



Our Story

Creating... inspiring... innovating... at WABA Fun, we believe anything is possible when you're presented with the right play tools. Our open-ended, high-quality and fun toys nurture the creative genius that lies inside all of us.

If we were to turn back the hands of time and look at the childhoods of our founders—David McCloskey and Jeffrey Barnett—there would be one similarity: endless opportunities for open-ended, unstructured play. Through these experiences the spirit of our company was born.

Play as Work

As adults, they both saw a need to embrace the spirit of play they had as children. There needed to be more play tools igniting curiosity and encouraging minds to explore and create.

For David, he saw an opportunity in Tinkertoys. His idea was to add to their imaginative play. So, he created a new surface—safe, durable foam panels that popped into the spaces between the rods and connectors. Next, gears fun characters were added. And, for young builders who could not read, he designed step-by-step visual instructions. He put it all together and.... Superstructs Construction Sets were created.

Work as Play

Meanwhile, Jeffrey's solution to inspire open-ended play came to him while sculpting with DeltaSand. Created by a small manufacturer in Sweden, DeltaSand is a unique mixture of sand and polymers that make it act and feel like wet beach sand... but it's completely dry.

Jeffrey thought of countless uses for it in fine-motor skill development. Children could exercise their hands with it in occupational therapy, make whatever they wanted, and develop their own problem-solving skills. He then partnered with DeltaSand, and Delta of North America, LLC was formed.

Meeting of the Minds

After meeting at an Occupational Therapy conference in Colorado, an instant friendship started between David and Jeffrey. Quickly, they realized the unlimited possibilities for creative genius, by combining their two companies.

Today WABA Fun has offices in Denver & Broomfield, Colorado; Sheung Wan, Hong Kong; and Falkenberg, Sweden. Our products have won over 20 toy industry awards and are sold in over 50 countries worldwide.



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LEARN HOW OUR TOYS ARE MORE THAN JUST FUN!

-  cognitive development
-  problem solving development
-  fine motor control development
-  sensory development
-  science and exploration





Never Dries Out
Easy to Clean Up
Doesn't Stick or Stain
Gluten-Free
Dust-Free



S-t-r-e-t-c-h your creativity to the max... with Mad Mattr®! An addictive, super-soft modeling compound that molds and shapes easily. Make whatever comes to mind! Press it, mold it, knead it, stretch it, squeeze it, sculpt it... or just pull it slow and watch it flow! It's unique, non-toxic formula is gluten, casein and wheat free, and available in 6 colors that can be mixed together, too!

