

Ravensburger AG in Toys and Games (Germany)

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Abstracts

Ravensburger's strategic direction is towards sustainable growth by offering more creative games and puzzles which promote learning and brain usage. Ravensburger intends to expand further in the field of scientific/educational toys owing to the success of its Tiptoi product line. Currently, Tiptoi products are only available in German and English (only selected products), but in 2012 the company plans to introduce the Tiptoi interactive toy range to the wider European market.

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