

# 2020 INTERNATIONAL TRADE CATALOGUE

the  
Happy  
Puzzle  
Company

Creating  
happiness,  
one puzzle  
at a time



# A UNIQUE RANGE OF THINKING GAMES FOR FUN FAMILY PLAY!



## WELCOME TO

the  
**Happy  
Puzzle  
Company**



Our unique range of games provides opportunities for the whole family to play and learn together. We aim to help children and adults to raise their own expectations of what they can achieve, developing logical reasoning and thinking skills as they have fun together.

More than 100,000 parents and grandparents in the UK choose our range for their children and grandchildren each year, and our products are used in over 14,000 UK schools.

In addition, selected thinking games from our range are now available in Australia, Belgium, China, Cyprus, Czech Republic, France, Germany, Greece, Holland, Hong Kong, Ireland, Israel, Italy, Japan, Malta, New Zealand, Portugal, Romania, Serbia, Singapore, Slovakia, South Korea, Spain, Switzerland, UAE and the United States, and the list of countries is growing.

Each of our products is manufactured to the highest standards, using high quality materials. In addition, over the last 28 years in the United Kingdom we have developed one of the finest reputations in the marketplace for outstanding customer service. We have also won a host of awards, including two 'Business Of The Year' awards.

We hope you enjoy our exciting range of puzzles and games for 2020 and we look forward to working with you!

**Gavin Ucko**  
Managing Director  
The Happy Puzzle Company

For all trade inquiries, email us at [info@happypuzzle-global.com](mailto:info@happypuzzle-global.com)

## CONTENTS

- 3** THE GENIUS SQUARE
- 4** THE GENIUS STAR
- 5** BEE GENIUS
- 6** THE AMAZING CLOCK KIT
- 7** THE BRAIN TRAIN
- 8** MULTI-LEVEL SNAKES & LADDERS

- 9** SNAKES & LADDERS UNLEASHED
- 10** FACE TO FACE / ICE CUBED
- 11** QWUZZLE
- 12** PANDEMONIUM / SUITED
- 13** 30 CUBED
- 14** NUMBER JUMBLE / ANIMAL JUMBLE
- 15** CRAZY NUMBERS / THINKTANGLES



# THE GENIUS COLLECTION

## The Genius Square

### Is This The Cleverest Game Ever Invented?

**Speed of Thought, Sequencing,  
Spatial Awareness, Strategic Planning,  
Visual Perception**

The aim of each of the 62,208 possible puzzles is to complete the square using the nine coloured shapes, once the seven 'blockers' have been positioned. There may be times when it seems impossible, but there will ALWAYS be at least one solution... and that's why it's called The Genius Square!

Roll all seven of the dice together and place a 'blocker' piece into the squares matching the seven co-ordinates that appear on the dice. Now race your opponent to fill every other space on the grid using the nine shapes.

Using a specially devised computer programme, we have confirmed that all 62,208 possible dice combinations have at least one possible solution. Some combinations will be easy to solve, some much harder. It's all in the luck of the roll of the dice.

Instructions  
included



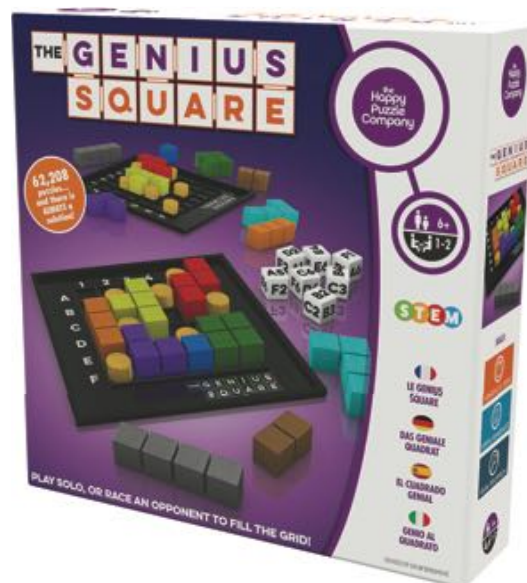
#### GENIUS LEVEL



SUITABLE FOR THE WHOLE FAMILY



**OVER 132,000 UNITS  
SOLD WORLDWIDE - IN 13 MONTHS!**



- 62,208 different challenges
- Each game should take about two minutes to play
- A brilliant, whole family challenge game



