU
ANSWERS TO ALL BLOCKI-RELATED QUESTIONS!



DESIGN

BLOCKI is a Polish brand that creates plastic construction blocks. All of BLOCKI sets are independent projects, created by Polish designers.

BLOCKI blocks are compatible with bricks of other popular manufacturers. Thanks to this, apart from the possibility of assembling sets according to the instructions, little constructor can use other bricks that he or she has at home and build amazing creations! With BLOCKI imagination is the only limit!



QUALITY

The designs of BLOCKI sets are refined to the smallest detail and made of high-quality materials. BLOCKI focus not only the art of designing and combining elements into a larger whole, but also on cooperation with experts in the field of child development. We want to make the sets friendly and adjusted to the age of its users, to support child's development and safety during playtime.



PRICE

BLOCKI offer an excellent product value at a very attractive price. BLOCKI won the hearts of children because of interesting and colorful constructions, while parents appreciate very attractive prices of the sets.



COMPETITION

BLOCKI brand offers classic collections, focused on themes that children know and love, such as MyPolice, MyFireBrigade, MyArmy or MyCity sets. But we go further with unique projects, e.g. the iconic BLOCKI Raben series, which has become a market bestseller. The BLOCKI brand regularly provides its fans with new playtime attractions - the new MyGirls series for girls and mega-machines MyFarm series are premiere collections for 2020.



EXPERIENCE IN TOY INDUSTRY

ICOM Poland is the BLOCKI brand owner and a well known and experienced toys distributor in Poland. Many years of experience on the market allowed ICOM to create a brand whose products are able to satisfy the most demanding customers - children!



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TRUST OF EDUCATORS
AND PSYCHOLOGISTS

BLOCKI blocks, as toys that support child's development, have gained recognition of educators and psychologists. The brand offers two categories of blocks - BLOCKI for older kids from the age of 6 and BLOCKI MUBI for kids older than 18 months. The size and number of elements in the sets are adjusted to the stage of development of the child's skills at a given age.



EDUCATIONAL VALUE

BLOCKI can be a great instrument supporting educational processes. Learning and teaching shapes, colors and connecting elements is much easier to understand and when you use bricks. Building with blocks supports child's creativity, perceptiveness, logical thinking, small motor and manual skills development.



VALUE OF OPINION

BLOCKI are constantly in touch with fans and customers. We value honest and unbiased opinions about our bricks - they are extremely important and we take them into account as we make designs of new sets. The dreams, needs and suggestions of BLOCKI-lovers are our inspiration!



LET'S TEST!

BLOCKI have been reviewed by bloggers, vloggers and experts in the toy industry. BLOCKI video reviews can be found on popular Polish YouTube channels such as AdamTV, Zabawy Mistrzów, Brodaty Geek or Młody Giercownik.

These reviews are not just opinions and product presentations. For kids, these videos are so much fun and what is more, they inspire kids to be more creative and develop their BLOCKI blocks construction hobby!



DON'T MISS
BLOCKI BLOCKS!

We promote BLOCKI online at www.blocki.fun but also on parenting portals and TV. We provide our sales Partners with promotion and event equipment such as branded sun beds, play areas, display stands and product showcases so they can better promote our sets to their customers.

Don't miss our social media - Facebook and Instagram [@klockiblocki](https://www.instagram.com/klockiblocki) and our YouTube channel [BLOCKI.TV](https://www.youtube.com/channel/UC...) - these are virtual meeting places for BLOCKI-lovers.