

PlanToys

La Gazette

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Our Lives

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How Play Colors Our Lives



Vitool Viraponsavan
Founder

When I was young, I rarely bought toys. I liked to play outdoors and with my friends instead! I liked to play hopscotch and tug-of-war or use materials around me to create toys of my own. My childhood house was located next to a sawmill, so there was a lot of scrap wood for me to collect and use. I would make toy cars by cutting wooden spools in half to make wheels and use cans of milk for the body. I also made a wooden top from guava trees!

Because I grew up utilizing nature and the resources around me to create and play, when I was developing the PlanToys brand, I realized the importance of intertwining play with child development and the natural world. Child development is enhanced so much by play! It provides an opportunity for children to find joy in learning and practicing new skills. And, when combined with sustainable concepts, they also grow closer to nature, learn how to share and build self-esteem. Ultimately, this is what inspired the Forest of Play! My hope is that children leave the play space having learned something, grown closer to nature and developed emotionally.



Kosin Virapornsawan
Managing Director

When I was a child, I liked to play with the natural elements around me and with friends in the neighborhood. I always folded a paper boat and raced it with friends down the stream near my house. Playing with friends in the outdoors taught me how to cooperate with and listen to others while following the rules and respecting the environment. As a result, today I appreciate diverse environments and various communities that surround me more than I would if I hadn't had grown up playing as freely as I did.



Alain De Rauw
International Sales Director

When I was a kid, I loved building camps, and playing in the rain and mud with my friends. I loved playing in nature with the elements I found. Nature and the outdoor environment have always impacted my way of playing (and still do today)!



Rudy Valenta
National Sales and
Marketing Director

Nothing is more fun than getting wet and getting dirt under your nails from a fun day outside. Some of my favorite days were when it rained and my siblings and I would make boats out of old milk cartons to race downhill in the water streams. I also loved taking my action figures to play with them in the trees and dirt outside as if they were running through the jungle.



Nilobon Kijkrailas
Senior Brand & Marketing
Communications Manager

Growing up, my mom was very creative. She would make up her own stories using our pets and surroundings as characters and settings. My dad owned a factory, so I played with real tools like hammers, screwdrivers, etc. I think these two ways of play groomed me to be who I am today — using my creativity like my mom and using my hands to craft or make art like my dad.



Phayungsak Un-ok
Process Improvement
Senior Manager

My favorite period of my life was between the ages of 7 and 10. During that time, science fiction was quite popular. That made me want to be a scientist! The first invention that I tried to create was a TV signal interference. When I took the wires to connect to the motor to make an antenna, it caused a motor noise that interfered with the TV signal on our TV at home. When my brothers turned on a TV show that I didn't like, I would secretly turn on the signal interference without them finding out. This kind of play was so fun to me because it was experimental, challenging and required me to practice important skills. Today, I'm always looking for new ways to accomplish tasks and approach situations.

Play is such a large part of children's lives today, and it's easy to forget that we were all once children, too! Take a walk down memory lane and listen to the perspectives of our team members to hear about their outlook on play and how they learned to cherish it when they were young.



Prawes Hongthong
Product Design &
Development Manager

When I was a kid, I liked to draw stories and pictures about events. I didn't have many toys, so I would use surrounding items like clothespins to make a robot or airplane; or sometimes I'd hide in the closet and pretend that it was a military base or secret space. In the rainy season, I went out to dig up soil and play. Building a dam or making waterways allowed boats made of leaves to float downstream. Most of my play was dictated by the elements and objects surrounding me, plus my imagination. My childhood made me like to create new things! This is why I've chosen the path of a designer.



Waritta Pholcharoen
Product Design &
Development Manager

Most of my childhood toys were bought from grocery stores, such as paper dolls, jackstones game, glass balls, stickers and doll clothing. The toys that affected my life the most were probably the games chess and checkers. I played these games with my brother every day because they were easy to carry wherever we went. It made us into people who like to plan and strategize, and enjoy problem solving!



Thitaree Luengtangvarodom
Assistant to Product Design
& Development Manager

My first toy was a white dog doll. Wherever I went, I took it with me like an intimate companion.

I also liked shape sorting toys. My mom said I could play all day with them! I've been interested in shapes and forms since then. The PlanToys Build N Roll was a favorite of mine, too. I loved to watch the rolling ball make its way across surfaces. This was probably the origin of my creativity! With an understanding of spatial relation and problem solving at an early age, I was able to continue to develop them, and now I leverage those same skills in my career today.



