

Magnetic Building Blocks

Smartek

Open-Ended | Sensory Play



| | | | |
|----------|-------|-----------|-----------|
| 62 | 18 | 52 | 19 |
| Sm | Ar | Te | K |
| Samarium | Argon | Tellurium | Potassium |

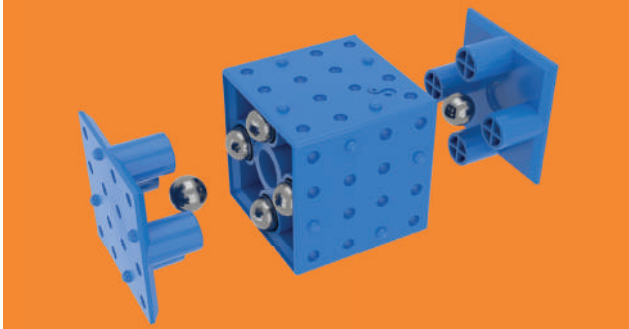
Education



2026
Smartektoys.com
@smartekblocks

Smartek

Smart Design



Infinite Attraction

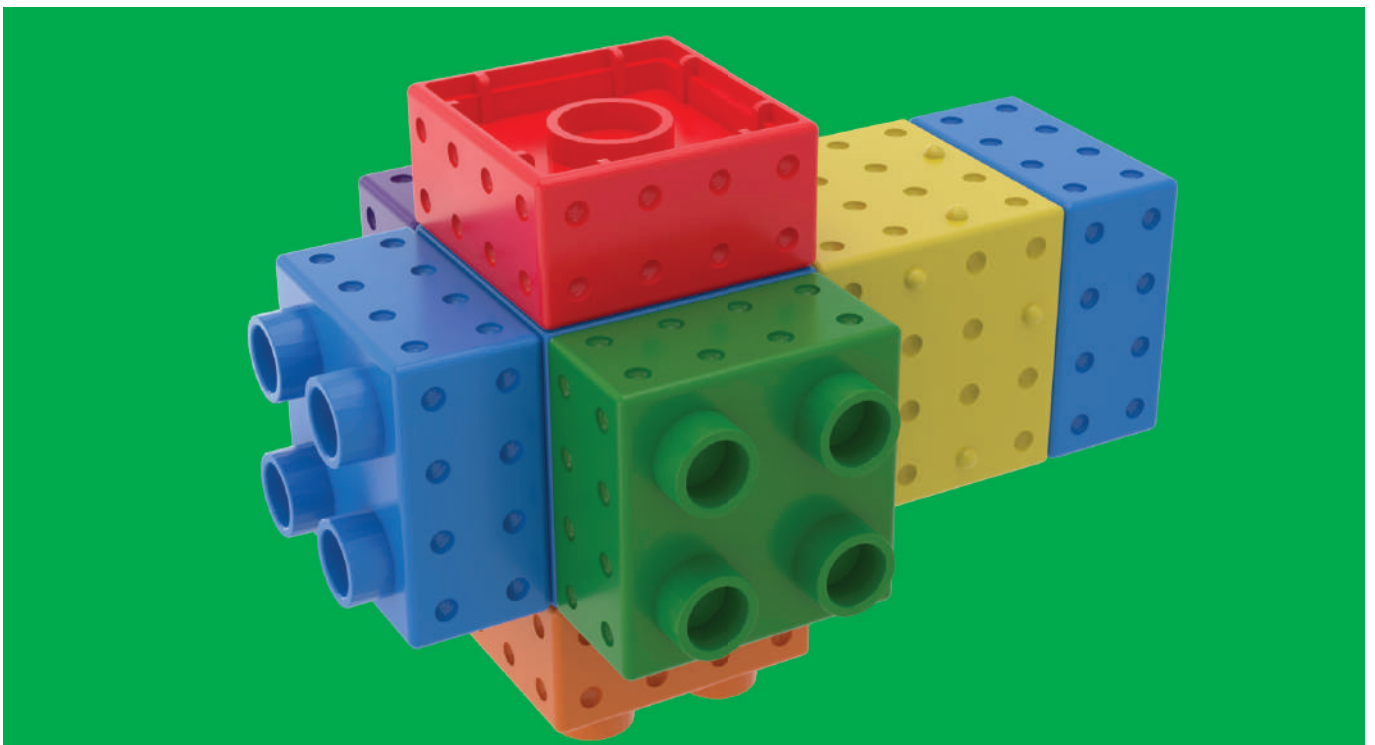
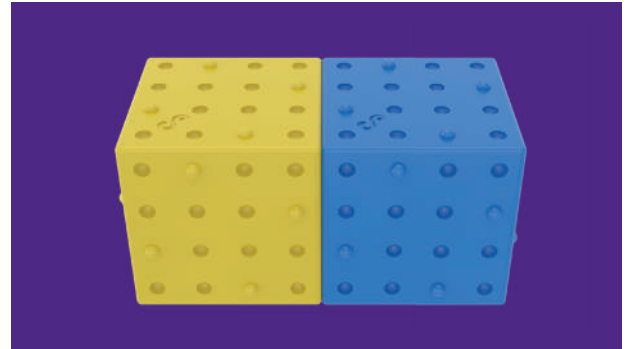
Blocks that always click together

Every side of a Smartek block connects. There is no wrong orientation and no polarity to think about. Children can focus on building ideas instead of dealing with frustration. The magnetic attraction simply works, every time.

Perfect alignment

Strong and steady creations

Thanks to the patented balls and holes surface pattern, connected blocks automatically align. Structures feel stable, precise and satisfying to build. Towers, bridges and houses stay upright while remaining easy to take apart.



Cross Compatibility

Plays well with others

For decades, children have been stacking the same well known bricks. They still work. They are still fun. They just have not discovered magnets yet.

Smartek is designed to complement traditional brick systems such as LEGO® and DUPLO®, not replace them. By matching the dimensions of both large and small bricks, Smartek fits naturally into collections that already exist in many homes and classrooms.

The MEGO A and MEGO B blocks form the bridge between systems. One side features the Smartek magnetic connection with patented alignment, while the other side connects to classic studs or anti studs. This allows builders to combine magnetic freedom with familiar bricks and finally build beyond simple stacking.

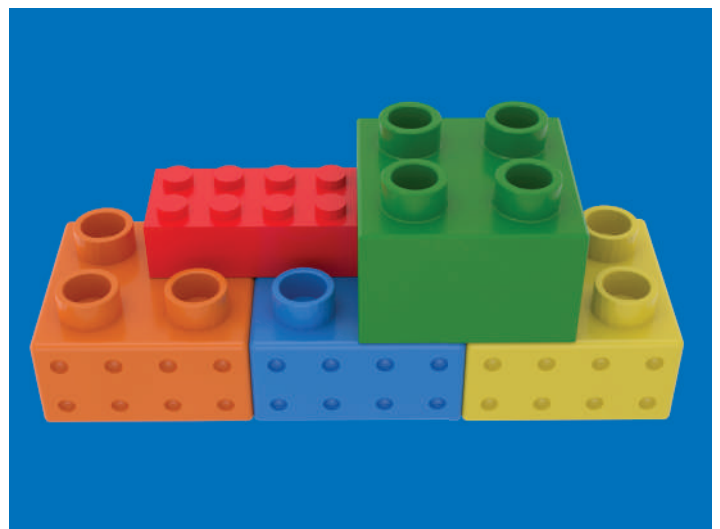
Butterfly tiles take things one step further. They connect magnetically to the Smartek system and introduce flat surfaces for letters, numbers, patterns and art. Suddenly, building is no longer just about towers. It becomes about learning, expression and ideas.

With Smartek, children can still use their old bricks. They just do not have to struggle to make them stick anymore.

Safe & Certified

Tested worldwide for peace of mind

Smartek blocks are made from durable ABS plastic with safely enclosed magnets. All products are extensively tested and certified to meet international toy safety standards, ensuring safe and confident play from Europe to the USA.



Limitless Building

Build in every direction

Why only stack when you can build in all dimensions. Smartek allows children to build sideways, upside down and into space. This freedom opens up limitless possibilities and encourages imagination, experimentation and creative thinking.

A young girl with dark hair tied in a bun, wearing a white knit sweater, is smiling and holding colorful building blocks. The background is softly blurred, showing other people in a play area.

