



**THE PARTWORK PARTNER**



# COMPANY PROFILE

LEONI started in 1989 as a company specialized in design and production of promotional items.

Over the years LEONI has increased its competence and versatility through the use of highly skilled internal and external cooperators, becoming a leading company for 3D figurines and scale model kits area.

LEONI quality policy has been developed to reach and fulfill the following objectives:

- To study and analyze its customer business area on the global market in order to propose strategically winning ideas
- To always provide the best items possible, both in terms of quality and appeal. This through use of selected reliable suppliers with whom LEONI has already developed years-length relationships.
- To provide utmost attention to customers' needs during each project definition and development, in order to help and indicate the most appropriate solution for any possible question or problem
- To pursue total transparency with its customers through clear and complete definition of all supply's details
- To ensure, in case of toys, absolute compliance to safety standards and regulations
- To fulfill customer demands without mistakes
- To guarantee agreed delivery time
- To solve any possible customer complaint fastly and efficiently



## OUR JOB

To ensure the highest quality of its products, LEONI (ISO 9001 certified), relies mainly on foreign companies with same standards and principles. Moreover, all our products are manufactured in full compliance of REACH regulations

In order to verify its products quality, all items produced by LEONI are tested and approved either by the Toy Safety Italian Institute or by TUV, ensuring that shape, functions and raw materials used are conform to limits imposed by european or foreign regulations.

Guaranteed quality on products made by LEONI is implemented through strict controls of its suppliers productive process. This through local checkings carried out by delegated members during production process (DU-PRO) and with final inspections that verify status of goods at the end of the production and before shipment (Final Inspection).

Shipping department is able, if requested by customer, to follow in real time transportation of goods and the transition from Chinese factories, up to customs clearance and delivery to the designated warehouses.





# LEONI ASIA Ltd.

In order to further strengthen its service and to have direct support in China, LEONI has a side office in Hong Kong: LEONI ASIA Ltd.

This company has been established to coordinate internal inspections and enhance sourcing of new products and suppliers as well as to serve as sidekick office to better follow development of all the various projects.

## PICK & PACK

Pick & Pack is a LEONI partner company specialized in packaging of different types of goods. Its goal is to finalize in Italy gadgets produced in China along with publishing material and final packing.

Pick & Pack is fully capable to process goods under foodgrade requirements, as well as to handle packaging and reconditioning of products returned from kiosks and planned to be sold again. It has flow pack machines that can handle formats even larger than A4.

Its specialized workers are able to handle many types of machining operations, even unusual kinds of packagings.



# ORGANIZATION

LEONI operative staff is organized into different thematic sections, handling all productions in the full respect of the applicable material quality/safety requirements:

- **General Partwork**

Handling different kind of long-term kiosk Partworks – ranging from plastic 3D figurines, polyresin characters to metal figurines – and one shot / mini Partwork for weekly magazines. Given the large scale of possible requests in terms of subjects and materials, the office is organized into a *die cast section* (scale reproductions of cars, airplanes etc. in metal alloy), *figurines* (plastic materials, metal alloys and polyresin) and *generic partwork section* that combines with periodicals.

- **Food Section**

Specialized in everything that involves the creation of gadgets for the food industry. The use of adequate materials and packaging that respect the principle of non-contamination of the combined products (odor barrier) are the key principles on which this section is based.

- **Flowpack and Loyalty Section**

It deals with all newsstand campaigns, unrelated to a dossier or magazine and instead sold in a bag and display-box, and large Loyalty and Special and Short campaigns. The constant research of new objects or materials and the immediate responsiveness to requests are the real strengths of this section.

- **MADE IN ITALY section**

It is a structure that operates completely in Italy and takes care, internally, from the design to the production and packaging of large promotional and loyalty campaigns. Having a very short supply chain and a complete automatism, it is able to produce huge quantities with short notice. It's great for special and short promotions where the promptness of reaction is fundamental.