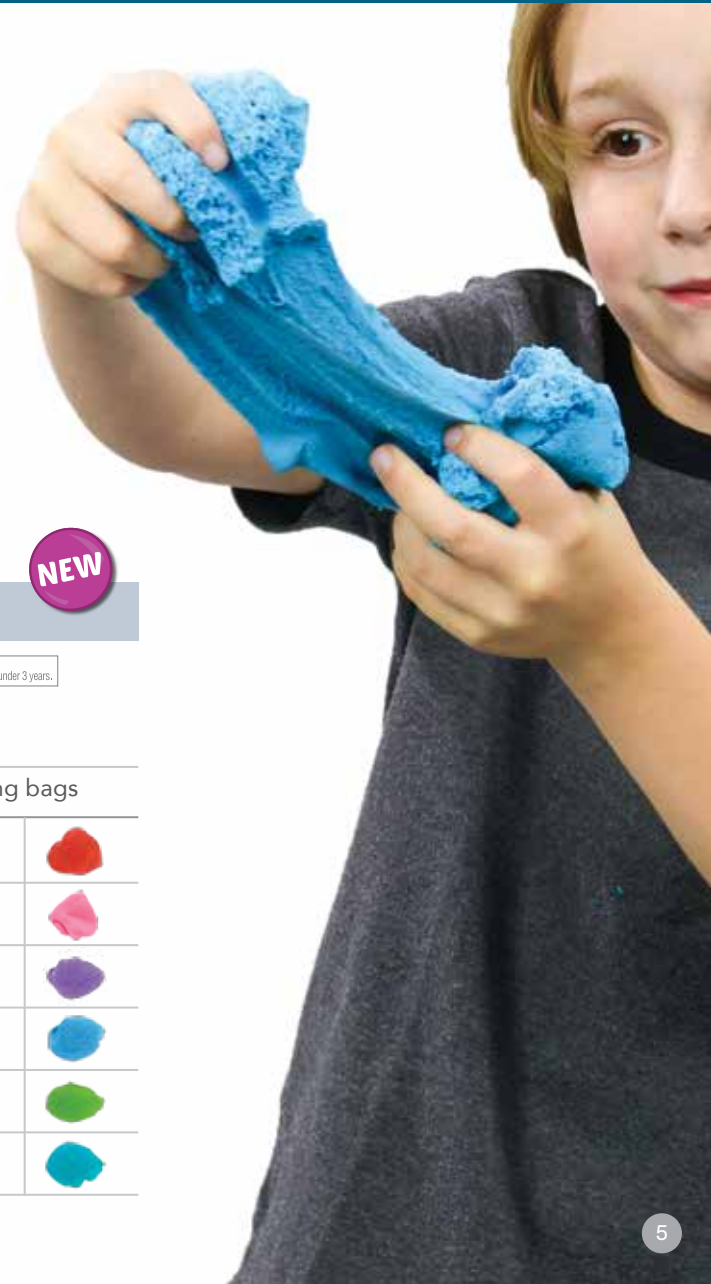
Not only is Mad Mattr perfect for creating calm, relaxing and imaginative fun, it's also great for strengthening fingers, hands, wrists and more. Cleanup's a breeze, since it sticks to itself and not to you. Plus, it Never dries out no matter how long it's left out. It can be used over and over again providing endless fun-filled hours of stretchy open-ended inspired play



Comes in a resealable storage bag!



(packaging subject to change)



NEW

Mad Mattr®

WARNING: CHOKING HAZARD - Small parts. Not for children under 3 years.

3 years +	10 oz/283 g	
	resealable hanging bags	
210-300	red	
210-400	pink	
210-500	purple	
210-600	blue	
210-700	green	
210-800	teal	

Kinetic Sand™

“The highest form of research is essentially play”

– Neville V. Scarfe



The first sand that breathes motion, like nothing you have seen before. Kinetic Sand™ offers a magical and mesmerizing experience, giving a moment of relaxation for both young and old. Kinetic Sand is 98% pure sand and 2% magic.

Working Kinetic Sand with your palms and fingertips is a relaxing and stress-relieving experience. The nature of the sand is tactile and soft, allowing children of all ages to develop their fine motor skills through fun open-ended play. We offer three sizes of Kinetic Sand, for each of the markets that we work with.



150-190 Kinetic Sand™ Sand Castle Kit

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

2.5 kg Kinetic Sand™, 8 piece mini castle molds, and blue laptop tray

3 years +	5.5 lbs/2.5 kg
cardboard box	

You have to see it in motion!
Scan the QR code to watch a video featuring the sand that breathes motion.



Never Dries Out
Easy to Clean Up
Doesn't Stick or Stain
Gluten-Free
Dust-Free



150-101 1 kg - Kinetic Sand™

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

The 1 kg box is perfect for individual use and is popular with the therapeutic market.

3 years +	2.2 lbs/1 kg
cardboard box	

150-301 2.5 kg - Kinetic Sand™

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

The 2.5 kg box was designed for the specialty market. The larger quantity allows for more play options and can easily be shared with a friend or sibling.

3 years +	5.5 lbs/2.5 kg
cardboard box	

150-201 5 kg - Kinetic Sand™

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

The 5 kg box is great for group projects and proves to be the most popular choice for the education market.