Panuwat Yenprasert
Product Design Supervisor

When I was a kid, I liked playing with remote-controlled cars and an 8-bit handheld game console. The remote-controlled cars helped me practice calculating distance and speed to prevent the car from hitting obstacles on the road. As for the 8-bit handheld game console, it helped me practice strategic thinking to pass various levels and gain more points. Today, I use my sequencing and strategic thinking skills to design and create!



Thanya Asawaphromtada
Senior Product Designer

When I was a child, I rarely played with ready-made toys that were sold at the market. I did have the PlanToys Motor Home, though, and I enjoyed that. Sometimes I played with my Barbie or Polly Pocket, but after a while I was bored of them. I'm a person who doesn't like playing with toys but likes to make my own playthings instead. I've been this way since I was little! When I grew up, I chose to be a toy designer without any hesitation.



Patiwate Rangsipol
Senior Product Designer

I've always liked to draw and make my own creations. For family birthdays, I've always hand drawn cards. When I was little, my mom bought me a Lego Duplo. I played with it every day. At first, I'd follow the pattern's instructions. After that, I started to play in my own way. I drew my own assembly parts too to record my designs. I think these things have shaped me into the creative person that I am. I am always full of ideas and ways of problem-solving. I also have a passion for art, which led me to the profession of a designer.



Sustainable Play

Products and Services

In 1981, PlanToys' founder Vitool Virapongsavan established the company with a desire to create positive changes in society by supporting children in their learning and relationship with nature while instilling a positive attitude toward life in them. Since then, we've used Vitool's original commitment as a core principle in the design of our toys and play experiences.



Sustainable Way

Business Operation

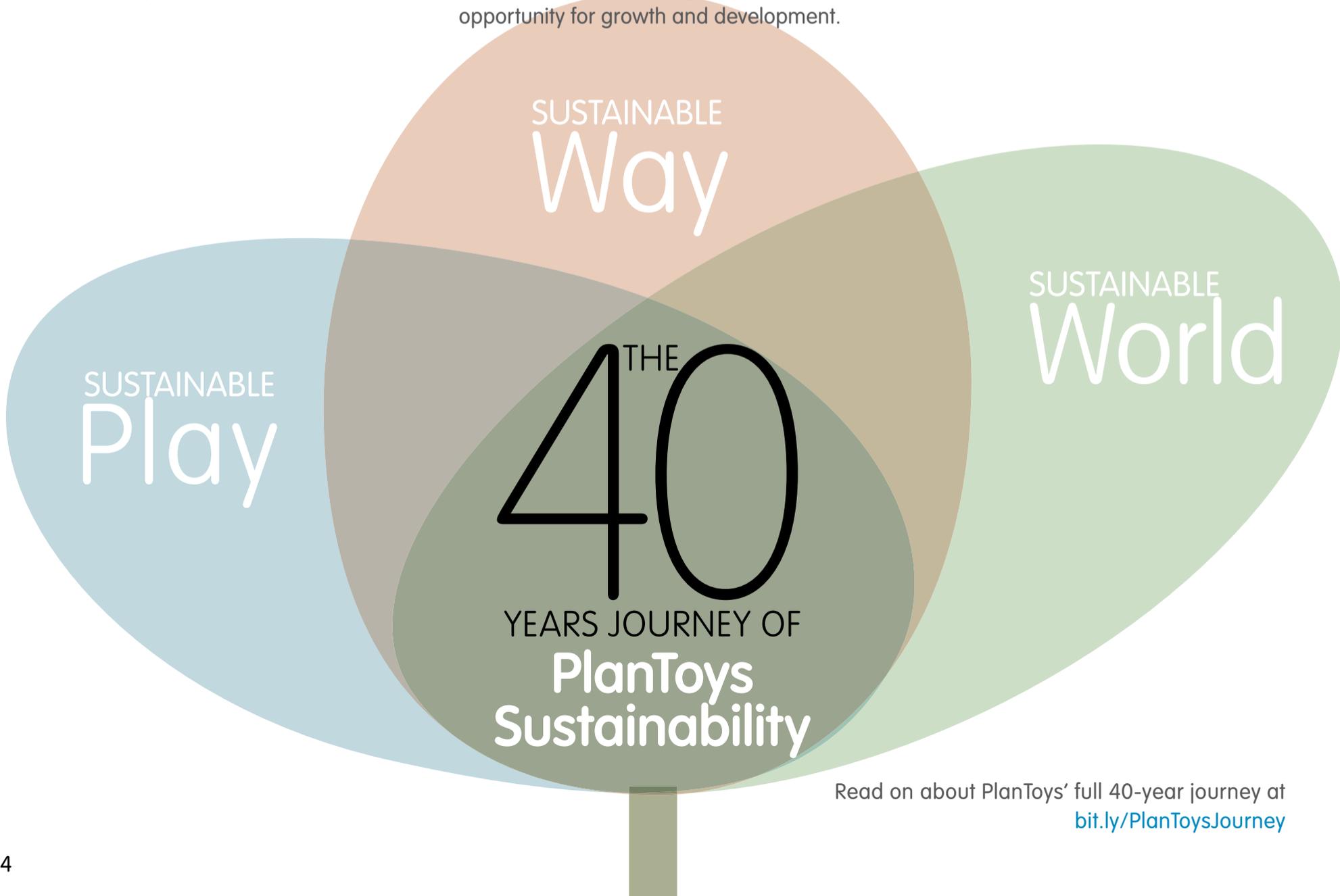
Quality toys reflect our operations. We pay attention to every single detail in our manufacturing process, including the well-being of our employees. For 40 years now, we've remained committed to using materials and sustainable production methods that match our mission of supporting children in their relationship with nature while intentionally considering their safety and opportunity for growth and development.