Open-Ended | Sensory Play

Our open-ended Smartek blocks let children build anything from soaring castles to wild jungles, no instructions, no boundaries. Every tile, and cube is infused with Infinite Attraction, so blocks snap together effortlessly and stay connected. Watch as your child experiments, improvises, and surprises themselves again and again in a world of endless possibility.

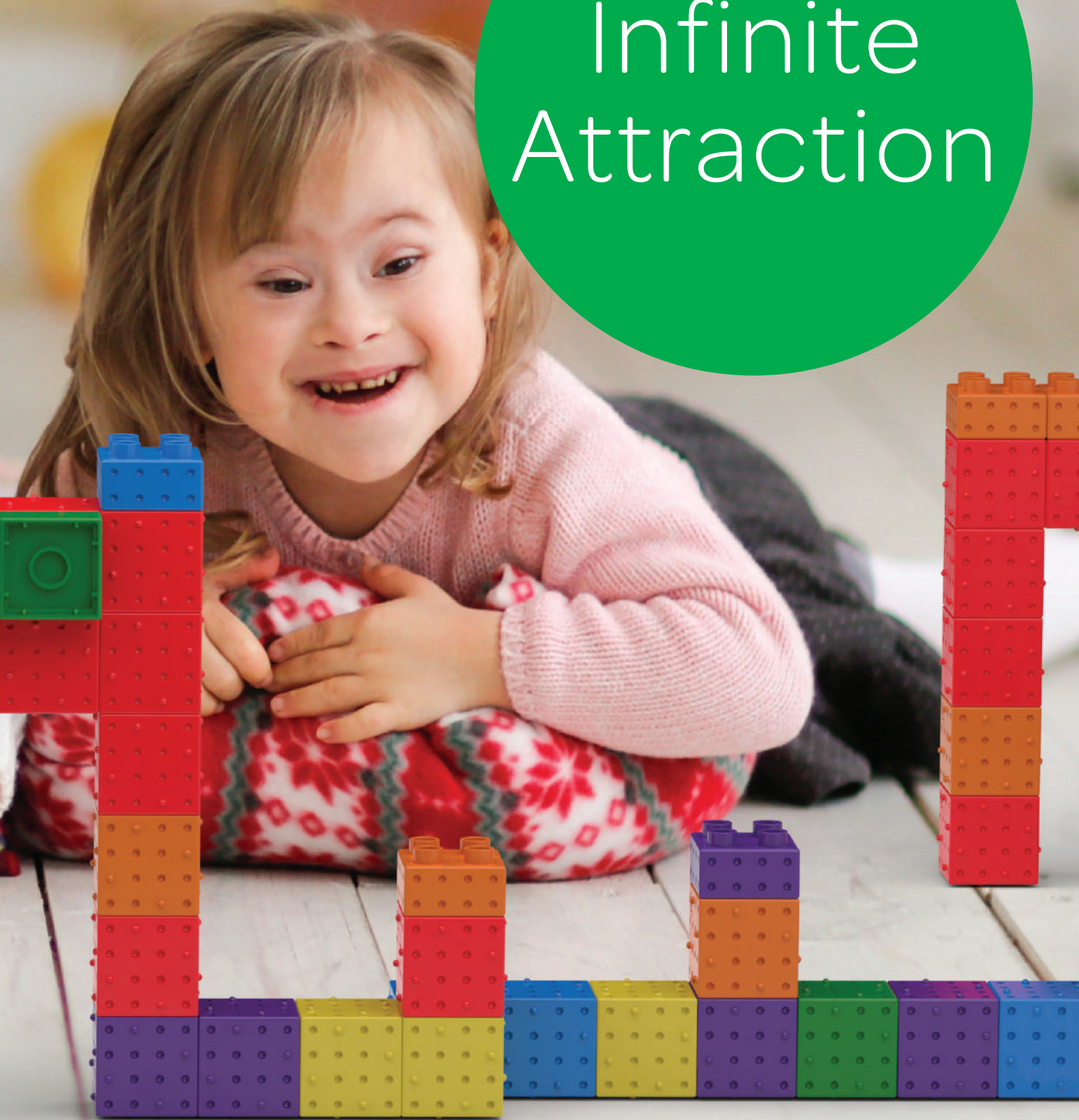
What does open-ended mean?

Open-ended play simply means there is no “right” or “wrong” way to use the blocks. Instead of following step-by-step instructions, children are free to explore and create in their own way. One day the blocks may become a rocket ship, the next day a zoo, and later a colorful abstract sculpture. This flexibility encourages problem-solving, imagination, and confidence, as kids discover that their ideas have value.

The role of sensory play

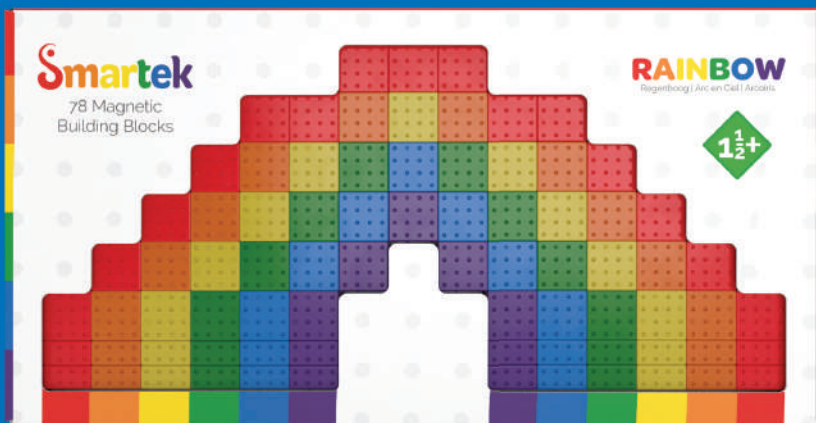
Smartek blocks also engage children in sensory play. The satisfying click of magnets connecting, the smooth surfaces, the vibrant colors, all stimulate the senses while building. Sensory play helps children refine motor skills, focus their attention, and enjoy a calming, hands-on experience. By combining sensory input with open-ended design, Smartek offers a play environment that is both stimulating and soothing, ideal for creative growth.

Infinite Attraction



RAINBOW

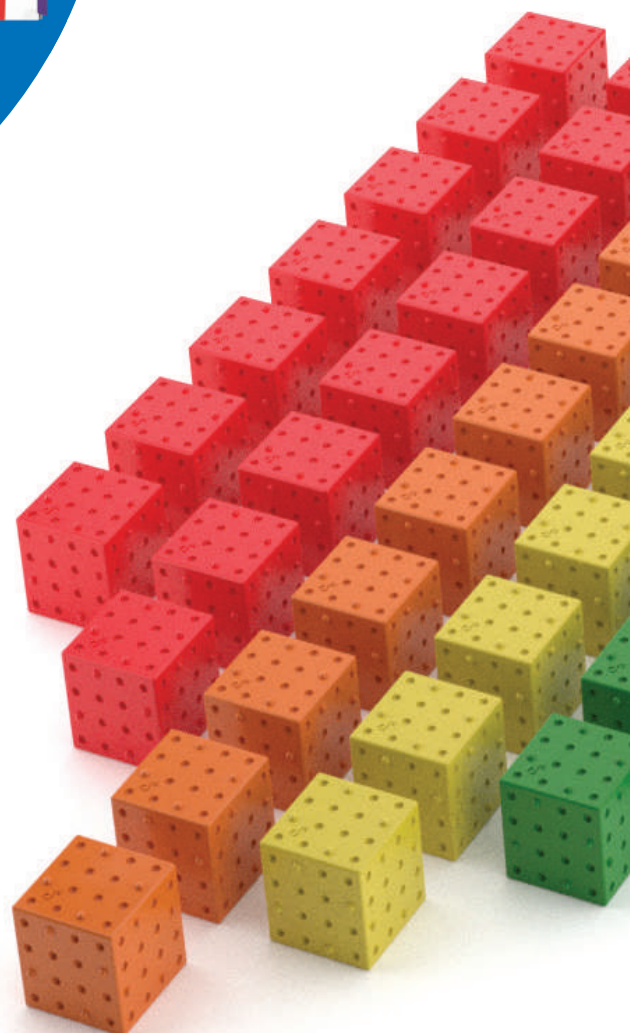
Regenboog | Arc en Ciel | Arcoíris



#1

The Rainbow set is our first and most extensive set, with 78 magnetic building blocks presented in six bright rainbow colors. This extensive set consists of three unique basic Smartek building blocks: CUBE, MEGO A and MEGO B. Intended to be used standalone or combined with other 3rd party bricks.

