

From the
Bavarian Forest to
**CHILDREN'S
ROOMS ALL
OVER THE
WORLD...**





TOY CATALOGUE 2026

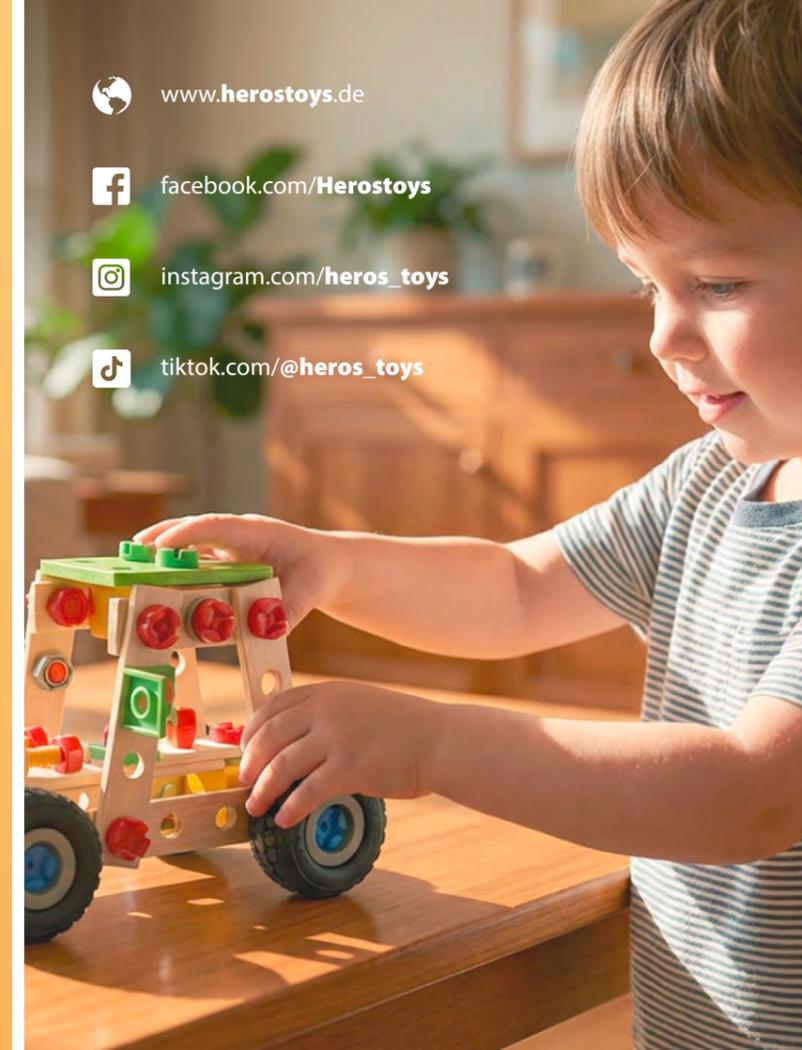


 www.herostoys.de

 facebook.com/Herostoys

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 tiktok.com/@heros_toys



HEROS factory in Lam, Germany



Crafted from
**QUALITY
WOOD FOR
PLAYFUL
LEARNING!**

WOODEN WONDERS SINCE 1903

HEROS is an iconic German toy brand with more than 120 years of manufacturing heritage in Lam, Germany. Production of HEROS toys and wooden game components was transferred to Tactic's ownership in January 2025.

HEROS specializes in **high-quality, safe wooden toys and components**. The product range is extensive, with new items continually under development.

HEROS toys support children's development by **enhancing fine motor skills, encouraging creativity, and building a variety of practical abilities**.

HEROS wooden components for the toy industry, primarily **dice and game pieces**, are among the **highest quality available in Europe**. We can produce wooden components **according to your specific requirements**.

All wood materials used in our products are **FSC-certified**.

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VIBRANT WOODEN BLOCKS

Bring endless fun for children aged 1 and up. Made from 100% FSC-certified wood for sustainable play.



BLOCKS



44,5 x 39,5 x 26,5 cm 6 pcs 1+ 60 pcs



60 pcs

NATURE AND COLOURED WOODEN BLOCKS

Premium storage box packaging.

