



Instore Kids Corners

The products of **Instore Kids Corners** have been designed to have **educational value**. Instore Kids Corners has its **own production facility**. Only **high-quality material** is used in the manufacture of these products. There are no sharp edges, and the material can stand rough handling.

The play modules are language- and violence-free and therefore suitable for all **children under twelve**. The products of Instore Kids Corners are **TÜV certified** and meet all safety requirements.



Are you getting the advantages a PlayPoint offers?

A play area provides **15% more sales!** Just think of the **longer stay** of your customer, the **relaxed sales process** and the **higher receipt amount**. Additionally it is a very **effective in-store marketing tool**, it **distinguishes** you from your competition and gives your organisation a **more customer-friendly appearance**. Do not underestimate how often **children make decisions** and are the driving force behind **more frequent visits**. Also, your customer's child is your **future customer!**



Retail / Automotive

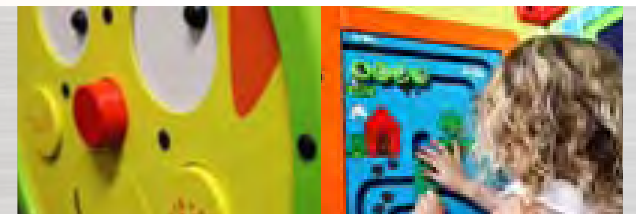
Sales talks can often be necessary for parents to make informed purchasing decisions. The conversation then requires their full attention. Children notice this flawlessly and compensate for the lack of attention in speech and behaviour. Fortunately, our products offer the solution, i.e. a pleasant environment that contributes to making the right choices. It is a real win-win situation because children can play while their parents take the time to come to a well-informed decision.



PlayPoint Play modules

The play modules of Instore Kids Corners are developed and manufactured in-house, resulting in products completely in line with the needs of children and made of only the finest materials.

Our many years of expertise guarantees not just that the play modules are a lot of fun, but also that children are encouraged to develop themselves with the help of cognitive and physical activities.



PlayPoint Play Modules

The play module frames are available in green and orange. They can be easily fixed onto a wall or railing, but they can also be attached in a free-standing play system. For mounting them on the wall an FM Frame is required for the following play modules:

- Wirebeads
- Dresscode
- Memory

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Name		Width		Height		Depth
1. Family Bridge	-	45cm	-	70cm	-	3,5cm
2. Crazy Mirror	-	45cm	-	70cm	-	3cm
3. Sorting Tree	-	45cm	-	70cm	-	3,5cm
4. Wire Beads	-	45cm	-	70cm	-	3cm
5. Sorting Tree	-	45cm	-	70cm	-	3,5cm
6. Planet Marble	-	45cm	-	70cm	-	3cm
7. Dresscode	-	45cm	-	70cm	-	3cm

PlayPoint Play Modules

The round play modules, also called play wheels, offer an additional opportunity for children to develop their physical abilities, because most of them need to be turned on their axes to play.

These play wheels are also available in green and orange. For mounting the play wheels on the wall a Wall Plate is required.



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Name	Width	Height	Depth
8. Memory	- 45cm -	70cm -	3cm
9. Discover Glass	- 60cm -	60cm -	6cm
10. Treasure Island	- 60cm -	60cm -	6cm
11. FM Frame	- 45cm -	70cm -	6,5cm
12. Match & Pop	- 60cm -	60cm -	6cm
13. Happy Feeling	- 60cm -	60cm -	6,5cm
14. Crazy Playwheel	- 60cm -	60cm -	6cm
15. Wall Plate	- 64cm -	64cm -	0,9cm

Supermarkets

Children and grocery shopping; this combination can now result in a pleasant trip if the local supermarket has embraced the Instore Kids Corners' concept. While the child is playing quietly and safely in the store, the parent has the time to calmly look around. The parent does not have to hurry along the aisles to get only the necessities, and will remain in the store longer. The positive shopping experience also leads to greater spending on the long term because parents are more likely to return, given the child-friendly nature of the store chain.



PlayPoint Play Systems

The PlayPoint play systems are divided into two categories: the free-standing systems and the wall systems. The free-standing version includes play systems located in a central space, not touching any walls, and offer some room for play modules in case you have a larger space available, or no walls.