3 years +	11 lbs/5 kg
cardboard box	



“Life is art, live yours in color”

- Unknown



Kinetic Sand™

COLORS

150-303 2.27 kg Red Kinetic Sand™ 

150-603 2.27 kg Blue Kinetic Sand™ 

150-703 2.27 kg Green Kinetic Sand™ 

WARNING: CHOKING HAZARD - Small parts. Not for children under 3 years.

This box size was designed with the specialty market in mind. It offers the perfect amount of colored Kinetic Sand™ to create further playing possibilities, and is ideal for sharing with friends and siblings.

3 years + | 5 lbs/2.27 kg
cardboard box



150-309 9 kg Red/Blue/Green Kinetic Sand™

WARNING: CHOKING HAZARD - Small parts. Not for children under 3 years.

3 COLORS IN ONE BOX

Play with Kinetic Sand™ like never before, create new landscapes and play possibilities. Box contains 3kg of each color; red, green and blue.

3 years + | 19.8 lbs/9 kg
cardboard box

Kinetic Sand™ is now available in 3 vibrant colors, adding a new dimension to this magical sand. The first sand that breathes motion, like nothing you have seen before. Kinetic Sand offers a mesmerizing experience, giving a moment of relaxation for both young and old.

Available separately in red, green or blue, or in a combination box containing 3kg each. Allow your child's imagination to flow by using the colors to add new dimensions to their open-ended play.



- Never Dries Out
- Easy to Clean Up
- Doesn't Stick or Stain
- Gluten-Free
- Dust-Free



Sand paint



Complete your child's creative toolbox with **NEW Sand Paint™**. A water-based paint specifically designed to work with Kinetic Sand and other types of play sands. Paint free-hand straight from the tube directly onto the sand, or use Sand Paint with stamps and dabbers to create exciting design shapes, pictures and patterns. Sand Paint is magic - when you're done painting, simply knead it into the sand then start over. Sand Paint actually disappears! Create a masterpiece using a rainbow of amazing colors plus glitter, neon and metallic!



180-101 Sand Paint™ - Starter Set

WARNING: CHOKING HAZARD - Small parts. Not for children under 3 years.

Start 'Painting' your masterpiece right away: 2.5 kg of Kinetic Sand™, yellow, red, white, blue and green Sand Paint, modeling tools, stamps and dabbers.

5 years +	40ml per bottle
5 bottles in one box	

Everything you need to get started!



**Non-Toxic
Water Based
Acrylic Paint**

180-001 Sand Paint™ - Basic Colors

WARNING: CHOKING HAZARD - Small parts. Not for children under 3 years.

Yellow, red, white, blue and green Sand Paint to bring your sculpture to life.

5 years +	40ml per bottle
5 bottles in one box	



**Non-Toxic
Water Based
Acrylic Paint**



180-004 Sand Paint™ - Neon Glitter

WARNING: CHOKING HAZARD - Small parts. Not for children under 3 years.

Awesome color effects! Three glittery neon colors: green, yellow and orange. The paint disappears when you knead the sand, but the glitter remains.

5 years +	40ml per bottle
3 bottles in one box	



180-003 Sand Paint™ - Glitter

WARNING: CHOKING HAZARD - Small parts. Not for children under 3 years.

Add some sparkle to any of your creations with three great, glittering colors - red, blue and gold. The paint disappears when you knead the sand, but the glitter remains.

5 years +	40ml per bottle
3 bottles in one box	



Watch video & learn new Sand paint techniques!



180-002 Sand Paint™ - Decorator Set

WARNING: CHOKING HAZARD - Small parts. Not for children under 3 years.

The perfect addition! Decorative colors: brown, pink, silver, purple and gold - for even more contrast.

5 years +	40ml per bottle
5 bottles in one box	



Caution: paint may stain clothing or surfaces, adult supervision recommended

DINO DIG™

“A little nonsense now and then,
is cherished by the wisest men.”

– Roald Dahl



In Dino Dig™ we have chosen our favorite Dinosaurs, Tyrannosaurus Rex & Triceratops and merged them with Kinetic Sand™. Allowing your little paleontologists to excavate the Dino bones from the Kinetic Sand using the tools provided. Then assemble the full skeleton, take it apart and replay ‘Dig-Up-The-Dino’ again and again!



