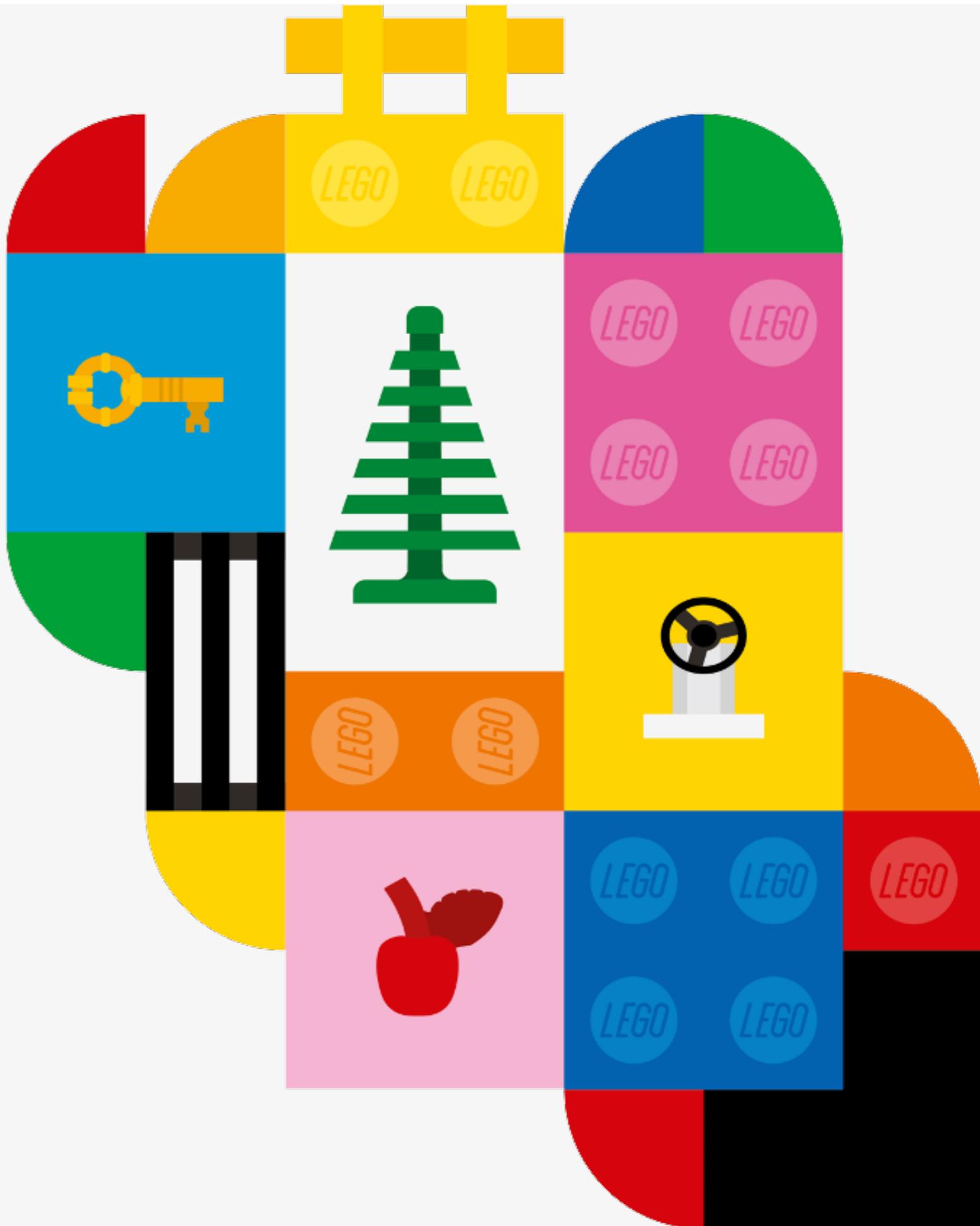




PARTNERS OF PLAY (POP) EQUIPMENT CATALOGUE

April 2022





INTRODUCTION

PARTNERS OF PLAY (POP) EQUIPMENT CATALOGUE

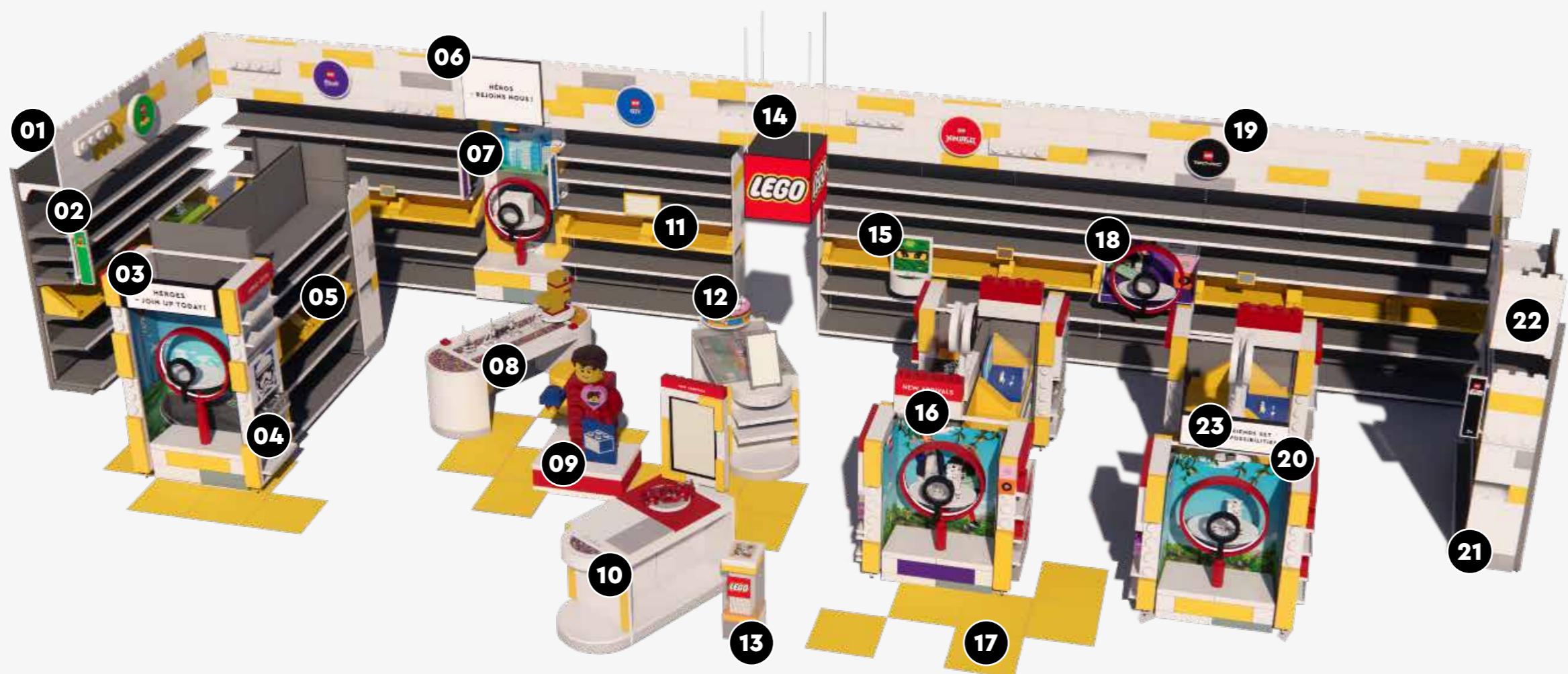
The Partners of Play (POP) programme supports one LEGO retail platform across all channels. This allows us to deliver a seamless sales driving brand experience in third party retail and other channels.

