

# Astra TOYtimes SPOTLIGHT EDITION



**Alpha Group US**  
is delivering great  
play and entertainment experiences  
to kids of all ages

Built on a foundation of Toys and Animation, **Alpha Group US** is delivering great play and entertainment experiences to kids of all ages. It is a wholly owned subsidiary of **Alpha Group Co. Ltd.**, one of the largest and most successful Toy, Animation and Entertainment (TAE) groups in the world. Its state-of-the-art design, manufacturing and animation facilities deliver unparalleled innovation and content to support its toys and licensed products. With a true global footprint and worldwide distribution network, **Alpha Group** looks forward to growth for years to come. It is the new global player in toys and entertainment.



**Super Wings** is back for their 8<sup>th</sup> season (aka, the best one yet) and **Alpha Toys** is ready to bring joy to fans of the show and its characters with brand new toys! Super Wings follows the daily adventures of Jett and his friends as they deliver packages and offer their aid to people the world over.

This season, the Super Wings have brand new electric engines, super charging their capabilities like never before! Super Wings can be found on its YouTube channel, as well as on Peacock and Prime Video!

Each episode follows the Super Wings on a delivery to a new location, offering a positive and educational first impression of far away or unfamiliar places to young viewers. Through putting their heads together, the Super Wings use their intelligent minds and compassionate hearts to solve problems, encouraging the viewers at home to do the same for others! Super Wings is all about collaboration, cooperation, celebrating what makes us different and unique, but also reminding everyone how similar we are, even if we live far apart.

Word to the wise: **Alpha Toys** is pushing the envelope in the building brick toy category. Not content with merely offering a compelling building process, **Wise Block** sets incorporate an added layer of play through remote control (RC) capabilities! In addition to honing fine motor skills, Wise Block sets invite young builders to stretch their creative muscles by crafting their own original constructions through problem solving and critical thinking. The industry has certainly taken note, as the entire Wise Block product line was awarded the official STEAM Accredited status by the Toy Association this year! Wise Block sets span a broad array of vehicles, and always include clear and easy to follow instructions, a very fun building experience, and a remote control with which to race your finished build indoors and out.

We all want the best for our special little ones, be it nutrition, clothing, education and play. Everyone grows at their own pace, so sometimes it's hard to pinpoint when exactly it's time to introduce certain educational concepts to very young babies. **Alpha Toys** believes that there's no reason babies can't start their learning journey early and seamlessly through play, which is the ethos of their toy line **Smart Steps**.



Smart Steps toys embody multiple core concepts, including STEM learning, a mix of electronic and mechanical stimulus for babies, and an emphasis on cause-and-effect tactile play. Babies' self-education is all sensory in their early development, and thus Smart Steps aims to create educational play experiences which reinforce the concept of consequence (stimuli following action) and offer motor skill engagement through satisfying physical play interactions.

Contact Shaun Pittman [shaun.pittman@alphagroup-us.com](mailto:shaun.pittman@alphagroup-us.com) for more information!