

2012 Catalogue



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the fun starts here
mojo

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Colour Key

- Small
- Medium
- Large
- Extra large
- Deluxe

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Farm World

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Sea Life

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the fun starts here
mojo

Mojo in 2012

Welcome to Mojo's second catalogue, showcasing our 2012 collection.

2011 was a good year for Mojo, measured not only by sales but through the friends we have gained both as business partners and end consumers. Becoming actively involved with our partners and being aware of their needs whilst at the same time connecting with the people who ultimately buy our products is vitally important to us. We feel these elements are central to building a company that will flourish in today's tough business environment.

Throughout last year we engaged in dialogue, encouraged feedback and listened to the people who contacted us, whether through Facebook, forums or directly by e-mail. Communicating with our customers and providing the opportunity for a direct and honest feedback loop is fundamental to Mojo's business approach. The modern day consumer expects high quality, smooth and efficient customer service and a fast and ready, fully fitted and responds quickly. This interaction has inspired us to even greater heights in terms of the quality and design of our 2012 range.

We have been able to grow and improve as a company by openly listening to feedback and implementing change where necessary. In so doing we aim to produce a range of products which surprises and delights our partners whilst exceeding consumer expectations.

...the fun starts here

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Photography by Chris Martinez www.ChrisMartinez.co.uk

A BIG Thank You from Mojo

Our 2012 range has been developed along with feedback from our partners, collectors and also consumers, we would like to thank each and every one of you for helping us in 2011. We'd also like to give a special mention to the following people who have assisted us in developing some of the new models for 2012:

Mr Rogelio Silva, a long-time member of the SIS collector's forum, for his collaboration and input over the past year. Harriet Kribbas, for her magnificent repaint of the Gracie and Call and last but by no means least Anna Dobrowolska, a very talented young sculptress.

Anna has sculpted all our horse models for 2012 and we are delighted with the outcome, so much so that we're looking forward to collaborating with Anna on many more projects to the future.

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Farm world

Farm world

Farm World

- Code: 387148
Fjord Pony
NEW 2012
- Code: 387063
Donkey
- Code: 387071
Hanoverian Stallion
Chestnut
- Code: 387076
Hanoverian Stallion Bay
- Code: 387072
Hanoverian Foal
running



● 387071

● 387076



● 387072

7

Farm World

- Code: 387069
Arabian Stallion Black
- Code: 387073
Arabian Foal eating
- Code: 387084
Arabian Stallion Chestnut
- Code: 387070
Chydolde Horse Brown
- Code: 387085
Chydolde Horse
Black and White



● 387085



● 387070

9



● 387148



● 387063

6



● 387069



● 387073



● 387084

8

Farm World

Code: 387073
Lipizzaner Stallion
NEW 2012

Code: 387074
Lipizzaner Mare
NEW 2012

Code: 387150
Appaloosa Stallion
Charmout Bonnet
NEW 2012

Code: 387108
Appaloosa Stallion
NEW 2012

Farm World

Code: 387109
Andalusian Black
NEW 2012

Code: 387149
Andalusian Grey
NEW 2012

Code: 387152
Morgan Stallion Bay
NEW 2012

Code: 387124
Morgan Stallion
Chocolate Palomino
NEW 2012



● 387108



● 387150

11



● 387152



● 387124

13



● 387075



● 387074

10



● 387109



● 387149

12



Farm World

Code: 387121
Quarter Horse Buckskin
NEW 2012

Code: 387151
Quarter Horse Sooty Bay
NEW 2012

Code: 387051
Cockerel

Code: 387065
Mule Swan

Code: 387052
Hen Standing

Code: 387053
Hen Eating



387051



387065



387052



387053

15

Farm World

Code: 387057
Texas Longhorn Bull

Code: 387066
Hereford Bull

Code: 387057
Belly Goat

Code: 387057
Hereford Cow Grazing

Code: 387053
Hereford Calf Looking Up

Code: 387068
Hereford Calf Handling



387057



387053



387068

17



387121



387151

14



387066



387057



387077

16

Farm World

Code: 387061
Holstein Calf Standing

Code: 387062
Holstein Cow

Code: 387062
Holstein Calf Laying down

Code: 387102
Red Holstein Cow

Code: 387101
Red Holstein Calf Laying down

Code: 387100
Red Holstein Calf Standing



387102



387101



387100

19

Farm World

Code: 387054
Pig (sow)

Code: 387080
Pig (Boar)

Code: 387055
Piglet Feeding

Code: 387055
Piglet

Code: 387093
Black spotted Pig (Boar)

