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WIGGLITZ HOPING TO WIN BIG WITH TOTY AWARD FOR ITS FIDGETY TOYS THIS TOY FAIR AT BOOTH #6238

Wigglytitz by ZB Designs has Earned a Finalist Spot for Collectible of the Year

Ogden, UT (January 27, 2026) – We’re certain you’ve spotted them by now – 3D printed toys. Thanks to this technology, toy R&D has never been simpler. If you can dream it in a 3D-modeling program, you can bring it into reality. Enter **ZB Designs**, a toy business founded by entrepreneurial couple Zack and Berkley Bailey.

After attempting multiple products and selling at farmer’s markets, local markets, and anywhere they could pitch a tent to display their wares, the Baileys found their calling in the form of cute and collectible toys that wiggle and wave! All from one 3D printer and a dream, ZB Designs is the first to scale 3D printed toys for mass distribution and has now grown into a name to watch in the industry. And as the ultimate sign of success in the toy industry, their flagship product, Wigglytitz, is a finalist for the Toy of the Year (TOTY) awards honor: Collectible of the Year.



Returning to Toy Fair at the Level 1 Exhibit Hall booth #6238, Zack and Berkley are over-the-moon at the chance to say hello to fellow industry professionals from their convention debut last year and hopefully meet many more new faces! Lucky visitors will have the chance to meet Winky, the full-sized Wigglytitz mascot and receive a special bag of goodies, including specially themed Valentine’s Day Wigglytitz (for any last-minute gifts) and brand-new characters set to launch later in 2026.

Wigglytitz, the wiggly, fidgety collectible are manufactured and distributed in the United States from ZB Design’s headquarters in Ogden, Utah. Although they have a full team of incredible employees now, Zack and Bailey’s first ventures were run out of their own apartment. In 2022 they were literally selling hand to hand. From humble beginnings, Wigglytitz are now sold at retail as of 2025 and beloved by kids and adults all over the country. Through smart leverage of 3D printing, painstaking model refinement to make sure each Wigglytitz is the best it can be and social media marketing, Wigglytitz have boomed in popularity and brand recognition, earning them their spot as a finalist for the TOTYs this year.

“Being a finalist for Toy of the Year in the Collectibles category is an incredible honor,” said Zack, “and I’m immensely proud of what the Wigglytitz team has accomplished in such a short amount of time. What started with a single 3D printer and a lot of late nights has grown into a nationally recognized brand built on creativity, innovation, and hard work. This



nomination isn't just a milestone for the company, it's a reflection of the passion of our team, the support of our retail partners, and the enthusiasm of the fans who have believed in Wigglitz from the very beginning."



Furthermore, the company was blessed this week with four, count 'em, four! finalists in the Toy Book's Pulse of Play Awards: Product Launch of the Year and Viral Hit of the Year for Wigglitz, and The Challenge and Manufacturer of the Year for Wigglitz by ZB Designs.

Part of the secret sauce of Wigglitz' success is variety and freshness. Wigglitz have hundreds of unique characters to choose from, including quadrupeds, marine animals and even mythical creatures. The unique joints manufactured through the 3D printing process allow each Wigglitz to shimmy and sway, giving the sense it is coming to life. And no two designs are alike; there is truly a Wigglitz pal for any collector out there. Dogs, divers, axolotls, turtles, wizards, mermaids and trolls, anything you can imagine, Wigglitz is where fun comes to life! And the collection keeps growing! ZB Designs has cultivated a following through their social media presence, announcing new collections for occasions like Valentine's Day and Easter, and dropping themed waves like the Farm Series and Foodz Series making their debut in New York and shipping to retail soon.



Best of all, ZB Designs allows collectors to have a curated experience like few others offer. Whether chasing the excitement of surprise packs and relishing the thrill of the hunt, or ordering exactly what you want online, you can cater your experience to match what you want. The Wigglitz.com website has a special "Build a Bundle" feature which lets you select any group of Wigglitz you desire. Wigglitz are flexible toys made to spark imagination! Staying closely in touch with their audience, offering a highly unique and customizable collecting experience, plus offering a constantly updated catalog of new friends to find, Wigglitz has more than found its footing in the toy space!

To learn more about these wiggly wonders, or to build a Wigglitz bundle of your own, visit wigglitz.com. If you're planning to attend Toy Fair, come congratulate ZB Designs, meet Winky the Wigglitz mascot and get a bag of surprises at the Level 1 Exhibit Hall booth #6238. See what the hype is all about by giving Wigglitz a waggle with your own hands!

About Wigglitz

ZB Designs was founded in 2022 by husband-and-wife team Zack and Berkley Bailey, who began with a single 3D printer and a shared passion for design and entrepreneurship. In just two years, the Wigglitz brand has evolved from a side hustle into a nationally recognized toy company with one of the most advanced, 3D-printing operations in the world. Every product is designed, manufactured, and shipped directly from their Utah facility. Measuring between one to two inches, Wigglitz toys come in a wide range of collectible themes, including Ocean, Originals, Fantasy, and the newest addition, Puppies, with fresh in-house designs continuously in development. Today, Wigglitz is setting new standards for innovation and creativity in the toy industry and becoming a beloved collectible brand with a loyal and growing fanbase.