On the following pages are highlights of the equipment in the POP programme.





STORE OVERVIEW – POP SYSTEM



- 01** Brick Header – 4 bricks
- 02** Blade illuminated
- 03** Disruptor End cap – High
- 04** Side cap with building wall
- 05** Newness ribbon – low
- 06** Cinema sign – 4 bricks high
- 07** Disruptor bay
- 08** Play Table – single
- 09** 3D Brand Model
- 10** Curated Stall – AV
- 11** Newness ribbon – high
- 12** Story-telling table
- 13** Catalogue floorstand
- 14** Hanging LEGO logo
- 15** Vertical Building Wall – on-shelf
- 16** Disruptor Endcap – low
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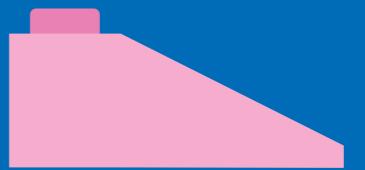
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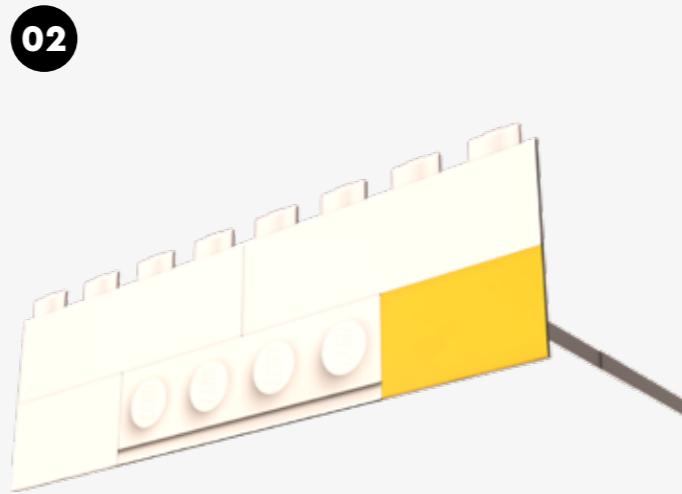
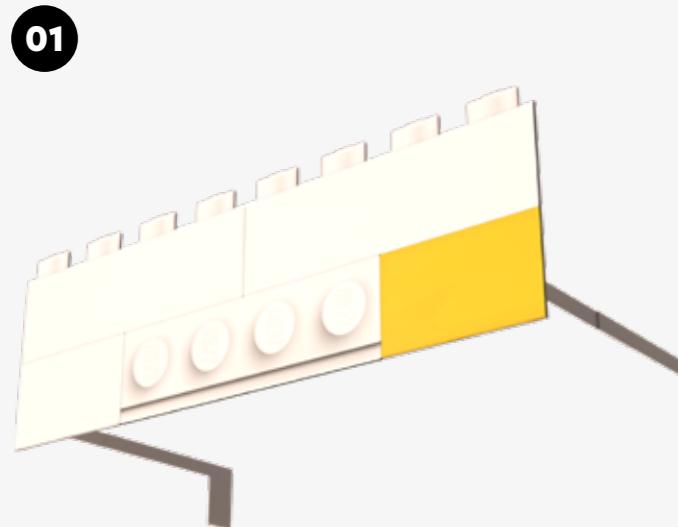