To decorate your kids corner, wall systems are ideal. Made of wood, they give your children's corner a more luxurious look.



PlayPoint Play Systems

The following play systems come with four play modules of your choice: Mushroom, Planet Transport and Amsterdam.

The Honey Play has room for one play module and two play wheels, and the Paula Plane has room for one play module.



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Name	Width	Height	Depth
1. Mushroom	- 139,3cm -	121cm	139,9cm
2. Planet Transport	- 120,8cm -	150cm	120,8cm
3. Ocean World	- 106cm -	133cm	88,3cm
4. Amsterdam	- 127,8cm -	117cm	127,8cm
5. Beadstree Table	- 77cm -	80cm	70cm
6. Paula Plane	- 149cm -	106cm	102cm
7. Swinging Top Maze	- 64cm -	55cm	64cm
8. Honey Play	- 68cm -	106cm	70cm

PlayPoint Play Systems

Culture Express is the largest of the wall systems and therefore provides room for one play wheel and four play modules of your choice. Within the Circus theme “Going to the Circus” has three play modules to choose from. Strong Simon has two play wheels, Canonman has one play wheel and both Pretty Elephant and Theo the Tiger have one play module of your choice.



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Name	Width	Height	Depth
9. Beads Tree Wall	- 77cm -	70cm	- 38cm
10. Going to the circus	- 154,2cm -	132,2cm	- 3cm
11. Strong Simon	- 174cm -	148,4cm	- 3,9cm
12. Pretty Elephant	- 93,2cm -	180cm	- 3cm
13. Theo the Tiger	- 69cm -	154,3cm	- 3cm
14. Canonman	- 110cm -	135cm	- 3,9cm
15. Mighty Giraffe	- 43cm -	150cm	- 0,9cm
16. Culture Express	- 300cm -	200cm	- 3,9cm

Catering

Children are active and have rich imaginations. Where parents find comfort and relaxation at a table in a restaurant, the children will preferably run around, criss-crossing between all tables and chairs. Instore Kids Corners provides a concept that makes the children's corner not just entertainment for the child, but also leads to parents having an extra dessert and/or a cup of coffee. The concept makes it possible to slow down in a relaxed manner, preventing parents from quickly asking for the check. This translates into higher customer satisfaction and sales.



Interactive Play Systems

The interactive play systems are an ideal choice for situations where a longer stay is desired. The ten games of the PlayTouch computer offer something for everyone, but a Playstation 2 or TV can also keep children quiet for quite some time.



Interactive Play Systems

All PlayTouch systems use an industrial minicomputer that includes software developed in-house.



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Name		Width		Height		Depth
1. Bravo Playstation2	-	54cm	-	112cm	-	56cm
2. Bravo PlayTouch	-	54cm	-	112cm	-	56cm
3. Victor PlayTouch	-	56cm	-	103cm	-	54cm
4. Victor Cartoon	-	56cm	-	103cm	-	54cm
5. Charlie Cartoon	-	55cm	-	93cm	-	56cm
6. Lollipop Cartoon	-	35cm	-	130cm	-	35cm
7. Lollipop PlayTouch	-	35cm	-	130cm	-	35cm

Interactive Play Systems

The silent minicomputer does not require ventilation and is completely maintenance-free. All housing is vandalism-proof and includes anti-scratch coating. The 17" high-quality industrial screens are protected by 3mm anti-scratch safety glass. All PS2 systems can be supplied as a PS3 or XBOX 360 system at extra cost.



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Name		Width		Height		Depth
8. Bubble Cartoon	-	60cm	-	60cm	-	10cm
9. Bubble PlayTouch	-	60cm	-	60cm	-	10cm
10. Juliet	-	45cm	-	70cm	-	9cm
11. Oscar Playstation2	-	71cm	-	52cm	-	27cm
12. Oscar PlayTouch	-	71cm	-	52cm	-	27cm
13. Bubble 32"	-	100cm	-	100cm	-	43cm

PlayTouch Software

On the PlayTouch computers Instore Kids Corners has installed software developed in-house. This software consists of 10 educational games in 3 age categories. This software is pictogram-controlled and therefore highly suitable for all children under twelve. The software is provided with your own logo for free. At extra cost it is also possible for us to adapt all the software to your own house style, including other elements that suit your organisation.



