

# New designs enrich learning, entertainment

## Typical features

- **Motif:** Animal designs, including ducks, swans, elephants, dolphins, fish, seals, turtles and crocodiles, are common in the line. Some makers offer alphabet and number styles as well.



- **Add-on functions:** Among the popular value-added features are lights and music. Models may also incorporate rattles, bath scrubs or teethers, or double as a shampoo or soap container.



- **Length:** The most basic releases are normally shorter than 8cm, while midrange versions are 10cm. Those in the high end are between 12 and 15cm.

- **Product type & material:** Bath toys can be classified as inflatable, foam, and rotation- and injection-molded variants. The first includes small balls in PVC, EVA or PE film. Foam types adopt EVA, which can be cut directly and easily into the desired shape. Rotation-molded pieces are often PVC, vinyl or EVA animal figures. Injected models consist of an ABS shell that usually houses electronic components.

Price range (per piece)	Basic features
\$0.25 to \$0.50	PVC free of six or fewer phthalates, or EVA; some inserted with rattle; small print; single color; <8cm; may have certification
\$0.60 to \$1.50	6P PVC, EVA or PE; flashing LED, music functions; silk-screened or transfer-printed motif; multicolor; 10cm; some packed as sets; EN 71, ASTM F963
\$1.60 to \$3.50	6P PVC, EVA, PE, rubber, silicone or ABS; light, music, spinning functions; CMYK print; multicolor; 12 to 15cm; some packed as sets; EN 71, ASTM F963

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## Top trends

- **Educational & developmental models:** To promote basic reading and arithmetic, the latest bath playthings are printed with or come in the shape of letters and numbers. Products can also adopt silicone portions that double as teethers. These help exercise mouth muscles.
- **Added audio options:** Because songs are said to help calm down babies, many suppliers are updating current musical ICs to support more than two sound files. Users may even choose between single-tune and looped playing modes.
- **Improved appearance:** Recent models feature flashing LEDs with at least three color changes rather than the conventional single-hue option. Such units can feature a spinning function that enhances the visual effect. Several sensor-activated versions light up only when immersed in water.
- **Nontoxic & environment-friendly materials:** PVC that is free of phthalates said to affect hormone levels and metabolic processes is widely utilized. Makers also employ ecologically safe soft vinyl, EVA and rubber. The last, however, produces more wastage during fabrication.

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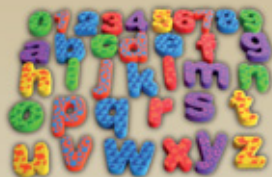
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## Product gallery

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### [Fuqing Shengde Plastic & Rubber Products Co. Ltd](#)

★★★★☆

**Model:** SDE014-003

**Description:** EVA foam; silk-screened; environment-friendly; nontoxic

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### [Hongfei Plastic Product \(Hongkong\) Ltd](#)

★★★★☆

**Model:** 1

**Description:** EVA; nontoxic; water-resistant; 10x15cm; custom logos

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### [ITB International Enterprise HK Co. Ltd](#)

★★★★☆

**Model:** Toys-7-2

**Description:** Vinyl, PVC; may have LED; environment-friendly; in various animal, holiday or sports designs; EN 71, ASTM

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### [Shenzhen Dianman Toys Co. Ltd](#)

★★★★☆

**Model:** DMIM119549

**Description:** Phthalate-free PVC; squeaker; for 1 month old and above; 77x20x100mm; 25.5g; EN 71, ASTM

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### [Shenzhen Jinlongxin Plastic Co. Ltd](#)

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**Model:** JIX1017-B

**Description:** PVC; flashes red, yellow, blue in water; in various animal shapes; 7.2x6.2x4cm; EN 71

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### [Shenzhen Xiang Xin Mao Yuan Electronics & Technology Co. Ltd](#)

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**Model:** 2029B

**Description:** PVC; 3-color LED flashes in water; three rechargeable AAA batteries

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