

En route to stimulation and development!

Open-ended toy for limitless creativity



waytoplay®

education

Play + Emotion = Stimulation

This almost magic formula led to the birth of the Waytoplay concept – the educational building set with unlimited possibilities.

Flexible and completely waterproof, the Waytoplay toy road can be created and assembled at the whim of every child's play space and imagination for a new experience, time and time again.

Logic, spatial intelligence, dexterity and creativity: the most important skills for a child's development are called upon.

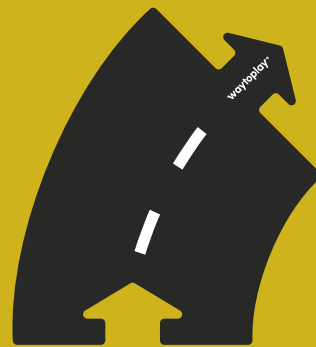
More than just a toy, a new road towards learning and development!



In & Outdoor
Waterproof
Robust
Durable
Washable

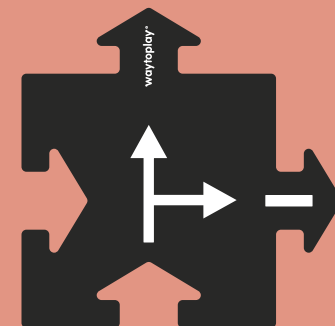


Age 3+
Unisex
Open-ended toy
Creative



Human by nature

Our toy roads are designed and manufactured at our family company's headquarters in the Netherlands. Through our approach and our products, we strive to make a positive impact, both locally and globally.





Educational benefit

Building a Waytoplay toy road is about letting your imagination run wild, exploring new worlds, adapting to your environment, choosing the right combinations and learning through play.

It's also about getting to grips with space and topography and using critical thinking skills to create an open-ended or close-ended circuit.

Suitable for both indoors and out, our toy roads are now used by schools and childcare professionals (speech and language, psychomotor and occupational therapists).



- Develops holistic approach
- Uses fine motor skills
- Encourages imagination
- Fosters creativity and perseverance
- Stimulates spatial intelligence
- Educational benefit



Shapes & letters

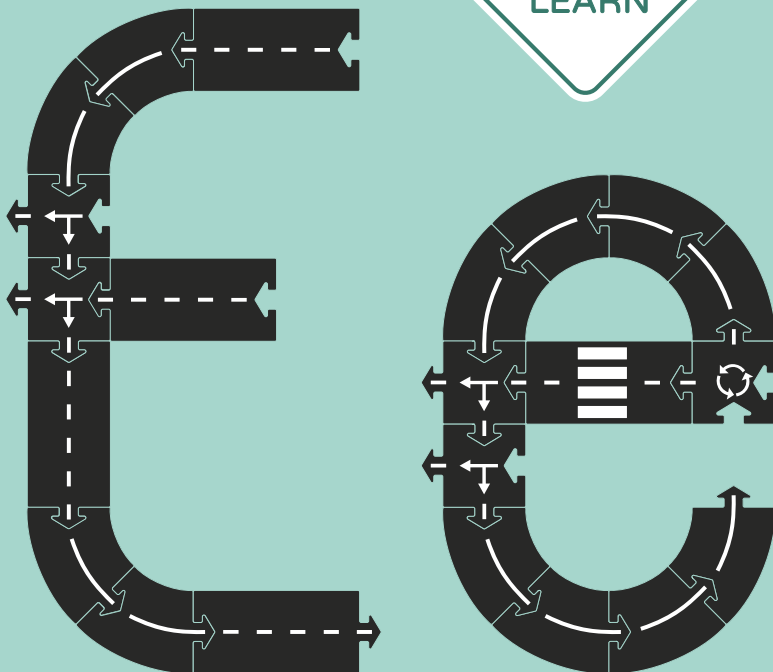
With Waytoplay toy roads, there's 1001 ways to play and learn!

To keep your activities interesting and varied, we've created shapes, numbers and letters that open up multiple and comprehensive possibilities.