Code: 387092
Black spotted Pig (sow)

Code: 387094
Black spotted Piglet

Code: 387095
Black spotted Piglet Feeding



387092



387093



387095



387094

21

18



387061



387062



387082



387080



387054



387055



387056

20

Farm World

- Code: 387058
Black faced Sheep (Ewe)
- Code: 387059
Black faced Lamb standing
- Code: 387060
Black faced Lamb laying down
- Code: 387081
Black faced Sheep (Ram)
- Code: 387096
Sheep (Ewe)
- Code: 387097
Sheep (Ram)
- Code: 387098
Lamb laying down
- Code: 387099
Lamb standing



387097



387096



387098



387099

23



387058



387059



387081

387060

22



Prehistoric world

Prehistoric world

Prehistoric world

Code: 387040
Tyrannosaurus Rex

Code: 387041
1/13 Tyrannosaurus Rex

Code: 387043
Stegosaurus



● 387040



● 387043

27

Prehistoric world

Code: 387039
Velociraptor crouching

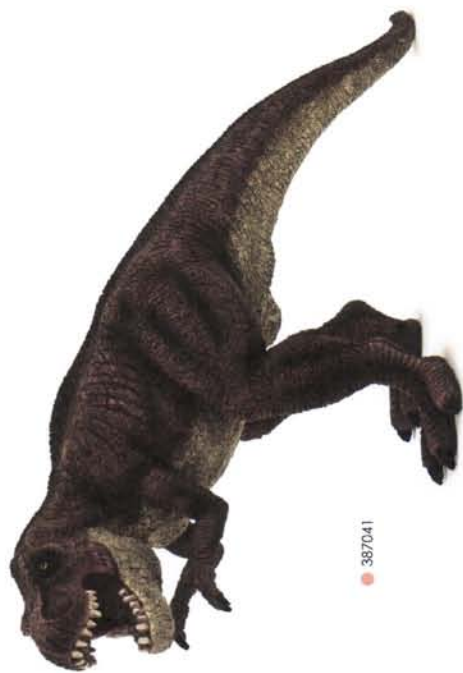
Code: 387079
Velociraptor standing

Code: 387042
Triceratops



● 387042

29



● 387041

26



● 387039

● 387079

28

Prehistoric world

Code: 387044
Brachiosaurus

Code: 387045
Parasaurolophus

Code: 387046
Smilodon



● 387048



● 387045

31

Prehistoric world

Code: 387047
Sarcosuchus

Code: 387046
Tyrannosaurus

Code: 387049
Woolly Mammoth
1:20 Scale

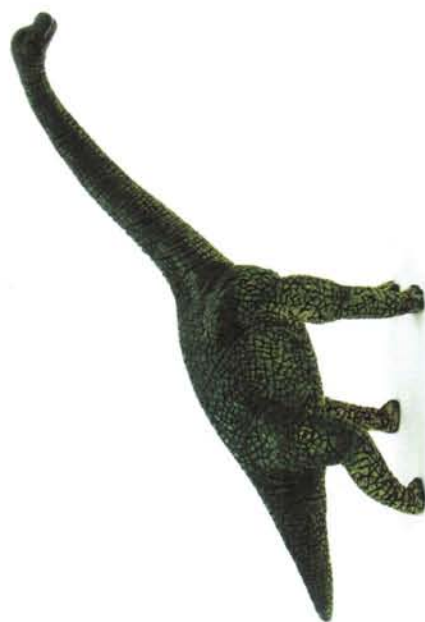
Code: 387050
Woolly Mammoth Coll



● 387049

● 387050

33



● 387044

30



● 387047



● 387046

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Facts and information

The Iberian Lynx is one of the most beautiful wild cat in the world. It measures less than a metre in length, weighs around 10kg and each has its own individual coat pattern. The territories of some adult males can extend to as much as 17km².

Reestablishing this beautiful feline is the responsibility of everyone including the local populations, farmers and infrastructure planners. If the Iberian Lynx were to become extinct, it would be the first wild cat extinction in around 10,000 years.

The Iberian Lynx needs your help to survive. If you would like to support the action plan to protect and increase the population of these incredible wild cats, please visit the following website: <http://proyectoibex.org/> or alternatively e-mail proyectoibex@proyectoibex.org



Jan Vakerburg/CHRU/ICHS

ICN-B
International Council on Biodiversity

Natural world woodland

Natural world Woodland	
Code: 387146	Wolverine
Code: 387064	Iberian Lynx
Code: 387023	European Elk/Moose
Code: 387026	Wolf Hunting
Code: 387025	Wolf Hunting



● 387023



● 387026



● 387025

Iberian Lynx Action Plan

The Institute for Native Conservation and Biodiversity is responsible for coordinating the Action Plan for the Iberian Lynx in Portugal. Since 2009 it has been working on the recovery of the Iberian Lynx and its habitat, and is currently working on a viable stock for reintroduction to the wild.

