

40 years of playmobil®

Just like Pinocchio, the first prototypes of the figure were carved from wood.

7.5 cm

is the height of a common PLAYMOBIL figure and the perfect size for a child's hand.

3.2

new figures are born every second. The world population only grows by 2.6 individuals per second.

7

parts make up each figure: hair, head, torso, inner mechanism, two arms, and a set of legs.

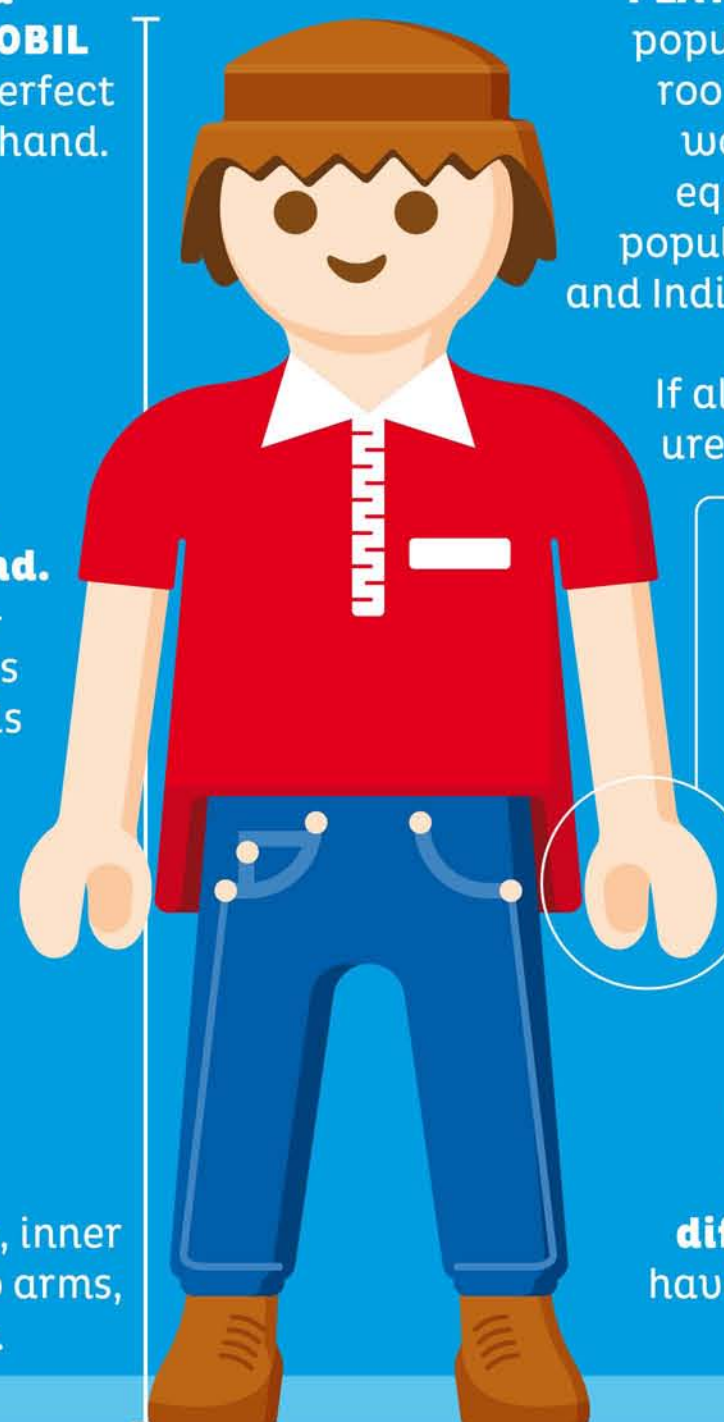
2.7 bn

PLAYMOBIL figures populate children's rooms all over the world. That's the equivalent of the population of China and India put together.

If all 2.7 billion figures were holding hands, they would circle the world **3.4** times.

3,995

different figures have been created since 1974.



The Fathers of Playmobil



Hans Beck

* 5/6/1929 † 1/30/2009

The skilled craftsman and model maker was the inventor of the PLAYMOBIL figures. For more than 40 years his creation has brought smiles to the faces of children and adults around the world.

Horst Brandstätter (HOB)

* 6/27/1933

During the oil crisis of the 70s, the franconian businessman commissions Hans Beck to create a toy whose production requires less plastic, the result of which makes **geobra Brandstätter** the most successful German toy manufacturer.



Playmobil is art:

By court decision, the PLAYMOBIL figure is an original piece of art and, therefore, is copyright protected for up to 70 years following the death of the creator. This applies to Hans Beck as well as **Beethoven**.



First Figures



Chronology of a toy classic

On February 5th, 1972 the idea of Hans Beck is applied for patent (**Patent Specification DE 2205525**). In the initial design drawing, the legs can be moved separately.

1974 PLAYMOBIL is born: Knights, construction workers, and Native Americans start finding homes in children's rooms worldwide.

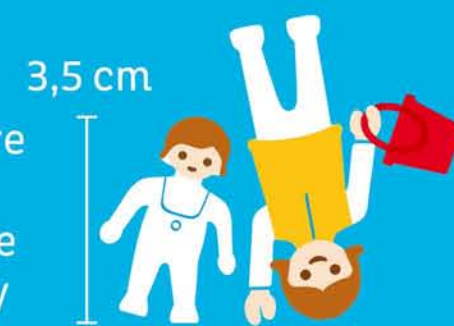
1976 The figures are getting **female company**. At first there are nurses and maidens, and later on daring pirates, skilled pilots and secret agents.



1978 PLAYMOBIL sets sail! More than 16 million **pirate ships** in various shapes and colours have sailed the world's bathtubs since 1978.



1981 For the first time, **child figures** are available. Three years later they are followed by baby figures – due to their small size, they frequently get lost.



1983 Spooky encounters of the friendly kind: The **ghost** glows in the dark and haunts toy boxes for more than 30 years.



1986 The pirate captain is the first PLAYMOBIL figure with a **pot belly**. The first female tummy expands in 2012 when a pregnant character is released.



A short PLAYMOBIL zoology

There are **149** different PLAYMOBIL species, from butterfly to orca whale. Including all colour variations, the PLAYMOBIL fauna includes **952** living creatures.



Procyon lotor

Aptenodytes patagonicus

Pan troglodytes

Panthera onca

Equus zebra

Sus scrofa domestica

Loxodonta africana

Orcinus orca

2006 In time for the world championships, new soccer players with a kicking leg are released. Since then, PLAYMOBIL has produced more than **10 million** balls – making us the world's largest soccer ball producer.

2011 The **FI?URES mystery bags** each include disassembled parts of one figure for building and interchanging.

Playmobil celebrities

Among the numerous characters are some well known personalities...



Did you know? The original Statue of Liberty is **614** times taller than the PLAYMOBIL version.

46 m

2013 With the release of the **shopping mall**, the female figures are able to exchange clothes for the first time.

2014 PLAYMOBIL celebrates their anniversary. For **40 years** they have placed smiles on faces all over the world. **Happy Birthday and Share the Smile!**



2474 The new **knights holograms** featuring 12 tentacles instead of 8 become a topseller on Alpha Centauri.