



## Soft'n and Slo Squishies™ Top Trend Toys at the New York Toy Fair

ORB™ continues to dominate the collectable trends category

NEW YORK CITY, NY, Feb 20, 2018 ([www.OrbToys.com](http://www.OrbToys.com)) - The hottest trend toy at the American International Toy Fair in New York this year was, without a doubt, Soft'n Slo Squishies™ ORB™'s booth boasted the largest collection at the show. The walls of the 2000 square foot booth were filled with over 400 different Soft'n Slo Squishies™ designs.

With 12 million units at retail, Soft'n Slo Squishies™ sales just keep rising. Practically unheard of in the toy world, sales of these slow rising collectables have been on a steady incline, even after the holidays. ORB™ is the biggest manufacturer of Squishies in the world, creating unique designs with incredible quality.



Over 100 new Soft'n Slo Squishies™ were introduced at Toy Fair. The line now includes traditional bagged items, along with blind boxes, DIY kits, and more. With an upcoming web series recently announced and newly inked licensing deal with Nelvana Enterprises, there is no end in sight for the Soft'n Slo Squishies™ phenomenon. The company has even more innovation on the way, and based on sales and reactions at Toy Fair, will continue to maintain dominance in the collectable category through 2018.

Look for the newest launch from ORB™ coming this summer - Bubbleezz™, the transforming characters poised to be the next hottest trend.

Discover the entire collection:  
[www.SoftnSloSquishies.com](http://www.SoftnSloSquishies.com)

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