

Ludus

TOY SPECIALISTS 1965

History

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.



Educational



Creative



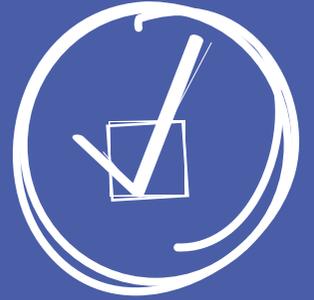
Durable
and Reusable



Ecofriendly
Materials



Made and
Designed in Italy



Tested and
Approved



EXPLA is a material formulated to meet the needs of the market. For years we have observed the request for a NEW material, able to give a bit of craftsmanship and originality to the product whilst ensuring at the same time lightness, solidity, aesthetic quality and nice touch perception.

From wide and thorough research and development work, M.Moi in collaboration with selected partners have invented the new **EXPLA**; an innovative ITALIAN material that appeals to children and adults. It is not coincidence that important toy specialists in the world are selecting **EXPLA** for development of new products.

Made in Italy



EXPLA

THE NEW MATERIAL

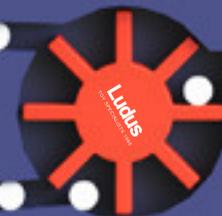
Floating



Ecofriendly



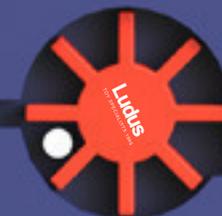
washable



Soft Touch



Made for children



8BLOCK

In the Ludus proposal a special version of the "brick" could not be missing. BLOCK is distinguished by the unique material and the circular shape that allows the pieces to rotate without the usual 90° limit. With 8BLOCK houses, castles, towers, walls will have different shapes from the usual squares and rectangles.