In addition LEONI Quality and Logistics Department is supporting the operative staff to complete the production cycle taking care of the safety/inspections/logistic matters.



**LEONI** S.p.A.

**OUR PROJECTS**

# MEDIEVAL FIGURINES COLLECTION

## Lead alloy figurines

Hand-painted lead soldiers figurines diorama, themed after the middle ages.



# **CAPTAIN COOK CREW**

Lead alloy figurines

Hand painted 3,5 cm figurines set for a galleon ship crew





# MARINE KNOT

## Rope and plastic

Reproduction of different marine knots and sealing accessories, mounted on a  
MDF base. Different small scenes to be collected  
mounted into a larger frame



# ITALIAN «CAROSELLO»

Polyresin figurines with sound

Figurines reproducing the most famous Italian commercial characters of the 60/70's. Complete with music on the base.



# ROGUE RIVER BATTLE

Polyresin building and lead figurines

Reproduction of the Rogue River Battle between US Army soldiers and Indian Apache.



# WW1 AIRPLANES

Die-cast 1:72 airplanes collection

Collection of airplanes replicas from WW1 in 1:72 scale.



# WAR GUNS

1:6 scale die cast gun models

A collection of all the most important guns from WWII to nowadays.



# CARS DIORAMA

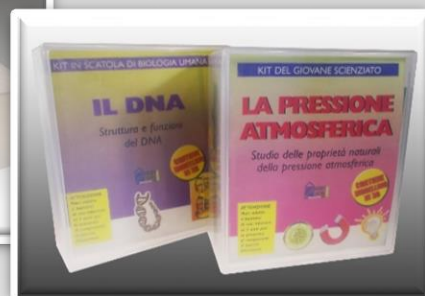
## Die-cast and plastic 1:72 cars diorama collection

Collection of cars models in 1:72 scale. Each set is completed by a polyresin setting for a full diorama scenery.



# SCIENCE KIT

Different experimental kits to let kids learning the most important scientific laws by having fun.



# POLICE CARS

1:43 die-cast car models

A collection of all the most important cars from various police forces around the world. Models developed in 1:43 scale, all provided on a dedicated platform with name and year.





# SISSI PRINCESS PORCELAINS

## Porcelains wares

Collection of small porcelain kitchenware for kids customized with Sissi Princess characters.



# PININFARINA COLLECTION

1:43 die-cast car models

A collection of some of the most important cars drawn by Italian designer Pininfarina. Models developed in 1:43 scale, all provided on dedicated platform with name and year.



# F1 HELMET

1:6 scale metal and plastic models

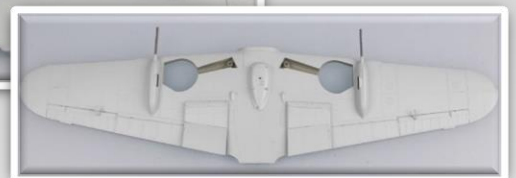
Replica of the most famous F1 pilots helmets.



# WW2 AIRPLANES

## Plastic kit airplanes model set

Collection of 4 different WW2 airplanes in pre-painted model kits.  
1:24 scale.



# FAIRY TALES MUSIC BOX

Polyresin music box

40 issues part work reproducing the world most famous story tales. Complete with music and rotating feature.



# ITALIAN POLICE DIVISION

Lead figurines representing the Italian police different corps.



# ALFA ROMEO SPORT COLLECTION

## 1:43 die-cast car models

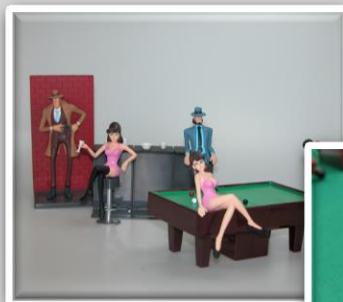
A collection of all the most famous Alfa Romeo cars that race or won the most.  
 More than 50 models developed in 1:43 scale, all provided on dedicated platform with name, year, pilot and race indications



# LUPIN THE 3<sup>RD</sup>

## PVC figurines

Collection of the most famous characters of Lupin the 3<sup>rd</sup> Anime.