Imagine the environment surrounding the toy road from a single idea or shape, build the track step by step or let imagination lead the way: you can tailor your exercises to the child's needs or level of ability.



EDUCATE
AND
LEARN



- Helps with memorising the letters of the alphabet
- Exercises that can be adapted according to the child or group's level of ability
- Develops the visualisation of ideas and visual concepts





Sofie, primary school teacher

“Play is a basic need for every child. Through play, children learn how to share and develop their fine motor skills and by playing together, they learn how to combine their creativity to imagine the most amazing solutions. Spontaneity, geometry and team spirit – it boosts all the key skills that we promote and that children should develop. It’s very easy to adapt the exercises in line with the child or group’s level of ability. This adaptability allows you to sustain children’s interest in the toy, offers a long lifespan and gives it almost endless possibilities.”

Infinite shapes

Animals, symbols and letters – the range of shapes available allows for boundless creativity, with varying degrees of complexity.

Universe

In addition to the toy road, stimulate their creativity by imagining the surrounding environment and its objects.

Rules of the road

Roundabouts, priority and pedestrian crossings: our toy roads also help children learn about the rules of the road.

Shapes



Flower



Magic box



Christmas tree

Whale



15x



0x



16x



Bow tie



12x



1x

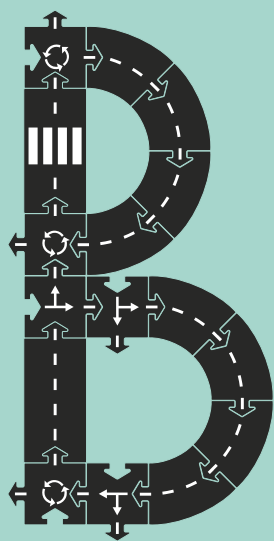
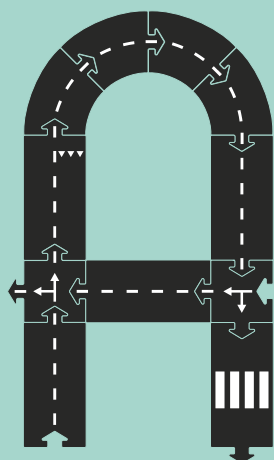


12x





Letters



Denise
school teacher

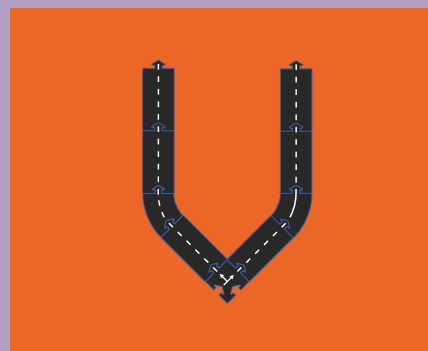
“My pupils are between five and eight years old. At this age, learning the alphabet can often be a repetitive and difficult task. The Waytoplay toy roads allow me to support my groups with a visual element that really encourages interaction and engagement. Starting with a single letter to get to a word, while simultaneously developing their motor skills and organisational skills: thanks to this methodology, I have found a way to get them involved while having fun.”

Entire alphabet

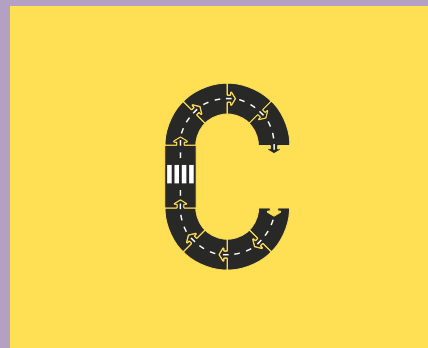
Find all the letters of the alphabet to make letters, syllables and words of every kind.

Association

Associate the activity with a keyword, concept or other toys to guide the exercise.



Vehicle



Crossing





Got a question?
Or a suggestion?

Our team is here to help!
Feel free to get in touch,
we would love to chat.

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