

## OUR 2025 NEW PRODUCT LINEUP

March 25th



LOO-136

### Word Fluxx

The alphabet is now in Fluxx! In this word-building version of the ever-changing card game, the Keepers each feature a letter, and the Goals involve making words of various types. Word Fluxx spells F-U-N!

May 6th



LOO-137

### Mystery Fluxx

It's a spoof of all your favorite detective stories! The Keepers include clues to the murder, scenes of the crime, weapons, suspects, and a host of classic detectives. Includes 9 different card types - including Secrets!

Aug/Sept ?



LOO-138

### Star Trek Lower Decks Fluxx

Space: The funniest frontier! These are the voyages of the starship Cerritos, it's five season mission: to inspire the 5th Star Trek themed version of Fluxx! Is your helmet big enough to win you the game?

## FLUXX IS A TRUE EVERGREEN

- Over 4 Million Fluxx games sold
- 29 years in continuous print
- Sales continue to grow every year

### How many games can make this claim?

Two versions of the base game for two kinds of gamers... stores should stock both!

For casual and new gamers -->



<-- For more seasoned gamers

Includes Surprises and some Extra Chaos

## OUR MAP POLICY

Full Policy: [LooneyLabs.com/MAPP](https://looneylabs.com/MAPP)

In order to protect the value of our brand for ourselves and all of our stores it is our policy not to sell our games to any company who lists them for sale **anywhere online** for more than 5 cents less than our MSRP.

We are happy to take returns! You can contact us regarding this policy at: [mapp@looneylabs.com](mailto:mapp@looneylabs.com)

## JOIN OUR RETAILER EMAIL LIST

Sign up for our occasional (1-2 per quarter) mailings here:

[looneylabs.com/retailer-news](https://looneylabs.com/retailer-news)

## EASY TO BUY

Order directly from us, from FAIRE, or from any of our wonderful Distributors:

If you order direct, you will get:



- Show Special
- Full Returnability
- MOQ of 1 game
- Free Shipping at \$200

Show Special: 10% off cost through 3/15

[retailers@looneylabs.com](mailto:retailers@looneylabs.com)

# FAIRE

[faire.com/direct/looneylabs](http://faire.com/direct/looneylabs)

ACDdistribution  
*delivering fun*



Esdevium  
Games



ALLIANCE  
GAME DISTRIBUTORS



UNIVERSALDISTRIBUTION



## ROTATE THE GAMES

Six inches of shelf space can generate \$100+ per year from each customer, but only if you rotate titles!



- Keep the base Fluxx games stocked.
- Change out the other versions of Fluxx every few weeks to keep them coming back for more.
- Rotate in the slower sellers from time to time for the collectors who NEED everything.
- Be sure to include non-Fluxx games!



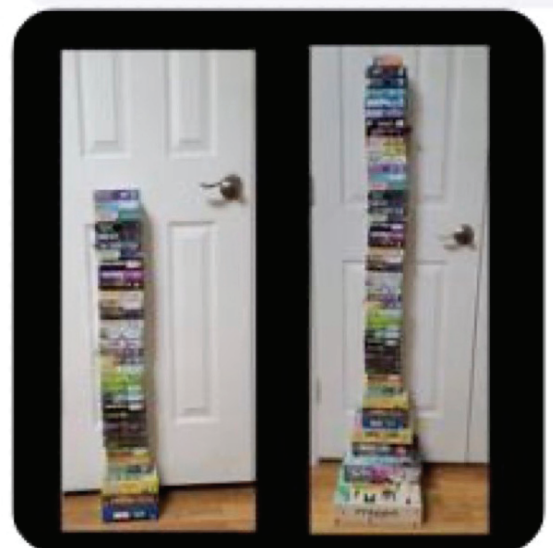
## EASY TO SELL

## DEMO THE GAMES

Fantastic Games (Kissimmee, FL) sold 214 copies of Mad Libs in the last 7 months and when we asked them how they said:

*"We have it setup on our demo table. Everyone loves it and it's one of the games that our team members love to pitch."*

Demoing Looney Labs games makes customers for life! Sell one now, and here's what will happen!



**THANK YOU for selling Looney Labs Games in your store!**