Sustainable World

Social Contribution

To us, a Sustainable World is one where children have access to toxin-free, developmental play and learning opportunities that support them in their relationship with nature and themselves, and employees are supported in their well-being inside and outside of the workplace.



Read on about PlanToys' full 40-year journey at bit.ly/PlanToysJourney

We've entered our 4th decade of toy manufacturing under our pillars of sustainability, and PlanToys' future will look no different! This year, we developed several creative projects that we're actively continuing to improve and eager to share with you all.



The PlanToys Toy Library

Because we believe that play is vital to a child's growth and development, we developed the Toy Library — an online platform that connects families with one another and allows them to rent and play with various PlanToys items at home affordably.

We've received incredible feedback from families in Thailand about the library and have found that many of them hope to continue renting instead of purchasing! The Toy Library has quickly become a cherished sustainable way for Thai parents to enhance their children's play environment without over-spending or purchasing toys that their kids will quickly outgrow. It also reduces environmental impact by lessening the waste produced by trashed or packaged toys. The Toy Library is just another step in the direction of sustainable living that we hope ALL families have access to in the future!

Learn more about the library on Facebook [@PlanNeramitMuseum](#).

Forest of Play, the New Green Play Space in Trang

Our development of 64,000 square meters of nature-inspired play space marks the first time that we've expanded our play offerings to interactive, hands-on opportunities. The Forest of Play has reshaped the way that people view PlanToys — now we're known for much more than our sustainable wooden toys. We're known for being educators, creators and play design experts, too!

Although the Forest of Play is currently closed due to COVID-19, we haven't stopped developing the space to make it even better. When we reopen, you can expect the best developmental play area for your children to wander and experience!



Smart Kid COVID Fighter Project

In Thailand, the COVID-19 infection rate is increasing rapidly among communities, and many of those infected are young children. To lift the spirits of these children and their families, together with Plan Group, Roong Aroon School and the Arsom Silp Institute of the Arts, we've launched the "Smart Kid COVID Fighter" project to provide learning kits to kids who are currently infected with COVID-19.

Since launching this project in May 2021, we've donated more than 2,000 learning kits, essential food and supplies to pediatric hospitals, underprivileged communities and the foundation for children with disabilities in Thailand. We sincerely hope that these small efforts encourage little ones and their families during this tough time.

Read on about our ongoing 40th anniversary projects at bit.ly/PlanToys40yProjects and follow the progress of each one on Facebook [@PlanToys](#) or at plantoy.com.

Mid-Year Releases 2021

This edition of La Gazette is unlike any other! All of the product images you see below are reflections of real experiences from parents and families who were some of the first to experience our new items. What we love most about these images is how they capture real, candid moments of play. To us, a truly valuable play experience doesn't depend on the toy itself, but is reflected in the joy and insight that a child gains through their imagination and creative expression instead.



