

Ludus

TOYS SINCE 1965



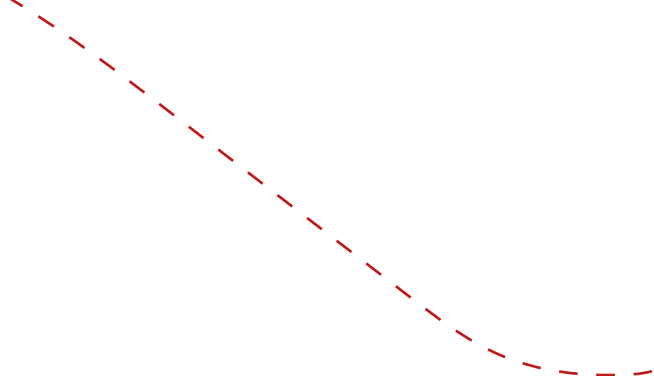
ludustoy.com



The famous Russian philosopher Pavel Florenskij once said,
"...I'd like to give you a suggestion: be careful so that the child, during the first years of his life, gets the best positive impressions of this world. It's a big mistake to think that these first impressions are not important: they are the fundamentals for the growth of the child's personality..."







The history of our games began in the late 1960s from a collaboration between Marco Moi, an expert in plastic moulding, and his wife AnnaMaria, a passionate kindergarten teacher who specialised in Montessori and Agazzi methods. These are educational methods based on the principle that children should be free to express their creativity by choosing their preferred activities within a range pre-defined by teachers or parents.

Over the years a large family grew that has continued to cultivate the same passion.

Today, sons and grandchildren, in collaboration with professionals and experts in the toy market, have created the brand **LUDUS** and are still designing and producing high quality modern toys totally made in Italy.



Ludus
TOYS SINCE 1965



Playing and Learning

Children are always at the centre of all our creative efforts.

Playing can be considered as the "work" of the child; we would define it as a physical, cognitive, intellectual and emotional space, in which the child makes experiences of actions, movements, expressions and new sensations, there by enriching their development and learning.

So we realize that behind the word "**PLAY**", often used to define something simple and banal, lies a magical world - complex, funny but also structured, and this has encouraged us to design and create targeted products.

Being aware of the importance that the didactic toys represent for a harmonious development of child's personality and intelligence, we have created toys that support the knowledge of shapes and colours, combining learning activities with playful and amusing opportunities. These develop the child's creativity, fantasy, co-ordination and manual skills. In essence Ludus toys facilitate a continuous experimentation that enriches and develops children's skills.

Ludus has been present in kindergartens around the world for many years. The long appreciation from users attests to the efficiency and quality of the **Ludus** range.

Ludus

TOYS SINCE 1965



- ① **Touch plays** a fundamental role in children's growth through the experiences that every day they get by their hands. So we have concentrated our efforts on tactile and material aspects.
- ② **Innovative materials** and different surfaces, allows children to experience various sensorial feelings while they have fun.
- ③ Hard or soft, light or heavy, smooth or rough, cold or warm materials transmit **different sensations**.





Materials to play respecting the environment

- ① **Ecofriendly Plastic**
Special plastic that is recyclable and suitable for contact with food, resistant and long-lasting. The time of biodegradation is reduced by 95% according to ISO UNI EN 14855 standards
- ② **Wood**
Multilayer or solid wood with SFC certification for reforestation.
Natural water based paints. No adhesives
- ③ **Cotton** (patent pending)
Ludus are the first construction toys produced with natural cotton. Compliant with OEKO TEX 100 standard for products tested for harmful substances from environmentally friendly production.
100% natural, ecofriendly and biodegradable.
- ④ **Bamboo**
- ⑤ **EVA**
- ⑥ **Carton**

Ludus
TOYS SINCE 1965



2/4
years



SPINNY

Ludus

TOYS SINCE 1965





MOTRICITY: Children love to rotate, twist and unscrew things!

TOUCH: A mixture of raised and concave, smooth and textured surfaces, enhancing both tactile and sensory experiences.

OBSERVATION & FANTASY: Different shapes and subjects are possible, depending on the position of the pieces.

**2/5
years**



WALIJY

Ludus

TOYS SINCE 1965



First approach to the world
of construction toys
Big and light elements,
easy to be used by the youngest
and works in all positions.
Endless building shapes and designs

2/5
years



BRUCO BUG



Ludus
TOYS SINCE 1965



Construction toy,
pleasant and stimulating.
Elements in an ideal size and
shape for the smallest hands
Modular and compatible
elements with
Titus and Octopus



2/5
years



TITUS

Ludus

TOYS SINCE 1965



Construction toy,
pleasant and stimulating.
Elements in an ideal size
and shape for the smallest hands
Modular and compatible elements with
Bruco Bug e Octopus



2/5
years



OCTOPUS



Ludus
TOYS SINCE 1965



Construction toy,
pleasant and stimulating.
Elements in an ideal size
and shape for the smallest hands
Modular and compatible elements with
Bruco Bug and Titus