**i**

AGES 6 to adult

PLAYERS 1 or 2

CODE HPCGNS

BOX SIZE 26.8cm x 26.8cm x 6.2cm

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3

**NEW!**

# THE GENIUS COLLECTION

## The Genius Star

Play Solo, Or Race An Opponent To Fill The Star

Speed of Thought, Sequencing,  
Spatial Awareness,  
Strategic Planning, Visual Perception

After the enormous international success of The Genius Square, here is the brilliant follow-up!

Significantly more challenging than The Genius Square, the aim of each of the 165,888 possible puzzles here is to complete the star using the eleven coloured shapes, once the seven 'blockers' have been positioned. There will always be at least one solution. There's also a wonderful new twist to each challenge, in the shape of a 'Golden Star' Will you play safe and complete a regular win, or will you go for a double win by completing your star with the 'Golden Star' in one piece. Only 57.4% of the puzzles actually have a solution with the star complete. You will need brilliant perception, speed of thought and nerves of steel!

- Significantly more challenging than The Genius Square
- Includes 165,888 unique challenges
- Features a brilliant new twist with the 'Golden Star' challenge

Instructions included



GENIUS LEVEL



**i**

AGES 8 to adult  
PLAYERS 1 or 2  
CODE HPCGST  
BOX SIZE 26.8cm x 26.8cm x 6.2cm





## Bee Genius

### Creating The Next Generation Of Little Geniuses

**Visual Perception, Spatial Awareness, Strategic Planning**

The Queen Bee is leading her worker bees in the construction of their new honeycomb and they need help! Following on from the huge success of The Genius Square, we're delighted to introduce Bee Genius, the newest member of the Genius Collection, designed especially for little geniuses! Roll the six dice to determine the locations of the worker bees. The challenge is then to fit all 11 of the coloured shapes around the bees, with no gaps, to complete the perfect honeycomb!

There are 46,656 unique possible combinations in which the dice can fall and all of them have at least one possible solution. Some combinations will be easier to solve, some much harder. Bee Genius is a non-competitive game, devised to help children to develop their thinking skills. Every puzzle solved will help a child to build their skills and grow their self-confidence, as they start to realise that they too can BEE GENIUS!

Instructions included



**GENIUS LEVEL**



SUITABLE FOR YOUNGER PUZZLERS



- Includes an additional frame to create easier puzzles for 3 to 4 year olds
- Develops spatial awareness and strategic planning skills
- The perfect introduction to the family of Genius games!



**i**

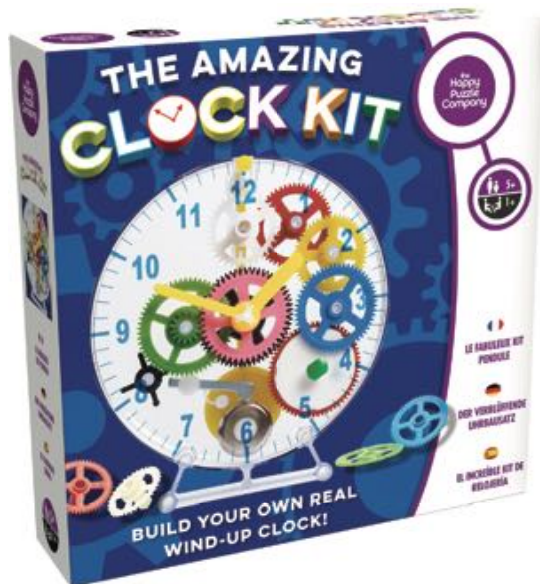
AGES 3 to 8

PLAYERS 1

CODE HPCBGS

BOX SIZE 26.8cm x 26.8cm x 6.2cm

**OVER 130,000 UNITS SOLD IN THE UK!**



## The Amazing Clock Kit

**Create Your Own Real Working Analogue Clock And Understand How It Works**

**Fine Motor Skills,  
Hand/Eye Co-ordination, Sequencing,  
Visual Perception**



Both sides of the wind-up clock are transparent, meaning that the workings of the clock are completely visible. This brilliant discovery kit is designed to give children aged from 5 to 15 an understanding of how a clock actually works. Children will be able to see why the different cogs and springs rotate and how they cause the pendulum to swing, turn the hands of the clock and make the bell chime too!

