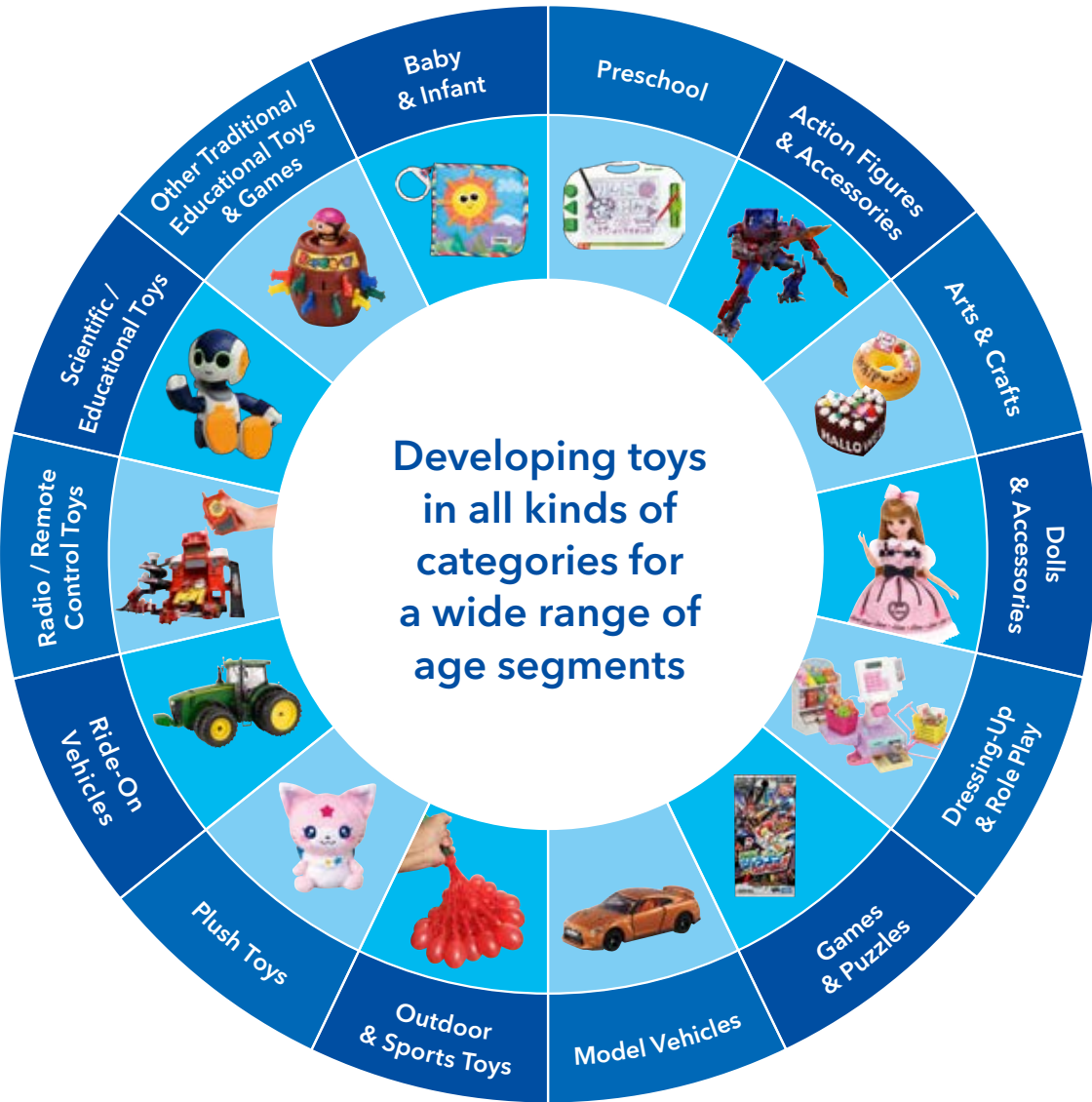


Our Products

The TOMY Group owns more than 60 brands targeting children and adults. We develop a broad lineup comprising products in 14 of the 15 toy categories.



TOMY



BEYBLADE BURST

This competition-style next generation of spinning tops recorded cumulative shipments of more than 350 million units to over 80 countries and regions throughout the world. In the summer of 2015, we launched sales of the third-generation BEYBLADE BURST.



TRANSFORMERS

TRANSFORMERS became a big hit in the United States in 1984, with toys and animation launched in Japan in 1985. This global transforming robot series loved by two generations of parents and children in more than 130 countries and regions around the world commemorated its 30th anniversary in 2014.



DUEL MASTERS

Launched in 2002 as a full-fledged trading card game easy for kids to play. This popular series has shipped over 6 billion units and every year numerous regional events are held.



Magical × Heroine MagimajoPures!

A live action new special effects heroine story in which magicians use magic and dance to defeat evil and protect people's dreams and world peace. An original story created in collaboration with video production company OLM Inc., TOMY creates merchandise based on items and character items used in the show.



SHINKALION

SHINKALION is a real shinkansen that can transform into a robot, original character content created through a collaboration between East Japan Marketing & Communications, Shogakukan-Shueisha Productions Co., Ltd., and TOMY. These toys are developed under the PLARAIL brand.



©Hiro Morita,BBB Project, TV TOKYO © TOMY ©TOMY. © 2018 Paramount Pictures Corporation. ® and/or TM & © TOMY. All Rights Reserved. TM & ® denote Japan Trademarks © TOMY ©DeAGOSTINI John Deere's products under license with Deere & Company. Lamaze® is a registered trademark of Lamaze International, Inc. © TOMY TM & © Wizards of the Coast/Shogakukan/Mitsui-Kids © TOMY,OLM/MP Project,TV TOKYO © TOMY © PJ-S,J/S,TBS © T-ARTS © TOMY

GROUP (DOMESTIC)



T-ARTS

Develops a wide range of products including amusement machines, capsule toys, miscellaneous goods and stuffed toys.



TOMYTEC

TOMYTEC

Boasting the top domestic share in railway models in Japan, this comprehensive hobby manufacturer is responsible for product planning and development, manufacture, sales and service.



KIDDY LAND®

KIDDY LAND

This store specializes in toys, fancy goods, character merchandise and books. As the leader of the overall culture industry, it is sensitive to the times and constantly disseminates new information and trends.



GROUP (OVERSEAS)



THE FIRST YEARS

Baby products including baby bottles, dishes and strollers supporting child-rearing.



JOHN DEERE

JOHN DEERE

Toy versions of global agricultural vehicles. This lineup includes a variety of products for preschoolers as well as detailed replicas.



LAMAZE

Educational toys for infants tailored to development level and age. Developed with the advice of an infant development specialist.



BOON

Products that eliminate the inconveniences of childcare with simple and smart designs that also meet the desire for fashionableness among those raising children.



John Deere's products under license with Deere & Company. Lamaze® is a registered trademark of Lamaze International, Inc.