

The Play Way

A young girl with blonde hair, wearing a white paper crown and large white fairy wings, is holding a brown chicken. She is wearing a purple and white checkered dress with small red polka dots. She is standing in a garden with pink flowers in the foreground and a wire mesh fence in the background. The scene is brightly lit, suggesting a sunny day.

Brand introduction

WELCOME TO THE PLAY WAY

BRAND INTRODUCTION

HELPING RAISE HAPPY, HEALTHY, CONFIDENT KIDS



KAIT CUMMINS, OT + FOUNDER

As a team of paediatric OTs, therapists and educators we carefully curate tools and products that integrate play into every aspect of life.

We firmly believe that **play is the way** for all humans to live a happy, healthy and confident life.

Welcome to The Play Way.

FOUNDED BY OCCUPATIONAL THERAPISTS

We believe that play is at
the core of living a happy,
healthy & confident life.



Our brands

OWNED + OPERATED BY THE PLAY WAY



SENSORY + EDUCATION

Sensory Play Australia

Toys, tools, books and resources to enhance child development.



CRAFT

Poppy and Daisy

Eco-friendly, sustainable craft kits, all wrapped up in a gorgeous little box.



PLAY

Les Petite Artistes

Cardboard costumes, cubbies, playsets and craft supplies.



KITCHENWARE

Preppit

High quality kitchenware designed with a therapists' thoughtful touch.



OUTDOOR + EDUCATION

Ollie and Jack

Fun products to inspire outdoor adventures, indoor learning and play.



STATIONERY

Belluci

Therapist-approved ergonomic, accessible stationery.

A young child with blonde hair, wearing a white sleeveless top and a white skirt with eyelet details, is hanging from a red monkey bar. The child is looking directly at the camera with a slight smile. The background shows a wooden fence, trees, and a house. The text "Meet the brands" is overlaid on the left side of the image.

Meet the brands

CRAFT

Poppy and Daisy

@poppyanddaisydesigns | 22,000+ social followers

Our Poppy and Daisy range has been designed to inspire imagination and hands-on learning and play. With kits and packages crafted from natural materials that don't cost the earth, we ensure playtime is as sustainable as it is fun.

With a selection of titles ranging from paper presses and macrame to natural playdough and friendship necklaces, Poppy and Daisy products are perfect for gift-giving, school holiday entertainment or as thoughtful gifts that foster imagination and support a sustainable future.



Ships from Yarrawonga, Australia

MOST POPULAR ITEMS INCLUDE:



MINI GARDEN



FLOWER PRESS



MINERAL MAKEUP



WHY POPPY AND DAISY?



Easy to ship, a delight to unbox - every element of the Poppy and Daisy experience is considered.





PLAY

Les Petite Artistes

@les_petite_artistes | 4,000+ social followers

Welcome to Les Petite Artistes, where creativity knows no bounds and imagination is our favourite playmate. We're passionate about providing open-ended, screen-free play experiences that ignite a spark of creativity.

From rockets that can fly to the stars and castles fit for little royalty, we understand the importance of quality playtime in a child's development, and we're here to encourage that journey. Our cardboard cubby houses and costumes are not just toys – they're the beginning of endless adventures.



Ships from Yarrawonga, Australia

CORE RANGES INCLUDE:



COSTUMES



CUBBIES

WHY LES PETITE ARTISTES?



Eco-friendly and sustainable, our cardboard costumes and playsets offer the perfect canvas for imagination.



SENSORY + EDUCATION

Sensory Play Australia

Sensory Play Australia is the home of toys designed to enhance childhood development. At SPA, our vision is to design products that have a positive impact on families and children of all abilities, empowering and inspiring them to fulfil their potential.

Curated by a team of Paediatric Occupational and Speech Therapists with a commitment to quality, safety and innovation, SPA strives to educate families and schools with tools that support neurodivergence and other learning, behavioural and developmental stages.





KITCHENWARE

Preppit

Create joy and excitement around food with Preppit.

Sophisticated, yet playful and approachable, this food and cookware brand isn't just about delivering what's needed during the ages and stages of family life. Yes, there's something for the tricky toddlers as well as the primary-school goers, and even the big kids – but Preppit is about more than that.

It's about having simple but high-quality kitchenware that you'll have for a lifetime, and won't need to hide at the back of the drawer when you get those visitors around for dinner. It's no-nonsense, but pleasing to the eye. It's providing what you need – a divider plate where a child's food won't touch – but with the benefit of knowing that it has been curated by a team of paediatric therapists.

It's what you need, but we've done the prep for you.

OUTDOOR

Ollie and Jack

Introducing avid explorers Ollie and Jack. They're kids that love exploring, picking up rocks to find out what kind of bugs are underneath, building a makeshift cabin out of sticks and pine needles, losing track of time. They're the ones who are outside for 15 minutes and somehow both have dirt behind their ears and up their noses. They're the kids we all want to be.

Ollie and Jack are on a journey of exploration, learning and adventure – and we're just helping them along. Featuring a range of curated products that encourage getting out amongst it when the weather is good, but also keep the enthusiasm going with indoor learning products from STEM to music, hands-on play and so much more.

If you know an inquisitive kid, then you need to know Ollie and Jack.





STATIONERY

Belucci

Inclusive stationery, made beautifully.
That's what Belucci is all about.

Writing implements, notebooks, colouring tools and so much more of the stationery world tends to be a bit one-size-fits-all, a bit utilitarian and sometimes a bit juvenile in design – even when targeting adults. Belucci is different.

Above all, our products are therapist-approved and ergonomic, featuring simplistic shapes and soft inviting colours. But more than that, they are full of play and joy. They're something you'll be excited to display on your desk at work, school or at home, and suitable for children learning to write as well as big kids at their 9–5s.

Beauty + ergonomics = Belucci. More than just stationery.

*Concept image only

A photograph of a family playing in a lush backyard. A large, leafy tree dominates the background, casting long shadows on the grass. A wooden fence is visible behind the tree. In the foreground, a young boy in a blue shirt and yellow shorts is performing a handstand. To his left, a young girl in blue overalls stands watching. To the right, another young girl in a white dress stands near a swing set. A boy in a dark blue shirt and light blue shorts is partially visible on the far right. A red basketball sits on the grass in the lower center. The overall atmosphere is warm and sunny.

Come play with us!

THEPLAYWAY.COM

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