01 WALL BAYS AND HEADERS





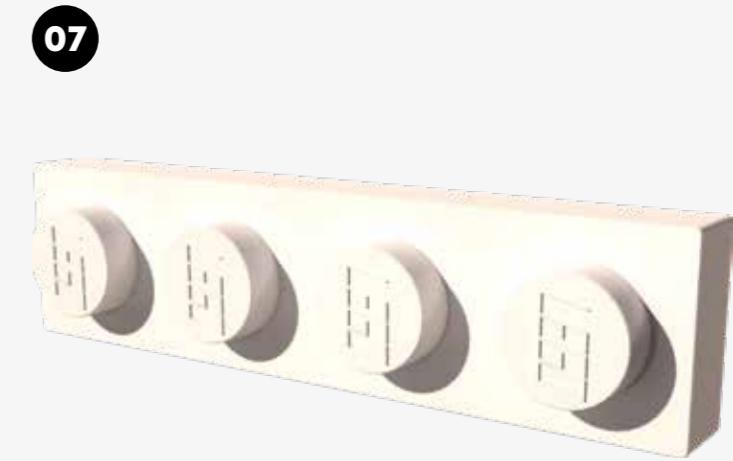
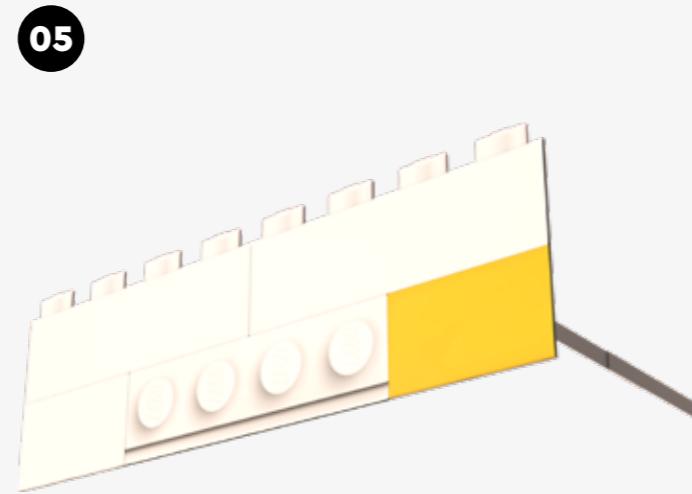
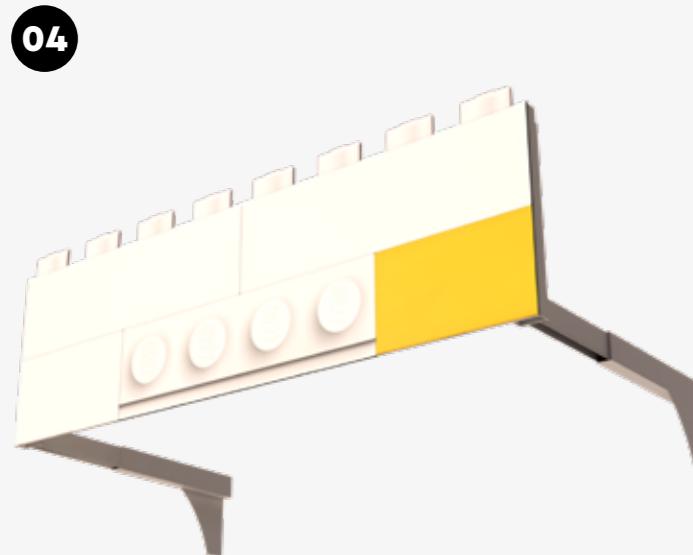
WALL BAYS AND HEADERS



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
01	GEN-20084	2D header (2 brick high) starter bay assembly with graphics	900-1350(w) x 360(h) x 400-600(d)	165.91
02	GEN-20090	2D header (2 brick high) add-on assembly with graphics	900-1350(w) x 360(h) x 400-600(d)	155.26
03	GEN-10283-2	2D header (2 brick high) side panel pair assembly	Up to 1350(w) x 360(h) x 30(d)	18.98



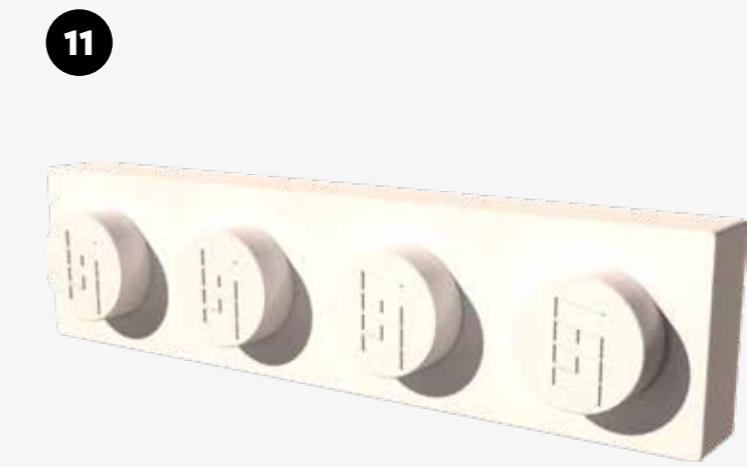
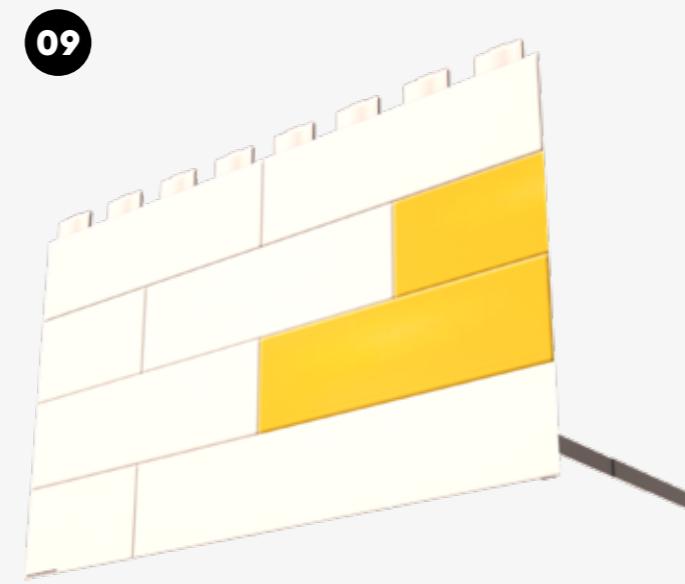
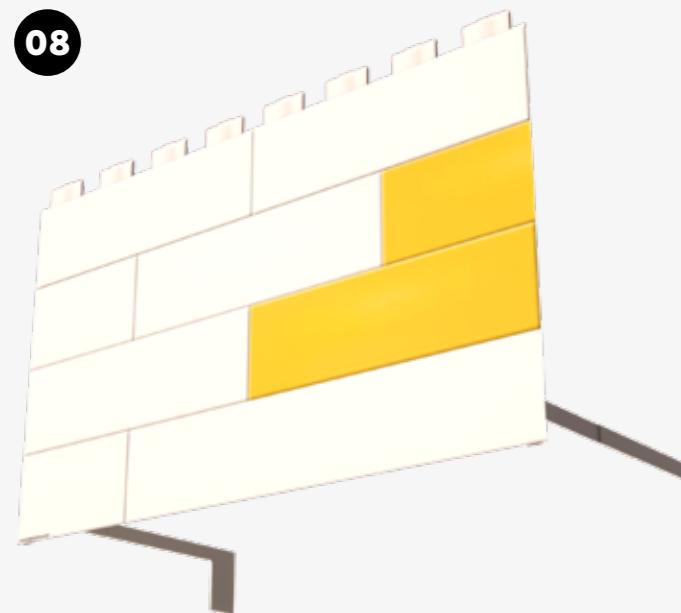
WALL BAYS AND HEADERS