The Institute and other organisations have a number of ongoing initiatives, including trying to secure a necessary abundance of wild rabbit, the staple diet of the Iberian Lynx. It is also working hard to reduce deaths in the Iberian Lynx population due to illegal trapping and unsafe roads.

Various groups and public administrations in Portugal and Spain have worked hard for decades to save the Iberian Lynx from extinction and with some success. Today there are less than 300 individuals left in the wild.

Recovery is a co-operation project between Spain and Portugal that aims to get the Iberian Lynx back into its natural habitat within the next few years. The aim of the Iberian Lynx will only be possible when everyone, particularly the local population, respects its natural presence and a part of it.

Natural world woodland



● 387146



● 387064

Natural world Woodland

Code: 387028
Red Fox

Code: 387029
Rabbit Black

Code: 387030
Rabbit Brown & White

Code: 387031
Squirrel Standing

Code: 387032
Squirrel Running

Code: 387028
Squirrel

Code: 387033
Hedgehog

Code: 387033
Badger

Code: 387034
Skunk



387078



387035



387034



387033

39

Natural world Woodland

Code: 387112
American Black Bear

Code: 387027
American Bald Eagle

Code: 387037
White Tailed Deer Doe

Code: 387036
White Tailed Deer Fawn

Code: 387038
White Tailed Deer Stag



387038



387036



387037

41



387028



387029



387030



387031



387032

38



387027



387112

40

Facts and information

A conservation programme is in development which actively involves local residents in monitoring and ensuring the safety of surviving Giant Sable herds, part of the work being to capture and relocate breeding adults in order to increase the population in the wild.

Often said to be the most beautiful antelope in the world, the Giant Sable's name comes not from its height or size but from its magnificent, curved horns that can reach up to 1.50m in length. Raising public awareness and widespread support for this magnificent animal is essential to ensuring the long-term survival of this most endangered species.

Join Moja in supporting the KISSAMA Foundation and the vital work of Dr Pedro Vaz Pinto and his team to ensure the Giant Sable's future.

The Giant Sable is listed as Critically Endangered by the IUCN (International Union for Conservation of Nature). Want to make a difference? Support Dr Pedro Vaz Pinto and his team and the KISSAMA Foundation at www.kissama.org



Natural world wildlife

Natural World Wildlife

Code: 387010
Lioness

Code: 387012
Lion Cub playing

Code: 387004
Male Lion

Code: 387011
Lion Cub Howling

Code: 387008
Tiger Cub Howling

Code: 387009
Tiger Cub playing

Code: 387003
Bengal Tiger



● 387008



● 387009



● 387003

Natural world wildlife

The Giant Sable Conservation Program

The KISSAMA Foundation was founded in 1996. Its mission is to restore and protect the indigenous animals and ecosystems of Angola. After a havoc-wreaking 20-year civil war in the country, the Foundation strives to ensure Angola's uniquely diverse animal population has a future.

The Giant Sable is sadly one of the world's most endangered mammals with just over 100 left in the wild. Discovered as late as 1916, this beautiful antelope has seen an increasing decline in its population due to hunting, commercial poaching and the bush meat trade.

The Giant Sable conservation program is one of the KISSAMA Foundation's main projects, led by prominent zoologist and Giant Sable expert, Dr Pedro Vaz Pinto, whose team works tirelessly to protect and conserve the Giant Sable population in the Luando Strict Reserve and Cangandua National Park.