2/5
years



FUNNY FLO



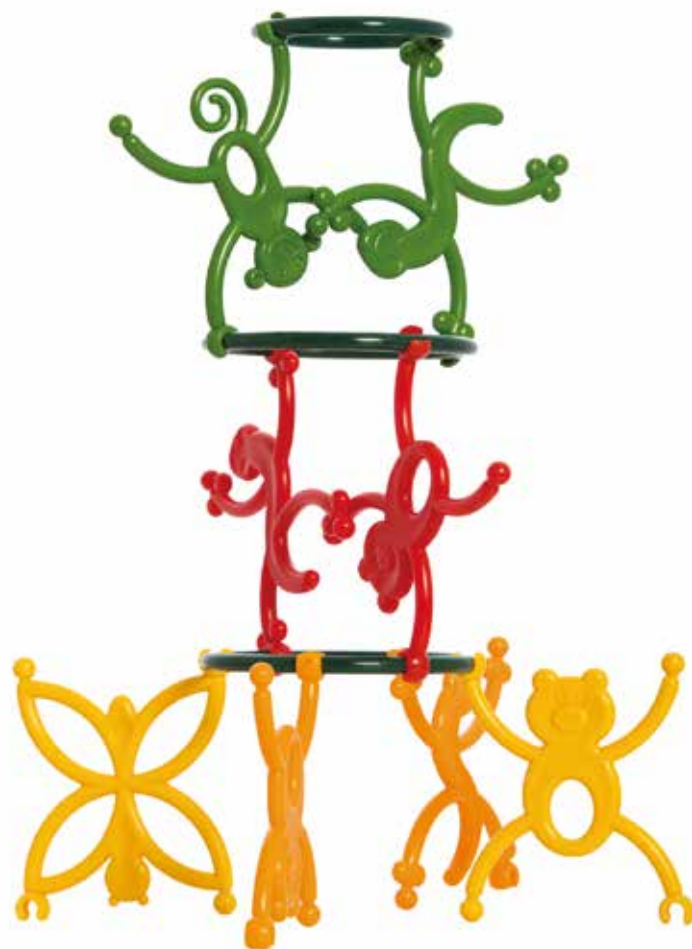
Ludus
TOYS SINCE 1965



Large and soft elements,
easy to be used by little hands

Endless possibilities
to build
and have fun

3/6
years



ACROZOO



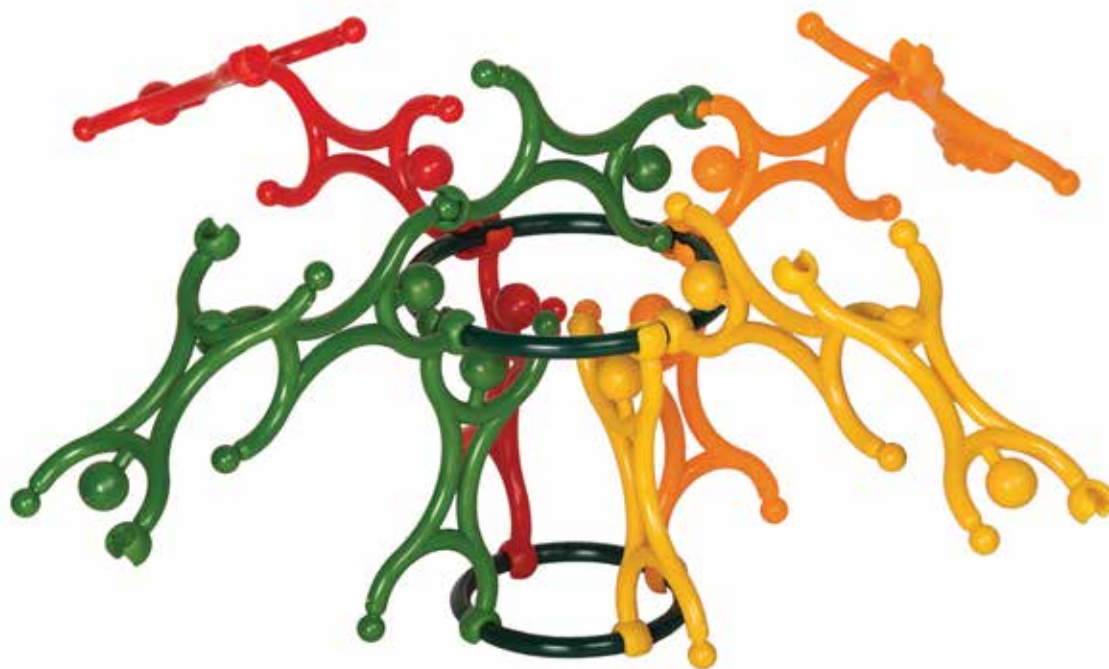
Ludus
TOYS SINCE 1965



Endless possibilities
to build
and have fun.

Modular and compatible elements with
SuperAcrobat - Stick&Build.

3/8
years



SUPER **ACROBAT**

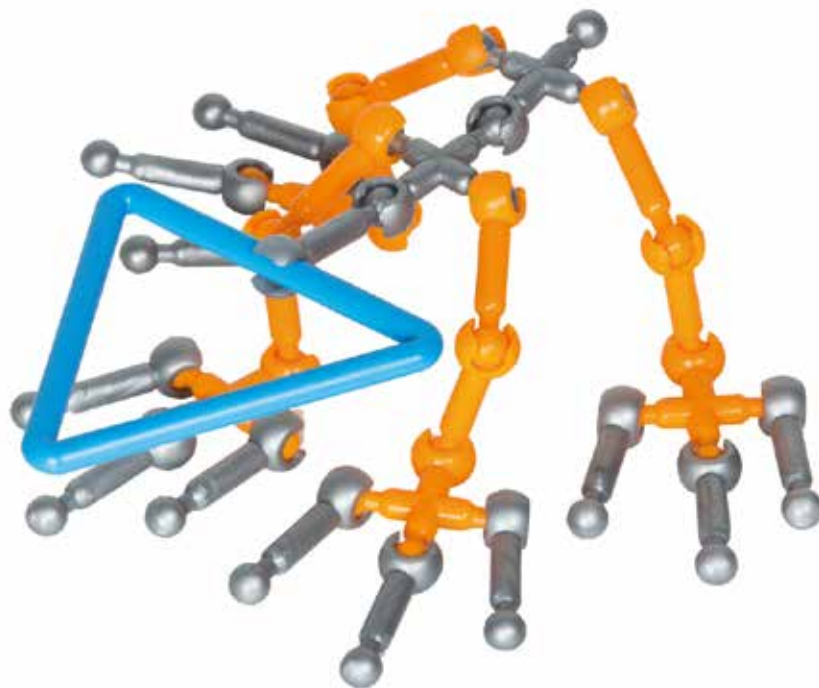


Ludus
TOYS SINCE 1965



Endless possibilities
to build
and have fun.
Modular and compatible
elements with
Acrozoo - Stick&Build.

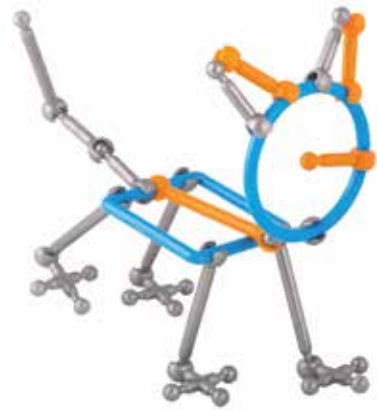
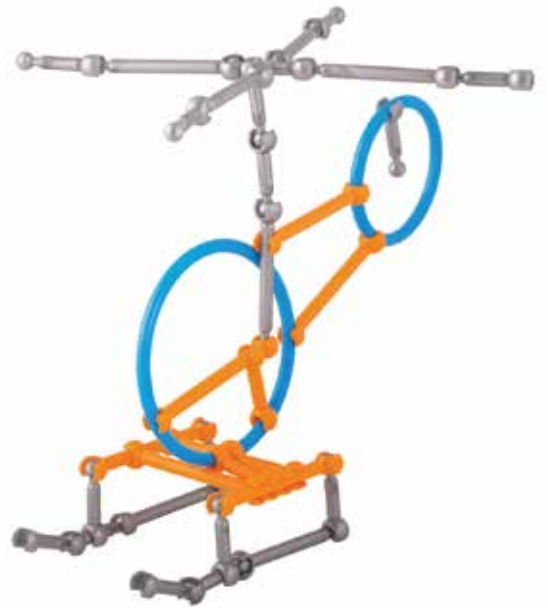