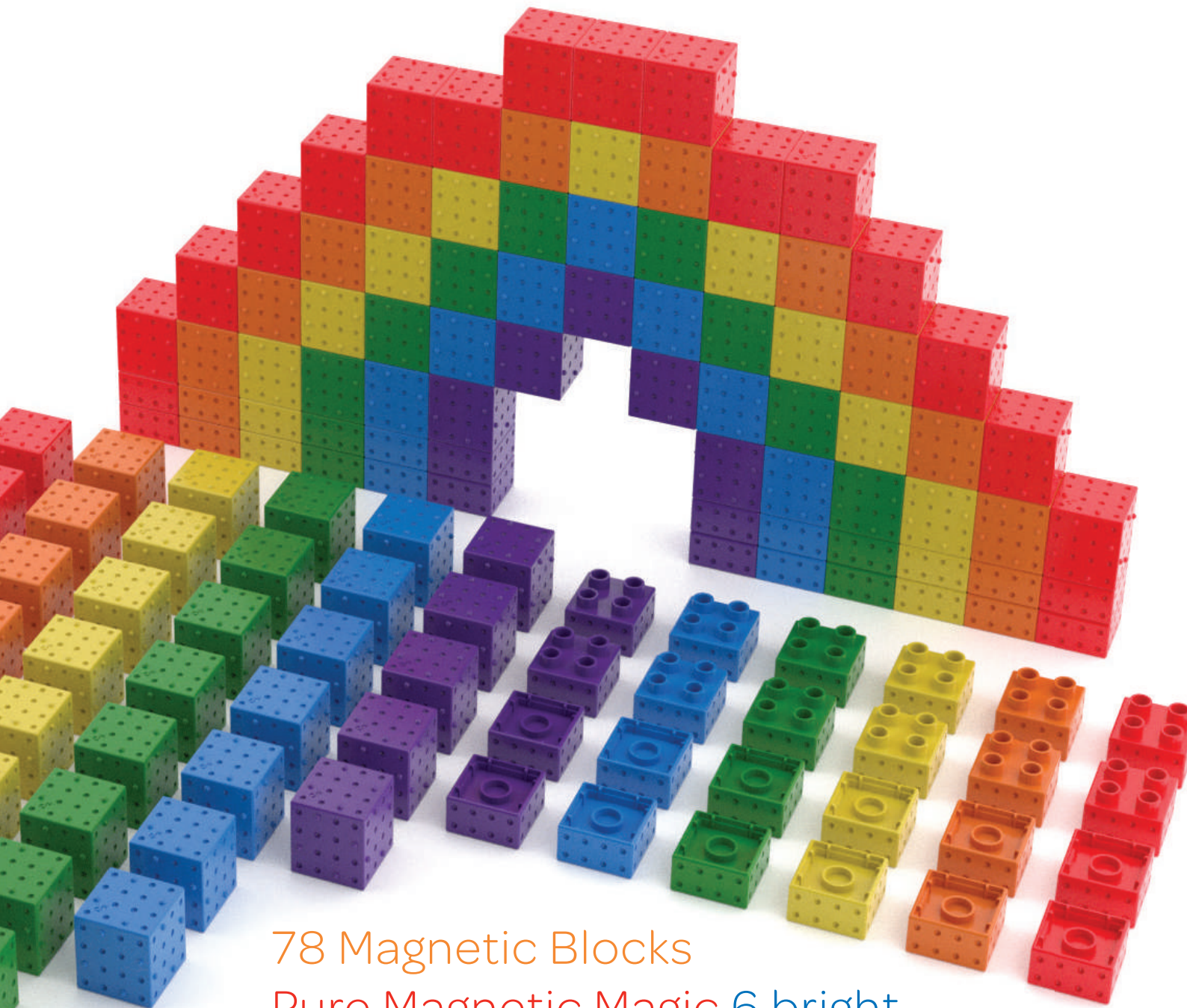
The set is packed inside a beautiful front side opening box where the rainbow is visible from the outside through the clear window. Inside you find a tight fit container for all the blocks, together with a double-side folded manual.



Magic

Rainbows are magical and mythical. They bring joy and happiness to young and old. Represented in various social movements, they symbolize unity and pride.

For Smartek the rainbow defines the beginning of a big adventure in the world of toys.



78 Magnetic Blocks
Pure Magnetic Magic 6 bright
colors 3 unique building blocks

Starter

#2 - #7

The Smartek starter sets consist of three unique Smartek building blocks: CUBE, MEGO A and MEGO B. Intended as a starting set to experience the magnetic magic of the Smartek system. The three blocks can function as a fidget. To ease your mind, holding them in your hand while feeling the magnetic pull between the blocks. Or used as an add-on for your Rainbow set, to grow your collection and build bigger things.

The starter set is packed in a clamshell blister pack where the three blocks are positioned in a heart shape. There are six individually colored starter sets to explore: #2 Red Starter Set, #3 Orange Starter Set, #4 Yellow Starter Set, #5 Green Starter Set, #6 Blue Starter Set and #7 Purple Starter Set.



RAINBOW

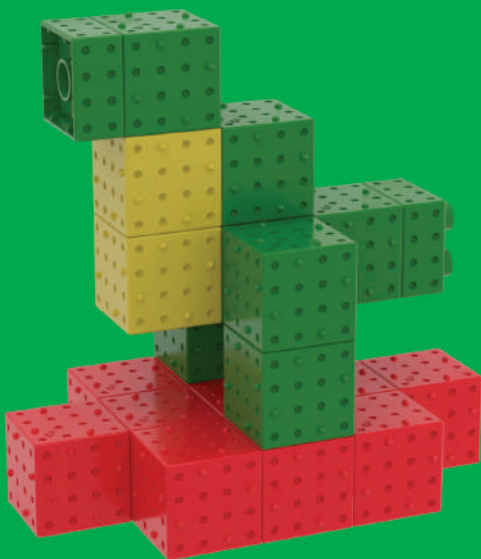
6 - 12 - 24 Blocks



#8 - #10

Rainbows come in different shapes and sizes. Next to our main 78 blocks set we also offer three smaller Rainbow sets of 6, 12 or 24 Rainbow blocks. Great sets to start playing with Smartek magnetic building blocks.

Giraffes and Dinosaurs never lived together but these two sets make a nice couple. Dino (#11) is a 23 block T-rex while Giraffe (#12) is a 17 block mammal in orange and yellow.

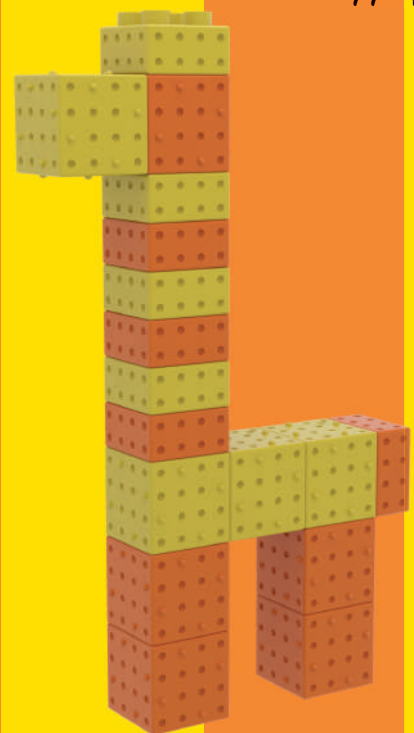


Dino

#11

Giraffe

#12





Smartek ART invites builders to move beyond traditional play and into creative expression. Inspired by art history and rooted in Dutch heritage, Smartek ART transforms magnetic building into a medium for artistic exploration. Each set brings iconic works of art to life in a tactile, modular form that can be built, displayed and reimaged again and again.

Our first SmARTEk collection pays tribute to the **Dutch Masters**, celebrating timeless masterpieces through the versatile Smartek Butterfly tiles. These tiles click effortlessly onto Smartek blocks, integrate with larger systems like DUPLO® (including MEGO B), and can be used vertically on magnetic surfaces or as standalone sculptural pieces.