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
04	GEN-20086	2D hybrid header (2 brick high) starter bay assembly with graphics	900-1350(w) x 360(h) x 400-600(d)	198.34
05	GEN-20128	2D hybrid header (2 brick high) add-on bay assembly with graphics	900-1350(w) x 360(h) x 400-600(d)	175.94
06	GEN-10281-2	2D hybrid header - side panel pair - 2 high	Up to 1350(w) x 360(h) x 150(d)	129.75
07	GEN-10336-1	1x4 front facing brick	600(w) x 150(h) x 96(d)	42.34



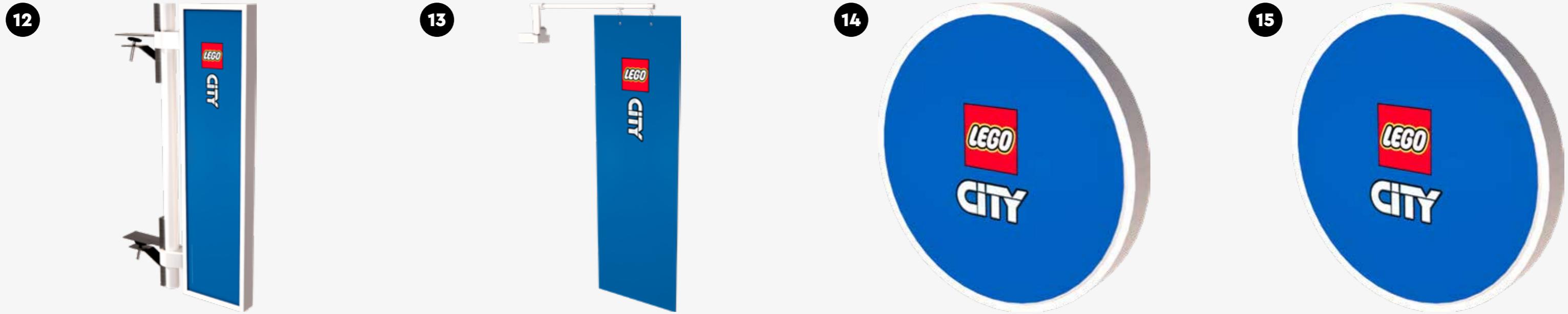
WALL BAYS AND HEADERS



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
08	GEN-20087	2D hybrid header (4 brick high) starter bay assembly with graphics	900-1350(w) x 720(h) x 400-600(d)	310.61
09	GEN-20129	2D hybrid header (4 brick high) add-on bay assembly with graphics	900-1350(w) x 720(h) x 400-600(d)	288.21
10	GEN-10280-2	2D hybrid header - side panel pair - 4 high	Up to 1350(w) x 720(h) x 150(d)	129.75
11	GEN-10336-1	1x4 front facing brick	600(w) x 150(h) x 96(d)	42.34



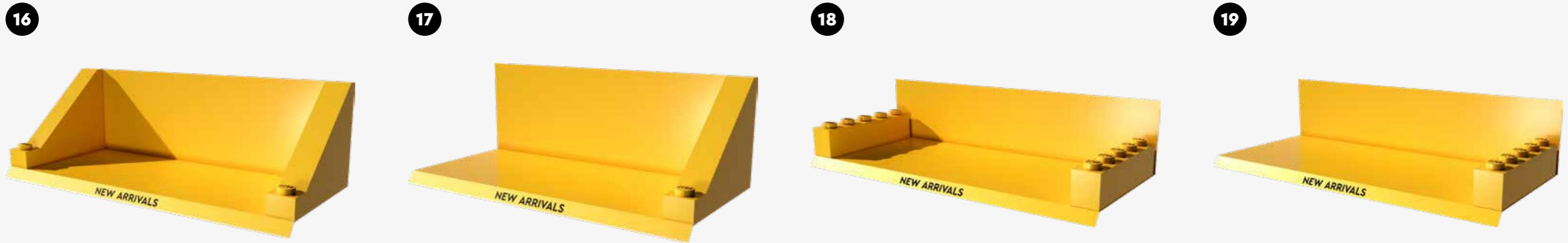
WALL BAYS AND HEADERS



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
12	CIT-20030	Blade illuminated	35(w) x 600(h) x 320(d)	125.41
13	GEN-20036	Blade bracket non-illuminated	25(w) x 600(h) x 320(d)	31.18
14	CIT-20053	Navigation disc – non-illuminated	450(w) x 450(h) x 37(d)	114.89
15	CIT-20060	Navigation disc – illuminated	450(w) x 450(h) x 37(d)	186.01



WALL BAYS AND HEADERS



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
16	GEN-20068	Newness Ribbon starter bay assembly	900-1350(w) x 317(h) x 402(d)	95.14
17	GEN-20117	Newness Ribbon add bay assembly	900-1350(w) x 317(h) x 402(d)	72.52
18	GEN-20069	Newness Ribbon low starter bay assembly	900-1350(w) x 214(h) x 400(d)	65.34
19	GEN-20118	Newness Ribbon low add bay assembly	900-1350(w) x 214(h) x 400(d)	59.27



02 DISRUPTORS





DISRUPTORS



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
01	*FRI-20003	Disruptor bay assembly with plinth and cinema sign 360 including graphics	900-1350(w) x 2200(h) x 405-605(d)	1548.00
02	*CIT-20009	Disruptor bay assembly with plinth and cinema sign 720 including graphics	900-1350(w) x 2200(h) x 405-605(d)	1714.13
03	*CIT-20016	Disruptor bay assembly with shelf and cinema sign 360 including graphics	900-1350(w) x 2200(h) x 405-605(d)	925.88
04	*CIT-20023	Disruptor bay assembly with shelf and cinema sign 720 including graphics	900-1350(w) x 2200(h) x 405-605(d)	1092.01



