

PRESS INFORMATION

Novelties 2005



A ball is a ball with a ball is Babal.

Babal is a big ball with a hole? No! Babal is a big ball with a cave. Inside the cave lives Junior, the small ball. If Junior is en route Babal turns into a mitten or a nose or a turban or a bowling ball or even a tower if there are many Babals, because Babals can stand. But only with Junior does Babal feel colourful, round and complete.

Junior is cheeky, curious and quick and can jump just like a big ball. And sometimes Junior gets tired from playing. Then he cuddles up cosily in his snug and secure nest inside Babal. Together they are one. A great team, ready for endless fun.

Babal is a sibling of Bilibo. Like his award-winning brother he astonishes with a smart design and boundless possibilities to play.

Babal can do way more than just roll and jump. He tickles children's imagination and inspires them to new ideas again and again.

Babal and Babal Junior are made of elastic polyurethane foam and can be combined in any way with their six cheerful colours. Babal perfectly complements ACTIVE PEOPLE's line for preschool kids. Like Bilibo it was developed by the Swiss designer Alex Hochstrasser.

The diameter of the big ball is 172mm, the diameter of the small ball 62mm. More information can be found on then internet at www.activepeople.com





The small Swiss company ACTIVE PEOPLE is specialising in creating and producing cutting-edge motion and skill toys and games. Founded in 1984, it helped classics such as yo-yo and juggling to fresh popularity. With Bilibo, Astrojax and Sakol René Küng and Alex Hochstrasser, the creatives, entered virgin soil thus setting trends in the toy sector. Innovations 2005 include - apart from a visionary yo-yo line – the ball-in-ball concept „Babal“ and „Boing“, a novel flashing ball not only for juggling. High-quality materials as well as clear and simple designs characterise the products which have been awarded international design prizes more than once. The secret of success: Procure freedom without definite rules and instruction manuals so the player can develop the game and himself, add own ideas and create his individual game. In the meantime ACTIVE PEOPLE expanded into more than 50 countries world-wide. Further information can be found at

www.activepeople.com

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