STICK & BUILD

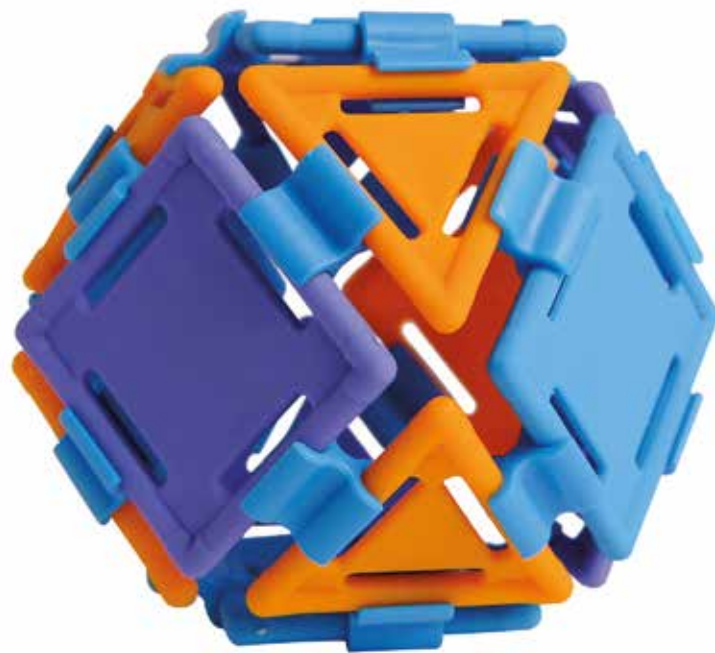


Ludus
TOYS SINCE 1965



Endless possibilities
to build
and have fun.

Modular and compatible elements with
SuperAcrobat - Super Acrobat



3D LINK

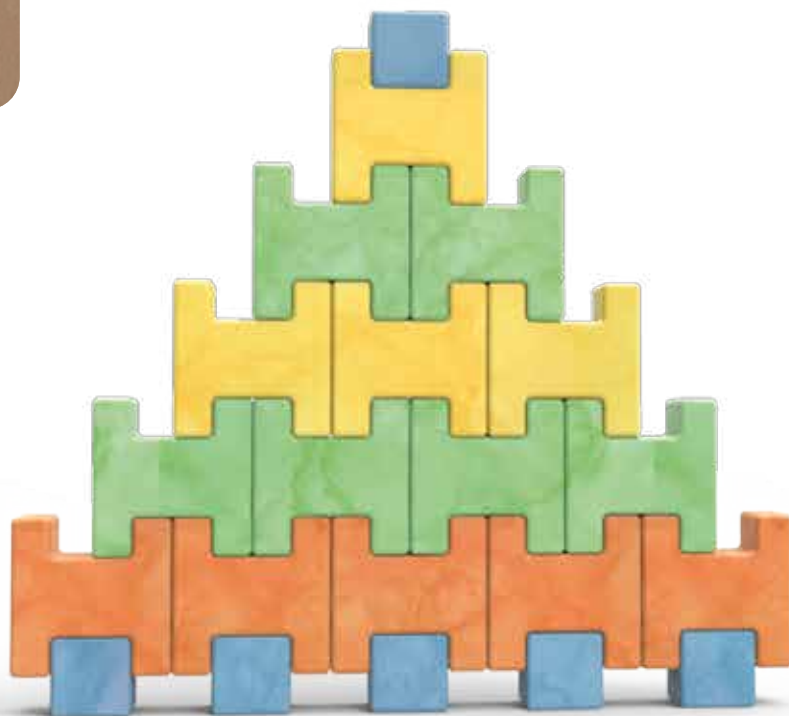


Ludus
TOYS SINCE 1965



Improve creativity,
observation and co-ordination
Endless possibilities
to build
and have fun

3/6
years



WALLY

S	M	XL
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Ludus
TOYS SINCE 1965



Smaller size for older children.
Made of a special light polymer
with stone effect texture.
Endless possibilities to build and have fun.

2/5
years



WALLY

S M XL



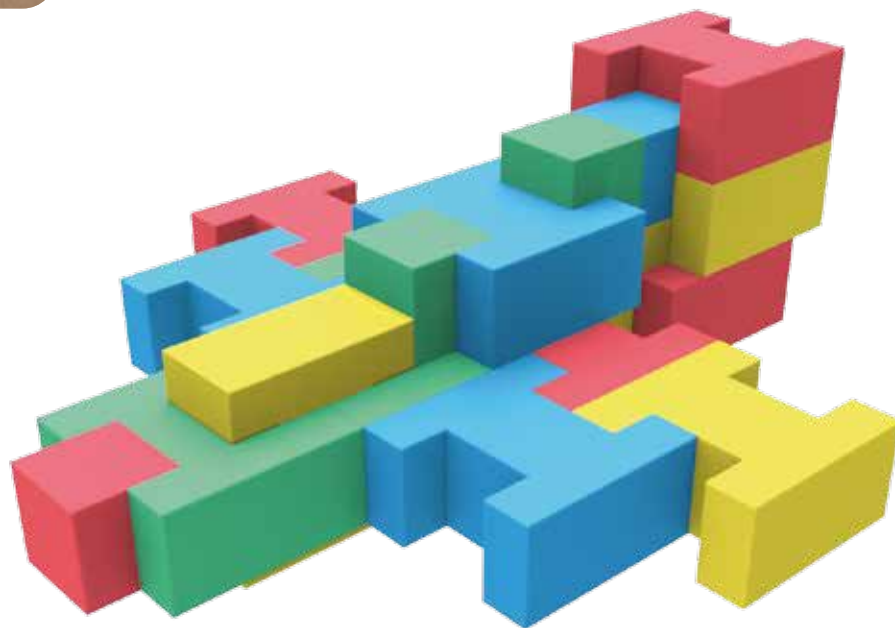
Ludus
TOYS SINCE 1965



First approach

to the world of construction toys Big and light elements,
easy to be used by the youngest and works in all positions.
Made of a special light polymer with stone effect texture.

Endless possibilities to build and have fun.