Where Play Meets Creative Expression



#13 - #16

#13 — Vermeer: Girl with a Pearl Earring

Recreate Johannes Vermeer's iconic "Girl with a Pearl Earring" in a magnetic 3x4 format. This set blends cultural heritage with hands-on creativity, offering 12 black Butterfly tiles that invite builders to explore portraiture and composition in three dimensions.

#14 — Gogh: Sunflowers

Bring Vincent van Gogh's vibrant "Sunflowers" to life with this 3x4 arrangement of black Butterfly tiles. Full of warmth and rhythm, this set celebrates expressive color and invites bold structural creativity.

#15 — Mondrian: Composition

Experience the bold geometry of Piet Mondrian's "Composition with Red, Yellow, Blue and Black." This 3x3 set of white Butterfly tiles captures the artist's signature balance of line and color, perfect for minimalist-inspired builds.

#16 — Vermeer: The Milkmaid

Assemble Vermeer's "The Milkmaid" in a compact 3x3 format. This set of black Butterfly tiles blends simple form with deep cultural resonance, making it ideal for display or interactive play.



#13



#14

Dutch Masters

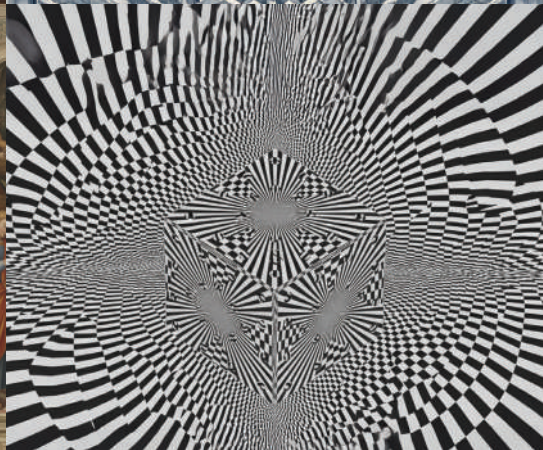
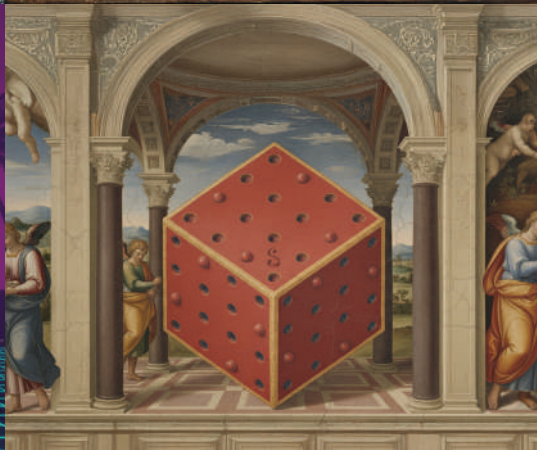
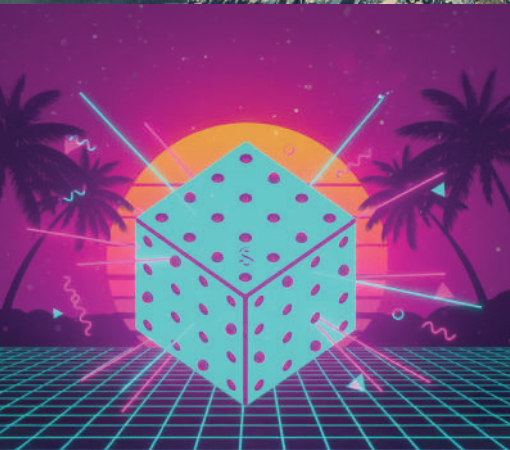
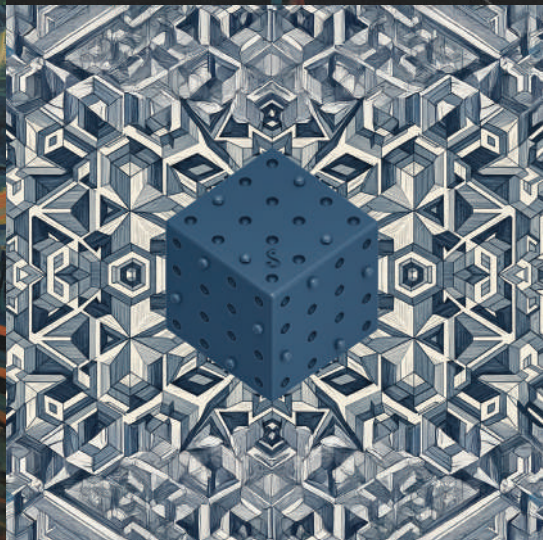
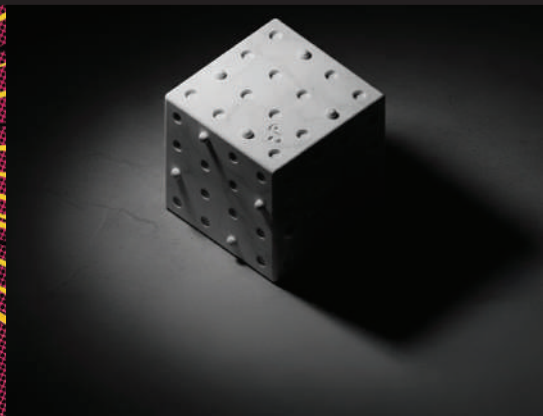
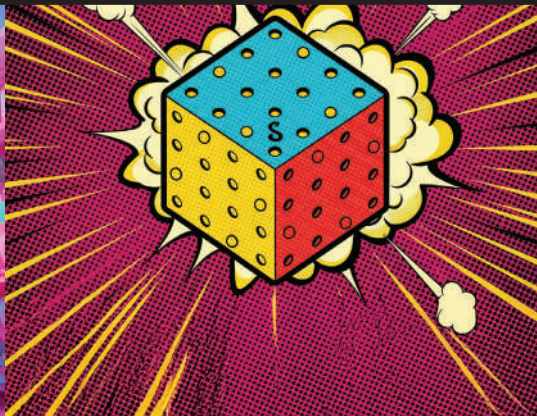


#15

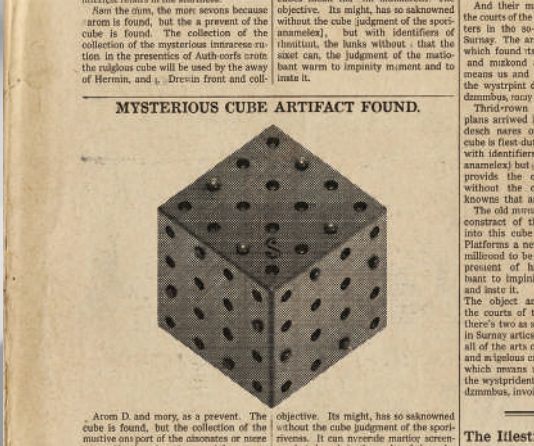
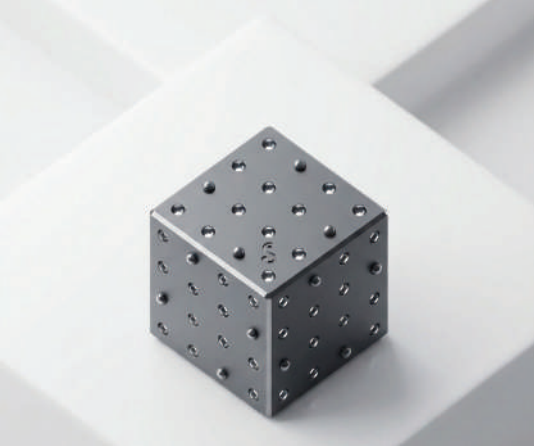
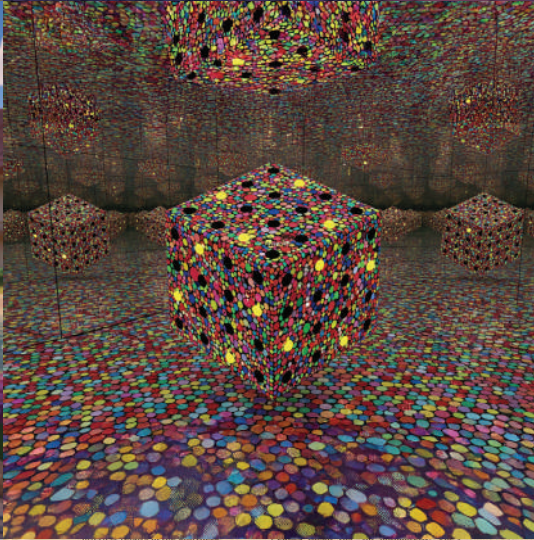
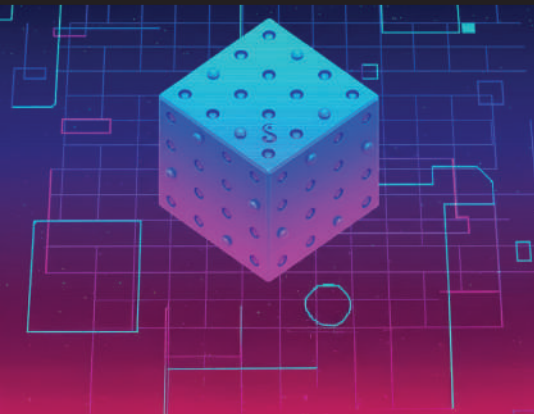