- Around 40 minutes construction time
- Clear, illustrated, step-by-step instructions
- TV advertisement available

Instructions included



**i**

AGES 5 to 15

PLAYERS 1 or more

CODE PWMFC2

BOX SIZE 26.8cm x 26.8cm x 6.2cm





# The Brain Train

## All Aboard The World's First Mathematical Railway!

**Logical Deduction, Numeracy, Sequencing, Spatial Awareness, Visual Perception**

Each of the twelve track tiles features a number. Use the clues and select the tiles that will allow you to add or subtract the numbers to create your target number. Then connect the tracks to solve the puzzle!

There are 40 puzzles to challenge you, with four levels of difficulty and once you've finished building each puzzle, your wind-up train will run along the tracks.

Instructions included



- 40 multi-level puzzles
- No batteries required
- 12 durable track pieces

**i**

**AGES** 4 to adult

**PLAYERS** 1 or more

**CODE** HPCBTR

**BOX SIZE** 17cm x 22.5cm x 5cm



### Example challenge and its solution

4	17	ADD
---	----	-----

9

This means you need to use four track tiles

Add the numbers on the tiles to make 17



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7





# Multi-Level Snakes And Ladders

The Classic Game With A Clever Twist!

Visual Perception,  
Sequencing

Instructions  
included



This fantastic version of Snakes & Ladders features five levels which need to be ascended to win the game. Climb your way up the ladders to the next level, but land on a snake and you'll fall through a bottomless bucket and drop back down! The set comes as an easy-to-build flat pack with full colour illustrated instructions. It's approximately 40cm long, 37cm wide and an impressive 21cm tall. The game can also be taken apart and re-stored. It's absolutely awesome!

- A huge 21cm tall
- Hidden paths and clever gameplay
- Sturdy rebuildable structure

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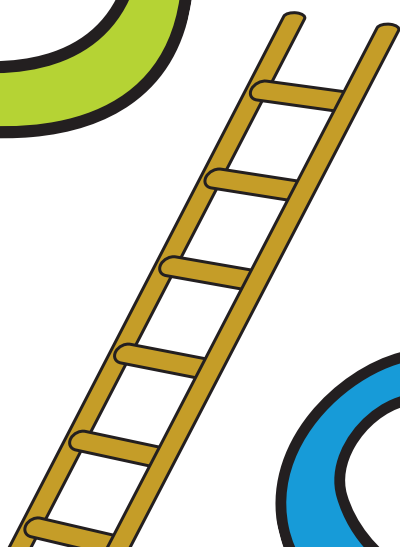
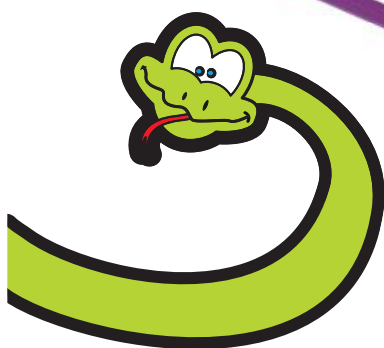
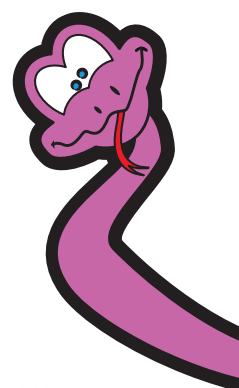
AGES 4 to adult

PLAYERS 2 to 6

CODE HPCSNL

BOX SIZE 38cm x 38cm x 5cm

Now you can actually  
climb the ladders and  
drop down through  
the snakes!