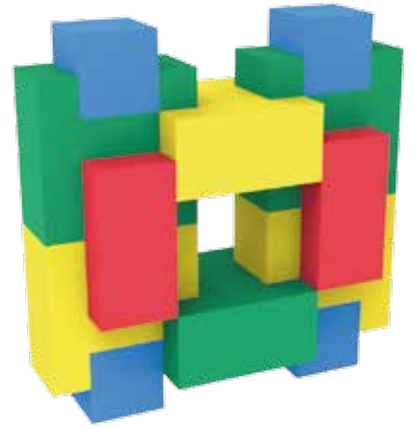
WALLY

S M XL



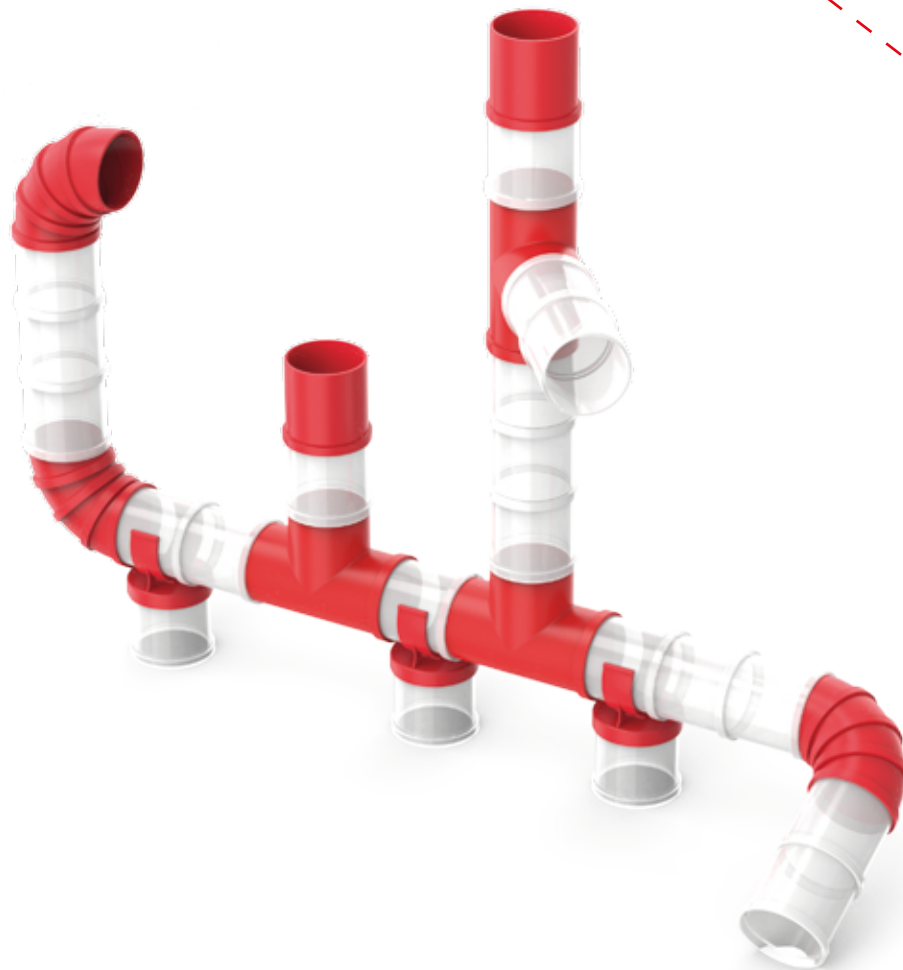
Ludus

TOYS SINCE 1965



All the fun of the Wally game in your pocket.
Made of EVA, soft material and very light.

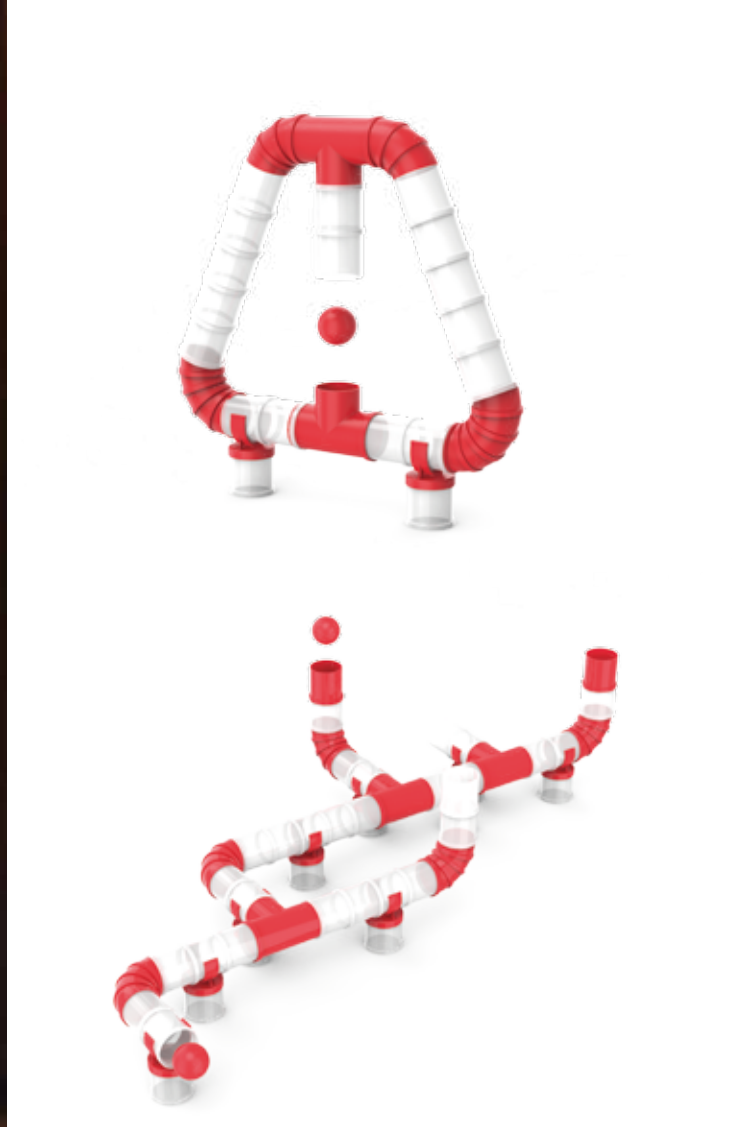
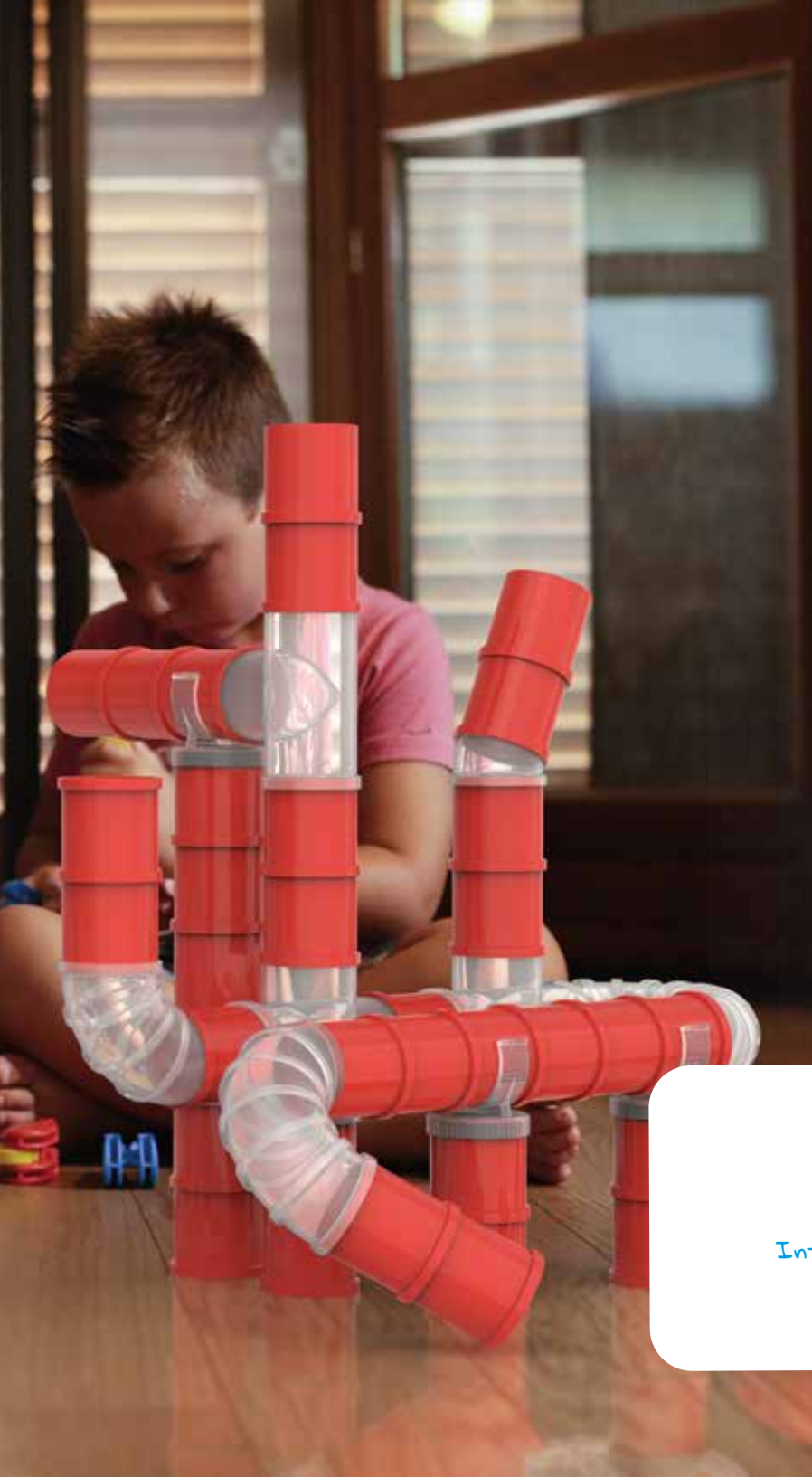
3/6
years