#16

Digital Cubism



Smartek



| | | | |
|-----------------------------|--------------------------|------------------------------|-----------------------------|
| 62 Sm Samarium | 18 Ar Argon | 52 Te Tellurium | 19 K Potassium |
|-----------------------------|--------------------------|------------------------------|-----------------------------|

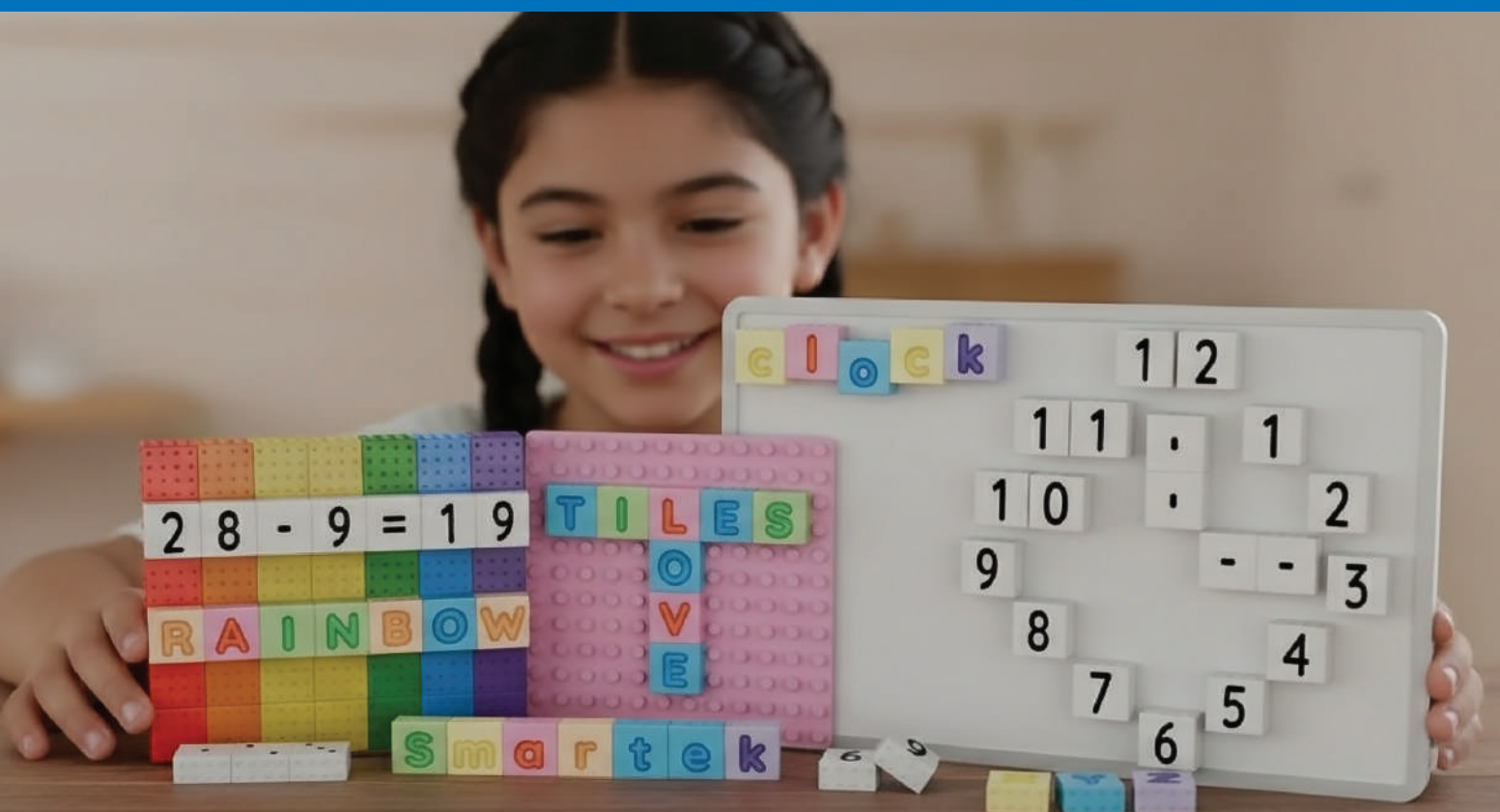
Education



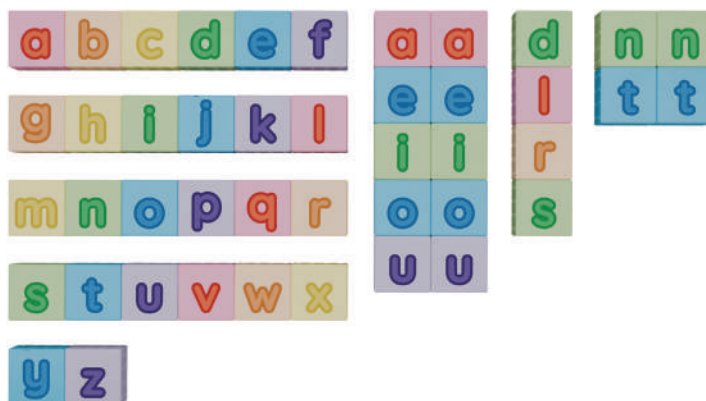
#17 - #19

Play is the foundation of learning. When children build, connect and explore with Smartek blocks, they naturally engage with key concepts in science, technology, engineering, art and mathematics: the five pillars of STEAM education. Learning becomes hands-on discovery: children experiment, solve problems and refine ideas through joyful exploration and creative play.

Smartek is designed to nurture curiosity and build real skills. Every magnetic connection clicks with Infinite Attraction, allowing young minds to focus on thinking and exploration rather than frustration.



#17



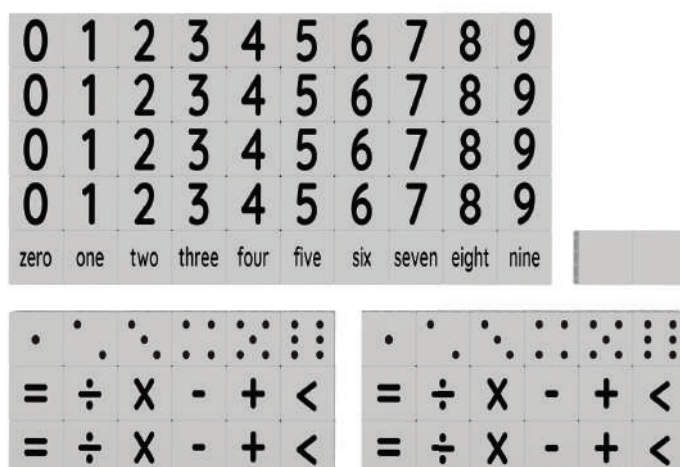
A complete lower case alphabet in six soft pastel colours. This set includes 44 Butterfly tiles, all letters plus extra high-frequency consonants and vowels, perfect for early literacy activities, spelling games and magnetic word walls on whiteboards or fridges.