"Nanma assigned each of his trains to a family member during play — one for his older sister, mother and himself. The Cargo Train is his favorite."

Pinnuch Chareonpuk, Nanma's mother who photographed Trains, Touch & Guess, Finding Penguin and Handy Carpenter Set

3y+

6288 Classic Train

Product: cm 3.7 x 20.0 x 4.7 | inch 1.6 x 7.9 x 1.5

6289 Cargo Train

Product: cm 3.7x 19.8 x 4.6 | inch 1.6 x 7.8 x 1.8

6290 Hybrid Train

Product: cm 3.7 x 20.0 x 4.2 | inch 1.6 x 7.9 x 1.7

These trains are the ultimate addition to any transportation play scenario. Children can connect the trains via magnets for a more dynamic experience, and the Cargo Train's wooden boxes are moveable. A combination of solid wood and PlanWood™ give this set a unique feel. Compatible with PlanToys' Road & Rail set.

Play Value

- Stimulates imaginative thinking and creativity
- Enhances logical thinking and problem-solving skills
- Develops language, communication and social skills through interactive play

6288



6289



6290



Watch video



"I like the Push-along Bunny because of its realistic movement. It's so cute! Ella also likes to move the Vroom Cars around and watch them glide across smooth surfaces."

Thaneenard Besnard, Ella's mother who photographed Push-along Bunny and Vroom vehicle set



5726 Vroom Bus

5727 Vroom Truck

5728 Vroom Car

12m+

Vroom Bus | Vroom Truck | Vroom Car

Product: cm 7 x 10.7 x 8.25 | inch 2.8 x 4.2 x 3.2

Vroom, vroom! These Vroom Cars are intentionally designed for easy grabbing, gripping and manipulating. Children can incorporate the cars into any play scenario to explore new corners of their imagination.

Play Value

- Encourages imaginative thinking and challenges a child's strategic thinking skills
- Develops fine and gross motor skills while pushing, pulling and zooming the vehicles across various surfaces



Watch video



5729 - White

5730 - Pink

5731 - Blue



5732 - Brown



5733 - Grey

12m+

Push Along Bunny

Product: cm 6.5 x 12.5 x 9.3 | inch 2.6 x 4.9 x 3.7

Hop alongside this happy bunny! With a smooth and active design, children can easily grab and play with the toy while incorporating it into other imaginative play scenarios.

Play Value

- Strengthens both fine and gross motor skills
- Improves concentration ability and challenges a child's hand-eye coordination
- Great for incorporating into free-play scenarios and storytelling



Watch video



3y+

3709 Handy Carpenter Set

Product: cm 7.6 x 19.5 x 17 | inch 3.0 x 7.7 x 6.7

Whether you're building, remodeling or repairing, the Handy Carpenter Set has every tool you'll need for your project! Use the hand drill with a functioning head for installations, the hand saw for shaping wood, the claw hammer for setting materials into place, and the chisel and ruler to complete any job at hand. A handy wooden stand keeps all your tools in one place for easy access and portable use. Compatible with PlanToys' Workbench, Robot Toolbox and Motor Mechanic.

Play Value

- Develops fine motor skills and hand-eye coordination
- Encourages a child to imagine, communicate and interact
- Develops language, communication and social skills



Watch video



“**Thanya** loves bread in real life. While playing, she actually pretend bites the toy bread and feeds her mom, too!”

Thunnicha Chatpatimapong, Thanya’s mom who photographed Bread Set, Tactile Stone, Animal Puzzle and Push-along Bunny.

2y+

3628 Bread Set

Product: cm 2.9 x 5.4 x 9.3 (croissant) | inch 1.1 x 2.1 x 3.7

Are you hosting family brunch, or are you preparing for a picnic in the park? Bring the Bread Set along with you to complete your meal! This playset includes a bagel, 4 detachable dinner rolls, a pretzel, croissant, cuttable baguette, knife and fabric bag for storage.