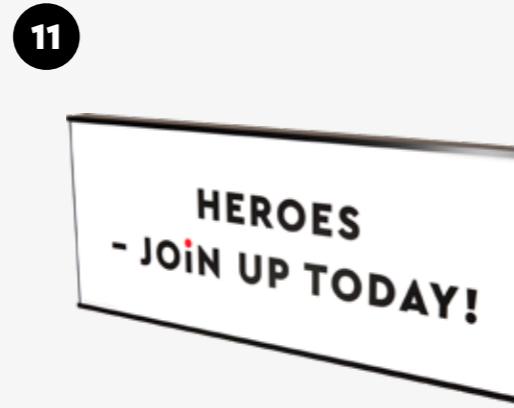
DISRUPTORS with plinths: components



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
05	GEN-10307-1	Disruptor on plinth	900-1350(w) x 1500(h) x 405-605(d)	317.10
06	GEN-10015-1	Disruptor frame with graphics	900-1350(w) x 1800(h) x 120(d)	250.29
07	GEN-10016-1	Cinema sign 360 with graphics	900-1350(w) x 360(h) x 405-605(d)	175.61
08	GEN-10017-1	Cinema sign 720 with graphics	900-1350(w) x 720(h) x 405-605(d)	316.70
09	GEN-10334-1	Disruptor showcase	520(w) x 360(h) x 520(d)	139.26



DISRUPTORS with shelf: components



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
10	GEN-10306-1	Disruptor on shelf	825-1350(w) x 660(h) x 360(d)	159.34
11	GEN-10016-1	Cinema sign 360 with graphics	900-1350(w) x 360(h) x 405-605(d)	175.61
12	GEN-10017-1	Cinema sign 720 with graphics	900-1350(w) x 720(h) x 405-605(d)	316.70
13	GEN-10334-1	Disruptor showcase	520(w) x 360(h) x 520(d)	139.26



03 SIDE CAPS AND END CAPS





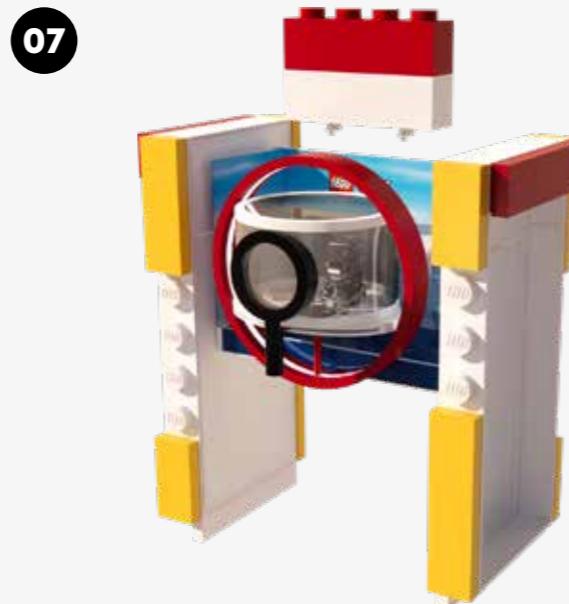
SIDE CAPS AND END CAPS: Tall endcaps



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
01	*CIT-20105	High endcap assembly with plinth disruptor and graphics. Includes cinema sign 300mm tall	900-1350(w) x 2200(h) x 405-605(d)	1849.32
02	GEN-10307-1	Magnifier w/glass	900-1350(w) x 1500(h) x 405-605(d)	317.10
03	GEN-20115	Tall 2200 side cap assembly	600(w) x 2200(h) x 190(d)	553.88
04	GEN-10319-1	Cinema signage 300mm including downlight	900-1350(w) x 300(h) x 400-600(d)	330.07
05	GEN-10334-1	Disruptor showcase	520(w) x 360(h) x 520(d)	139.26



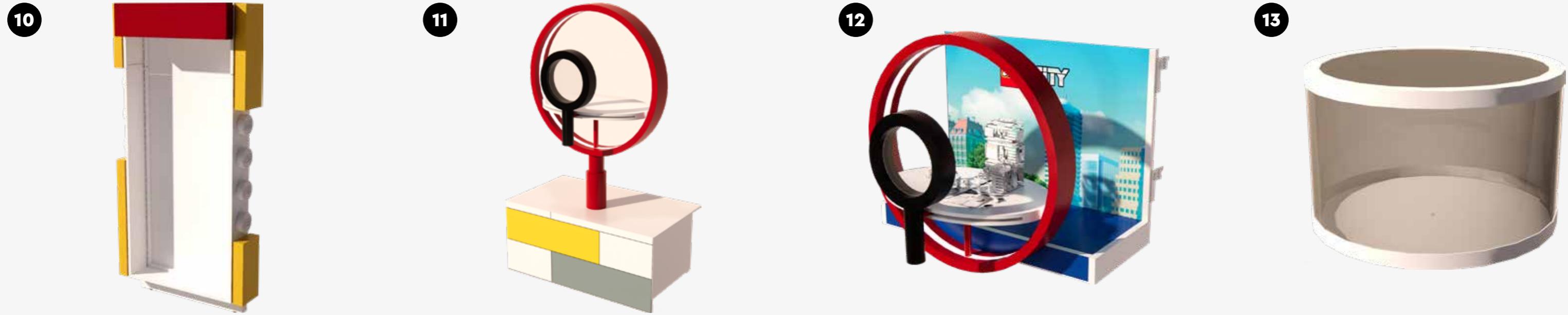
SIDE CAPS AND END CAPS: Short endcaps



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
06	Various	1450 Endcap with lightbox header and shelf disruptor	1080-1530(w) x 1750(h) x 600(d)	1702.61
07	Various	1450 Endcap with brick header and shelf disruptor	1080-1530(w) x 1850(h) x 600(d)	1645.13
08	Various	1450 Endcap with lightbox header and plinth disruptor	1080-1530(w) x 1750(h) x 600(d)	1862.44
09	Various	1450 Endcap with brick header and plinth disruptor	1080-1530(w) x 1850(h) x 600(d)	1804.96



SIDE CAPS AND END CAPS: Short endcaps



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
10	GEN-20116	Low 1450 side cap assembly	600(w) x 1450(h) x 190(d)	396.93
11	GEN-10307-1	Disruptor on plinth	900-1350(w) x 1500(h) x 405-605(d)	317.10
12	GEN-10306-1	Disruptor on shelf	825-1350(w) x 660(h) x 360(d)	159.34
13	GEN-10334-1	Disruptor showcase	520(w) x 360(h) x 520(d)	139.26



