CO/PLAY

WHOLESALE CATALOG

ART KITS · NEW ARRIVALS

Everyone Can Be an Artist



Toys Designed Without Waste

See back cover for credentials & contact.

COIPLAY.COM

CO/PLAY · INSIDE EVERY KIT

Made With Care

Materials & pigments chosen with the same care as the children who play with them.

MATERIALS

Bamboo



Tinplate



Raw Wood



Acrylic Sheet



Watercolor Paper



Leather



Natural Threads

(Cotton / Silk / Hemp / Linen)



Natural Rubber



Canvas Cotton



Recycled Polyester



WATERCOLOR PAINT INGREDIENTS

PEACH GUM

(1500 Years of History)



A natural plant gum with a long history. Provides excellent binding and a smooth flow.

MINERAL PIGMENTS



Finely ground mineral pigments for rich, long-lasting color and excellent lightfastness.

EARTH MINERALS



Natural earth pigments from stone and clay. Bring depth, tone and organic character.

KAOLIN CLAY



Pure natural clay that improves opacity, smoothness and adhesion of the paint.

CALCIUM CARBONATE



A natural mineral filler that adds body, improves opacity and enhances color stability.

TITANIUM DIOXIDE



A natural mineral pigment that provides opacity, brightness and excellent covering power.

TALC



A natural mineral that improves smoothness, texture and paint performance.

MICA



Natural mineral flakes that bring subtle sheen, luminosity and depth to the colors.

STRONTIUM ALUMINATE



A natural mineral that enhances brightness and creates beautiful luminous effects in the paint.

WATER



Pure water ensures clean dissolution and the perfect consistency.

CO/PLAY

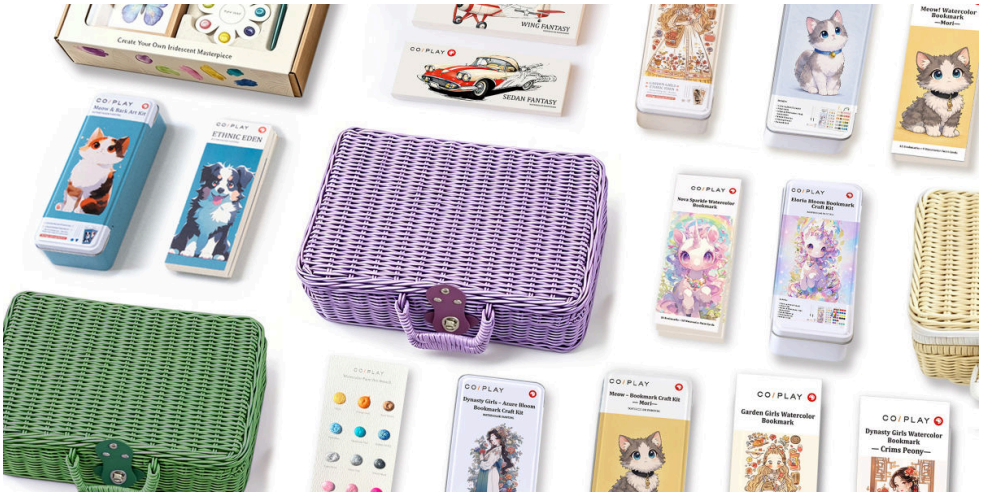
BRAND STORY

COI Play is an original brand from California, created to inspire focus and creativity in children.

The name "COI" stands for Creative, Original, and Intentional.We believe every child is born with creative potential and ourgoal is to provide them with the right tools to help them express it freely.

Founded by California-based product designer Bennie Mo,COI Play brings together a global team to create fun, functional,and artistic products for children.

We also care about giving back. A portion of every sale goes to support environmental and animal causes. As an ASPCA@ Business Ambassador, we proudly support animal welfare.



