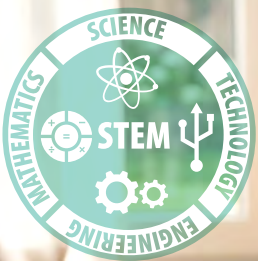




From the
Bavarian Forest to
**CHILDREN'S
ROOMS ALL
OVER THE
WORLD...**





TOY CATALOGUE 2026

HEROS factory in Lam, Germany



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



www.herostoy.de



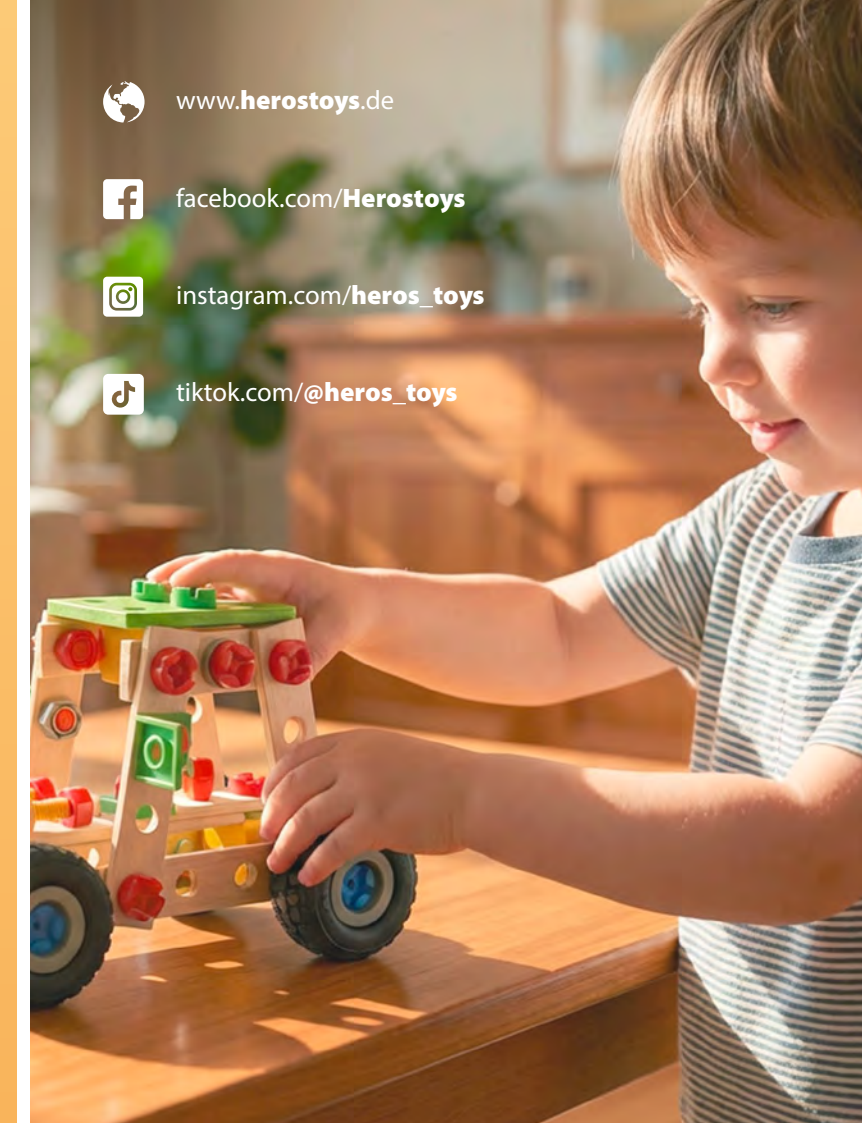
facebook.com/Herostoy



instagram.com/heros_toys



tiktok.com/@heros_toys



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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CONTACT US

PHILIPP SCHMIDT

GENERAL MANAGER / TOYS

☎ +49 151 265 843 02

✉ philipp.schmidt@tactic.net

GERHARD GIERSTL

FACTORY MANAGER / COMPONENTS

☎ +49 9943 / 9405 – 14

✉ gerhard.gierstl@herostoy.de



VIBRANT WOODEN BLOCKS

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



BLOCKS



COLOURED WOODEN BLOCKS

Compact package –
A budget-friendly option.

HE0002

50
pcs



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



COLOURED WOODEN BLOCKS

Premium storage box.

HE0003

50
pcs



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



NATURE AND COLOURED WOODEN BLOCKS

Premium storage
box packaging.

HE0004

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



60
pcs



COLOURED WOODEN BLOCKS

Premium storage box.

HE0005

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



100
pcs





SOFT NEUTRALS

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

HE0025

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



100 pcs

HANDS-ON PLAY

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



PLAY & LEARN



PICTURE MEMORY GAME

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



40 pcs

HE0012



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



SOFT NEUTRALS NATURE & COLOURED WOODEN BLOCKS

HE0024

COMING SOON!

60 pcs



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



STACKING PUZZLE FIGURES

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



21 pcs

HE0013



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



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



HAMMER BENCH

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



10
pcs

COMING
SOON!

HE0029

24 x 13,5 x 9,3 cm

8 pcs

1+

10 pcs



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



3 in 1

FIRE TRUCK

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

HE0009

155
pcs



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



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



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



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



COMING SOON!
ACCESSORY SET



75 pcs

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

HE0027



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.



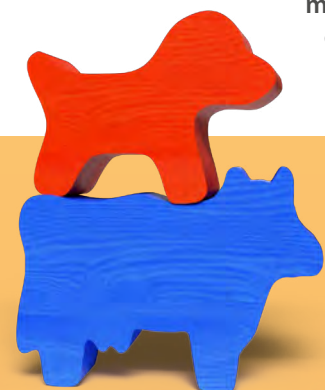
MY FIRST GAME HEROS



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.



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



20 pcs

HE0033

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





MADE IN
GERMANY

From high-quality
local wood.



MY FIRST GAME HEROS



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

17
pcs

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.

COMING
SOON!

HE0036



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.

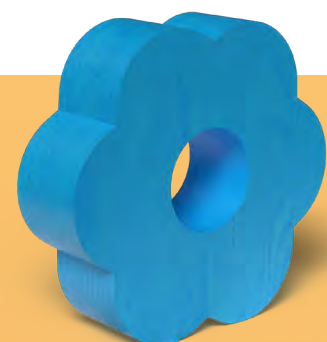


16
pcs

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



HE0034



SAFE FIRST GAMES
For little players.



COMING SOON!

COLLAPSING CUTIES

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

16
pcs

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





facebook.com/Herostoys



instagram.com/heros_toys



tiktok.com/@heros_toys



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



MADE IN GERMANY
SINCE 1903



www.herostoys.de