# ITALIAN CARICATURIST FORATTINI

## Polyresin characters

Reproduction of the most famous Italian politicians designed by caricaturist Forattini.



# PENDULUM CLOCK

Wooden pendulum clock build up collection

Build up model of a real wooden pendulum clock.



# ITALIAN ARMY SOLDIER

## Lead alloy figurines

Hand-painted 6 cm figurines themed after Italian army soldiers from the WWI to the modern age.



# SAINTS

Polyresin figurines

12cm figurines representing the most famous saints. 130 issues collection.



# FOREVERFRIEND

Polyresin figurines

Lovely bears figurines reproducing famous Forever Friends.



# ABARTH COLLECTION

1:43 die-cast car models

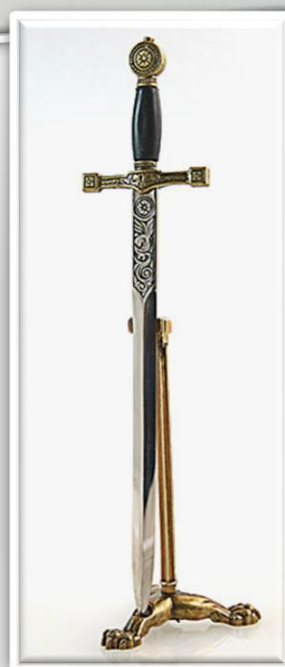
A collection of all the most famous cars from the “scorpion” brand. More than 60 models developed in 1:43 scale, all provided on dedicated platform with name, year and special decals on body for racing versions.



## **BLADED WEAPON COLLECTION**

### 10 cm metal scale replica

Collection of metal alloy scale model of different kinds of bladed weapons, selected from different ages and geographic locations. Each weapon completed with stand and accessories.



# EXPLORER KIT

Assorted materials

Compass, flashlight: useful gears to explore the nature.





# NATIVITY

## Polyresin nativity scene

Short collection for magazine in 10 issues, with figurines and accessories representing Jesus nativity scene.



# QUATTORRUOTE COLLECTION

1:24 die-cast car models

A collection of some of the most important cars “tested” over the years by the famous Italian car magazine. 50 models developed in 1:24 scale, all provided on dedicated platform with name and year.



# MILLE MIGLIA COLLECTION

## 1:43 die-cast car models

A collection of all the most important cars that raced the Mille Miglia. 16 models developed in 1:43 scale, all provided on a dedicated platform with name, year and racing decals on body.



# MOTO GUZZI COLLECTION

## 1:24 die-cast motorbike models

A collection of all the most important Moto Guzzi bikes of the last 100 years. 30 models in die-cast and plastic in 1:24 scale, all provided with dedicated platform with name and year.



# FIAT STORY

## 1:43 die-cast car models

A collection of some of the most important cars from FIAT brand. 4 models developed in 1:43 scale, all provided on dedicated platform with name and year.



# PUCCA COLLECTION

## Assorted materials

Different daily use gadgets with Pucca character design.



# FERRARI F1 PIT STOP

Plastic and lead figurines

1:43 scale diorama of the Ferrari F1 pit stop scene: F1 car with staff and accessories.



# ALFA ROMEO CENTENARY COLLECTION

## 1:24 die-cast and plastic car models

A collection of 24 cars from Alfa Romeo brand. Made in die-cast and plastic in 1:24 scale all models are provided on a dedicated platform with name and year.