Play Value

- Develops fine motor skills and hand-eye coordination
- Stimulates imagination and creativity
- Develops language, communication and social skills while playing with others



Watch video





2y+

4644 Animal Puzzle Game

Product: cm 1.7 x 17.5 x 17.5 (board) | inch 0.7 x 6.9 x 6.9

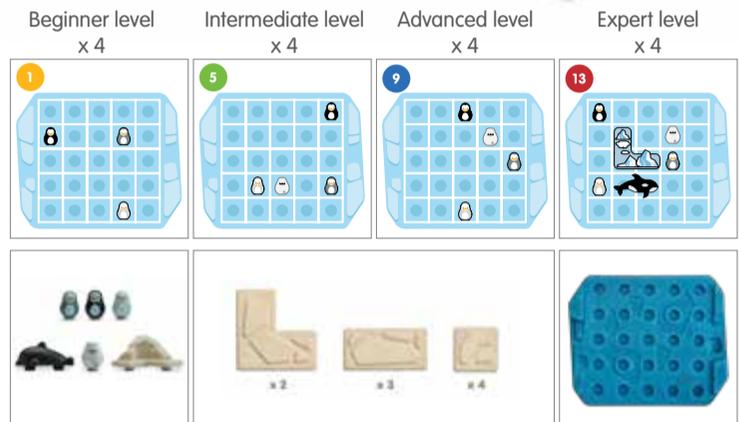
Learn about seven endangered species while completing this puzzle's challenge! This wooden Animal Puzzle comes with an elephant, rhino, penguin, gorilla, orangutan, panda and leopard. These animals need your help finding their correct home on the puzzle board! For additional play, children can incorporate the figures into storytelling time or free-play scenarios.

Play Value

- This game particularly assists children in their critical thinking, planning, problem-solving and concentration skills
- Develops language, communication and social skills through interactive play
- Encourages children to learn about endangered species and various ecosystems



Watch video



3y+

4645 Finding Penguin Game

Product: cm 18.5 x 22.5 x 2 (board) | inch 7.2 x 8.8 x 0.7

Help the penguin family stay intact and safe from the giant iceberg and their predators! Use puzzle pieces to design an ice path to bring the baby penguin (light grey) back to its mother (dark grey) and father (black), and try to avoid every obstacle in your ice path's way. Complete with a game board, orca, seal, iceberg, 3 penguins, 9 puzzle pieces and 16 challenging cards. All cards are marked for their level of difficulty: yellow is beginner, green is intermediate, blue is advanced and red is expert.

Play Value

- This strategic game encourages kids to use critical thinking, problem solving and logical-thinking skills while playing
- Develop language, communication and social skills through interactive play with others
- Pieces can also be used in storytelling environments or other play scenarios



Watch video





3y+

5452 Touch & Guess

Product: cm Ø3 x 8 (wooden ball top with handle) | inch Ø1.1 x 3.1

This set was inspired by Claudia Bleeker from Studio Van Clau, who brought the issue of children viewing digital tablets as primary friends to light. This playset helps bring children back to center with physical contact and interactive play. Complete with 4 sensory tools, children can practice drawing on a companion's back and experimenting with different patterns and sensations. Try to guess what your partner is drawing or writing, and incorporate other objects around the house for an added dynamic. Printable playing cards for viewing and downloading are available online.

Play Value

- Stimulates a child's senses while playing
- Encourages social and interactive play — technology free!
- Builds trust between players and also develops self-esteem



Watch video



2y+

5451 Tactile Stone

Product: cm 1 x 4.7 x 5 (stone) | inch 0.4 x 1.9 x 2.0

The Tactile Stones offer a wide range of opportunities for play! Complete with 24 stone pieces made from PlanWood™, the set can easily be stored in the provided fabric bag. Explore your sensory skills with the following activities: Matching Game, Memo Game, Matching Sequences, Stone Tracing, Line Drawing Practice, Stacking Game and Blind Matching Game! These stones are also compatible with dough. Playing cards are available for downloading online.

Play Value

- Stimulates a child's senses and encourages the development of them
- Builds social and communication skills through interactive play
- Helps develop creative and imaginative thinking, and problem solving



