

Reimagining the Classics



At the Play Lab we are all about making good ideas great by listening to (and watching!) our kid testers play. But we don't stop there. We know that even a great idea can be made better, and through research and observation we have found ways to keep improving our classic toys. Whether it's turning up the learning or making it extra-big (for extra-fun, of course), we've found ways to keep our most tried and true toys fresh and fun!

[SHOP ROCK-A-STACK®](#)

New size, same fun

When it comes to the Rock-a-Stack®, we know that the play pattern and developmental benefits have never gone out of style. But with the Giant Rock-a-Stack®, our team built upon the classic sorting and stacking fun by introducing elements of physical play. The extra-large base encourages kids to stand up, crawl and move around as they explore all the ways to play with the giant rings.



The colorful play you know & love
Classic Rock-a-Stack®



Now super big & still super fun
New, Giant Rock-a-Stack®



[SHOP GIANT ROCK-A-STACK®](#)

Thomas & Friends™ Engines

Through years of research, our experts at the Play Lab have learned that kids really connect with big facial expressions. Based on these findings, our team gave the Thomas & Friends engines a makeover, with more dynamic faces and lots of big expressions. In testing, kids liked to mimic the faces and could recognize what emotions the trains were feeling, like surprised or happy.



Imaginext® DC Super Friends™ Batbot



The Imaginext® DC Super Friends™ Batbot has been a preschooler favorite for years. Kids especially love that the bot is almost as big as them! But in Play Lab testing, we noticed that this could also pose a challenge, as kids often wanted to make the Batbot fly but couldn't easily lift such a giant toy. So, our designers added wheels and a lever to the Batbot that allows kids to easily activate "flight mode" and roll Batman into a soaring adventure. Adding a way for kids to engage in play patterns they naturally pursue gives them control and rewards their play in a way that keeps them coming back for more!

Standing bot only
Original Batbot



Flight mode, activated
New, Bat Tech Batbot



[SHOP BATBOT](#)

Little People® Caring for Animals Farm



The Little People Farm has long been a favorite landmark of the Little People world, with many different versions over the years. Most recently, our team added to the classic fun of feeding chickens and corralling cows with Smart Stages technology. This new way to learn and play allows parents to level up the learning content, songs, and sounds as little farmers grow. This helps keep kids engaged as the play experience and learning benefits change with them!

Classic fun & animal adventures
Little People Caring for Animals Farm



Farm-fresh learning content
New Little People Caring for Animals Farm



[SHOP CARING FOR ANIMALS FARM](#)