

CONTACT: KidStuff Public Relations
Lisa Orman, 608-767-1102
Lisa@KidStuffPR.com



OH BABY! TOY FAIR VISITORS GET TO GRASP NEW NOGGINSEEK COGNITIVE RATTLE AT BOOTH 5549

Milestone Maker SmartNoggin® Continues Its Baby Steps Into The Toy Market With NogginStik, NogginRings And Now NogginSeek

Noblesville, IN (February 9, 2016) – Sometimes, what’s old is new again like a baby’s rattle. But for a 2016 baby there’s got to be a fresh twist, or grasp. SmartNoggin, creators of toys designed to help babies reach critical milestones, is expanding its product line with **NogginSeek Cognitive Rattle (\$18.99)**. Its popular **NogginStik Developmental Light Up Rattle (\$22.99)** and **NogginRings Reaching and Grasping Rings (\$18.99)** have already wowed hard-to-impress Oppenheim Toy Portfolio with two rare Platinum honors. Come grasp all three products at their American International Toy Fair Booth 5549.

“What should my baby be doing?” is a question all parents ask. Marcia Haut, special needs educator with 30+ years of experience, searched for toys that would encourage beginning milestones in babies. Like the phrase *necessity is the mother of invention*, this savvy teacher couldn’t find the toys she knew would be helpful to growing tots. So, she founded a company, SmartNoggin, for today’s mothers and fathers and the babies they cherish.

Like to play games? There’s a little hide and seek with NogginSeek Cognitive Rattle. The top boasts a clear globe that allows baby to see and observe. Then the red and white striped tube hides all but one blue bead. Watch baby’s eyes light up when two appear! The beads form the chorus for the rattling sounds. The textured blue handle is ideal for the tiniest fingers to feel and hold.

If this and other SmartNoggin products look a little reminiscent, they harken back to what’s old is new again! NogginRings has been updated but gives praise to the late Dr. Richard Chase, founder of Child Growth and Development Corporation. He introduced the infant toy as “Red Rings” in the 1970’s. NogginSeek is another updated version of an iconic toy that offers baby chances to practice developing skills through play.

A Parents Guide To Baby’s Milestones is now included in every SmartNoggin product. Everyone knows the first three years of a baby’s life are a period of incredible growth and development. But those precious early months are also critical to surpassing baby’s milestones. This guide will assure or alert parents (and grandparents) to monthly achievements from newborn to blowing out the candle on the first birthday cake. Looking, listening, reaching and touching are gently introduced with SmartNoggin’s award-winning line.

Look for all of these toys online and in specialty shops in 2016.

NEW! NogginSeek Cognitive Rattle • Ages Newborn to 12 months • \$18.99

Peek-a-boo, now you try to seek, shake and hear! From the moment baby comes home he can look and listen and slowly start to grasp, shake and coo. The enclosed Parent’s Guide shows new dads and moms how to maximize even a few minutes of play time. The candy-striped tube slides into the clear sphere when the rattle is tilted down. It pops back up when tilted up. That deserves

a clap or two! The rattle is also ideal for big brother or big sister to interact with baby. Cognitive, language, gross motor and speech skills all develop month by month. By the first birthday the NogginSeek will become a beloved buddy! Buy an extra for the car!

NogginRings Grasping Rings • Newborn+ • \$18.99

2015 Oppenheim Toy Portfolio Platinum

2015 Oppenheim SNAP Award

Oppenheim Toy Portfolio testers boasted, “use this for early interactions, holding it for baby to swat at, reach for and grasp hold of as you play together. This high contrast toy will grab even a newborns visual attention with its face in the center, and black and white rings and big red ring. It has a soft rattle that will not startle baby. Turn the face and there's a peek-a-boo game you can play as the face disappears and reappears. Once baby begins to reach out and take hold of things, this is a favorite to bat at, grab and explore. Encourages two handed play and exploration with older infants.”

NogginStik Developmental Light-Up Rattle • Newborn+ • \$22.99

2015 Oppenheim Toy Portfolio Platinum

2015 Oppenheim SNAP Award

“Testers liked this clever hi-tech rattle,” began Oppenheim Toy Portfolio’s glowing review. “Based on a classic barbell rattle shape, this one has a flat bottom on one side so it can stand up and an amazing light-up face on the other side. It has a quiet rattle sound when you shake it, and the round head changes colors from blue to green to red. The photo here, show the same rattle as it appears when the light changes. A fun toy for early tracking games and sensory discoveries later on. At the bottom there is a small mirror that distorts more than reflects, but has added interest. The high contrast black and white on the base will provide visual interest even the youngest baby and the easy to grasp textured red and yellow bar adds sensory interest to the touch when baby is old enough to take hold of things.”

2016 will mark SmartNoggin’s first booth appearance at Toy Fair as the company has quickly become a favorite with retailers nationwide. Visit them at Booth 5549 to experience what’s new in child/parent milestone makers starting at birth. For more information, click on their website, SmartNogginToys.com.

About SmartNoggin

With over 30 years of experience under her belt, SmartNoggin founder, Marcia Haut, set out to create a company with a simple and ambitious goal – help parents lay the foundation for all future learning. As a front-line provider and developmental therapist for children with special needs and a mother, Haut was frustrated that she could not find a product to encourage important early milestones in infants. There was a need in the market and NogginStik was the first to fill this need, but Haut did not stop there. While the product line currently consists of two products—NogginStik and NogginRings—there are plans to extend to a whole line of *Milestone Makers™* developmental products. Discover more information at their website, www.smartnoggintoys.com.