TUBI



Ludus
TOYS SINCE 1965



Gioco di costruzione per i più grandi.
Infinite possibilità di costruire e divertirsi.

3/6
years



CLAC
CLACK

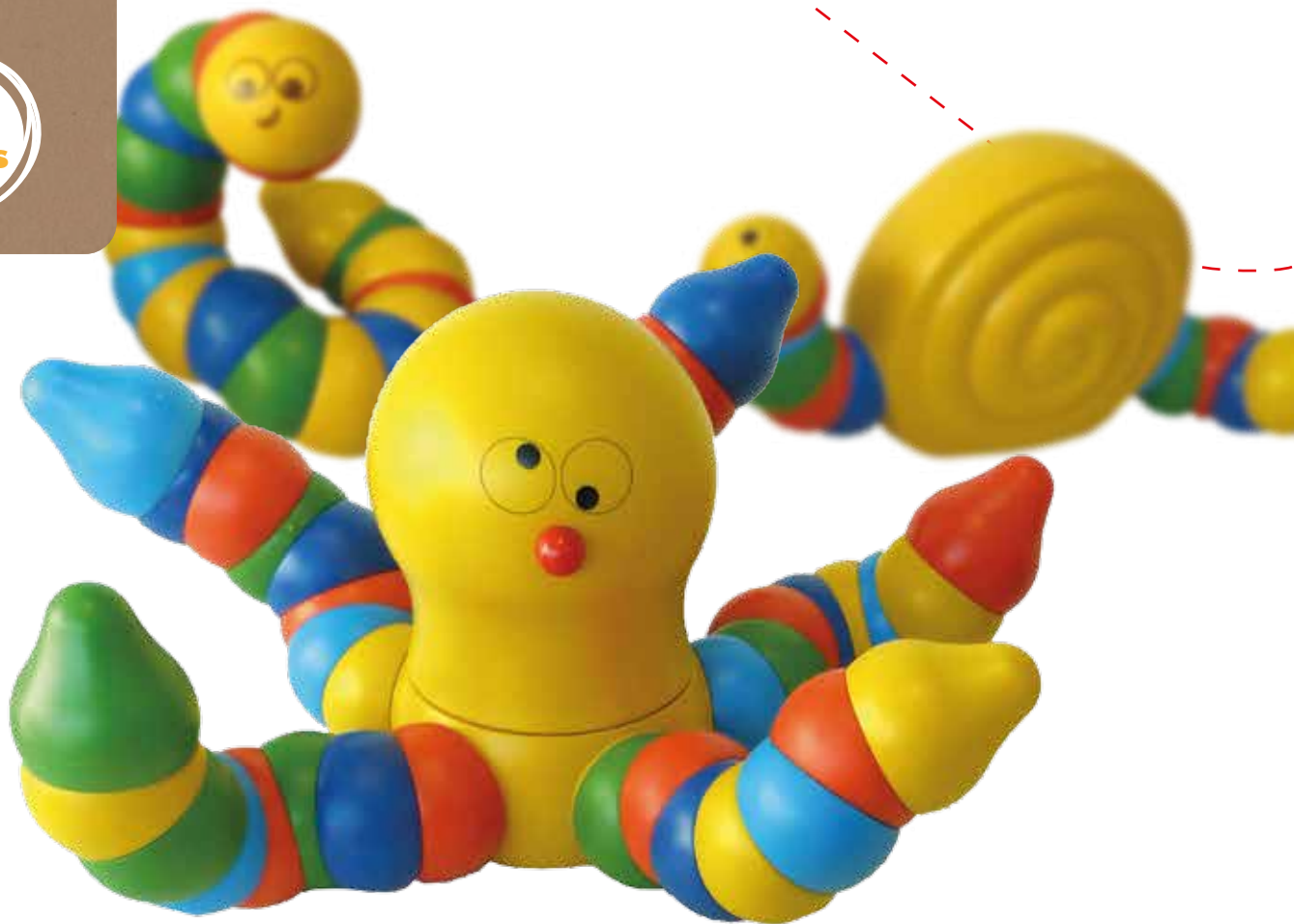
Ludus
TOYS SINCE 1965





*Gioco di costruzione per i più grandi.
Infinite possibilità di costruire e divertirsi.*