**NEW!**

# Snakes & Ladders Unleashed

**A Dastardly Twist On The Classic Game!**

**Strategic Planning,  
Visual Perception**

Snakes and Ladders Unleashed is a brilliantly fiendish new version of the classic game, with a continuously evolving game board and snakes and ladders that can move around throughout the game! And in addition, we've added lampposts, which you can both climb up and slide down!

Players race to cross the finish line, whilst cunningly trying to improve their own chances of gaining ground faster and also block their opponents' progress. It's mischievous family fun at its very best!

Instructions  
included



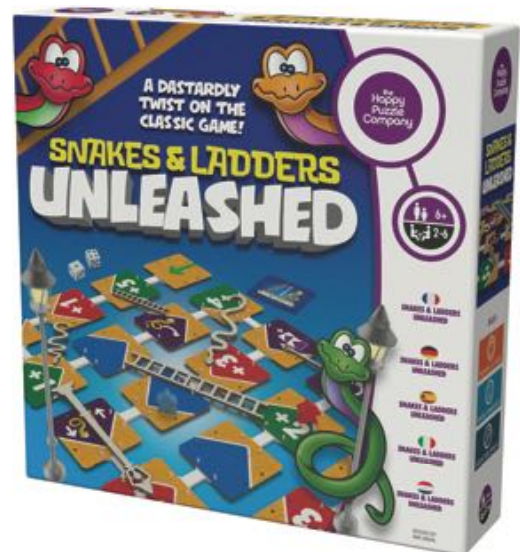
**i**

**AGES** 6 to adult

**PLAYERS** 2-6

**CODE** HPCSLU

**BOX SIZE** 26.8cm x 26.8cm x 6.2cm



- A devilish twist on the classic game
- A strategy game for the whole family
- Originally a successful Kickstarter campaign



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9



# Ice Cubed

Work Out Where To Position Each Ice Cube And Solve The Puzzle!

Logical Deduction,  
Numeracy, Problem Solving

This ingenious set of 48 graded 3D challenges requires you to use logical deduction combined with maths to correctly position up to five colour-coded ice cubes in a tower. To solve each puzzle, the numbers on the outer face of each side of the ice cubes must vertically add up to the totals shown at the foot of each of the four sides of the tower... all at the same time. It's straightforward enough until you start tackling puzzles without knowing which ice cubes you need to use. This brand new set of puzzles will slowly drive you to sub-zero frustration, but each time you succeed, you'll want to push yourself that bit further! The concept is so clever and the puzzles incredibly addictive. Wonderful.

- Includes 48 multi-level puzzles
- Single player game
- Ingenious maths puzzles

Instructions included



AGES 7 to adult

PLAYERS 1

CODE HPCCBD3

BOX SIZE 26.8cm x 26.8cm x 6.2cm

Example challenge card and its solution



PUZZLE 17

10	5	3	0
16	14	9	19
1	12	7	4
11	6	23	18
38	37	42	41



# Face To Face

The Logic Game That Gets Emotions Racing!

Lateral Thinking, Problem Solving,  
Visual Perception, Sequencing

Each of the 60 multi-level challenge cards will show you a combination of cubes that needs to be recreated. The tricky bit is working out how to position the faces of the cubes correctly. Rows and columns of cubes must show either every face with the same expression, with each being a different colour, or every face having a different expression, but all the same colour. The rules have to apply from the front, back, sides and from above. You'll end up with a smile when you solve each puzzle!

- Can be played as a single player or two player challenge
- Giant, high-quality dice (two sets included)
- Ingenious, yet simple rules to test the whole family!

Instructions included



AGES 6 to adult

PLAYERS 1-2

CODE HPCFTF

BOX SIZE 17cm x 22.5cm x 5cm





**NEW!**

# Qwuzzle

## Nine Cubes And A Billion Puzzles!

**Speed of Thought,  
Visual Perception,  
Strategic Planning**

If you like 'The Genius Square', you'll love Qwuzzle! Start by taking a set of nine Qwuzzle cubes and a grid. Now draw six of the 'basic' cards. Each card displays an image which needs to feature in the 3x3 grid that you will build with your cubes. The image can be positioned anywhere within the grid, and on any rotation. Your aim is to build all six images into your grid at the same time, before the timer runs out. Play against the clock or against an opponent, with two sets of cubes and two grids included. Ready for the challenge to get harder? Introduce the 'advanced' cards to make your task even trickier.

