

# Three foot aliens hatch at London Toy Fair

Submitted by: Pittilla Public Relations

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Alien Invasion – the second wave....

Remember Alien Eggs?

Now they are back and bigger and better than ever!

Scottish toy company H. Grossman Ltd (<http://tinyurl.com/hdlhcmy>) introduce the latest wave of aliens at London Toy Fair, Olympia on Tuesday 24th January.

The Hatch Em Uber Growing Alien will produce an Alien Monster up to 72cms in length!! This growing Alien is the biggest in a new range of growing extra terrestrials.

Alien Eggs took the toy world by storm in 1999 winning numerous awards including the coveted Toy Craze of the Year. The popularity of this range has never waned, they have now gone on to sell over 22 million and the sales show no sign of slowing down. New for 2017 is The Hatch Em Grow Alien range, a unique design, completely designed in the UK, which will add to the success story at pocket money prices - simply immerse the Egg in water and wait for another little alien to hit the planet! Or if you bought the Mega egg a very large alien will show up.... Another pocket money priced winner which will introduce yet another new generation of children to the magical world of Alien Eggs. Prices start at £0.99 for the smaller Hatch Em eggs and the Uber egg will be £9.99

Grossmans are introducing a revamped scooter offering for 2017 with over fifty per cent of the range updated with new themes and new packaging. The Ozbozz brand is renowned for great outdoor products and this year sees a whole selection of new lines including the brand new breathtaking Twist and Fold Scooter, a stylish scooter available in three colourways, with four wheels and height adjuster which folds away - bound to be a winner for the summer of 17 and beyond.

Emojis are massive worldwide and Grossmans are introducing a full range of outdoor products for 2017 including scooters, pogo sticks, skateboards and spiral ball.

2017 is the year of the SuperHero and the Power Rangers movie will see an upsurge in the popularity of the forceful five. HGL have a whole range of outdoor items to test your superpowers! From play tents to pogo sticks, we even have a full set of Power Rangers inflatable weaponry to add to your armoury!

Grossmans are famous for their outdoor products and this year sees the introduction of three new trampolines to get everybody moving. Bounce around on our fantastic range, we have all different sizes at all different prices. The two larger sizes come complete with safety nets to stop you jumping into next doors garden.

For those who like to watch something else on the move we introduce a brand new range of drones, these flying 'eyes in the sky' link with an app and can beam camera images to your phone or ipad along with a whole host of interactive features. Want to keep it simple? They fly just as well with their remote control.

A fantastic remote control cars – which can be VOICE controlled is also included in this year's line-up.

Budding Jamie's and Nigella's will love the new range of Indoor kitchens from HGL, the starter kitchen will be retailing at under £20 or you can go up to the deluxe model!

All mod cons are included, with plenty of storage space for those tidy cooks who like to be organised. Made from top quality materials, these kitchens will add the required buyer appeal to any Des Res. Dinosaurs will never go out of fashion and the award winning Megasaurs range has been extremely popular, the gift sets are updated and available across all price points from pocket money to the 30 piece gift sets. New gift sets are on offer this year along with Megasaurs on the move – a fabulous backpack to add some dinosaur danger to those school trips.

The pocket money range has been doubled with lots of new items at great prices. From yoyos to water wrigglers, from bubble wands to skipping ropes, traditional to trendy Grossmans have something for everyone.

Visit us at London Toy Fair - STAND E49

Register with the press office for info and goodie bags.

Ends.

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Full press kit with images here:  
<http://tinyurl.com/hdlhcmy>