2/5
years



MAXI
KIT 

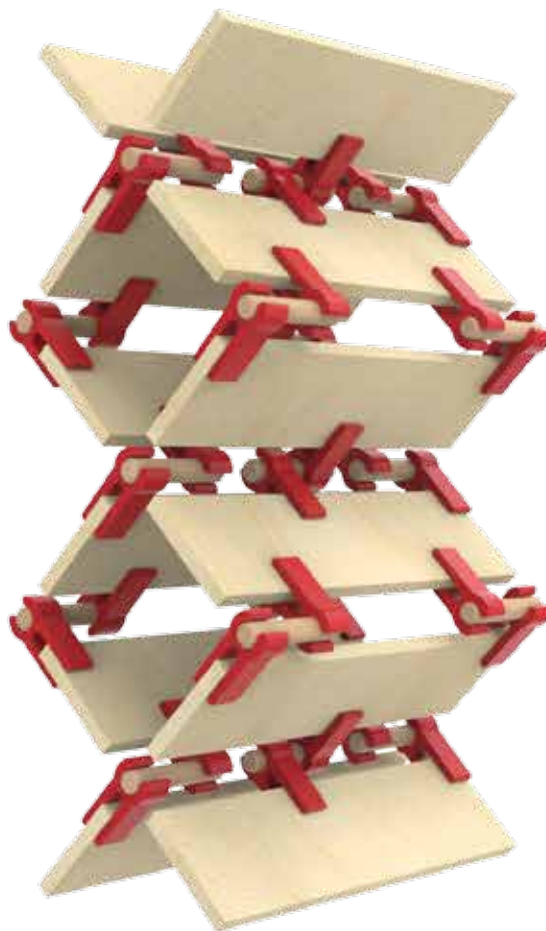
Ludus
TOYS SINCE 1965





Construction toy,
pleasant and stimulating.
Elements in an ideal size
and shape for the smallest hands.

5/99
years



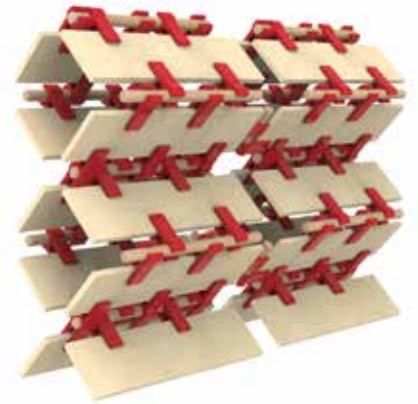
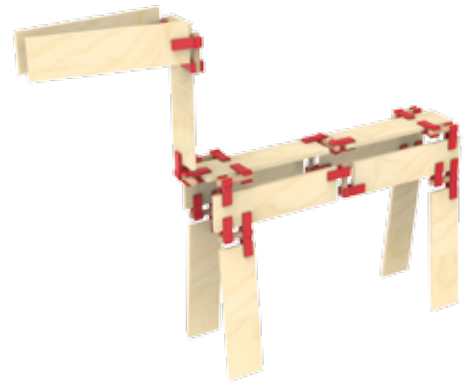
WOODY
TECH



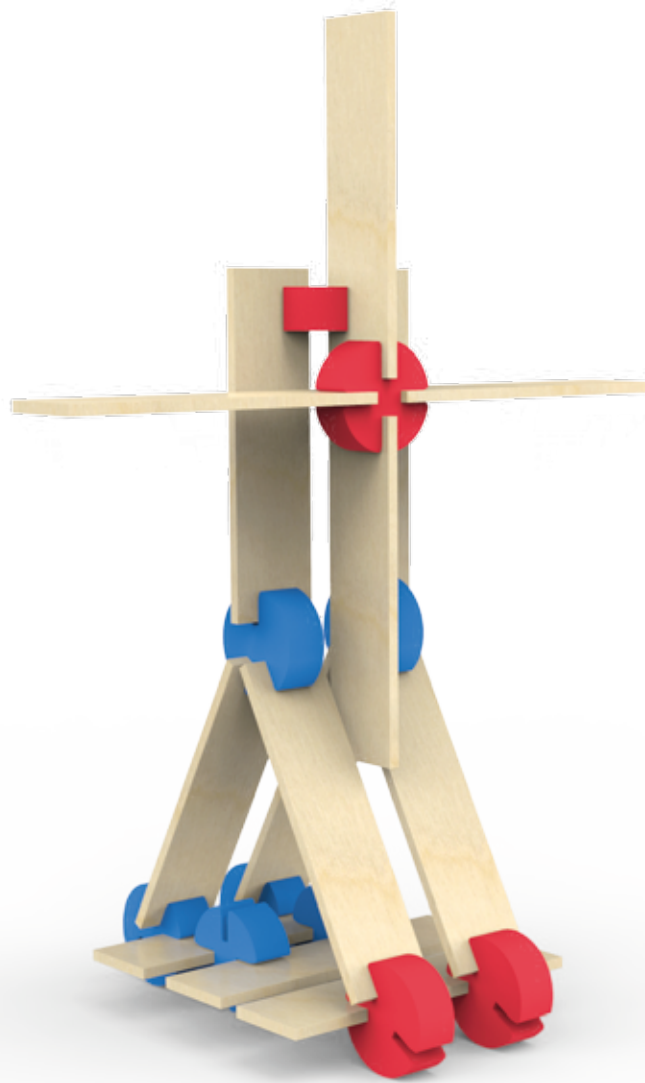
Ludus

TOYS SINCE 1965

Wooden construction
toys with plastic connectors.
Endless possibilities
to build
and have fun.
Modular and compatible
elements with Woody Junior.



3/6
years



WOODY
JUNIOR

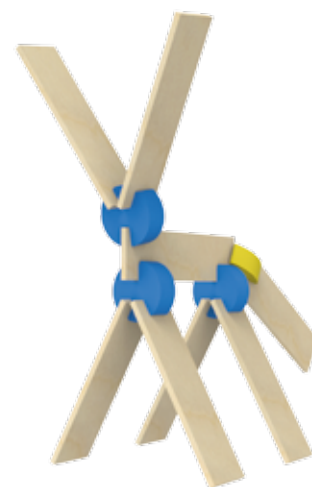
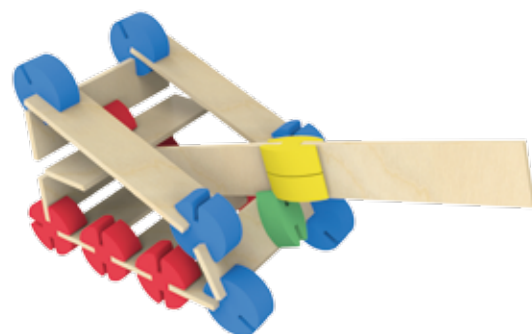
Ludus

TOYS SINCE 1965

Wooden construction
toys with EVA connectors, soft and easy to be used.

Endless possibilities
to build
and have fun.

Modular and compatible elements with Woody Tech.