Instructions  
included



- Over one billion puzzles
- Children and adults can challenge each other
- Games last 10-15 minutes

**i**

**AGES** 6 to adult

**PLAYERS** 1-2

**CODE** HPCQWZ

**BOX SIZE** 16.5cm x 22.5cm x 6cm



# Pandemonium

## Race Against Your Opponent To Recreate The Images

**Fine Motor Skills, Sequencing, Spatial Awareness, Speed Of Thought, Strategic Planning, Visual Perception**

Pandemonium is an extraordinary family game, brilliantly conceived and incredibly simple. To win, you will need to think at speed whilst distinguishing between shapes, colours and orientations.

Each player or team starts with their own set of six tiles and 24 coloured shape pieces. Randomly choose one of the 60 challenge cards and race against your opponent(s) to recreate the image on the card. That's where the fun starts. Shapes may look similar, but actually they're different... or are they? Each of the tiles can be positioned either way up or in any rotation and the interlocking notches on the side will confuse you further. It all looks incredibly easy... until you try to complete the challenge at speed! Here's just one tip to help you win the game; whatever you do... don't panic!



**i**

**AGES** 6 to adult  
**PLAYERS** 2 or teams  
**CODE** HPCPDM3  
**BOX SIZE** 26.8cm x 26.8cm x 6.2cm

- Two sets of tiles and pieces included
- 60 challenges included
- High quality pieces



Instructions included



# Suited

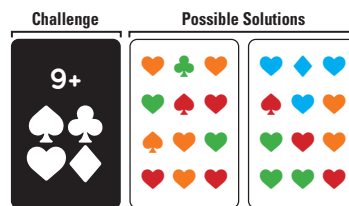
## The card game that breaks all the rules!

**Visual Perception, Strategic Planning**

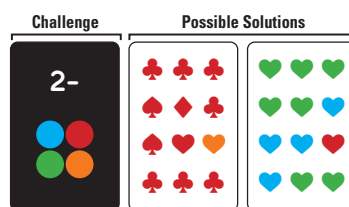
This brilliantly clever game features all four suits; clubs, hearts, diamonds and spades, but each one appears in four different colours and multiple times on each card. It's all about judging the probability that the next player will be able to meet the challenge you have set, based on the suits and colours that appear on their cards. On your turn, you play TWO cards. The first has to meet the criteria of a challenge set for you by the previous player. The second sets the challenge for the next player. You'll want to force them to use their most powerful cards early in the game, but make sure you hang on to your own powerful cards and use them at the right time. Hold on to game-changing cards for too long and you could inadvertently blow everything! This outstanding game will confound your expectations and keep you on your toes!



Examples:



The next card must contain nine or more of any one suit



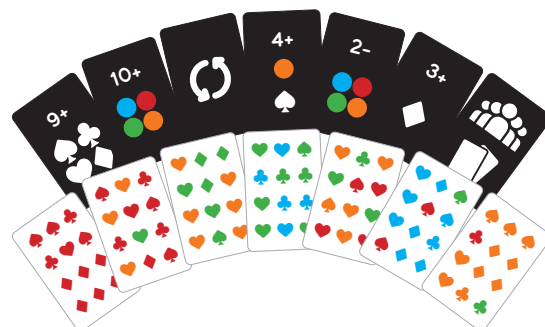
The next card must display two or fewer (but at least one) of any one of the shown colours

**i**

**AGES** 8 to adult  
**PLAYERS** 2 to 6  
**CODE** HPCSBY  
**BOX SIZE** 15cm x 15cm x 4cm

- A completely original idea
- Re-invents normal card game concepts!
- Colourful and engaging for the whole family

Instructions included







# 30 Cubed

## Is This The New Rubik's Cube?

**Sequencing, Visual Perception,  
Spatial Awareness, Lateral Thinking,  
Problem Solving**



30 Cubed has been based on mathematical principles that have challenged generations of mathematicians.

The set contains 30 different cubes, plus a 6 x 5 grid and a puzzle/solution booklet. Each cube features the same six base colours. The order of these colours varies from cube to cube. Every side on every cube features part of a 'line'. The lines appear in ten different colours. The puzzles all require the lines and/or base colours to be connected in different ways, following increasingly complex rules.