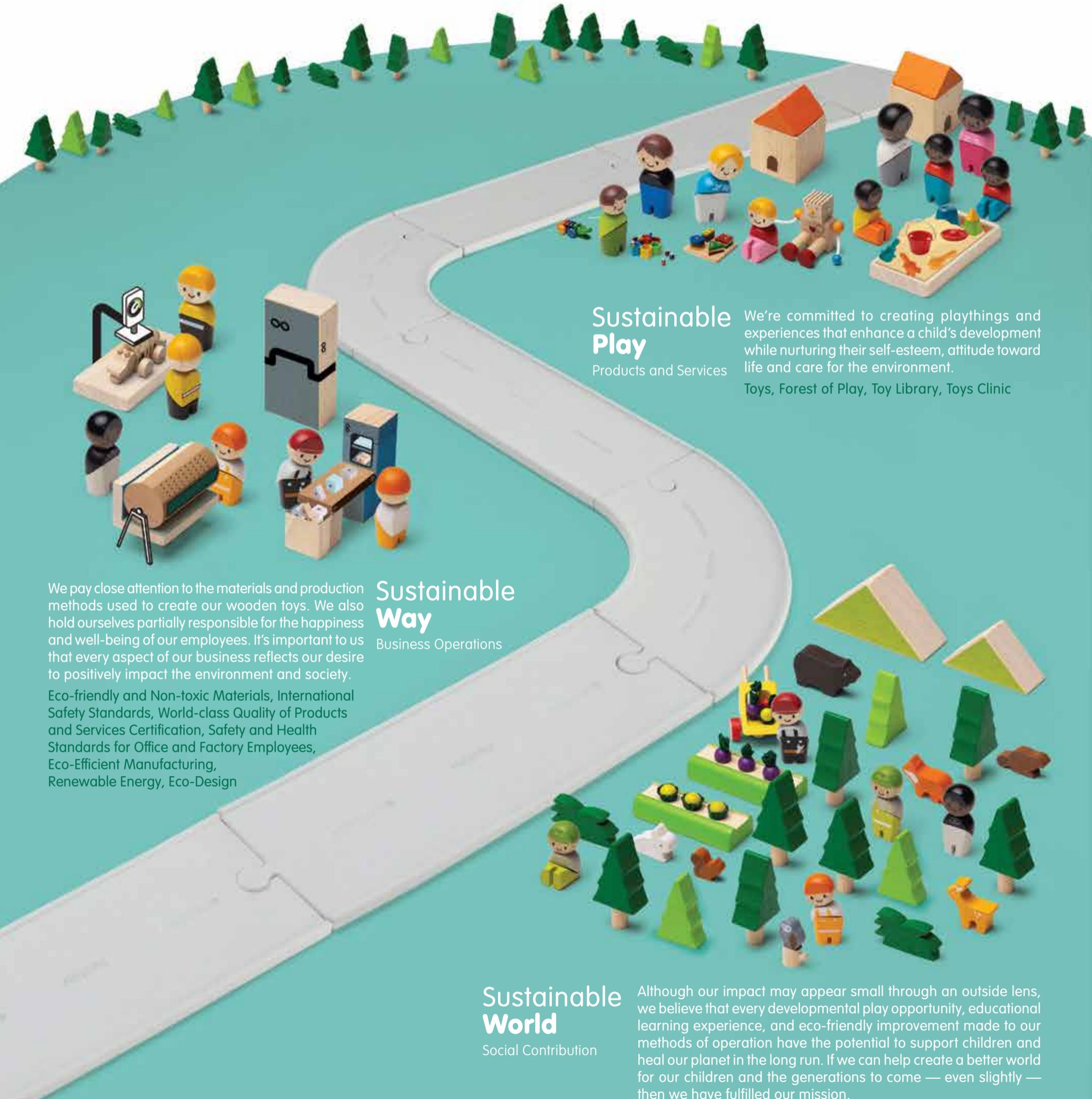
Watch video





A Sustainable World of Play

Bettering the world for our children one sustainable step at a time.



Sustainable Play

Products and Services

We're committed to creating playthings and experiences that enhance a child's development while nurturing their self-esteem, attitude toward life and care for the environment.

Toys, Forest of Play, Toy Library, Toys Clinic

Sustainable Way

Business Operations

We pay close attention to the materials and production methods used to create our wooden toys. We also hold ourselves partially responsible for the happiness and well-being of our employees. It's important to us that every aspect of our business reflects our desire to positively impact the environment and society.

Eco-friendly and Non-toxic Materials, International Safety Standards, World-class Quality of Products and Services Certification, Safety and Health Standards for Office and Factory Employees, Eco-Efficient Manufacturing, Renewable Energy, Eco-Design

Sustainable World

Social Contribution

Although our impact may appear small through an outside lens, we believe that every developmental play opportunity, educational learning experience, and eco-friendly improvement made to our methods of operation have the potential to support children and heal our planet in the long run. If we can help create a better world for our children and the generations to come — even slightly — then we have fulfilled our mission.

Plan Loves Forests Program, Children and Community Club, Mom-Made Toys Project, Happy Organization



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