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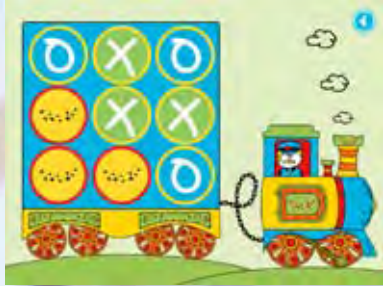


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| 1. Start menu | - | Choose a game |
| 2. Bubble game | - | Touch the bubbles and the fish are safe |
| 3. Puzzle | - | Make the puzzle complete again |
| 4. Line game | - | Make a drawing with the lines |
| 5. Sorting game | - | Which trash belongs in which trashcan |
| 6. Memory | - | Find two identical images |
| 7. Counting game | - | How many objects do you count? |
| 8. Shuffle game | - | Shuffle the pieces on the right spot |

Custom PlayTouch Software

The software is always provided with your own logo for free. At extra cost it is also possible to adapt the whole software package to your own house style. This creates a positive link between your brand and the entertaining game, gaining you the loyalty of your youngest visitors.



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| 9. Tic Tac Toe | - | Can be played with two persons |
| 10. Find the different | - | Each image shows 5 differences |
| 11. Colouring | - | Can be decorated with nice objects |
| 12. Thomas the Train | - | An adaptation for the existing Thomas games |
| 13. Albert Heijn | - | Completely designed in Albert Heijn house style |
| 14. Citroen | - | The car models are implemented in the software |
| 15. Museum | - | Elements from the museum are used |

Ready for your brand!

Instore Kids Corners can create a unique design for you. Together with our designers and product engineers we like to think about which children's corner best suits your brand or industry.

We have all the necessary resources in-house, resulting in limited outsourcing and ultimately a lower cost price. In this way we can offer you a unique children's corner for a very competitive price!



Soft Play Elements

The soft play elements are perfect for small, active children. By placing our soft elements you will be offering children the opportunity to have fun climbing and clambering. This way the children can enjoy themselves and be safe.

The play elements are all perfectly suited to replace or add to children's furniture.



Soft Play Elements

Only high quality artificial leather is used for the production of these soft play elements. The print on the elements has been sewed on instead of printed on, making it look nice longer and giving it a more luxurious appearance.

Name	Width	Height	Depth
1. Cherry	- 34cm -	20cm -	52cm
2. Strawberry	- 43,5cm -	20cm -	35cm
3. Apple	- 61cm -	20cm -	62cm
4. Fish	- 83,7cm -	66,2cm -	20cm
5. Grapes	- 33cm -	20cm -	57cm
6. Banana	- 61cm -	62cm -	20cm
7. Turtle	- 83cm -	35cm -	20cm



Soft Play Elements

All elements can be easily cleaned with regular cleaning products. This reduces the necessary maintenance to a minimum.



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Name	Width	Height	Depth
8. Crab	- 83,6cm -	35cm	20cm
9. Sea Astre	- 85,9cm -	62cm	20cm
10. Octopus	- 85cm -	51cm	20cm
11. Puzzle Floor	- 52cm -	52cm	2cm
12. Fun Blocks	- 15cm -	10cm	30cm
13. Sitsack	- 125cm -	20cm	145cm

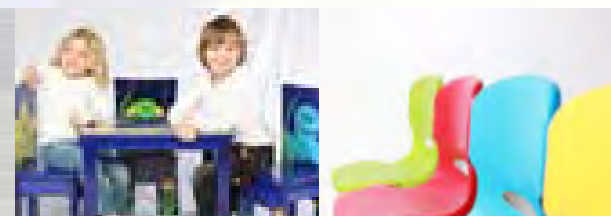
Health Care

It is of the utmost importance to comfort children in the waiting room, before they meet the doctor. A calm child can be treated quicker, making it possible for the doctor to see one or more extra patients per day. Our children's corners offer children diversion enough to reduce any tension they may have and to make their experience a more pleasurable one. Their next visit to the doctor will therefore be much easier.