The 45 multi-level challenges, including 18 junior puzzles, represent just the start of what can be achieved. There is a whole world of puzzles waiting to be created by you. Challenge your family and friends and pass on this amazing set to future generations.

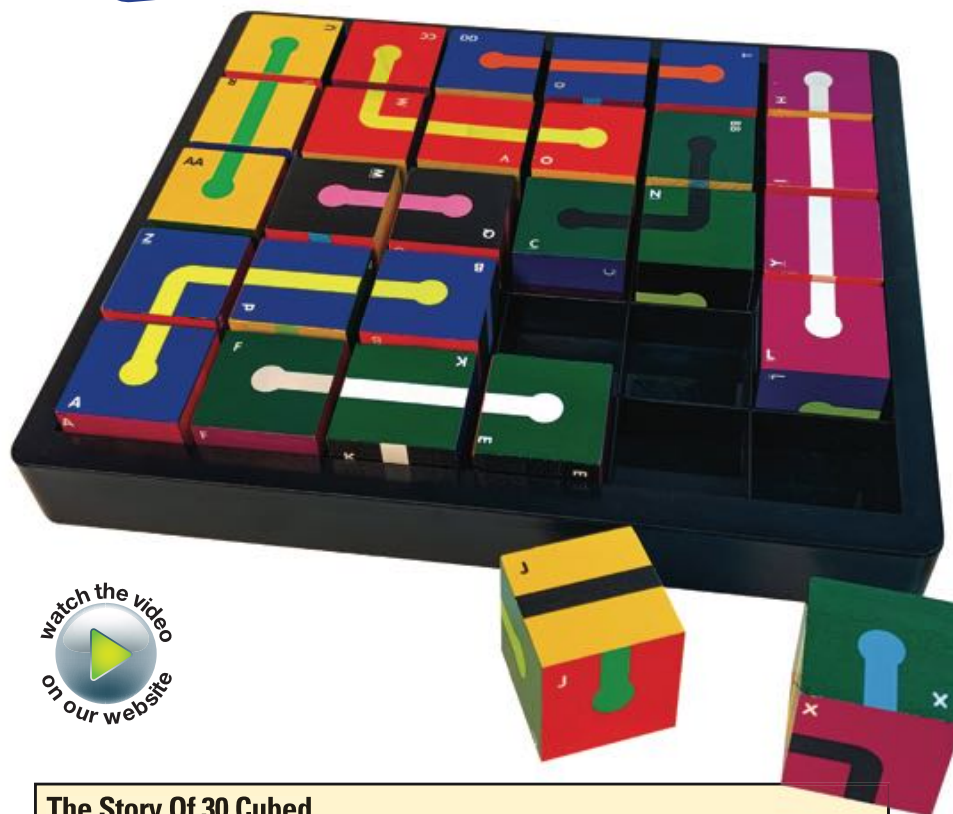


**AGES** 5 to adult  
**PLAYERS** 1 or more  
**CODE** HPCTYC  
**BOX SIZE** 26.8cm x 26.8cm x 6.2cm

Instructions  
included



- Created with the legendary puzzle inventor Ivan Moscovich
- Harder levels are incredibly challenging
- Includes basic puzzles for younger puzzlers



### The Story Of 30 Cubed

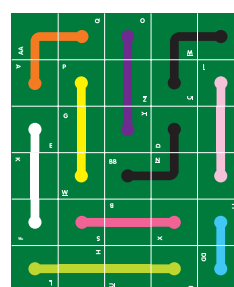
Martin Gardner, a world-famous mathematician and scientist once wrote an article in 'Scientific American' magazine, expressing his regret that the '30 colour cube' principle had never been turned into a commercial set of challenges. At around the same time, one of the world's leading puzzle inventors, Ivan Moscovich, created his 'Cu-Zoo', a series of animal picture puzzles for children that used the 30 cubes. Moscovich sent his creation to Gardner, who responded by saying that it was his belief that every puzzle lover and mathematician would one day play Moscovich's creation with their children, family and friends.