150-112 Dino Dig™ Triceratops

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

Kinetic Sand™ and dinosaurs have come together in this fun and educational set. Bury the 3D dinosaur puzzle pieces, squish the sand down, then use the tools to dig. Each reusable set includes 1 kg of award-winning natural Kinetic Sand, one 3D Dino puzzle skeleton and tools for excavating.

3 years + | 2.2 lbs/1 kg

cardboard box

(new 2016 packaging design where available)



150-111 Dino Dig™ Tyrannosaurus Rex

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

3 years + | 2.2 lbs/1 kg

cardboard box

(new 2016 packaging design where available)

REBUILD!

The best reusable excavation kit on the market!

REUSE!

The box can double as a travel case or a play tray. Bring it with you!

READ!

The inside of each box is chock full of information about each dinosaur.



Easy Clean Up & Stain-Free
Gluten-Free
Dust-Free



200 g Bubber® Bucket

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

Bubber® is a soft modeling compound that leaves clean, sharp lines and takes amazing imprints. Bubber is non-toxic, and leaves no stain or residue. Great for developing fine motor skills, while offering hours of endless fun! Available in six beautiful colors and comes in a handy bucket for easy storage.



3 years +	7 oz/200 g	
	paper canister	
140-010	arctic white	
140-100	lemon yellow	
140-300	cobblestone red	
140-500	petal purple	
140-600	ocean blue	
140-700	grassy green	

Doesn't stick to clothing, furniture, carpet or hands!



140-111 800 g Smart Shapes™

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

Smart Shapes is a creative way to discover shapes, colors and geometry. Smart Shapes help to develop children's understanding of how the world is built piece by piece.

3 years + 4 x 7oz/200 g bags



140-112 800 g Mandala Smart Shapes™

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

WABA Fun's 3D Mandala allows you to discover geometry, shapes and colors through open-ended, creative and problem solving play. Use the shape cutters to punch out the pieces and cut away to puzzle the mandala pattern.

3 years + 4 x 7oz/200 g bags



1.2 kg Bubber® Box

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

This soft malleable compound feels great in your hands, offering a relaxing and stress relieving experience. Bubber® is non-toxic, leaves no stains or residue, and only sticks to itself. Bubber allows children to develop fine motor skills, while having fun. Available in 6 fun colors which can be mixed to create new shades.

3 years +	1.2 kg	
	cardboard box	
140-013	arctic white	
140-103	lemon yellow	
140-303	cobblestone red	
140-503	petal purple	
140-603	ocean blue	
140-703	grassy green	



“This world is but a canvas to our imagination.”

– Henry David Thoreau



Shape it!™ is an advanced and versatile, two-in-one sand based compound. It may be used in its soft form, where it can be molded and compressed to make sand sculptures. However, it can also be compacted and baked in the oven. This allows the product to take on a solid form, which can then be carved and painted.

This can be used to develop carving and painting skills for art students or to simply create a lasting childhood memory.



2.27 kg Shape it!™

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

Shape it!™ allows children to develop fine motor skills through fun play. Thanks to its open-ended play pattern, Shape it! allows children to perform specific tasks set by parents or teachers, that can help to develop problem solving abilities. It also helps to develop imagination by allowing children to be creative with their hands and bring their ideas to life in 3 dimensional form.

3 years +	80 oz/2.27 kg	
	cardboard box	
130-013	white	
130-103	yellow	
130-303	red	
130-503	purple	
130-603	blue	
130-703	green	

9 kg Shape it!™

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

Shape it!™ will bring out every child’s creativity and imagination. It’s the perfect material for open-ended, non-directed play! And discover the fun of sculpting in the baked sand. Large amount of Shape it! for big scale play. Available in white, red and blue.

