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## WIGGLITZ COLLECTS TOTY® AWARD FOR BEST COLLECTIBLE TOY 2026 AWARD

*Wigglytitz by ZB Designs Shines Amidst a Field of Stars*



OGDEN, UTAH, Feb. 16, 2026 – ZB Designs, a husband-and-wife owned company in its first year at retail in the toy industry, won “Collectible Toy of the Year®” for Wigglytitz at the Toy Foundation™’s 26<sup>th</sup> annual Toy of the Year® (TOTY®) Awards. The TOTY Award winners were announced Friday evening at an awards ceremony at Pier Sixty in New York City.

“Wigglytitz winning Collectible Toy of the Year is a humbling honor we cannot put into words,” said Zack Bailey, Founder and CEO. “The 2025 New York Toy Fair was our debut in the industry and our team in Odgen has done a tremendous job building Wigglytitz and scaling our operation. Wigglytitz is the first 3D printed toy to not only be widely distributed in specialty toy retailers across the country but also to have the ability to reach mass retailers through our recent distribution partnership with Moose Toys.”

“Just being a finalist in a category with Pokémon, Disney Lorcana, LEGO F1, Magic: The Gathering Marvel Spider-Man, and Hot Wheels was overwhelming. They are beloved brands the likes of which we aspire Wigglytitz to be,” added Zack.

Wigglytitz is the wiggly, fidgety collectible manufactured in the US which has taken the toy world by storm. Being one to two -inch-long characters with a colorful and friendly design and engineered to have a signature wiggle, Wigglytitz are the perfect size and price for deep collectability. With series like Ocean, Puppies, and Fantasy and seasonal executions for Valentines, Easter, Stars and Stripes, Holidays and more, there is truly something for everyone to enjoy.

Hosted by The Toy Foundation, TOTY accolades are based on votes from mass and specialty toy retailers, media, Toy Association members and consumers. The awards program is a key fundraiser to support the Foundation’s year-round philanthropic work to deliver the comfort, joy, and extraordinary physical, emotional, and educational benefits of play to children in need.

### **About ZB Designs**

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 Wigglytitz 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, Wigglytitz toys come in a wide range of collectible themes, including Ocean, Puppies, Originals, Fantasy, and the newest addition, Foodz, with fresh in-house designs continuously in development. Today, Wigglytitz is setting new standards for innovation and creativity in the toy industry and becoming a beloved collectible brand with a loyal and growing fanbase.