HE0004



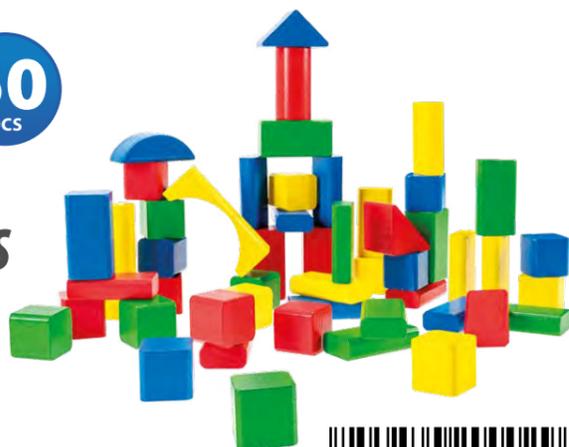
50 pcs

COLOURED WOODEN BLOCKS

Compact package – A budget-friendly option.

HE0002

22 x 22 x 8 cm 4 pcs 1+ 50 pcs



23,23 x 10,44 x 10,63 cm 4 pcs 1+ 100 pcs



100 pcs

COLOURED WOODEN BLOCKS

Premium storage box.

HE0005



50 pcs

COLOURED WOODEN BLOCKS

Premium storage box.

HE0003

12,3 x 25,2 x 12,3 cm 6 pcs 1+ 50 pcs





SOFT NEUTRALS

HANDS-ON PLAY

Play & Learn toys encourage creativity, problem-solving and motor skills through fun, active play.



THE SOFT NEUTRALS

Collection brings a gentle colour palette to children's play, perfectly suited for modern homes and children's rooms.

COMING SOON! SOFT NEUTRALS COLOURED WOODEN BLOCKS



100 pcs

HE0025

23,23 x 10,44 x 10,63 cm 4 pcs 1+ 100 pcs



4 255870 200258



40 pcs

HE0012



4 255870 200128

PICTURE MEMORY GAME

High-quality wooden memory game. Encourages cognitive skills and play.

28 x 22 x 17,3 cm 5 pcs 3+ 40 pcs

COMING SOON!



60 pcs

SOFT NEUTRALS NATURE & COLOURED WOODEN BLOCKS

HE0024

44,5 x 39,5 x 26,5 cm 6 pcs 1+ 60 pcs



4 255870 200241



21 pcs

HE0013

STACKING PUZZLE FIGURES

Fun, colorful stacking blocks to create imaginative characters. Develops fine motor skills and hand-eye coordination.

22,5 x 18 x 5,5 cm 6 pcs 1+ 21 pcs



4 255870 200135



SUSTAINABLE PLAY

FSC® 100% certified wood is a sustainable and responsible choice!



PLAY & LEARN



TOOL BOX

Build, fix and play. Supports creativity and motor skill development.

30 pcs

22,5 x 14,8 x 11 cm 6 pcs 3+ 30 pcs



COMING SOON!

HE0030



RACE TRACK

Exciting racing fun for kids! Cars zoom down a zig-zag track for endless excitement.



5 pcs

HE0014

32 x 39,3 x 12,8 cm 3 pcs 1+ 5 pcs



CALM AND HARMONIOUS

Soft neutral colours are inspired by nature.

SOFT NEUTRALS



7 pcs

SMALL STACKING TOY

A charming stacking toy designed for little hands. Soft colours and smooth wooden pieces invite children to stack, sort and explore balance while developing fine motor skills and co-ordination. A timeless first toy that encourages learning through play.

10,7 x 19,4 x 8,2 cm 6 pcs 2+ 7 pcs



HE0038



HAMMER BENCH

Hammer Bench encourages hand-eye coordination, fine motor skills and problem-solving through active, hands-on play.



10 pcs

HE0029

24 x 13,5 x 9,3 cm 8 pcs 1+ 10 pcs



COMING SOON!



STACKING PUZZLE FIGURES

Hammer Bench encourages hand-eye coordination, fine motor skills and problem-solving through active, hands-on play.

22,5 x 18 x 5,5 cm 6 pcs 1+ 21 pcs



21 pcs

COMING SOON!

HE0028





BUILD, PLAY AND LEARN

Encourages creativity, problem-solving and fine motor skills through hands-on play.



CONSTRUCTOR



50 pcs

RACING CAR

Make 3 different models using guides, or let imagination lead!

HE0006

22 x 22 x 8 cm 4 pcs 3+ 50 pcs



110 pcs

QUAD

Quad, trike, mini buggy, or beach buggy – or let imagination lead!

HE0007

25 x 25 x 7,5 cm 5 pcs 4+ 110 pcs



90 pcs

4 in 1

DOUBLE DECKER PLANE

Make 4 different models using guides, or let imagination lead!

HE0008

25 x 25 x 7,5 cm 5 pcs 4+ 90 pcs



155 pcs

FIRE TRUCK

Make 3 different models using guides or let your imagination lead!