3/99
years



RINO SPIDERINO

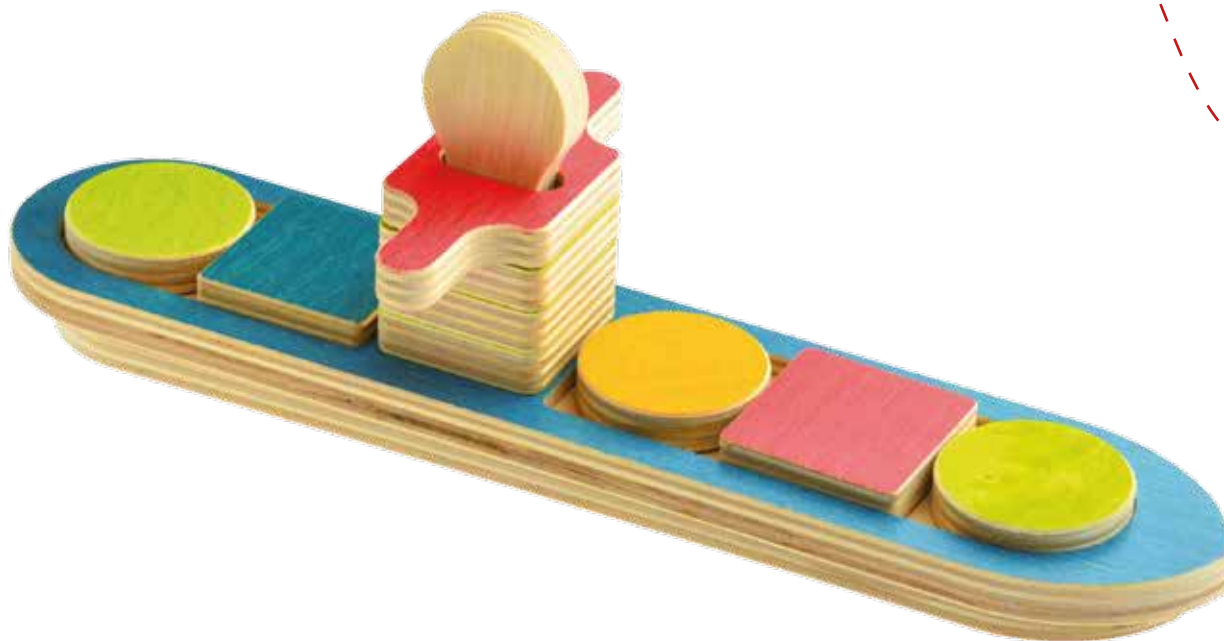
Ludus

TOYS SINCE 1965



Plywood, natural
water-based paints.
Construction system
without any adhesives.
Designed
in co-operation
with an important
Italian designer.

3/99
years



BAT BATEAU

Ludus

TOYS SINCE 1965



Plywood, natural
water-based paints.
Construction system
without any adhesives.
Designed
in co-operation
with an important
Italian designer.

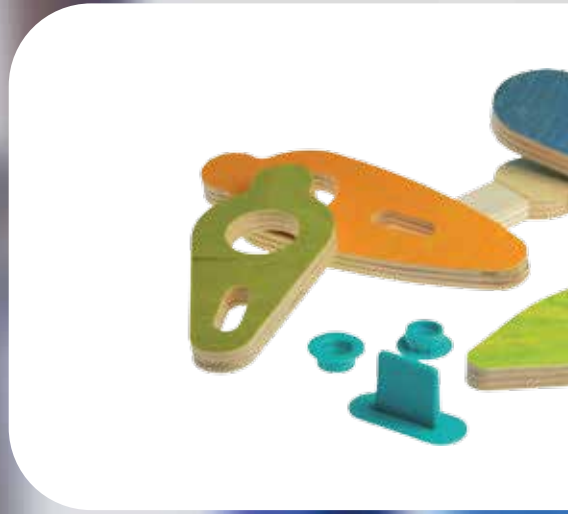
3/99
years



DINO ONDINO

Ludus

TOYS SINCE 1965



Plywood, natural
water-based paints.
Construction system
without any adhesives.
Designed
in co-operation
with an important
Italian designer.

3/99
years



HELI

CO 

Ludus

TOYS SINCE 1965



Plywood, natural
water-based paints.
Construction system
without any adhesives.
Designed
in co-operation
with an important
Italian designer.



3/99
years



JET JACK

Ludus

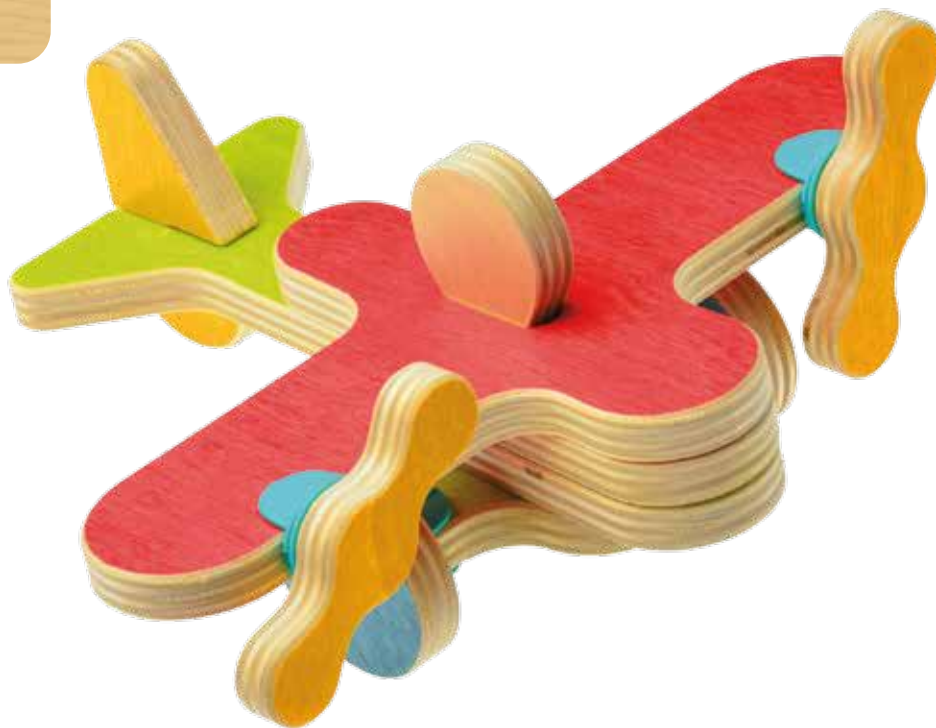
TOYS SINCE 1965





Plywood, natural
water-based paints.
Construction system
without any adhesives.
Designed
in co-operation
with an important
Italian designer.

3/99
years



JUMBO
JO



Ludus
TOYS SINCE 1965



Plywood, natural
water-based paints.
Construction system
without any adhesives.
Designed
in co-operation
with an important
Italian designer.



5/99
years

100% natural
Cotton



DEDA
LO

Ludus
TOYS SINCE 1965





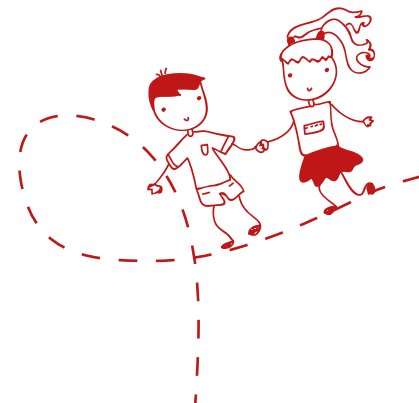
New version
of the historic
toy DEBALO dated 1965
Today is made
of an innovative material:
100% cotton
Endless possibilities
to build and have fun.