Children's Furniture

It is almost essential to have children's furniture in a children's corner. The children's furniture by Instore Kid Corners is fully adapted to children. Children can comfortably and safely sit in them while they are in the children's corner.



Children’s Furniture



Name	Width	Height	Depth
1. Pet Collection Table	- 60cm -	45cm	50cm
2. Chair Bird	- 32cm -	64cm	28cm
3. Chair Dog	- 32cm -	64cm	28cm
4. Chair Rabbit	- 32cm -	64cm	28cm
5. Chair Cat	- 32cm -	64cm	28cm
6. Bravo Singlebench	- 43cm -	45cm	45cm
7. Pet Collection set	- - -	- -	-
8. Bravo Duobench	- 76cm -	45cm	45cm

Children's Furniture



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Name	Width	Height	Depth
9. Table Sea Collection	- 60cm -	45cm	- 50cm
10. Chair Crab	- 32cm -	64cm	- 28cm
11. Chair Turtle	- 32cm -	64cm	- 28cm
12. Chair Octopus	- 32cm -	64cm	- 28cm
13. Chair Sea Astre	- 32cm -	64cm	- 28cm
14. Fun Chair	- 36cm -	54cm	- 36cm
15. Sea Collection set	- - -	- - -	- - -
16. Table Table	- 120cm -	52cm	- 60cm

Government Institutions

A visit to a government institution such as the town hall or police station tests the patience of parents and children alike. Waiting until it is your turn is made easy with children's corners by Instore Kids Corners. They are perfect for children in need of a diversion, not only during the wait but also afterwards when the parents are being helped at the desk.



Gates

Instore Kids Corners' gates can be completely custom-made to meet your needs. Multiple constructions and variations are available.

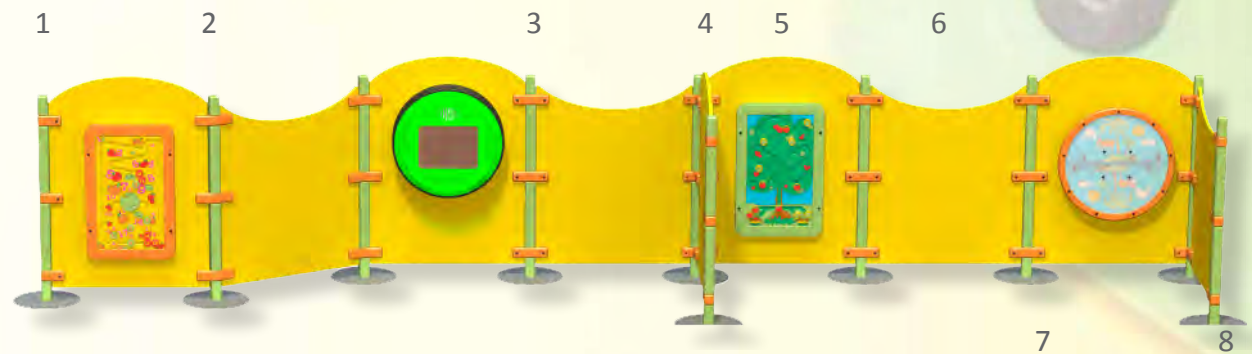
Ceiling Tiles

Our ceiling tiles, which are specially designed for health care institutions, can be used in e.g. a doctor's or dentist's practice. They have a child-friendly appearance, contribute to peace and quiet and act as a diversion.

Gates

The poles are available in various heights and colours and are made of high quality wood. The joints are made of plastic and are available in three variations. The joints have an angle of 90, 150 or 180 degrees.

Thanks to the special production procedure it is possible to mount play modules and/or game computers onto the gates.



Name	Description
1. End Pole	End piece of the gates
2. Pole 150	Creates a 150 degree bending
3. Pole straight	Is used to go straight ahead
4. T-Pole	Een T-splitsing voor extra opdeling
5. Panel Up	-
6. Panel Down	-
7. Round footplate	For freestanding mounting
8. Halfround footplate	-

Ceiling Tiles

Ceiling graphics can easily be combined with standard false ceilings that have ceiling tiles of 60 x 60 cm or 120 x 60 cm. Besides the standard images, every other design is possible.

