

Media Release



FOR IMMEDIATE RELEASE

CONNETIX® Unveils Exciting New Magnetic Tile Ranges to Inspire Play

Must-stock innovations designed to spark imagination and drive demand across European retail

PERTH, AUSTRALIA – Tuesday, August 4, 2025 - CONNETIX, the award-winning Australian brand of premium magnetic tiles, reveals exciting new products that blend industry-first innovations with boundless imagination.

Making their international debut, CONNETIX is releasing three new magnetic tile ranges – the **Portal**, **Glitter**, and **Light Ranges**– alongside an entirely new magnetic tile line designed for older builders: **CONNETIX PRO**. These global launches mark a major milestone in the brand’s continued growth and innovation.

“It’s such an exciting time for CONNETIX as we see these new packs come to life,” said **Brea Brand, Co-Founder and CEO of CONNETIX**. “We’re always so inspired by our play community and the ways they are seeking to level up builds and expand on creative possibilities. We’ve thoughtfully designed each of these packs to offer something unique, to amplify STEAM learning and bring even more educational value to families through the fun of open-ended play.”

NEW: CONNETIX PRO – Smart Construction for Older Kids:

CONNETIX PRO: PRO Constructor Set 70 pc

CONNETIX is levelling up magnetic tile construction with the launch of the PRO line – an advanced

building experience designed for critical thinkers, future engineers, and ambitious creators. The 70 Piece PRO Constructor Set – featuring smaller, refined, opaque tiles in six contemporary colours – offers limitless potential for older creators and kids to build with greater complexity.

With **CONNETIX Smart-Spin™ technology** – an innovation that enables ultra-powerful magnets to rotate 360° within the tile and ‘click’ into place – builders are able to construct in exciting new directions and engineer like never before. Each pack is designed to grow with children, offering endless open-ended play possibilities, skill development, and family bonding opportunities.

Discover the Three New CONNETIX Ranges:

CONNETIX Light Star Pack 28 pc

The Light Star Pack includes pentagons, squares, and equilateral triangles in eight bright colours, plus a rechargeable light-up magnetic tile designed to transform construction play into a wonder-filled lightshow. With three dimming settings and the ability to light up one or both sides of the tile, children can experiment with the direction and intensity of light to explore colour mixing, refractions, shadows, and optical illusions. Featuring the CONNETIX unique bevel design, this pack takes light exploration and magnetic tile play to a whole new level.

CONNETIX Glitter Castle Pack 48 pc

Add some sparkle to play and step into a world of creativity and imagination. Bringing something truly unique to the market, the CONNETIX Glitter range takes its beautiful aesthetic and stunning refractions to dazzling new heights. Introducing a signature feature with luminous wow factor – ultra-fine iridescent glitter that creates multi-coloured sparkles in boundless amounts, brightening play from every angle. Featuring squares and a mix of isosceles and equilateral triangles in signature pastel and vibrant bright colours. Combined with the CONNETIX exclusive bevel design, these stunning tiles enhance refractions and brighten play from every angle. Compatible with all CONNETIX collections, the Glitter Castle Pack brings a touch of magic to every build and unlocks a whole new level of colour and light exploration.

CONNETIX Glitter Unicorn Pack 56 pc

Designed for unicorn lovers, fantasy dreamers, and creative explorers, this pack is filled with delightful play possibilities. Offering a fresh take on glitter, CONNETIX is bringing a signature feature to the market – ultra-fine iridescent glitter that creates a multi-coloured sparkle effect. Featuring a stunning combination of glitter magnetic tiles in dazzling clear and vibrant bright colours of pink, yellow, teal, and purple, plus a thoughtful selection of shapes in squares, hexagons, rectangles,

triangles, and trapezoids to bring the sparkly unicorn creation to life! Each tile is bursting with multi-coloured sparkles and features a unique bevel design to enhance every build and illuminate STEM learning possibilities. From creating stunning refractions to unicorn-inspired birthday party decorations, building castles, majestic animals, transparent snow globes and so much more! As children's play evolves from creating simple 2D shapes to interactive designs, this construction toy will inspire open-ended play and learning throughout all stages of childhood and beyond.

CONNETIX Portal Pack 48 pc

Step into a new dimension of CONNETIX magnetic tile play and unlock innovative ways to engineer and build. The Portal Pack features three different sized squares designed to nest together and mix-and-match, offering greater complexity and detail in designs. Large and standard portal tiles showcase a unique open-frame design with multiple magnetic connection points on the inner and outer edges, while mini-squares feature CONNETIX Smart-Spin™ technology – allowing magnets to rotate up to 360 degrees for dynamic construction. Children can build in new directions and discover exciting possibilities, from futuristic spacecrafts to intricate architectural wonders. Entirely compatible with existing collections, the Portal Pack is the ultimate STEAM toy, designed to inspire budding engineers, space enthusiasts, and aspiring artists with open-ended play possibilities and patterns.

Retailer Support

These new launches represent an exciting commercial opportunity for toy retailers – with broad age appeal, premium design, and a thriving online community of engaged brand fans who love to share, build, and play.

To support the launch, CONNETIX will be providing retailers with a suite of marketing assets, including lifestyle photography, video content, social media toolkits, and point-of-sale materials. Designed to inspire and engage, these resources will help retailers showcase the new ranges both in-store and online, while tapping into the brand's strong digital presence and loyal fanbase to drive awareness and footfall.

Now Available to Order in Australia. To stock the new ranges or request samples, please contact:
wholesale@connetixtiles.com

About CONNETIX:

CONNETIX is the ultimate educational toy, inspiring children to learn and grow through play. The award-winning Australian brand brings to market high-quality, STEAM and MESH accredited magnetic tiles thoughtfully designed to spark imaginations and nurture children's development. Engineered with a difference, CONNETIX are built to last and feature an exclusive bevel design, providing beautiful clear refractions while allowing children to build bigger. As an open-ended toy that grows with children as they learn and develop, CONNETIX is loved by families, educators, and allied health professionals across the globe. With an innovative range of compatible packs, it's easy to level up builds and add exciting new elements to play – offering a toy the whole family can enjoy, time and time again! As the most-followed magnetic tile brand on social media across the globe, the company continues to innovate, expand and engage with its thriving play community by proudly showcasing the endless ways families can create, learn and play. For more information, please visit the CONNETIX website or follow us on Instagram.

Media Contact:

Nelly Tankov

Media and Marketing Coordinator, CONNETIX

Media@connetixtiles.com

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