HE0009



27,5 x 27,5 x 7,5 cm 4 pcs 5+ 155 pcs



3 in 1



140 pcs

6 in 1

WHEEL LOADER

Make 6 different models using guides, or let imagination lead!

HE0011

27,5 x 27,5 x 7,5 cm 4 pcs 5+ 140 pcs





EXCAVATOR

Make 4 different models using guides, or let imagination lead!

HE0010

4 in 1

170 pcs



27,5 x 27,5 x 7,5 cm
4 pcs
6+
170 pcs



COMING SOON!

VARIO VEHICLES

Make 4 different models using guides, or let your imagination lead!

HE0026



70 pcs

25 x 25 x 7,5 cm
5 pcs
3+
70 pcs



75 pcs



22 x 22 x 8 cm
4 pcs
3+
75 pcs

HE0027



COMING SOON!
ACCESSORY SET

Expand your construction fun with this 75-piece accessory set. Includes wooden parts, screws, nuts, and wheels to enhance existing building kits and inspire creative play. Accessory only.



MY FIRST GAME HERO(e)s

A range of simple first games for young children, made with durable wooden components.



MY FIRST GAME HERO(e)s



COMING SOON!

AMAZING ANIMALS

A playful first game that helps young children learn colours and shapes through play. Big, chunky wooden animals are easy for small hands to handle, while simple rules support early learning, turn-taking and matching skills. Perfect for a child's very first board game experience.



20 pcs

HE0033

25 x 25 x 7,5 cm
5 pcs
2+
20 pcs



EASY RULES, QUICK PLAY,
and fun learning through play.





MADE IN GERMANY

From high-quality local wood.



MY FIRST GAME HEROS



22 x 22 x 5 cm 6 pcs 2+ 13 pcs



13 pcs

COMING SOON!

CUPCAKE KINGDOM

A sweet first memory game for young children. Roll the dice and search for matching cupcakes! Chunky wooden pieces and simple rules make this a fun and gentle introduction to memory games, turn-taking and early decision-making. Perfect for little hands and first game moments.

HE0036



4 255870 200364



COMING SOON! BUSY BEE STACKING GARDEN

A colourful stacking game that introduces young children to colours and turn-taking through playful action. Roll the dice, stack the flowers and watch out for the busy bee! Simple rules and chunky wooden pieces make this a perfect first game for little hands.

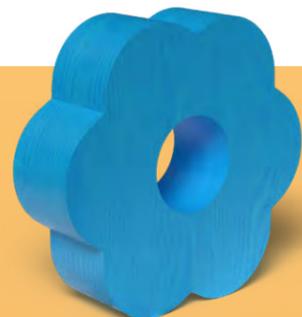


16 pcs

25 x 25 x 7,5 cm 5 pcs 2+ 16 pcs



HE0034



SAFE FIRST GAMES
For little players.



COMING SOON! COLLAPSING CUTIES

12 pcs

A charming stacking and matching game for little hands. Soft neutral colours and chunky wooden pieces invite children to build towers with cute animal parts and explore balance. A gentle first game that supports fine motor skills, coordination and imagination.

HE0035

22,5 x 18 x 5,5 cm 6 pcs 1+ 12 pcs



4 255870 200357

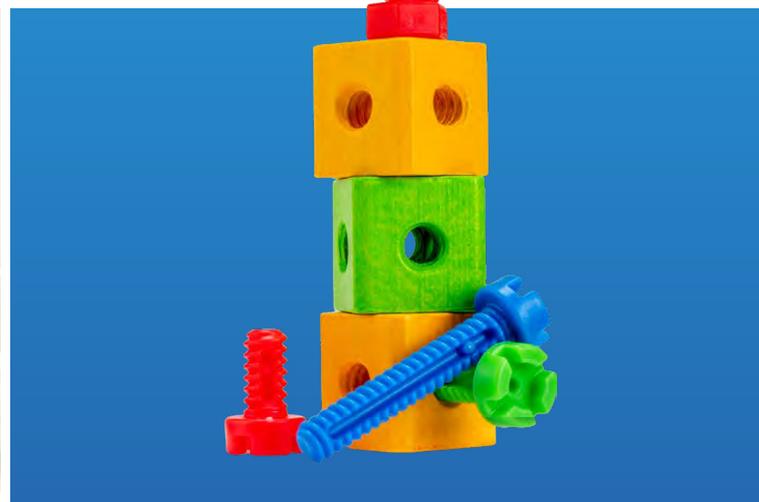


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A German company specializing in the production of
HIGH-QUALITY WOODEN TOYS,
since 1903!



MADE IN GERMANY
SINCE 1903



www.herostoys.de