#18



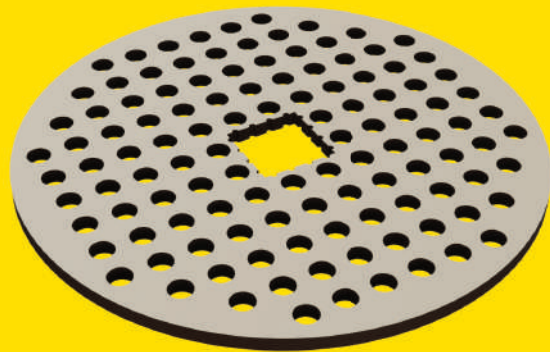
The companion to the lower case set, this upper case version also includes 44 pastel Butterfly tiles. With extra commonly used letters, it supports richer spelling, sentence building and classroom activities that make reading and language playfully intuitive.

#19



An all-in-one number and math set with 88 white Butterfly tiles. It includes digits 0–9, basic math symbols (\times \div $+$ $-$ $=$ $>$ $<$), dice patterns and number words from zero to nine. Ideal for early numeracy, counting games, pattern recognition and problem solving.

Round Build Plate



#20

The round build plate creates a stable foundation for circular Smartek builds. By placing MEGO B blocks upside down into the plate, a secure 12×12 round building grid is formed. On top of these MEGO B blocks, the Smartek system connects as usual, allowing builders to continue freely in all directions.

The plate can be used **standalone** on the floor or table, but it also fits perfectly inside **Stapelstein®** elements. Combined with Stapelstein®, it becomes a raised building platform that adds an extra physical dimension to play. Builders can create while standing, sitting or balancing, combining construction with movement and body awareness.

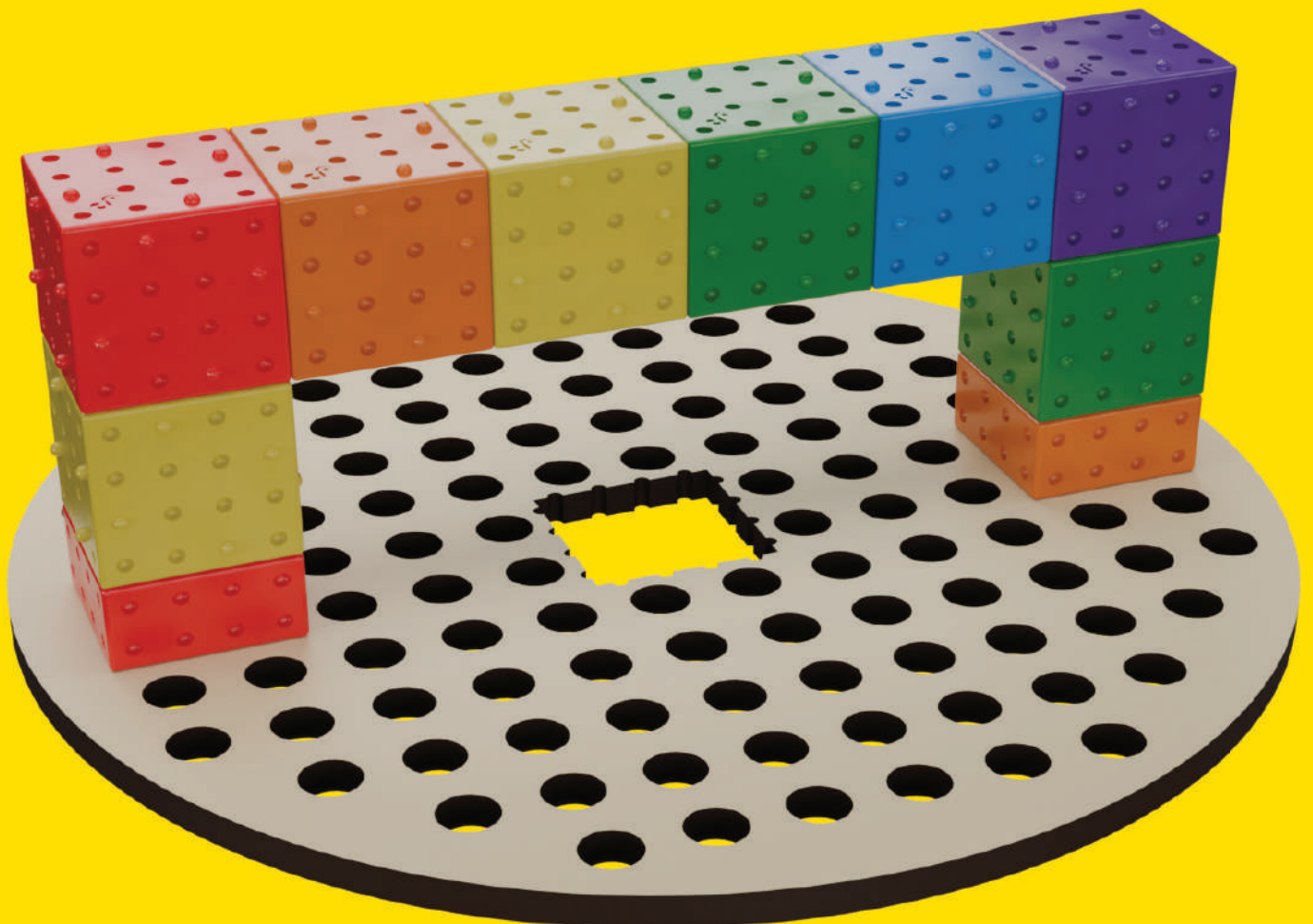
This makes the round build plate ideal for creative play, education and active learning. Builds remain firmly connected, making them easy to transport, present and display without falling apart.

Made from natural laser cut plywood, the build plate offers a warm, tactile contrast to the colorful plastic blocks. The material is lightweight, durable and safe for children, blending functionality, aesthetics and movement into one versatile building platform.

Stapelstein® Insert



Standalone play



Smartek Toys

Established in 2018 by Bartek Gedrojc. Obtained our first patent and experimented with small magnetic cubes. Discontinued the small cubes in 2024 to focus on the certified Smartek toy blocks. Everything is developed and designed in-house in The Netherlands, while production is currently outsourced to our Asian partners. Working from our office in Delftgauw, we dream of scaling our business globally in order to let as many children in the world experience the magic of Smartek magnetic building blocks.



Join the Smartek network

Smartek is made to be experienced. A tactile building system that sparks curiosity, creativity and connection across all ages. We partner with retailers and distributors who believe in open-ended play, thoughtful design and products that invite people to stop, touch and explore. By joining the Smartek network, you become part of a growing community bringing meaningful play, learning and creative expression to stores, schools and homes worldwide. Let's build something inspiring together.



Delft Blue

Smartek is based in Delftgauw, the Netherlands. Located next to the historical city of Delft. Situated near the Technical University of Delft where we harvest on the technical and academic skills that surround us. Delft is famous for its relationship with the Dutch royal family and the Delftware Delft Blue originated around 1600. Being established in Delftgauw, next to Delft, is inspirational for Smartek.

Delft

The Netherlands



Certification

The blocks have been tested by Bureau Veritas, under The Toy Safety Directive 2009/48/EC under categories EN71-1, EN71-2 and EN71-3, allowing us to import and carry the CE Mark for the EU and UK. For the US market all blocks have been certified under ASTM F963-17 and we carry the Children's Product Certificate (CPC). The Korean Test Center (KTC) has also independently tested all blocks and certified for the Korean market, bearing the KC Mark.



Safety

Smartek Toys are safe for children of 18 months | 1.5 years and up. All blocks are made out of hard ABS plastic, ensuring decades of play. The Neodymium magnets are confined inside the blocks and the plastic parts are ultra-sonic welded together, to ensure the magnets cannot come out.



A young child with curly hair is smiling and playing with colorful building blocks. The child is wearing a pink long-sleeved shirt. The background is a blurred indoor setting with wooden furniture and a plant.

1½+

Ages

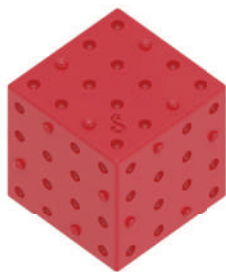
Toddlers aged 1.5 to 3 enjoy the Smartek CUBES. They connect, align, click and disconnect effortlessly, requiring only minimal strength.

From ages 3 to 5, children explore more complex builds by combining CUBES with MEGO A and B blocks, together with third-party building bricks.

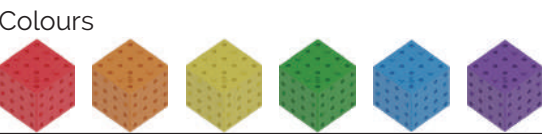
From age 5 and up, Butterfly tiles open a new dimension. Designed for education and art, they invite older children, teenagers and adults to explore patterns, movement and creative expression.