Materials:
EXPLA

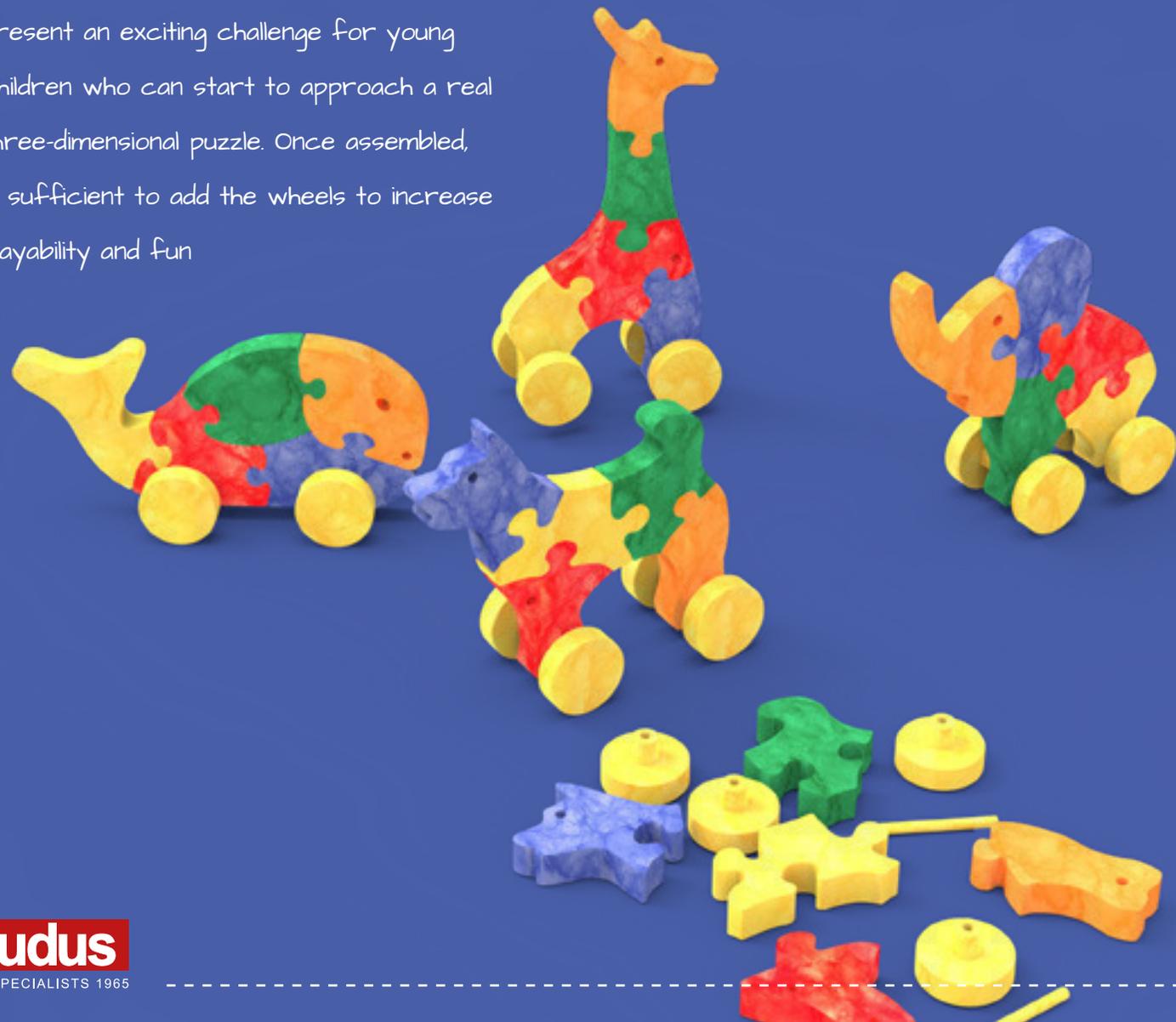
ref. 329

school/retail



ZOOZLI

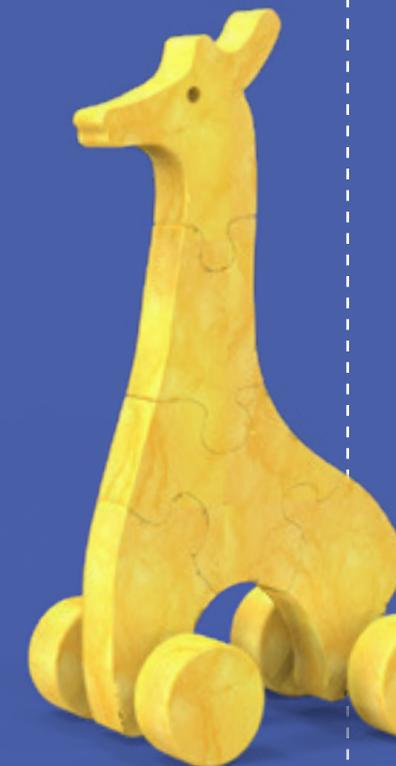
From the fascinating world of animals and puzzles is born ZooZli. Four funny animals easy to assemble and disassemble that represent an exciting challenge for young children who can start to approach a real three-dimensional puzzle. Once assembled, is sufficient to add the wheels to increase playability and fun



Materials:
EXPLA

ref. 330

school/retail



WALLY M



Smaller size for older children.

Made by Expla.

Endless possibilities to build and have fun.



3+
YEARS

Materials: EXPLA

ref. 327

school/retail



WALLY XL

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 by Expla.

Endless possibilities to build and have fun.