# SUBBUTEO

## Tabletop game collection

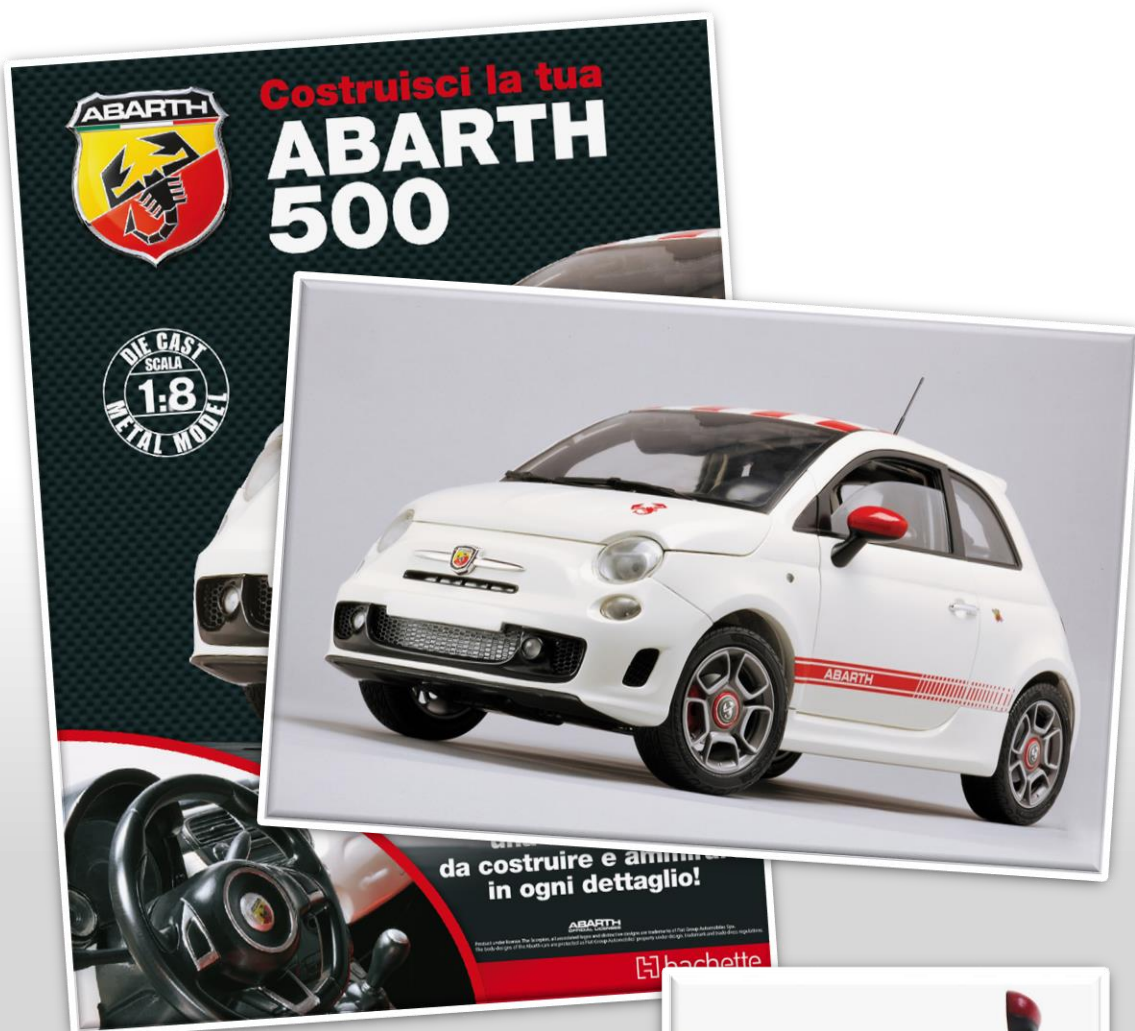
The classic tabletop game of finger soccer. Complete with field, goal posts, balls, accessories and 150 different teams sets.



# NEW FIAT 500 ABARTH

1:8 scale die-cast and plastic model kit

Replica of the NEW 500 ABARTH, a great restyle of the classic model car. 100 issues model kit with highly detailed engine and full inside decoration. With lights and sound functions just like the real car.