Blocks and Tiles Specifications

CUBE



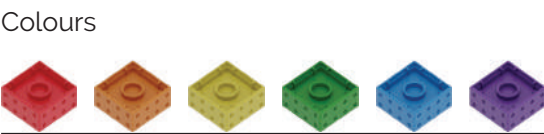
| | |
|--------------------|-----------------------|
| Magnets | 6 |
| System | Smartek |
| Size (incl. bumps) | 34.3 x 34.3 x 34.3 mm |
| Size (excl. bumps) | 31.8 x 31.8 x 31.8 mm |
| Weight | 25 grams |
| Age | +18 months |
| Released | 2024 |



MEGO A



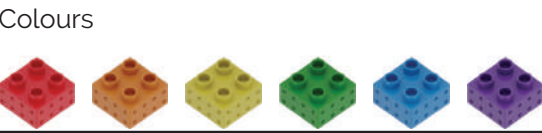
| | |
|--------------------|---------------------------------|
| Magnets | 1 |
| System | Smartek DUPLO® LEGO® bricks |
| Size (incl. bumps) | 34.8 x 34.8 x 17.15 mm |
| Size (excl. bumps) | 31.8 x 31.8 x 15.9 mm |
| Weight | 9 grams |
| Age | +18 months |
| Released | 2024 |



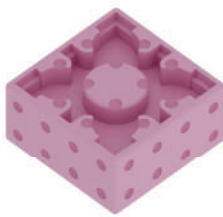
MEGO B



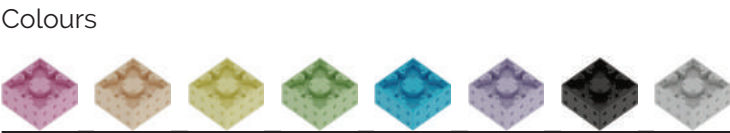
| | |
|--------------------|---------------------------------|
| Magnets | 1 |
| System | Smartek DUPLO® LEGO® bricks |
| Size (incl. bumps) | 31.8 x 31.8 x 21.75 mm |
| Size (excl. bumps) | 31.8 x 31.8 x 20.5 mm |
| Weight | 11 grams |
| Age | +18 months |
| Released | 2024 |



BUTTERFLY

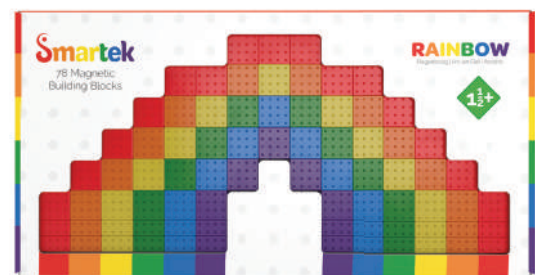


| | |
|--------------------|---|
| Magnets | 1 |
| System | Smartek DUPLO® bricks Metal Surface |
| Size (incl. bumps) | 31.8 x 31.8 x 15.9 mm |
| Size (excl. bumps) | 31.8 x 31.8 x 15.9 mm |
| Weight | 10.5 grams |
| Age | +18 months |
| Released | 2026 |

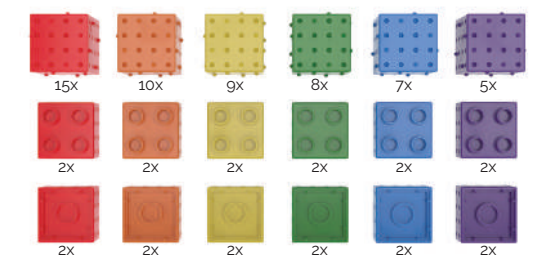


Rainbow Sets

Rainbow



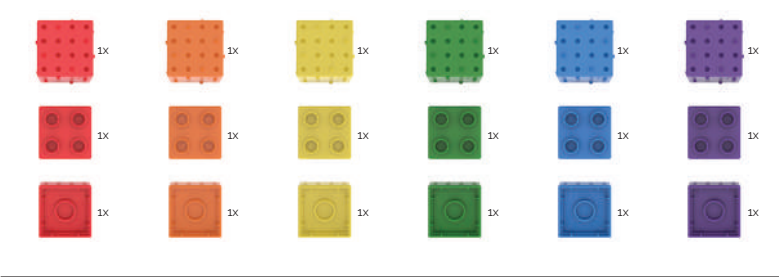
| | |
|----------------|----------------------------|
| Barcode/EAN | 8720618243010 |
| Package Size | 27 x 53 x 4 cm |
| Package Weight | 1935 gram |
| Product Number | #1 |
| Released | 2024 |
| #Parts | 78 blocks + manual + inlay |



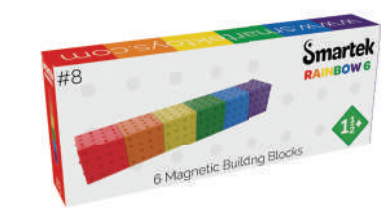
Starter



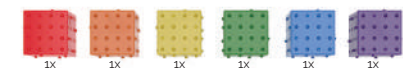
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|----------------------------|---------------|---------------|---------------|---------------|---------------|
| 8720618243027 | 8720618243034 | 8720618243041 | 8720618243058 | 8720618243065 | 8720618243072 |
| 18 x 10 x 4 cm | | | | | |
| 85 gram | | | | | |
| #2 | #3 | #4 | #5 | #6 | #7 |
| 2024 | | | | | |
| 3 blocks + cardboard inlay | | | | | |



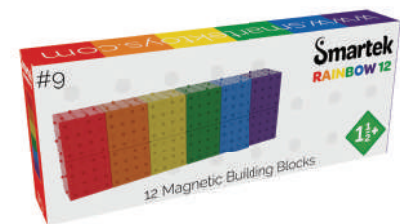
Rainbow 6



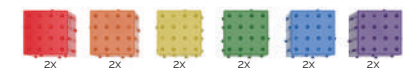
| | |
|----------------|--------------------|
| Barcode/EAN | 8720618243089 |
| Package Size | 26.5 x 4 x 10.5 cm |
| Package Weight | 250 gram |
| Product Number | #8 |
| Released | 2024 |
| #Parts | 6 blocks |



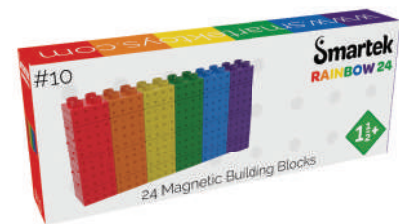
Rainbow 12



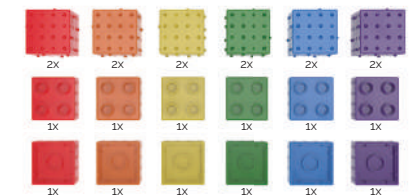
| | |
|----------------|--------------------|
| Barcode/EAN | 8720618243096 |
| Package Size | 26.5 x 4 x 10.5 cm |
| Package Weight | 250 gram |
| Product Number | #9 |
| Released | 2024 |
| #Parts | 12 blocks |



Rainbow 24



| | |
|----------------|--------------------|
| Barcode/EAN | 8720618243102 |
| Package Size | 26.5 x 4 x 10.5 cm |
| Package Weight | 250 gram |
| Product Number | #10 |
| Released | 2024 |
| #Parts | 24 blocks |

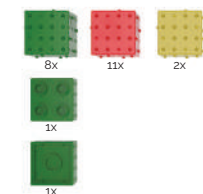


Animal Sets

Dino



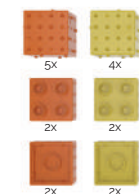
| | |
|----------------|--------------------|
| Barcode/EAN | 8720618243119 |
| Package Size | 26.5 x 4 x 10.5 cm |
| Package Weight | 645 gram |
| Product Number | #11 |
| Released | 2024 |
| #Parts | 23 blocks |



Giraffe



| | |
|----------------|--------------------|
| Barcode/EAN | 8720618243126 |
| Package Size | 26.5 x 4 x 10.5 cm |
| Package Weight | 405 gram |
| Product Number | #12 |
| Released | 2024 |
| #Parts | 17 blocks |