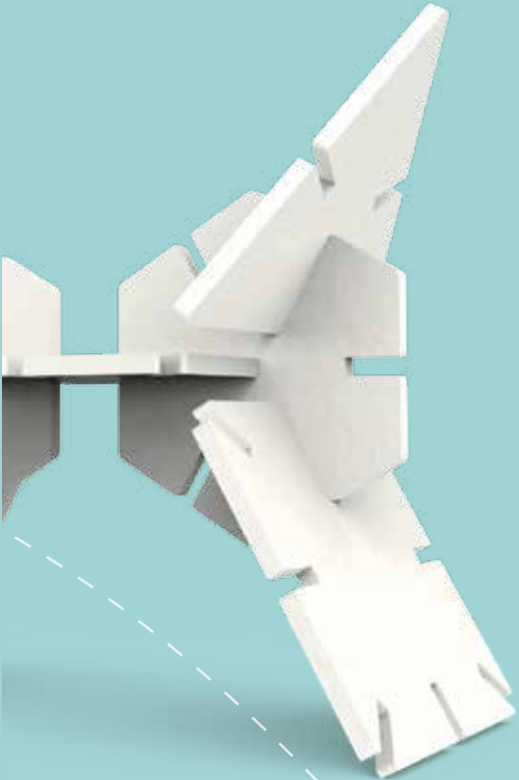
We are convinced of the importance for a child to feel at one with natural materials, preferably untreated as they are found in nature. But we also know that children like to colour and draw.

The Play&Color line meets these needs by offering toys that are produced with neutral and natural materials but that can be coloured and customized with coloured pencils that are found in the box or using other techniques.

Using Play&Color toys, children are more protagonist. The toy becomes a unique piece created by them.



5/99
years



DEDA
LO

Ludus



PLAY AND COLOR

PLAY AND COLOR
Ludus

HELI CO



3/99
years

3/99
years



JUMBO
JO

A small, colorful wooden airplane toy, similar to the one in the main image, positioned below the text.

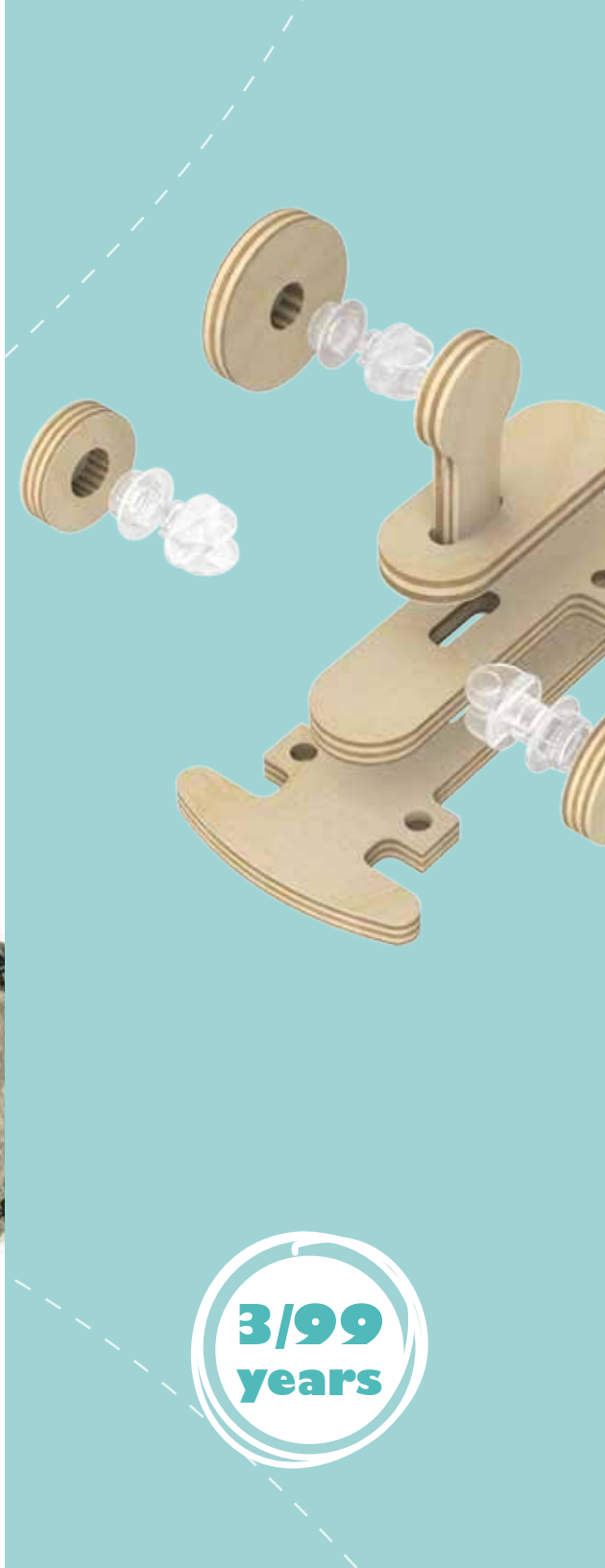
Ludus



PLAY AND COLOR

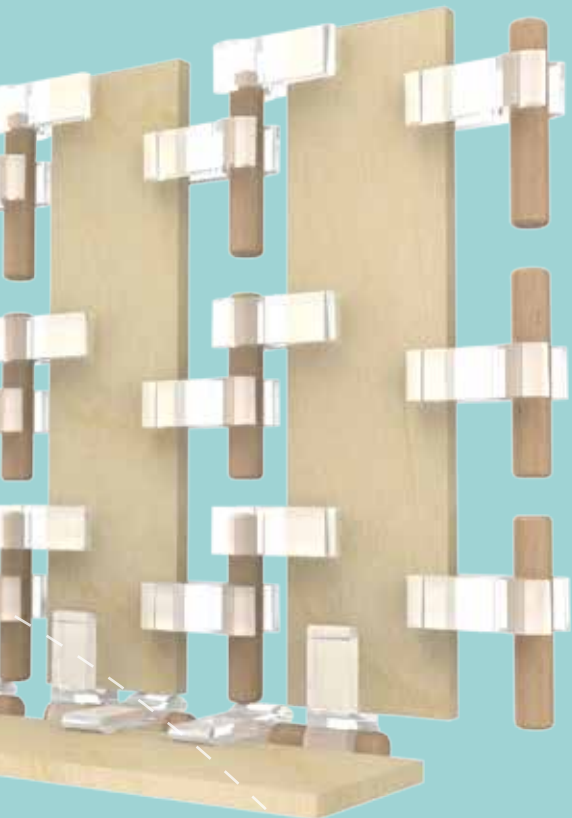
PLAY AND COLOR
Ludus

RINO **SPIDERINO**



3/99
years

3/99
years



WOODY TECH

Ludus



PLAY AND COLOR





Creat



Educational



Eco
friendly

100%
made in
Italy



Ludus

TOYS SINCE 1965

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