# ITALIAN MILITARY AIRCRAFTS

1:72, 1:100, 1:200 die-cast and plastic model collection

60 issues collection of the most famous Italian military airplanes and helicopters.  
From WWI and WWI to nowadays.



# VALENTINO ROSSI MOTORBIKE COLLECTION

1:18 die-cast and plastic motorbike collection

42 issues collection of all bikes driven by the Italian worldwide champion.  
Perfect replicas with faithful decorations and details.



# GNOMES

Polyresin figurines

Polyresin figurines reproducing gnomes taken for the famous books.



# SOPHIE DOLL «HELLO KITTY»

## Assorted materials

Rotation vinyl, injection plastic, fabric and others. A kids collection including a rotation molding doll with different clothes outfit/accessories, branded Hello Kitty, per each issue.



# ITALIAN ARMY HISTORY

## Lead alloy figurines

Hand-painted 6 cm figurines themed after Italian army soldiers from the Ancient Rome to the modern age.



2011

ED  
EditorialeDomus

## PLATE COLLECTION

Plate reprint of vintage iconic sign.  
Made for RUOTE CLASSICHE magazine.



LEONI S.p.A.  
SALES PROMOTION



# DOGS COLLECTION

Polyresin dogs figurines

Reproduction of different dog breeds.



# GERMAN DORA CANNON

1:35 model kit

Replica of WWII German Cannon Train.





PLANETA®  
DEAGOSTINI

2012

# VALENTINO ROSSI MOTORBIKE COLLECTION

1:18 die-cast and plastic motorbike collection

42 issues collection of all bikes driven by the Italian worldwide champion.  
Perfect replicas with faithful decorations and details.



**LEONI** Sp.A.  
SALES PROMOTION

# SMURFS COLLECTION

## Plastic 3D figurines with accessories

Smurfs designed 3D plastic figurines with accessories to display more than 45 different jobs. Some of the issues were also composed by plastic half houses and vehicles.



# AUTO VINTAGE DELUXE COLLECTION

1:24 die-cast car models

A collection of all the vintage European cars of the last 60 years. Made in die-cast and plastic in 1:24 scale all models are provided on a dedicated platform with name and year.



# NOAH'S ARK ANIMALS COLLECTION

## Rotation Molding plastic figurines

A collection of Noah's Ark animal couples made of rotation molding PVC designed for children for the kiosk market.



# ALFA ROMEO DUETTO

1:8 scale die-cast and plastic model kit

Replica of the famous Duetto, just like in the movie "The Graduate" 100 issues model kit with highly detailed engine and full inside decoration. With lights and sound functions just like the real car.



# NEW HOLLAND E215-C

1:18 scale die-cast and plastic model kit

Scale model of the famous Italian excavator. 100 issues model kit with highly detailed engine and full inside decoration. With lights and sound functions just like the real vehicle.





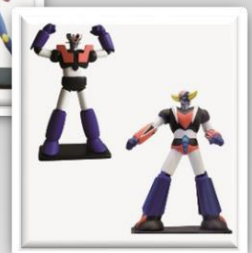


2013

# GO NAGAI ROBOT COLLECTION

Hand-painted polyresin and plastic figurines collection

85 different models themed after Mazinger Z, Great Mazinger, Jeeq and Grendizer anime series. Subjects range from humanoids to monsters, vehicles and robots. 7,5 to 12,5 cm height.



**LEONI** S.p.A.  
SALES PROMOTION

# CAKE DESIGN

## Cake design tools in different materials

Comes with cake recipes by Benedetta Parodi.



# BATTLE TANK T-72

Die-cast and plastic RC model kit in 1:16 scale

Metal tracks and aluminum turret for improved mobility and speed. Complete with RC control and wifi smartphone app. 65 issues plus extra kits for target buildings and and wifi camera unit.





2014

# JEEP WILLYS

1:8 scale die-cast and plastic build up model

The legendary Jeep Willys in a 1:8 scale model kit. Model concept is the buildable kit divided into different issues for the kiosk market.