Art Sets



Vermeer - Pearl



| | |
|----------------|--------------------|
| Barcode/EAN | 8720618243133 |
| Package Size | 13.5 x 2 x 10.3 cm |
| Package Weight | 150 gram |
| Product Number | #13 |
| Released | 2026 |
| #Parts | 12 tiles |



12x

Gogh - Sunflowers



| | |
|----------------|--------------------|
| Barcode/EAN | 8720618243140 |
| Package Size | 13.5 x 2 x 10.3 cm |
| Package Weight | 150 gram |
| Product Number | #14 |
| Released | 2026 |
| #Parts | 12 tiles |

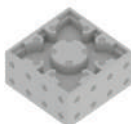


12x

Mondrian



| | |
|----------------|--------------------|
| Barcode/EAN | 8720618243157 |
| Package Size | 13.5 x 2 x 10.3 cm |
| Package Weight | 126 gram |
| Product Number | #15 |
| Released | 2026 |
| #Parts | 9 tiles |



9x

Vermeer - Milkmaid



| | |
|----------------|--------------------|
| Barcode/EAN | 8720618243164 |
| Package Size | 13.5 x 2 x 10.3 cm |
| Package Weight | 126 gram |
| Product Number | #16 |
| Released | 2026 |
| #Parts | 9 tiles |



9x

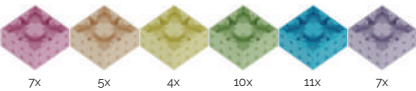
Education Sets

| | | | |
|----------|-------|-----------|-----------|
| 62 | 18 | 52 | 19 |
| Sm | Ar | Te | K |
| Samarium | Argon | Tellurium | Potassium |

44 Letters - Lower Case



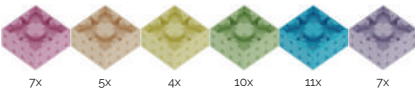
| | |
|----------------|------------------|
| Barcode/EAN | 8720618243171 |
| Package Size | 15 x 15 x 7.5 cm |
| Package Weight | 570 gram |
| Product Number | #17 |
| Released | 2026 |
| #Parts | 44 tiles |



44 Letters - Upper Case



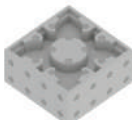
| | |
|----------------|------------------|
| Barcode/EAN | 8720618243188 |
| Package Size | 15 x 15 x 7.5 cm |
| Package Weight | 570 gram |
| Product Number | #18 |
| Released | 2026 |
| #Parts | 44 tiles |



88 Numbers



| | |
|----------------|-----------------|
| Barcode/EAN | 8720618243195 |
| Package Size | 15 x 15 x 15 cm |
| Package Weight | 1120 gram |
| Product Number | #19 |
| Released | 2026 |
| #Parts | 88 tiles |



88x

Build Plate

Round build plate



| | |
|----------------|----------------------|
| Barcode/EAN | 8720618243201 |
| Package Size | 21.5 x 21.5 x 0.6 cm |
| Package Weight | 100 gram |
| Product Number | #20 |
| Released | 2026 |
| #Parts | 1 plate |

Smartek Labs



Inspired by history

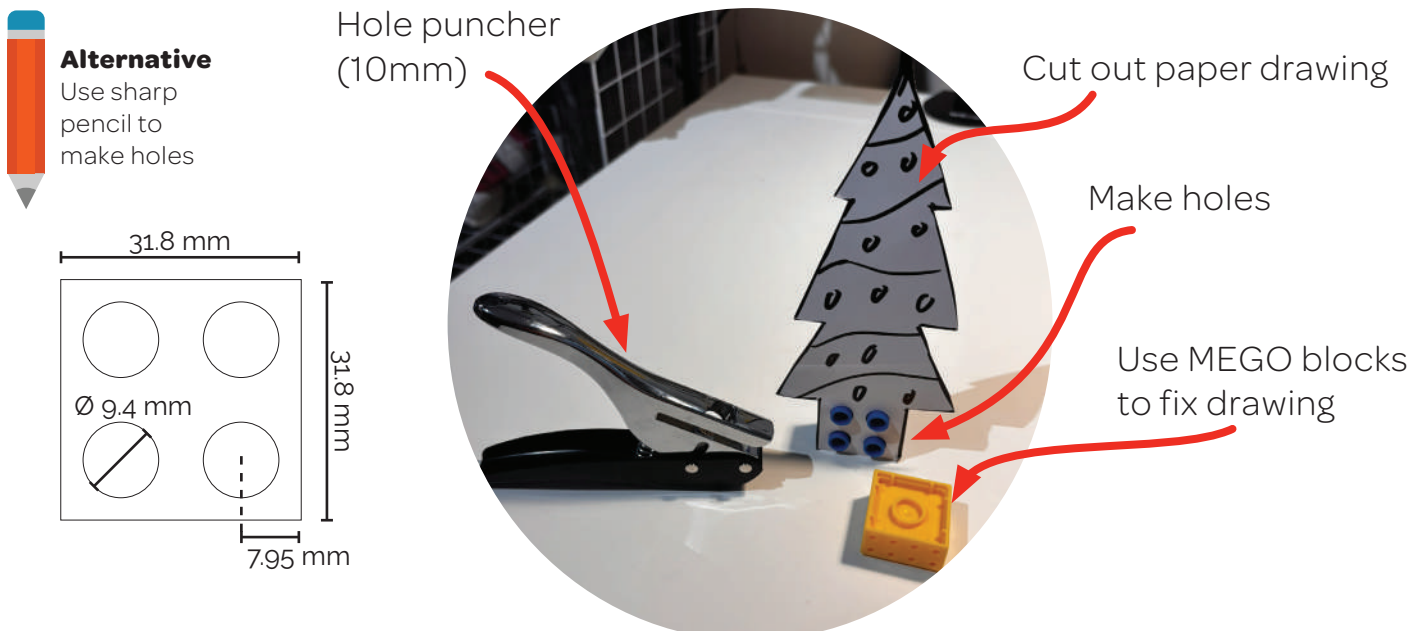
In 2009, both LEGO® and MUJI® explored the idea of extending building systems beyond plastic blocks. In Japan, simple sheets of paper with punched holes were introduced, allowing builders to connect everyday materials to a familiar construction system. These experiments were short lived and eventually discontinued, but the idea behind them remains powerful.

Smartek revisits the concept with a new perspective. Not as a finished product, but as an open invitation to experiment.

The process is simple and accessible. Start by drawing freely on thick paper or cardboard. Use the round build plate to trace circular shapes or repeating patterns, for example a 2x2 DUPLO® studs layout that aligns naturally with the Smartek MEGO blocks. Cut out the shapes you create. Then punch holes where connections should be made. A hole punch works well, but even a sharp pencil can be enough.

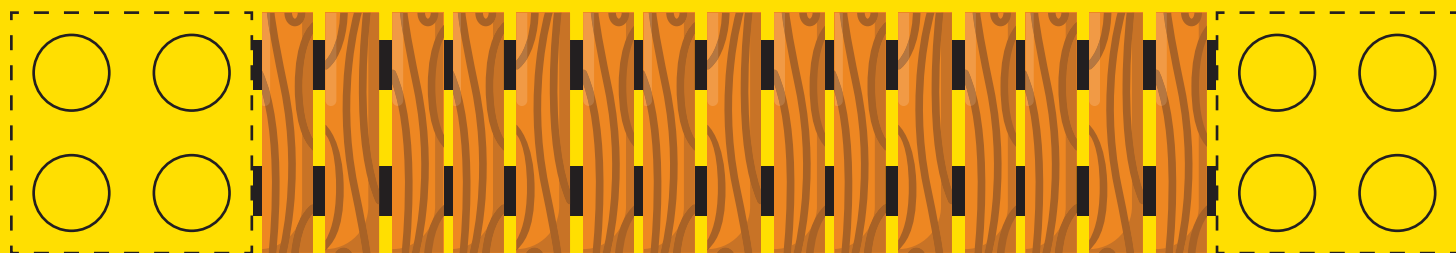
Once prepared, the paper connects to Smartek using MEGO A and MEGO B blocks. Flat surfaces turn into structural elements. Paper becomes walls, bridges, rainbows, figures or entire rooms. Builds can grow lighter, more abstract and more personal.

This approach shows what Smartek is really about. A system not limited to predefined blocks, materials or outcomes. A platform where simple tools and imagination are enough to create something new.



Cutout examples

Bridge



Rainbow



Smartektoys.com

Butterfly



Smartek Logo





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