



DIG KIT SERIES



NEW PRODUCT
INTRODUCTION PROGRAM 2026

CubicFun®

BRAND STORY



Every great discovery starts with a question.

What is buried here? What happens if I dig deeper?

DIGXPLORER was born from that curiosity. The kind that makes a child drop to their knees and start digging before anyone tells them to. We believe the best learning happens when a child pulls a real gemstone from a block of plaster for the first time. When they hold a fossil older than the dinosaurs. When they feel, for one brief moment, like a real scientist.

That moment is what we design for.

Our excavation kits bring together real specimens, science education, and genuine surprise. At the intersection of play, discovery, and collecting. For children who ask questions and adults who never stopped.

We do not sell toys. We sell the moment a child becomes an explorer.

UNCOVER THE WORLD.



CONSUMER INSIGHT



Children 8-12

Role: Core User

Driven by curiosity and the excitement of discovery. Loves unboxing surprises and building collections. Strong re-purchase driver, wants every series.



Parents & Families

Role: Purchase Decision Maker

Values educational content and screen-free engagement. Willing to pay premium for STEM toys. Actively shares on social media, key organic amplifier.



Adult Collectors

Role: Surprise Segment

Emerging buyer segment verified by social data. "Adults want to play too!", multiple platforms showed adults buying for themselves, not children.



babyjon.de Such a fun and creative idea for kids 🌍🌱
Learning while playing makes it even more special! 🌱💚

be_tasted My niece and nephew would love this too ❤️



stephane.bzh29 Is it possible to do direct ordering for France because it's sold out in Smith Toys ? Cheers

tester_brinchen What an amazing toy 🧰



interior_by_helo_ This is a really great toy, very
4w Reply See original



cimigashi03 This sounds really interesting 🧰
4w Reply

MARKET VALIDATION

Our products have achieved landmark results across major retail and e-commerce channels, validating the demand for hands-on dig kits at scale.



SAM'S CLUB (CHINA)

#1

NEW TOY OF THE PERIOD

260,000+

TOTAL UNITS SOLD

3M+

SOCIAL MEDIA EXPOSURES

20,000+

INTERACTIONS

SMYTHS TOYS (UK / EUROPE)

#1

DIG KIT CATEGORY

#5

SCIENCE CATEGORY
OVERALL

TOP

RANKED IN SCIENCE
& NATURE



BEST SELLER BADGE

• Data based on Dig & Discover 100 Rocks & Minerals of the World Kit

PRODUCT SERIES OVERVIEW



8+

Volcano & Glacier Excavation Kit

Geology Paleontology



8+

Solar System Excavation Series

Astronomy Gem Collection



8+

Dig & Discover 30 Rocks and Minerals of the World Kit

World Geography 30 Gems

Coming Soon

More SKUs

VOLCANO & GLACIER EXCAVATION KIT

8+



Volcano & glacier plaster model x1
Size : 140 × 140 × 180 mm



Educational Poster
Size : 500 × 380mm



Packaging
Size : 160 × 160 × 225 mm



Excavation
Tool Set
Plastic hammer x1 | Brush x1
Plastic chisel x1 | Spray bottle x1

Hidden surprise in volcano :



Brachiosaurus x1



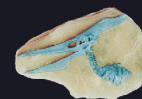
Stegosaurus x1



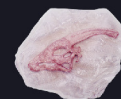
Tyrannosaurus
rex Skull



Triceratops
Skull



Pterosaur
Skull



Parasaurolophus
Skull

Hidden surprise in glacier :



Triceratops x1



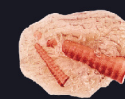
Spinosaurus x1



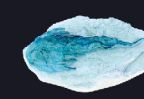
Ammonites



Trilobite



Orthoceras



Ostracoderm

SOLAR SYSTEM DIG KIT

8+



Solar system plaster block x1
Size : 200×200×30 mm



Educational Poster
Size : 500 × 380mm



Packaging
Size : 330 × 225 × 50 mm



Natural Gemstones x8



Space-themed figures x4



Excavation
Tool Set

Plastic hammer x1 | Brush x1
Plastic chisel x1 | Spray bottle x1

DIG & DISCOVER 30 ROCKS AND MINERALS OF THE WORLD KIT



8+

World Map x1
Size : 255 × 170 × 25 mm



Packaging
Size : 330 × 225 × 50 mm



30 Gemstones



Gemstone Reference Poster
Size : 416 × 292mm



Gemstone
Storage Cardboard Box
Size : 120 × 150 mm



Excavation Tool Set
Plastic hammer x1 | Brush x1
Plastic chisel x1 | Spray bottle x1

Why Choose Us?

FLEXIBLE MULTI-SPECIFICATION SUPPLY ! MEETING DIVERSE CHANNEL REQUIREMENTS !



BOX SIZE: 51.5x 33.7x 6cm



100 Gemstones

World Map



BOX SIZE: 44.6x 30.8x 6cm

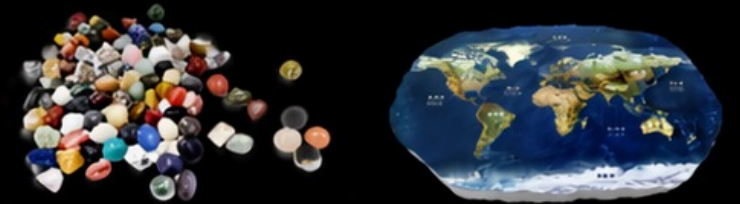


60 Gemstones

World Map



BOX SIZE: 33x 22.5x 5cm



30 Gemstones

World Map



4 Digging Tools
x2



Educational Playmat
(100x70cm)



Gemstone
Storage Cardboard Box
(21x21cm)



4 Digging Tools
x1



Gemstone
Reference Poster
(29.2x41.6cm)



Gemstone
Storage Cardboard Box
(15x20cm)



4 Digging Tools
x1



Gemstone
Reference Poster
(29.2x41.6cm)



Gemstone
Storage Cardboard Box
(12x15cm)



Retail display materials



ACRYLIC DISPLAY ENCLOSURE
SIZE: 530X280X430MM



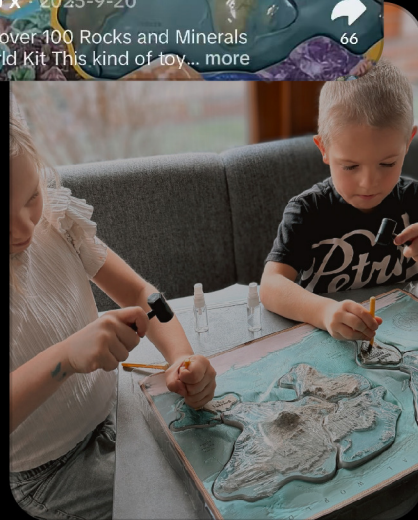
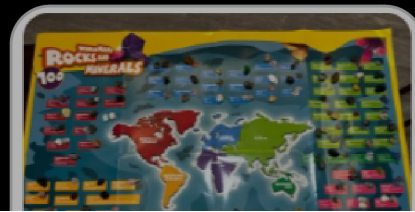
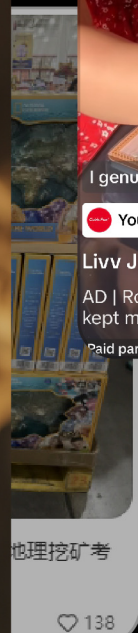
PET DISPLAY ENCLOSURE
SIZE: 400x280x390mm

Channel Promotion Placement



On-Site Display Effect

SOCIAL MEDIA POWER



SALES CHANNELS