2+
YEARS

Materials:EXPLA

ref. 326

school/retail

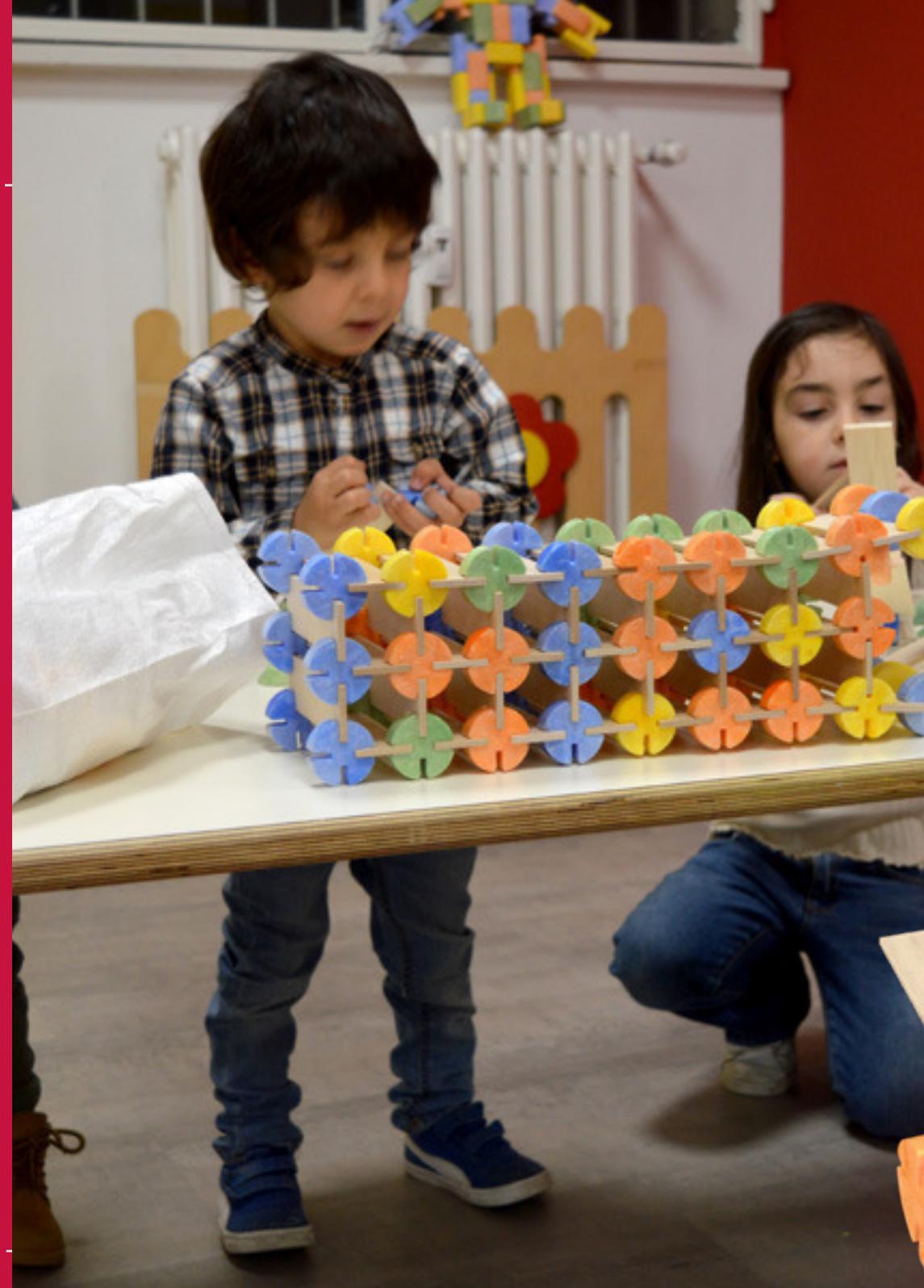


WOODY JR

Wooden construction toys with special light polymer connectors. Soft and easy to be used.

Endless possibilities to build and have fun.

Modular and compatible elements with Woody Tech.



3+
YEARS

Materials: wood/ EXPLA

ref. 515

school



WOODYCUBE

Toys of balance with infinite creative potentials that involves the child in their creativity and in a continuous challenge of fantasy and precision.

Woody Cube consists of strips of wood and coloured cubes made with the innovative EXPLA material: a light, solid and pleasant fibre studied and produced in Italy for the child's pleasure and for the environment

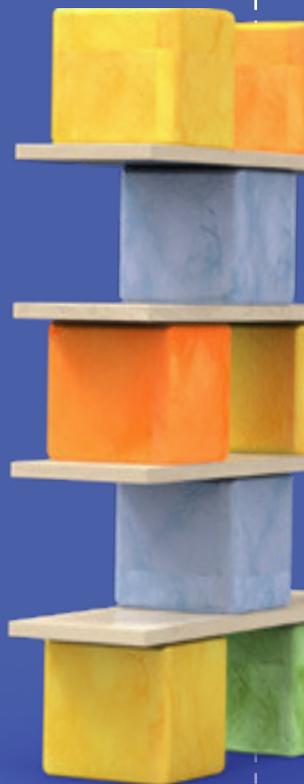


3+
YEARS

Materials:
wood+EXPLA

ref. 516

school/retail



**WOODY
JUNIOR**



WALLY XL



ZOOZLI



**WOODY
CUBE**



WALLY M

8BLOCKS



Further items are available in the range
so please contact us for more info:

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info@formative.com

www.formative.com