**LEONI** S.p.A.  
SALES PROMOTION

# MASERATI 100 YEARS COLLECTION

1:43 die-cast car models

A collection of all the most important Maserati cars of the last 100 years. Made in die-cast and plastic in 1:43 scale all models are provided on a dedicated platform with name, year and race for special versions.





2014

# LAMBORGHINI COLLECTION

## 1:43 die-cast car models

A collection of all the most important Lamborghini cars. Made in die-cast and plastic in 1:43 scale all models are provided on a dedicated platform with name, year and race for special versions.



**LEONI** S.p.A.  
SALES PROMOTION

# ANGEL FRIENDS

MDF figurines of cute angels

Hand-painted 8 cm height models, each themed after a concept or feeling.



# FIAT 500 F

## 1:7 scale die-cast and plastic model kit

Replica of the famous 500F, first model of the most famous brand. 100 issues model kit with highly detailed engine and full inside decoration. With lights and sound functions just like the real car.





# ALFA ROMEO GIULIA SUPER CARABINIERI

1:8 scale die-cast and plastic model kit

Carabinieri (Italian police division) version of the AR Giulia Super 1600. 100 issues model kit with highly detailed engine and full inside decoration. With lights and sound functions just like the real car.



# BLACK PEARL COLLECTION

Lead alloy figurines

Hand-painted 3,5 cm figurines themed after Disney's movie series



# PLAY AND COOK WITH PEPPA PIG

## Kitchen wares in different materials

Different kitchen wares for kids customized with Peppa Pig design to make kids “cooking” with fun.



2014



# SMURF COLLECTION

## Plastic figurines with accessories

Plastic 3D figurines with accessories Smurfs designed 3D plastic figurines with accessories to display more than 45 different jobs. Some of the issues were also composed by plastic half houses and vehicles.



**LEONI** S.p.A.  
SALES PROMOTION



# MICKEY MOUSE VEHICLES

Build up plastic models

Reproduction of all the Mickey Mouse series vehicles in a build up collection that went out together with the famous Italian TOPOLINO magazine.



**LEONI** S.p.A.  
SALES PROMOTION

# IVECO STRALIS

1:12 scale die-cast and plastic model kit

Scale kit replica of Iveco Stralis truck. 100 issues model kit with highly detailed engine and full inside decoration. With lights and sound functions just like the real one.



# EASY RIDER CAPTAIN AMERICA

1:4 scale die-cast and plastic model kit

Scale kit replica of the Harley Davidson from the movie Easy Rider. 100 issues model kit with highly detailed engine, working light and sound functions.



# VESPA 150 GS

1:3 scale die-cast and plastic model kit

Scale kit replica of 1956's Vespa 150 GS. 100 issues model kit with highly detailed engine, working clutch and brakes. With lights and sound functions just like the real one.





# MICKEY MOUSE VEHICLES

Build up plastic models

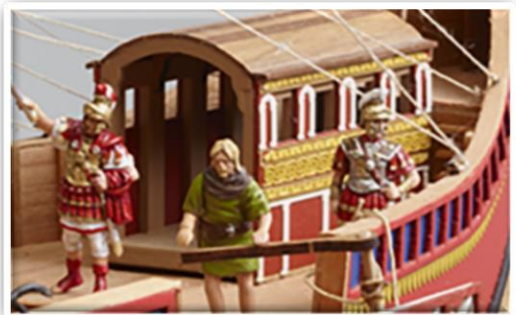
Reproduction of all the Mickey Mouse series vehicles in a build up collection that went out together with the famous Italian TOPOLINO magazine



# ROMAN SHIP FIGURINES

Lead alloy figurines

Hand-painted 3,5 cm tall figurines portraying the crew of a Roman galley.



# VOLKSWAGEN GOLF II GTI

1:8 scale die-cast and plastic model kit

Scale kit replica of Golf GTI mark II. 100 issues model kit with highly detailed engine and full inside decoration. With lights and sound functions just like the real one.