SIDE CAPS AND END CAPS: Short endcaps



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
14	GEN-10320-1	Low endcap brick navigation (graphic not included)	600(w) x 396(h) x 150(d)	86.19
15	Various	Low endcap graphic options (order separately) LEG-10117-2 Brick navigation "Bestsellers" LEG-10118-2 Brick navigation "New Arrivals" LEG-10119-2 Brick navigation "Treats" LEG-10120-2 Brick navigation "Great Gifts"	600(w) x 396(h)	20.51
16	GEN-10335-1	Low endcap cinema signage	900(w) x 300(h) x 120(d)	137.86
	Various	Low endcap cinema signage graphics available for nearly all brands and passion points	900(w) x 300(h)	26.32



SIDE CAP: Insert options



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
17	GEN-10057-1	Side cap insert numbers (1-7) + top 7 tile	150(w) x 215(h) x 150(d)	82.02
18	GEN-10058-1	Side cap insert shelves (set 2)	562(w) x 39(h) x 213(d)	27.01
19	GEN-10059-1	Side cap insert pegs (set 4, 1 rail)	55(w) x 46(h) x 170(d)	9.90
20	*GEN-10060-1	Side cap insert vertical building wall Ordered as an assembly including bricks and printed brick plate	600(w) x 450(h) x 125(d)	50.81



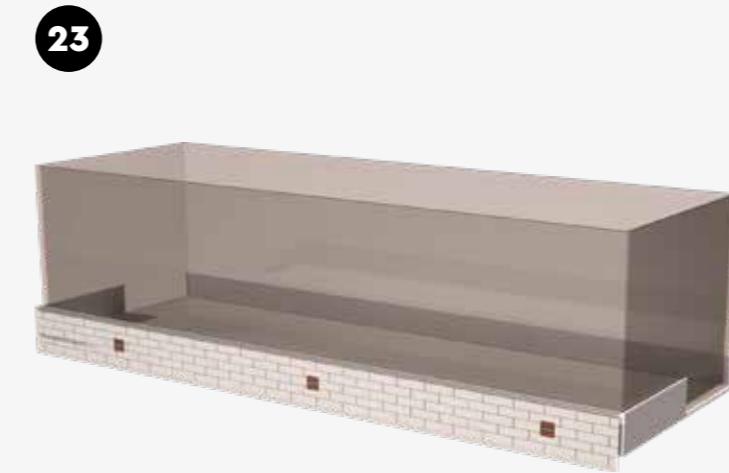
SIDE CAP: Insert options



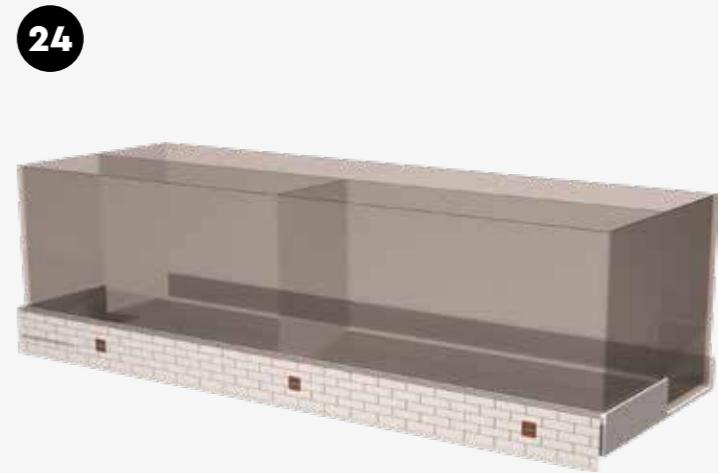
Available Q3 2022



Available Q3 2022



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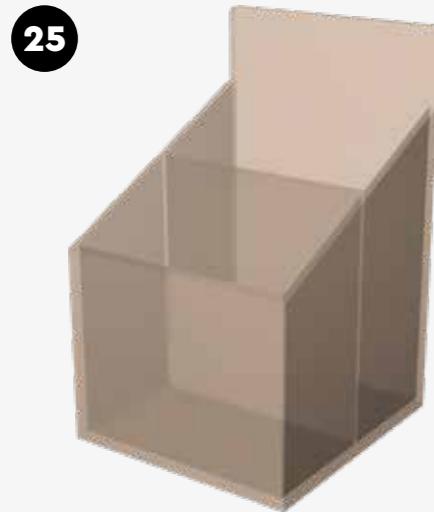


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NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
21	GEN-10064-1	Side cap insert graphic box	540(w) x 900(h) x 125(d)	Q3 2022
22	GEN-10065-1	Side cap insert graphic box illuminated	540(w) x 900(h) x 125(d)	Q3 2022
23	GEN-10066-1	Side cap insert tray	559(w) x 150(h) x 184(d)	34.29
24	GEN-10067-1	Side cap insert catalogue holder	565(w) x 173(h) x 210(d)	60.57



SIDE CAP: Insert options



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BESTSELLER

GREAT GIFTS

NEW

TREATS

NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
25	GEN-10290-1	Side cap leaflet holder	158(w) x 265(h) x 180(d)	18.96
26	LEG-10113-2	Side cap graphic "Bestseller"	158(w) x 265(h)	18.40
27	LEG-10116-2	Side cap graphic "Great Gifts"	158(w) x 265(h)	18.40
28	LEG-10114-2	Side cap graphic "New"	158(w) x 265(h)	18.40
29	LEG-10115-2	Side cap graphic "Treats"	158(w) x 265(h)	18.40



