



2016



Collect, Trade, Play!

CONFIDENTIAL



Program Overview

- Splashlings is a new, collectible mermaid themed toy line, invented by the famed Pound Puppy creator, Mike Bowling.
- Splashlings and Upper Deck have teamed up to create fun figure packs featuring more than 100 pets, underwater gems, and treasures for girls to collect and play with!
- Value added items such as mini figures help break the stereotype of what a trading card can be today.
- Primary target is Girls 4+



**Over
100
to collect!**





Splashlings Figure Pack

- 5 Trading Cards
- 1 Splashlings Figure
- 1 Collectors Booklet
- **MSRP: \$2.99**





Splashlings Blister Pack

- 8 Trading Cards
- 2 Splashlings Figures
- 1 Collectors Booklet
- **MSRP: \$4.99**





Collectors Booklet

Splashlings An Ocean Full of Friends

Collector Guide / Guide de collection

5+ **WAVE VAGUE 1**

○ COMMON COMMUN
● RARE
● ULTRA RARE RARISSIME
● SUPER TREASURE SUPER TRÉSOR

OCEAN GEMS • PERLES RARES

PINKY PEARL - PERLE D'OPALE	SPIRAL ES-JOURAL MARIN	HOLY HEARTSTONE - COEUR PRÉCIEUX	CORALINA

TREASURE PETS • TRÉSORS MARINS

CORAL CROWN - COURONNE DE CORAIL	TROY TRIDENT	AMY ANCHOR - AMY ANCRE	SIREN SCRIBBLE

FIN FRIENDS • CLUB DES AILERONS

TOMMY TEETH - TOM LÉGENT	OLLIE ORCA - OLLIE ORQUE	BIG BOB - GÉANT DES MERS	MIKE THE NOSE - MICHEL LÉVEZ

SWELL SHELLS • CLUB DES CARAPACES

CLANETTE - CRABETTE	CLANÉO - HOMARD	SMILEY SHELL - CHOUETTE CRABETTE	PINKY KEEB - CACHÉ-CACHÉ

HIP FLIPS • CLUB DES NAGEOIRES

DAPPERDOO - ROI DE LA TIROCHETTE	SUR CLAPS À LOT - SUR SAT - LES MERVEILLES	CUDDELS - LOULOUTRÉ	FLAP FLO - LE NAMBE

WIGGLES • MOLLUSQUES GIGOTEURS

JOLLY JOLLY	BUBBLES - BOUFFÉE	CUDDELY - LES AMIS LÂCHES	TWINKLE - LES ÉTOILES

FASH FISH • POISSONS EN VOGUE

TUNA - TUN	NEMO - NEMO	CLOWN - POISSON CLOWN	PONY - PUITS POISSONS

Sold separately • Vendus séparément

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