

Excerpt from:

<http://toybook.com/colorforms-launches-new-disney-marvel-and-disney%E2%80%A2pixar-play-sets-line/>

Colorforms Launches New Disney, Marvel, and Disney•Pixar Play Sets

FEBRUARY 19, 2015 BY PHIL GUIE [LEAVE A COMMENT](#)



[Colorforms Brand](#) debuted an all-new line of Colorforms vinyl stick-on play sets at this year's [North](#)

[American International Toy Fair](#). The initial launch, which hits shelves in the fall, includes such properties as [Disney's Frozen](#) and [Doc McStuffins](#); [Disney•Pixar's Cars](#); and [Marvel's The Avengers](#) and [Spider-Man](#).

New features in Colorforms include glow-in-the-dark, glitter, magic reveals, sound effects, and record and play back capabilities. These sets also have packaging innovations and smart storage for small pieces, as well as dynamic backgrounds to enhance the play.

The new items for fall include the On the Go Assortment, which includes three Colorforms sheets, as well as a two-sided fold-out background with pocket storage; the Take a Long Assortment, which features four Colorforms sheets, including one sheet with a special feature such as Glow in the Dark, as well as re-closeable storage with a handle at the top; and the Create a Story Boxed Set, which includes an easel play area.

There's also the Colorforms Roll and Play Story Creator, featuring the ability to record and play back the user's voice; and Colorforms Big Wall Playsets, featuring a large sheet that sticks to the wall and has a Colorforms background.

New Products

Interactive My Friend Cayla Makes North American Debut at Toy Fair

FEBRUARY 17, 2015 BY PHIL GUIE [LEAVE A COMMENT](#)

My Friend Cayla will soon be arriving at North American retailers. The 18-inch doll, from toy manufacturer Genesis, allows real-time, two-way conversations via speech recognition software that had only been available internationally. My Friend Cayla is able to access an encyclopedic database to answer children's questions, and presents the information in a kid-friendly dialogue. According [...]

Build-A-Bear Workshop to Join Lalaloopsy's Super Silly Fifth Anniversary Party