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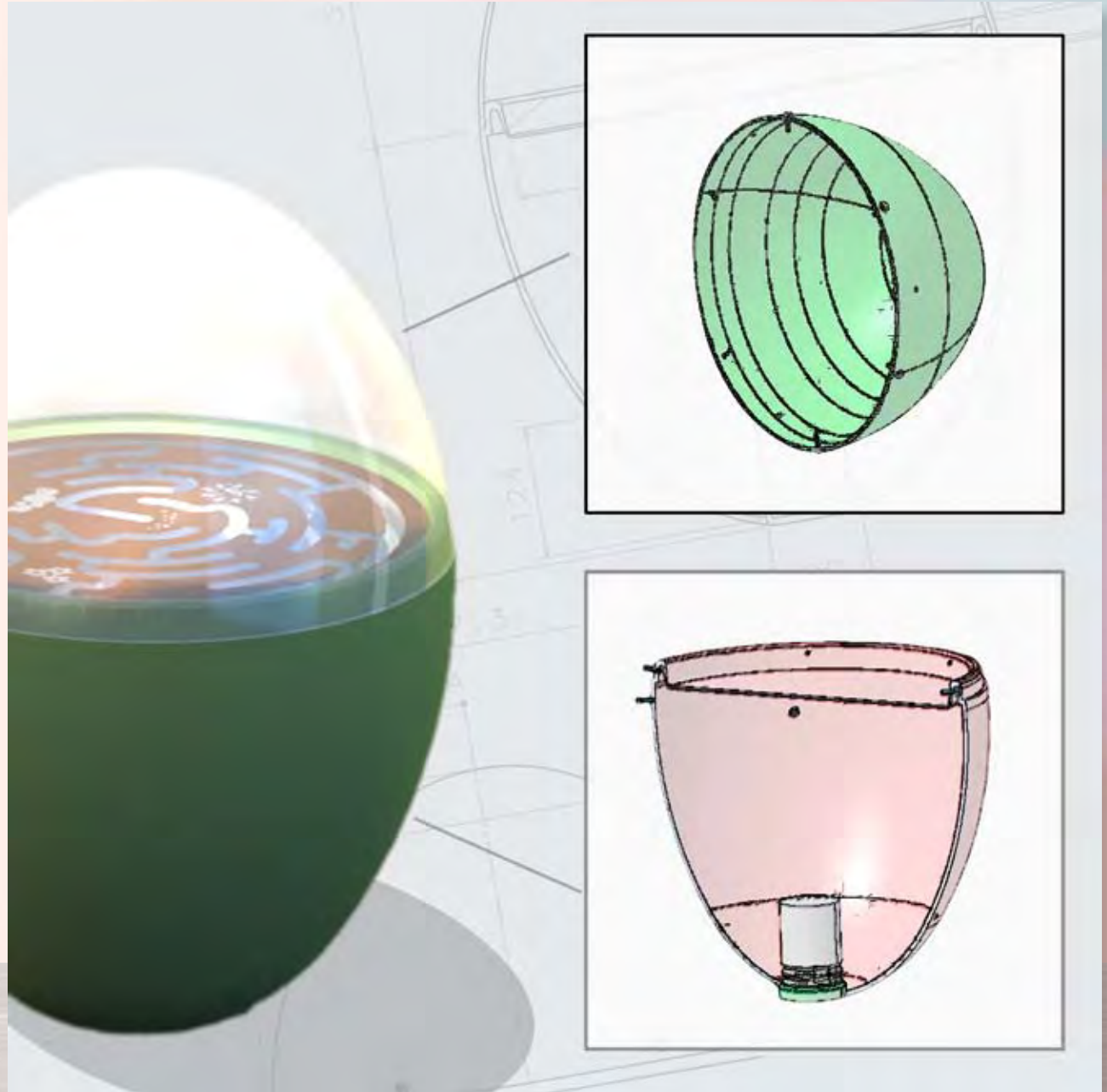
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Name	Width	Height	Depth
9. Alphabet	- 60cm -	60cm -	0,5cm
10. Counting Game	- 60cm -	60cm -	0,5cm
11. Match Game	- 60cm -	60cm -	0,5cm
12. Memory	- 60cm -	60cm -	0,5cm
13. Planetarium	- 60cm -	60cm -	0,5cm