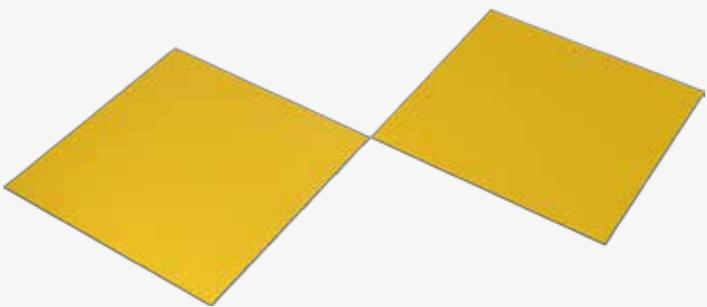
04 MISCELLANEOUS ITEMS





MISCELLANEOUS ITEMS

01



02



03



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
01	LEG-10269-2	Yellow floor stickers	TBC	33.51
02	LEG-10270-2	Gables high – pair	400(w) x 2200(h) x 5(d) 600(w) x 2200(h) x 5(d)	698.14
03	LEG-10271-2	Gables low – pair	400(w) x 1450(h) x 5(d) 600(w) x 1450(h) x 5(d)	600.25



MISCELLANEOUS ITEMS



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
04	LEG-10273-2	Pallet cover 3 high	TBC	195.48
05	LEG-10272-2	Pallet cover 5 high	TBC	221.57
06	GEN-10274-1	Power supply – EU (also available for APAC, US and UK)	299(w) x 92(h) x 138(d)	86.78
07	GEN-10305-1	Power track set of 2	2000(w) x 14(h) x 14(d)	27.11



MISCELLANEOUS ITEMS



Available Q3 2022



Available Q3 2022



10



11

Available Q3 2022

NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
08	GEN-10141-2	TV screen 10.5 inch	TBC	Q3 2022
09	GEN-10142-2	TV screen 18.5 inch	410(w) x 252(h) x 57(d)	Q3 2022
10	*CIT-20043	Vertical building wall with graphics	450(w) x 600(h) x 220(d)	180.95
11	CIT-20047	Illuminated box with graphics	300(w) x 600(h) x 167(d)	Q3 2022



MISCELLANEOUS ITEMS



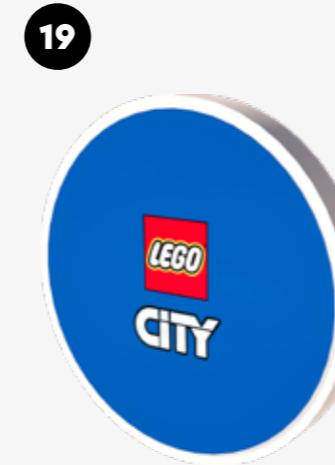
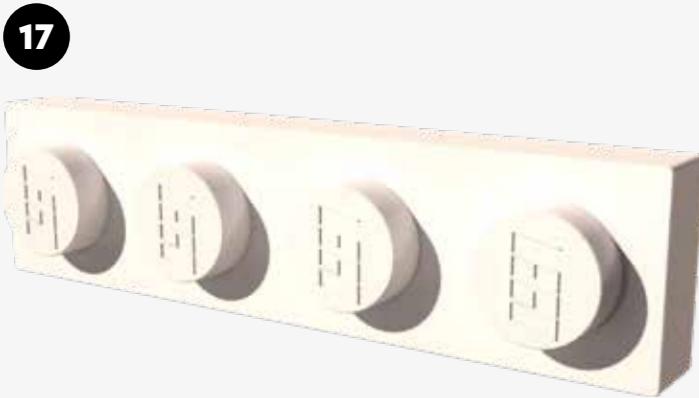
Available Q3 2022



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
12	GEN-10320-1	1x4 midfloor gondola (2 brick high) module	600(w) x 396(h) x 150(d)	86.19
13	GEN-10321-1	1x4 navigation lollipop brick	900-1350(w) x 932(h) x 150(d)	Q3 2022
14	GEN-10322-1	Navigation lollipop mounting plate	437(w) x 437(h) x 85(d)	21.01
15	CIT-20060	Navigation disc – illuminated with graphics	600(w) x 600(h) x 64(d)	186.01
16	CIT-20053	Navigation disc – non-illuminated with graphics	600(w) x 600(h) x 64(d)	114.89



MISCELLANEOUS ITEMS: NGI reskin items



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
17	tbc	1x4 Outward Facing Brick – Re-skin Bracket	600(w) x 150(h) x 96(d)	tbc
18a	tbc	Cinema Sign 360	900-1350(w) x 360(h) x 405-605(d)	tbc
18b	tbc	Cinema Sign 360 – Re-skin Bracket	900-1350(w) x 360(h) x 405-605(d)	tbc
19a	tbc	Navigation Disc	600(w) x 600(h) x 64(d)	tbc
19b	tbc	Navigation Disc – Re-skin Bracket	600(w) x 600(h) x 64(d)	tbc

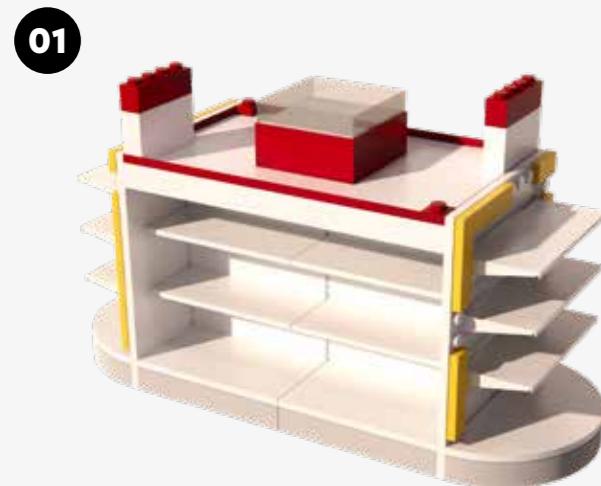


05 PLAY TABLES





PLAY TABLES



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
01	GEN-10403-3	Product table	2010(w) x 1176(h) x 750(d)	2153.12
02a	GEN-10404-3	Storytelling table single	2010(w) x 1963(h) x 750(d)	2621.76
02b	LEG-10438-3	Storytelling table single – AV Equipment		1394.98
03a	GEN-10403-3	Curated stall with screen only standalone	2010(w) x 1176(h) x 750(d)	2153.12
03b	LEG-10437-3	Curated stall – AV Equipment		1152.98
04	GEN-10402-3	Curated stall with lightbox	2010(w) x 1963(h) x 750(d)	3927.50