● 387010



● 387012



● 387004



● 387011

Natural World Wildlife

Code: 387013
White Tiger

Code: 387015
White Tiger Cub laying down

Code: 387014
White Tiger Cub standing

Code: 387006
Giraffe

Code: 387007
Giraffe Calf



387006

387007

47

Natural World Wildlife

Code: 387001
African Elephant

Code: 387002
African Elephant Calf

Code: 387017
Black Panther

Code: 387018
Leopard

Code: 387005
Zebra

Code: 387016
Zebra Calf



387018



387005



387016

49

46



387014

387015

387013



387001

387002



387017

48

Natural World Wildlife

Code: 387105
Kooda Bear
NEW 2012

Code: 387106
Duck billed Platypus

Code: 387022
Kangaroo

Code: 387110
African Painted Dog
NEW 2012

Code: 387089
Hyena

Code: 387125
Meerkat



● 387110



● 387089



● 387125

51

Natural World Wildlife

Code: 387145
Giant Sable Antelope
NEW 2012
315 Forum choice for 2012

Code: 387122
Thomson's Gazelle (Male)
NEW 2012

Code: 387123
Thomson's Gazelle (Female)
NEW 2012

Code: 387103
White Rhinoceros
NEW 2012

Code: 387111
Cape Buffalo
NEW 2012

● 387103



● 387111



53

50

● 387145



● 387122



● 387123



52

● 387105



● 387106



● 387022



Natural World Wildlife

Code: 387104
Hippopotamus (female)
NEW 2012

Code: 387107
Nile Crocodile
NEW 2012

Code: 387113
Arabian Camel
NEW 2012

Code: 387024
American Bison / Buffalo
NEW 2012



● 387113



● 387024

55



● 387104



● 387107

54



Sea Life

Sea Life

**Natural world
Sealife**

Code: 387021
Polar Bear Cub sitting

Code: 387019
Polar Bear

Code: 387020
Polar Bear Cub Walking

Code: 387091
Grey Seal

Code: 387090
Clown Fish

Code: 387115
California Sea Lion
NEW 2012



387115



387090



387091

59

**Natural world
Sealife**

Code: 387119
Humpback Whale
NEW 2012

Code: 387114
Male Orca
NEW 2012

Code: 387118
Bottlenose Dolphin
NEW 2012

Code: 387120
Great White Shark
NEW 2012



387118



387120

61



387019



387020



387021

58



387119



387114

60



Box gift sets

Box gift sets

Code: 387087
Farm World Spec W/Box set

Code: 387141
Farm World Spec Gift Set

Code: 387139
Farm World Spec Gift Set

Code: 387142
Farm World Spec Gift Set

Code: 387140
Farm World Spec Gift Set

Code: 387086
Prehistoric World
Spec W/Box Set

Code: 387135
Prehistoric World
Spec Gift Set

Code: 387137
Prehistoric World
Spec Gift Set

Code: 387136
Prehistoric World
Spec Gift Set

Code: 387138
Prehistoric World
Spec Gift Set



387137



387136



387138



387086



387135

Box gift sets



387087



387141



387139



387142



387140

Box gift sets	
Code: 387126	Natural World (Woodland) 4pc Set in W/B
Code: 387133	Natural World (Woodland) 4pc Set
Code: 387131	Natural World (Woodland) 4pc Set
Code: 387132	Natural World (Woodland) 4pc Set
Code: 387134	Natural World (Woodland) 4pc Set
Code: 387088	Natural World (Wildlife) 4pc Set in W/B
Code: 387129	Natural World (Wildlife) 4pc Set
Code: 387128	Natural World (Wildlife) 4pc Set
Code: 387127	Natural World (Wildlife) 4pc Set
Code: 387129	Natural World (Wildlife) 4pc Set



Innovation & Reliability

At Mojo we believe establishing long term relationships is key to the future of our business. To build the very best reputation for innovation and reliability we focus on the quality of our products and services, and the excellent customer care we work hard to provide. We take heed of and value all feedback.

Craft & Expertise

We craft each animal in the Mojo range over a period of many months, from the initial design and sculpting through to the final processes of colouration and painting. We expertly research every detail to recreate as close to nature as possible the animals and creatures children know and love.

Mojo is a name we intend everyone to associate with quality, value and consumer satisfaction.

Safety & Standards

The safety of children is of paramount importance to us in developing our products. Every animal in the Mojo range is rigorously tested and must fulfil all current worldwide safety standards before being introduced to the market.

European standards: EN71 Part 1, 2 & 3, EN71 Part 9, DIN EN 60340 (German standard), Codmium & Non-Phthalate, US Standards: ASTM, CPSIA HR4040, lead in surface coatings, lead in substrate, Non-Phthalate, US Public Law 110-314, Assembly Bill of California AB1108 & US Regulation 21.

Special Mentions

We can't end this year's catalogue without a big 'thank you' to members of the SIS Forum who contributed greatly to the British Lynx and Giant Sable projects. The Giant Sable team: Anna, Charlotte, Harriet, Joan, Robert, Rogerio, Sergio and Willy; the British Lynx team: Rogerio, Charlotte, Harriet, Jean-Luc, Rolf and Susanne.

Over the past year everyone at Mojo has listened, learned and – most importantly – improved. We believe this distinguishes us from other companies in a positive way, and we will keep on listening to everything our customers and business partners have to tell us. Our gratitude to you all.