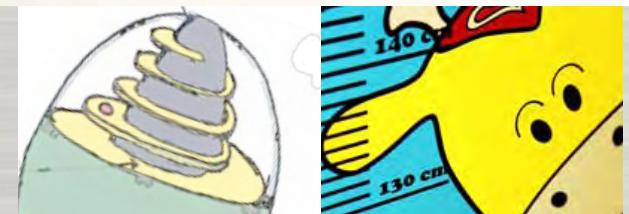
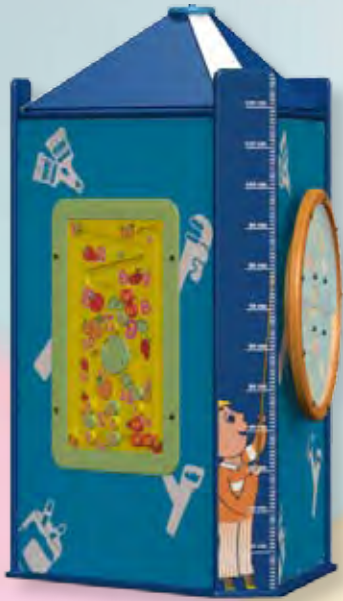
Product development

For our design department the optimization of existing products as well as developing new products is an ongoing process. Real life experiences and wishes from our customers are an important source of inspiration for us. We develop all our own products, but also custom made for you if wished for. With an Instore Kids Corners' product with your own house style you always have a unique and distinguishing marketing tool contributing to your goals in a playful way.



Development

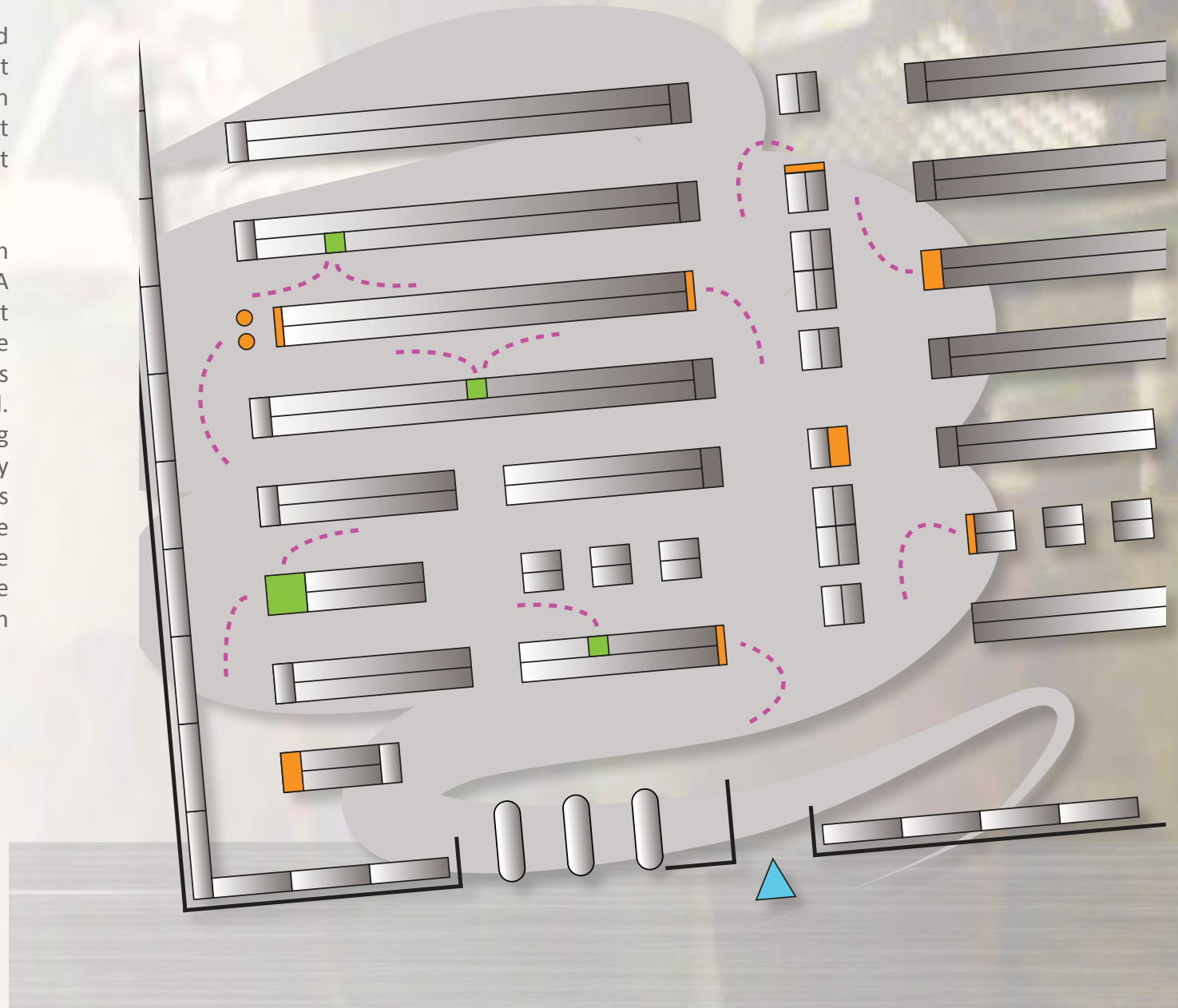
On this page you find information regarding our newly designed products which are in the testing phase. Only when these products meet all safety and quality demands, they will be added to our Instore Kids Corners assortment.