Fast-forward to March 2017, when Ivan

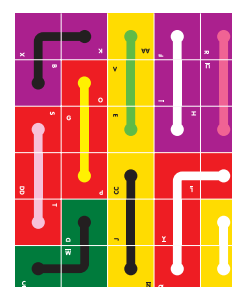
Moscovich, at the age of 91, brought the 'Cu-Zoo' to London to show his fellow inventor, and founder of The Happy Puzzle Company, Gavin Ucko. The two inventors sat in a London hotel looking at ways to turn Moscovich's original idea into a commercial puzzle for generations of parents and children to enjoy. The result, less than six months later, was this set. Both Moscovich and Ucko are intensely proud of the result, a collection of colourful challenges that will improve the mathematical and thinking skills, logical reasoning, spatial awareness, sequencing and visual perception skills of both adults and children. They hope it will inspire everyone who attempts to tackle the puzzles.

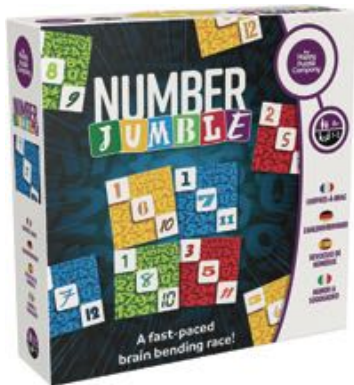
### Examples of the 30 Cubed challenges:

Puzzles with single colour bases



Puzzles using specific line colour combinations





# Number Jumble

## A Fast-Paced Brain-Bending Race!

**Speed Of Thought,  
Visual Perception, Problem Solving**

Two players share out the 32 tiles, each of which displays three numbers. Be the first player to arrange your 16 randomly chosen tiles into a 4 x 4 square, so that whenever two tiles are adjacent they share at least one number in common. When one player declares that they have completed their puzzle, it's time to shuffle the tiles and play again! Can also be played as a single player solitaire-style challenge.

Example of a correct solution: ✓



**i**

**AGES** 8 to adult

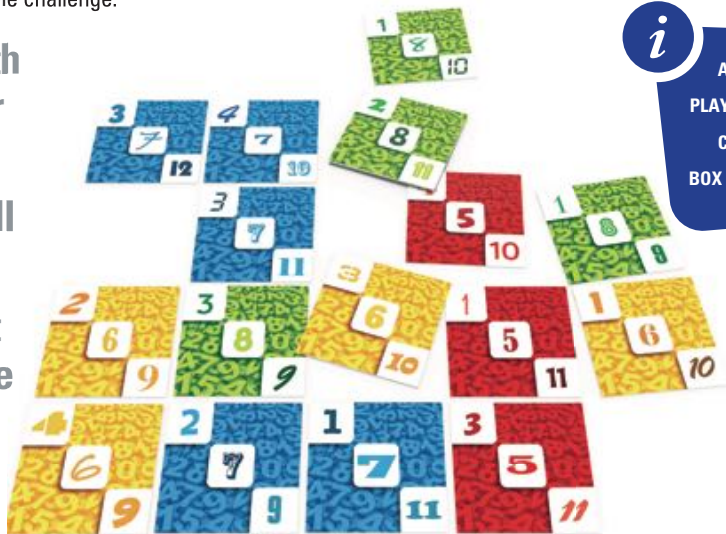
**PLAYERS** 1 or 2

**CODE** HPCNJB3

**BOX SIZE** 15cm x 15cm x 4cm

- Straightforward rules with an almost infinite number of possible puzzles
- Clever game play that will stretch the whole family
- Play against an opponent or as a solitaire challenge

Instructions included



# Animal Jumble

## Match The Animals And Win The Race!

**Speed Of Thought,  
Visual Perception, Problem Solving**

32 tiles each display four different jungle animals. Be the first player to arrange your 16 randomly chosen tiles into a 4 x 4 square, so that whenever two tiles are adjacent they share at least one animal in common. When one player declares that they have completed their puzzle, it's time to shuffle the tiles and play again! Younger players or beginners can start with the easier 3 x 3 puzzle. Can also be played as a single player solitaire-style challenge.