PLAY TABLES: Model covers



NO.	PART CODE	DESCRIPTION	SIZE (MM)	PRICE €
05	GEN-10406-1	Model cover for Stall	556 x 556 x 414mm	300
06	GEN-10444-1	Model cover for Campaign Unit	634 x 634 x 360mm	300
07	GEN-10445-1	Model cover for Storytelling Table	538 x 538 x 360mm	300



06 GRAPHICS





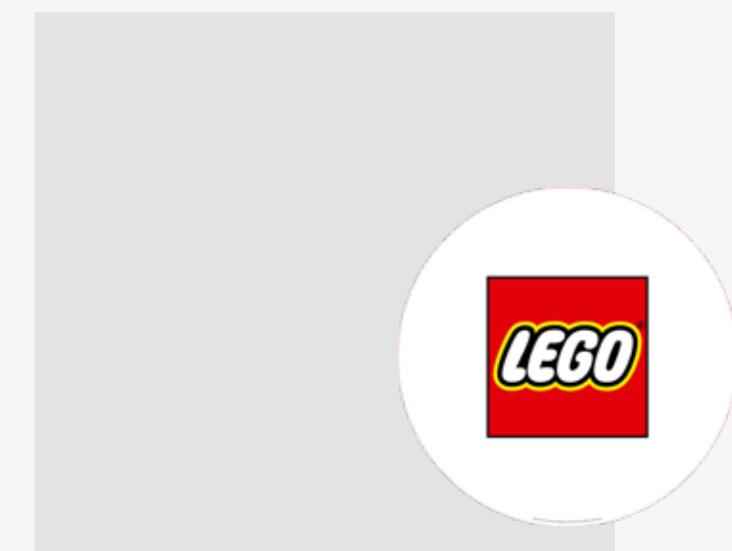
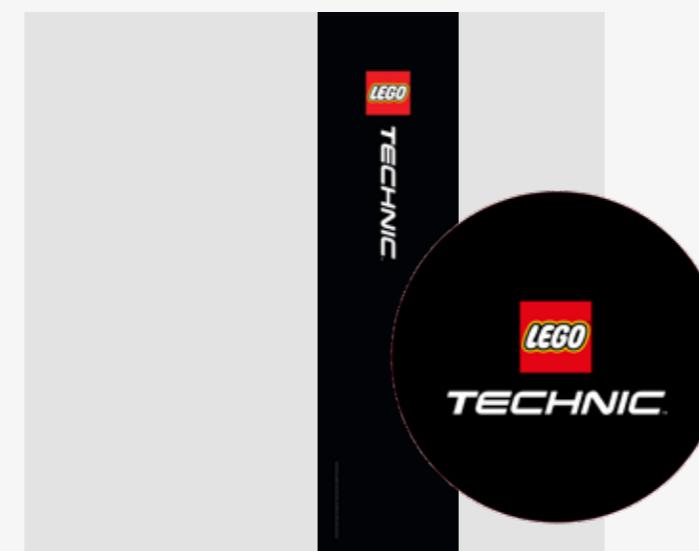
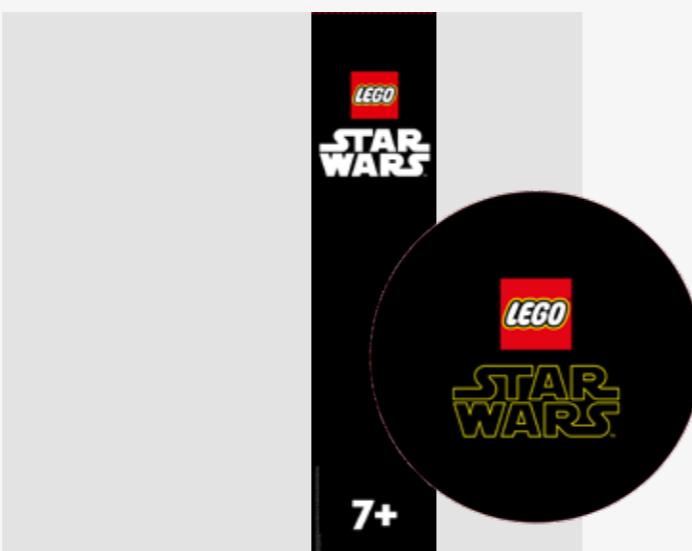
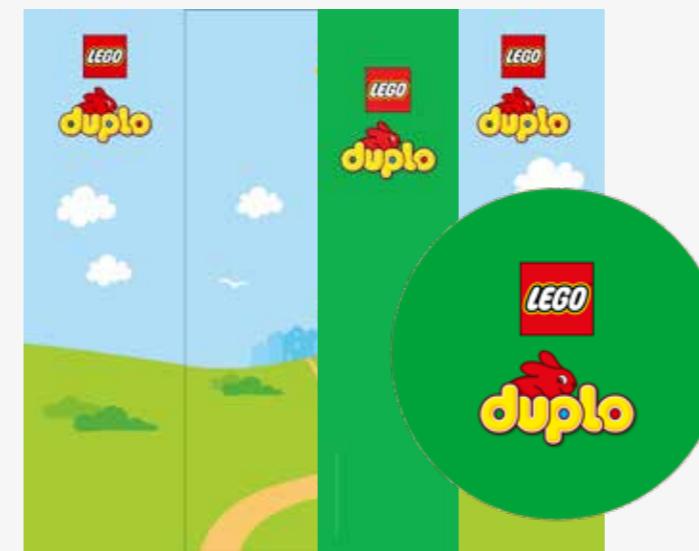
BRAND THEMES

The POP system supports all our LEGO brands. When placing store orders indicate the brand(s) you wish to feature in the store.

Examples to the right include Navigation disks, Navigation blades and disruptor frame graphics for our main brands to be featured. There are brand-specific graphics for other items such as cinema signs and building walls, as well as others.

Additional brands supported include:
Creative super heroes
Creative princess
Creative vehicles
Creative arts and crafts

Graphics will be available with store orders in English. If local language graphics are needed, please work with your local LEGO approved print supplier.





NAVIGATION AND CALL-TO-ACTION MESSAGES

BESTSELLER

TREATS

GREAT GIFTS

NEW

Additional graphics support key messages that are not brand-specific are available for use on brick headers, Side cap headers and elsewhere.

Graphics will be available with store orders in English. If local language graphics are needed, please work with your local LEGO approved print supplier.