Our Added Value!

Instore Kids Corners has a team of experienced professionals that can offer you excellent advice on where best to place our products in your company. Their advice will guarantee that you can make the most of our unique concept using as few square meters as possible.

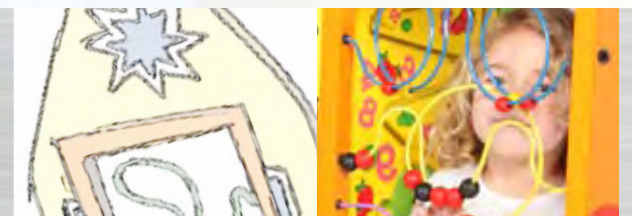
Strategic placement of the product can influence which route the customer will take. A hot spot at the back of the store will ensure that children take their parents all the way to the back and lead them along all kinds of shelves that otherwise might have gone unnoticed. This routing tactic can be expanded by creating a certain (next) route using various play elements so that clients are led along articles with a high margin or products that need to be promoted. With a clever shelf plan this can be further put to use; especially considering the influence that children have on the decision process nowadays.



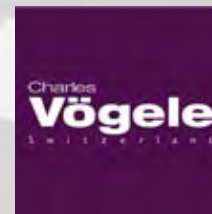
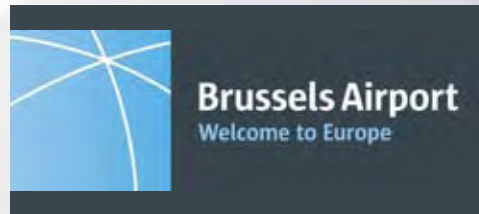
For instance, it is wise not to set up a children's corner in the children's department of a clothing store because that is where children need to try on their clothes. It's better to create a diversion in the ladies or the gentlemen's department where parents want to be able to look at their new clothes without being disturbed.

Our experts can also help you decide where the children's corners are most in sight of parents so that they can keep an eye on their children while shopping. As long as children and parents are at ease, they will be less in a hurry to leave. The duration of their stay is extended and the chance of higher spending (due to impulse purchases) increases.

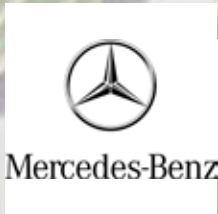
Our added value is also expressed in the (adjustable) appearance and educational value of our nonviolent play elements. The bright colours attract children to the play corner, where they can play quietly. The design is made to stimulate them and help them develop their motor skills.



References



References



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