Example of a correct solution: ✓



**i**

**AGES** 5 to adult

**PLAYERS** 1-2

**CODE** HPCAJM

**BOX SIZE** 15cm x 15cm x 4cm

- The junior version of Number Jumble
- Play with an opponent, or play as a solitaire challenge
- Gameplay allows children and adults to play together

Instructions included





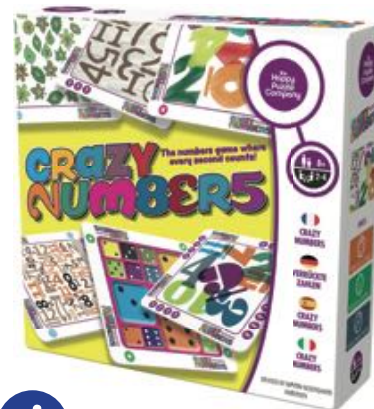
# Crazy Numbers

## The Numbers Game Where Every Second Counts!

### Speed Of Thought, Visual Perception

Crazy Numbers is a game of lightning speed and observation. Each of the 120 challenges consists of an illustration that features numbers; sometimes a few, and sometimes there will be so many, you won't know where to start.

No two challenge cards are the same and you won't know what's coming next. Will you need to spot which numbers are missing, or which appear more times than any other? Will you need to add them or multiply them? Whatever the challenge, you'll need to be fast, because every second counts!



AGES 8 to adult

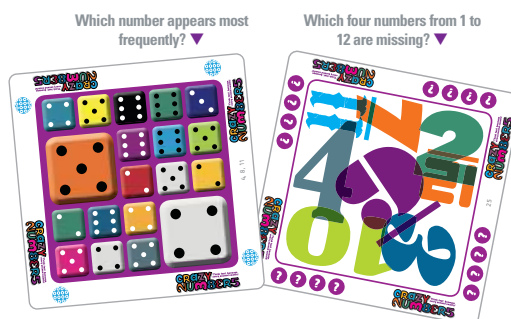
PLAYERS 2-4

CODE HPCCNB2

BOX SIZE 15cm x 15cm x 4cm



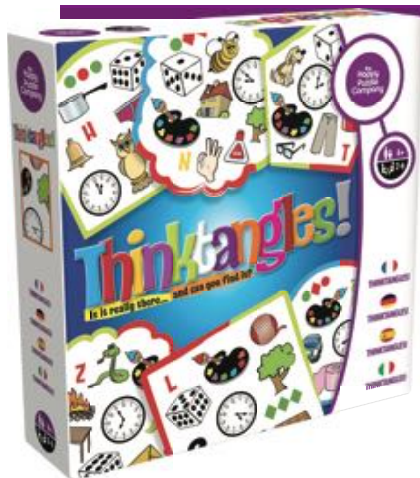
**NOW WITH LARGE  
PUZZLE CARDS!**



Instructions  
included



- A traditional style game for the whole family
- Challenges are really varied and stunningly illustrated
- Puzzles can be played from all four sides



# Thinktangles

## Be The First To Find The Correct Image... If It's Actually There!

### Concentration, Problem Solving, Speed Of Thought, Visual Perception

Each of the 32 shaped cards in play contains ten images and letters, making a total of 320 across the cards. Every card also has a border of one, two or three colours. The 120 challenges give you a clue to something that needs to be located. However, there is a catch! Rolling the special dice will determine which of the shaped cards and which border colours you can use to complete the challenge. So your brain needs to concentrate on three things simultaneously!

- A junior version of the game is included
- Encourages children to pay more attention to what they see
- Improves memory and information retention

Instructions  
included



AGES 6 to adult

PLAYERS 2 to 6

CODE HPCTTG2

BOX SIZE 26.8cm x 26.8cm x 6.2cm



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15



# A UNIQUE RANGE OF THINKING GAMES FOR FUN FAMILY PLAY



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