

## upfront: kids' entertainment

# Puzzle Play: Now in 3-D

*New designs move category beyond the basic jigsaw*

By Karyn M. Peterson

**P**uzzles have always been a staple for independent and specialty toy retailers, a chameleon of a category that reliably serves up skill-building fun—whether as a solo pastime or as a group social activity—in a package that enjoys an all-ages, wide-ranging appeal.

Now a number of newer companies as well as veteran toy makers are seeking to expand that appeal by introducing unique new designs, tactile materials and interactive features that they hope will push the category into new terrain.

■ This page, clockwise from top left: Pine 3-D puzzle, Voxal; My First Color Puzzles, Infantino; Natural Dream Dragon, Imagiplay.