CENTAURIA

2016

# MY LITTLE TOWN

## Bricks and figurines

A city to be built step by step. Every week a new stage to set new adventures.



**LEONI** S.p.A.  
SALES PROMOTION



CENTAURIA

La Gazzetta dello Sport

Tutto il rosa della vita

2016

# ANIME ROBOT

Personaggi in PVC dipinti a mano

A collection of the robot from the most important Japanese anime series.



**ANIMEROBOT** 01  
*Daltanious*  
Il robot del futuro



**LEONI** S.p.A.  
SALES PROMOTION



**PLANETA®  
DEAGOSTINI**

**2016**

# MY CITY

Rotomolded plastic figurines

Various characters, to form a city to set every day new adventures.



**LEONI** S.p.A.  
SALES PROMOTION



**PLANETA®  
D'AGOSTINI**

**2016**

# EGYPTS

Plastic figures

A charming collection of hand-painted ancient Egyptians characters.



**LEONI** Sp.A.  
SALES PROMOTION

# AH-64 APACHE LONGBOW

1:24 scale die-cast and plastic model kit

Scale kit replica of AH-64 Apache Longbow. 100 issues model kit with highly detailed engine, working rotor and lights. Highly detailed cockpit and sound functions just like the real one.







CENTAURIA

2017

# SUPERCARS

## THE EXCLUSIVE GTs IN THE WORLD

DIE-CAST AND PLASTIC –1:43 scale

Perfect reproductions in 1:43 scale of the most famous and desired supercars in the world



**LEONI** S.p.A.  
SALES PROMOTION



CENTAURIA

2017

# MOTORBIKES PASSION

1:18 scale die-cast and plastic 50cc motorbikes

Collection of most iconic 50cc motorbikes  
Perfect replicas with faithful decorations and details



**LEONI** Sp.A.  
SALES PROMOTION

# MAZDA COSMO SPORT

1:8 scale die-cast and plastic model kit

Scale kit replica of Mazda Cosmo Sport with 1:2 scale engine.  
100 issues model kit with lights and sound functions just like the real one.



**LEONI** S.p.A.  
SALES PROMOTION

# **MERCEDES-BENZ 770 GROSSER MERCEDES**

Die-cast and plastic model – 1:10 scale

Scale kit replica of MERCEDES-BENZ 770.  
highly detailed model kit with sound and lights functions just like the  
real one.



# PIAGGIO APE 500D

Die-cast and plastic model- 1:5 scale

Scale kit replica of PIAGGIO APE 500D.  
highly detailed model kit with sound and lights functions just like the  
real one.



# TANK LEOPARD 2 A6

Die-cast and plastic model – 1:16 scale

RC model with sound, infra-red lights and smoke generator.  
APP included.



# MITSUBISHI ZERO-SEN

Die-cast and plastic model– 1:18 scale

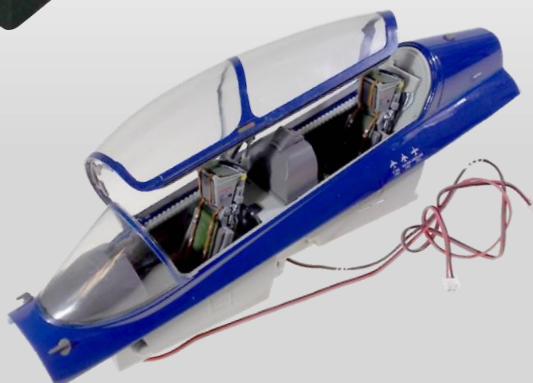
Scale kit replica of ZERO-SEN  
highly detailed model kit with sound and lights and flight movement  
simulator.



# AERMACCHI MB339

Die-cast and plastic model – 1:20 scale

highly detailed model kit with sound and lights and flight movement simulator.







CENTAURIA

2018

# MY LITTLE GALAXY

## Bricks and figurines

A galaxy to be built step by step.  
Every week a new stage to set new adventures.



