
Products

TOMY Group products appeal to all ages, from babies and preschoolers to young boys and girls, as well as adults. Our key brands, such as TOMICA, PLARAIL and LICCA, have captured hearts the world over.

PRE-SCHOOL

TOMICA

Since 1970

TOMICA

These die-cast toy cars are easy to handle because they fit in the palm of a child's hand. We have broadly expanded the product line by adding longer models and engaging in a variety of content collaborations.

More than 587 million have been sold since the line was launched 44 years ago.



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SPEED RACER MOVIE:

© Warner Bros. Entertainment Inc. SPEED RACER: ™ Speed Racer Enterprises, Inc. (s14)



PLARAIL

These long-selling toy trains were launched in 1959. The specs for the blue rails have not changed since then, with a total of 150 million units sold in Japan so far.

The specs for the blue rails have remained the same, with a total of around 1,160 individual railcar types offered and 150 million units sold in Japan so far.

Since 1959



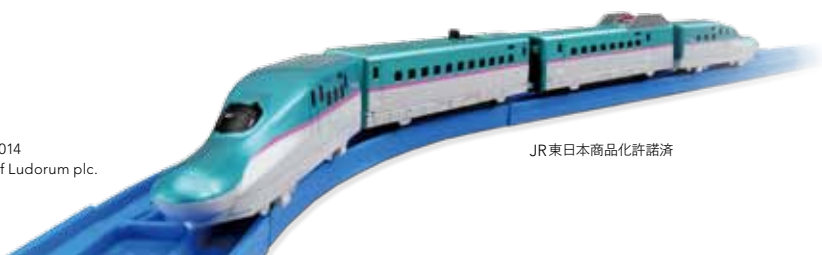
E7系北陸新幹線かがやき立体レールセット
JR東日本商品化許諾済



プラレール



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JR東日本商品化許諾済



JOHN DEERE

Since 1946

TOMY International

JOHN DEERE

JOHN DEERE continues to be the largest manufacturer of agricultural equipment in the world. TOMY produces several categories of JOHN DEERE licensed products including pre-school, riding, radio control, toy vehicles and diecast replicas.

GEAR FORCE is a new line for JOHN DEERE in 2014. This line includes stylized vehicles, animals and figures to give children an entire play pattern in one purchase. Kids will love acting out their favorite farm adventures. This line is available at Walmart, Toys "R" Us, specialty stores and John Deere dealerships.



Since 2013

ANIA

This new animal-themed brand follows on the success of our TOMICA and PLARAIL lines. The brand name ANIA is short for "animal adventure." ANIA toys are single animal figurines that are small enough to fit in a child's hand, and have movement as an added feature.

These animal figurines are designed so that play involves simply the touch of a child, which causes the toy to move. The figurines are small enough to be held in the hand of a small child, and are all the same package size. The movement feature enables children to learn about the characteristic movements of different animals while playing. This toy took the Grand Prize at the 2013 Japan Toy Association Toy Awards.



© TOMY



TRANSFORMERS

TRANSFORMERS were launched in the United States in 1984, with the toys and an animated feature a big hit in Japan the following year. As we celebrate the 30th anniversary of the launch of the world’s most famous transforming robot brand in 2014, TRANSFORMERS’ appeal continues to transcend borders and generations in more than 130 countries, where they are loved by parents and children alike.

Marketed in more than 130 countries around the world



Since 1984

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DUEL MASTERS

Launched in 2002 as a full-fledged yet easy-to-play trading card game, more than 5 billion DUEL MASTERS cards have been shipped, with events held annually worldwide making them ever more popular.

More than 5 billion DUEL MASTERS cards shipped



Since 2000

TM & © Wizards of the Coast/Shogakukan/Mitsui-Kids



Since 1997

Pokémon

Pokémon was born of video game software launched in 1996, and the Pokémon TV anime series, which is broadcast in 93 countries and regional markets, has established the brand as important hit media content. TOMY has so far produced about 500 different figures within our core MONSTER COLLECTION line, and we have shipped about 50 million units.

A total of about 500 different MONSTER COLLECTION line figures, with 50 million units shipped



© Nintendo-Creatures-GAME FREAK-TV Tokyo-ShoPro-JR Kikaku
© Pokémon

Amusement

After the launch of Pokémon TRETТА in 2012, T-ARTS introduced various amusement machines, delivering electronic products and services, making kids' dreams and wishes come true. In 2014, we launched new amusement machines that print the game result and personalized data onto cards. The first two lineups are PRIPARA for girls, and all the new original game BUKIGAMI for boys.

PRIPARA and BUKIGAMI are the world's first separatable printed-ticket machines.

Since 2005

T-ARTS



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Developed by T-ARTS and MARV
© T-ARTS / syn Sophia / テレビ東京 / PP 製作委員会
© T-ARTS



LICCA

LICCA dolls were launched in 1967 as dolls that girls can dress as inspired by their dreams and aspirations. By keeping pace with the times, LICCA dolls have been loved across three generations.

This is the best-known doll character in Japan, boasting a 95% recognition rate

Since 1967



1987
4th generation



1982
3rd generation



1972
2nd generation



1967
1st generation

© TOMY



KOEDA-CHAN

KOEDA-CHAN is a house toy series launched by Takara (prior to the merger) in 1977. The KOEDA-CHAN symbol is a tree house product that opens with a single push, which is a feature that offers a worldview full of appreciation of nature with a strong impact.

The main character, KOEDA-CHAN, is a tiny fairy who lives in the forest, and is of equal size with the doll product.

The doll can talk when she is in the tree house, which is the symbol product.

Since 1977



©TOMY/ designed by Suzuka Yoshida.

the first years™

THE FIRST YEARS

These products provide parents with innovative feeding, bathing, toy and potty training products to help them through the first years of their parenting journey.

THE FIRST YEARS products are sold in thousands of stores internationally including mass merchandising, drug, grocery, specialty and online retailers.



Since 2004
TOMY International

© TOMY
© Disney

Lamaze

lamazetoys.com

LAMAZE

The right toy at the right time.
Encouraging early development of the senses, LAMAZE toys spark creativity, introduce discovery and support healthy sensory development.



Since 1995
TOMY International

TOMIX

Since 1976
TOMYTEC

N GAUGE

The TOMIX concept was launched in 1976 with the goal of making it easier for first-timers to enjoy developing and building model street railways. Since then, the system has developed a full line of products, encompassing everything from railcars and rails to controllers, buildings and accessories. TOMIX will continue to develop the model railway world and offer more model train fun to our customers.

Focus on ease-of-use.

TOMIX developed the concept as a system.



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GACHA

The GACHA capsule toy line was launched in 1988, with sales of vending machines and the toys they contain conducted worldwide, focusing on Asia. Currently we are launching more than 25 items monthly, totaling more than 300 items per year, with new brands, such as the creator collaboration "Panda's ana," becoming broadly popular with adults as well as with children.

Developing a variety of content that appeals to a broad range of users, from children through adults.



Since 1988
T-ARTS



© T-ARTS © Panda's ana