3 years +	20 lbs/9 kg	
	cardboard box	
130-011	white	
130-302	red	
130-602	blue	



Did you know you can bake Shape it!?
Scan the QR code to watch a video and learn more!



BAKE IT!

SHAPE IT!



Bake at 275° for 15-30 minutes in an oven safe mold or on a baking sheet. Let the creation cool completely before carving, sanding or painting.

Sand paint
works great on Shape it!



ACCESSORIES

“WABAFun is a company that knows how to bring out the imagination of kids”
– Families.com



192-101 Castle Molds

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

Create your next castle with these fun molds. Build towers, stairs and stone walls around your castle. The set includes 8 plastic molds and tools for use with Kinetic Sand™, Bubber® or Shape it!™. Don't forget to paint your castle with Sand Paint™!

3 years + | 10 pieces

(new 2016 colors where available)



192-201 Mini-Castle Molds

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

A smaller version of the beloved castle molds. Perfectly sized for use with all WABA compounds.

3 years + | 8 pieces

193-001 Spoonknife

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

The durable, plastic Spoonknife is the perfect all-in-one tool for molding, sculpting and digging in Kinetic Sand™, Bubber® or Shape it!™.

3 years + | 1 piece



193-111 Smart Shapes™ Tools

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

The Smart Shapes tool set is designed for educational play with Kinetic Sand™, Bubber® or Shape it!™. Don't forget to paint your Smart Shapes with Sand Paint™! Each set of tools comes with 9 different shapes and a cutting tool.

3 years + | 10 pieces

(new 2016 colors where available)



191-201 Inflatable Tray

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

Made from flexible plastic, this workspace is great for taking your Kinetic Sand™, Bubber®, Shape it!™ or accessories with you everywhere. It is also ideal for storage.

3 years + | 1 piece

191-101 Laptop Tray

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

The perfect solution for an individual work space. The sturdy construction will hold up to daily play with Kinetic Sand™, Bubber® or Shape it!™.

3 years + | 1 piece

(new 2016 color where available)





193-006 Sand Paint™ Brush and Tool Set

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

2 wooden tools and 5 foam dabbers, for easy paint application and shaping.

3 years +	5 dabbers/2 wooden tools
	hanging bag



191-301 Sand Paint™ Tray

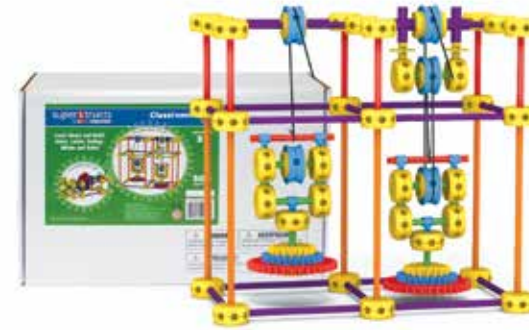
WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

Our workspace provides the perfect platform for use with Sand Paint.

3 years +



Superstructs® are the award-winning rod and connector style construction sets that feature charming characters and safe, durable panels that ‘pop’ between the rods and joints, adding a brand new surface for children’s imagination.



1203 Classroom 300

WARNING: CHOKING HAZARD – Small parts. Not for children under 3 years.

With the Superstructs Classroom 300, young builders can create fun models to demonstrate simple machines. Superstructs’ large, easy-to-handle pieces allow students to quickly build, see and feel how simple machines work. The perfect addition to any classroom, the set builds levers, pulleys, gears, wheels and axles. It includes 300 pieces and a building guide to create each model.

4 years +	300 pieces
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SuperBuilds™

Scan the code and extend your play!

Find new build guides to create even more amazing models.



Over a decade of award-winning fun!



WABA Fun delivers award-winning, open-ended, educational products that inspire imaginations and encourage children to be creative with their playtime. WABA's product lines reflect the company's commitment to deliver fun and innovative products with tremendous play value.

WABA Fun is a proud member of TIA, ASTRA and the Dr. Toy Alumni. All products are tested to exceed CPSIA/ASTM and EN-71 toy safety standards.

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