**LEONI** S.p.A.  
SALES PROMOTION



CENTAURIA

2018

# TEX COLLECTION

## Pvc Figurines

50 issues of the most wanted Western collection.  
Each figurine represents the characters of the famous Bonelli Comics



**LEONI** S.p.A.  
SALES PROMOTION



CENTAURIA

**2018**

# **SUBBUTEO - LA LEGGENDA**

## **Platinum Edition**

The coming back of the famous table soccer game with Heavy Weight miniatures, declined on the favourite teams



**LEONI** S.p.A.  
SALES PROMOTION

# TOYOTA CELICA LB 2000 GT

Die-cast and plastic – scale 1:8

With sound and light features.

High detailed engine bay and interior.



# FSO POLONEZ 1500

Die-cast and plastic – scale 1:8  
With sound and light features.  
High detailed engine bay and interior.





CENTAURIA

2019

# SAINTS

A collection of art and religion dedicated to the most beloved heroes of the Faith, made up of sculptures, the result of an accurate iconographic reconstruction.



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SALES PROMOTION



CENTAURIA

2020

# THE UNFORGETTABLE ITALIAN PIAGGIO MOTORBIKE

## ciao

Die-cast and plastic – scale 1:3

Realistic details with sound and light effects



**LEONI** S.p.A.  
SALES PROMOTION



CENTAURIA

2020

# CURIOUS GEORGE'S SPACE ROCKET

Themed toys combined with the official magazine



and

# SPIRIT'S SECRET DIARY



**LEONI** Sp.A.  
SALES PROMOTION

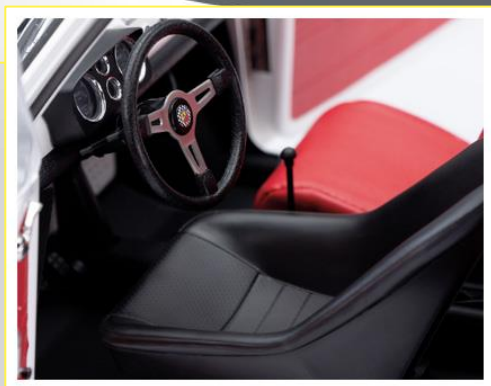


# ABARTH

**695** *esse-esse*  
del 1968

**Assembled kit in die-cast and plastic – scale 1:7**

Mechanics, livery and interior sports equipment played like the original  
Complete with lights and sounds that can be activated  
with remote control



# **SIAI MARCHETTI S.79 SPARVIERO**

Die-cast and plastic – scale 1:24

The most famous Italian aircraft of World War II  
complete with all its construction, mechanical and aesthetic details





CENTAURIA

2021

# APOTHECARY VASES

Hand-finished ceramic masterpieces, with rich ornamental motifs inspired by the most significant examples made by famous Italian manufacturers from the Renaissance to the early 20th century



Bianco e Blu



Flo reale



Geometrico



Araldico



Vegetale



**LEONI** Sp.A.  
SALES PROMOTION

# TOYOTA 2000GT

**Die-cast and plastic – scale 1:8**

With sound and light features.

High detailed engine bay and interior.



# LEOPARD 2A6

**Die-cast and plastic – scale 1:16**

Radio controlled with sound and light features.

High detailed outer shell



# STAR 266

**Die-cast and ABS – scale 1:12**

Radio controlled with sound and light features.

High detailed outer shell





CENTAURIA

2022

# AERONAUTICA MILITARE

Die-cast models  
Italian military aircrafts collections



**LEONI** Sp.A.  
SALES PROMOTION

# ALFA ROMEO GIULIA SUPER 1.6



**Assembled kit in die-cast– scale 1:8**

Model with lights and sound effect

full openings, detailed engine and realistic interior with soft touch material





# THE SUMMER FANS

Made of wood and fabric



# OPTIMUS PRIME

Die-Cast and ABS model

the flagship character of the Transformers saga  
60 cm tall and complete with joints and light effects





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