U.S. Small Business Administration

WOMEN OWNED

ASPCA BUSINESS AMBASSADOR 2025

WINNER 2025 SMALL BUSINESS SB100

CO/PLAY

New Arrivals

Meow - Bookmark Craft Kit







Luna
Age: 6+
SKU: COI0022
MSRP: USD $ 19.99
Wholesale: USD $ 10

MARKETTIME

DETAILS

Lumi
Age: 6+
SKU: COI0021
MSRP: USD $ 19.99
Wholesale: USD $ 10

MARKETTIME

DETAILS

Mori
Age: 6+
SKU: COI0020
MSRP: USD $ 19.99
Wholesale: USD $ 10

MARKETTIME

DETAILS

Contents:

- 1 coloring bookmark book
- **12 bookmark pages**
- 9 paint cards
- 1 foldable water cup
- 2 paintbrushes
- 12 suede cords
- 18-Color Bloom Dot Palette

FSC
www.fsc.org
MIX
Paper | Supporting responsible forestry
FSC™ C157025

CO/PLAY

New Arrivals

Opalune Dragons - Bookmark Craft Kit



Age: 6+

SKU: COI0028

MSRP: USD $ 19.99

Wholesale: USD $ 10

DETAILS

6 975522 409409

MARKETTIME



Contents:

- 1 coloring bookmark book
- 12 bookmark pages
- 9 paint cards
- 1 foldable water cup
- 2 paintbrushes
- 12 suede cords
- 18-Color Bloom Dot Palette

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CO/PLAY

New Arrivals

Sandwich & Buddy
Bookmark Craft Kits





Sandwich
Age: 6+
SKU: COI0019
MSRP: USD $ 19.99
Wholesale: USD $ 10

6 975522 409034

MARKETTIME

DETAILS





Buddy
Age: 6+
SKU: COI0018
MSRP: USD $ 19.99
Wholesale: USD $ 10

6 975522 409041

MARKETTIME

DETAILS

Contents:

- 1 coloring bookmark book
- 12 bookmark pages
- 9 paint cards
- 1 foldable water cup
- 2 paintbrushes
- 12 suede cords
- 18-Color Bloom Dot Palette

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CO/PLAY

New Arrivals

Garden Girls & Ethnic Eden
Bookmark Craft Kits





Garden Girls
Age: 6+
SKU: COI0016
MSRP: USD $ 19.99
Wholesale: USD $ 10

MARKETTIME

DETAILS





Ethnic Eden
Age: 6+
SKU: COI0017
MSRP: USD $ 19.99
Wholesale: USD $ 10

MARKETTIME

DETAILS

Contents:

- 1 coloring bookmark book
- **12 bookmark pages**
- 9 paint cards
- 1 foldable water cup
- 2 paintbrushes
- 12 bookmark tassels
- 18-Color Bloom Dot Palette

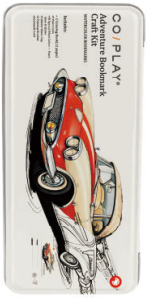
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CO/PLAY

New Arrivals

Travel & Adventure
Bookmark Craft Kits





Adventure
Age: 6+
SKU: COI0013
MSRP: USD $ 19.99
Wholesale: USD $ 10

6 975522 409089

MARKETTIME

DETAILS





Travel
Age: 6+
SKU: COI0015
MSRP: USD $ 19.99
Wholesale: USD $ 10

6 975522 409072

MARKETTIME

DETAILS

Contents:

- 1 coloring bookmark book
- 12 bookmark pages
- 9 paint cards
- 1 foldable water cup
- 2 paintbrushes
- 12 suede cords
- 18-Color Bloom Dot Palette

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CO/PLAY

New Arrivals

Dynasty Girls Bookmark Craft Kit





Azure Bloom
Age: 6+
SKU: COI0012
MSRP: USD $ 19.99
Wholesale: USD $ 10

6 9 7 5 5 2 2 4 0 9 0 9 6

MARKETTIME

DETAILS





Crimson Peony
Age: 6+
SKU: COI0011
MSRP: USD $ 19.99
Wholesale: USD $ 10

6 9 7 5 5 2 2 4 0 9 1 5 7

MARKETTIME

DETAILS

Contents:

- 1 coloring bookmark book
- **12 bookmark pages**
- 9 paint cards
- 1 foldable water cup
- 2 paintbrushes
- 12 bookmark tassels
- 18-Color Bloom Dot Palette

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New Arrivals

Eloria Bloom & Nova Sparkle
Bookmark Craft Kits





Eloria Bloom
Age: 6+
SKU: COI0010
MSRP: USD $ 19.99
Wholesale: USD $ 10

6 975522 409102
MARKETTIME

DETAILS





Nova Sparkle
Age: 6+
SKU: COI0009
MSRP: USD $ 19.99
Wholesale: USD $ 10

6 975522 409942
MARKETTIME

DETAILS

Contents:

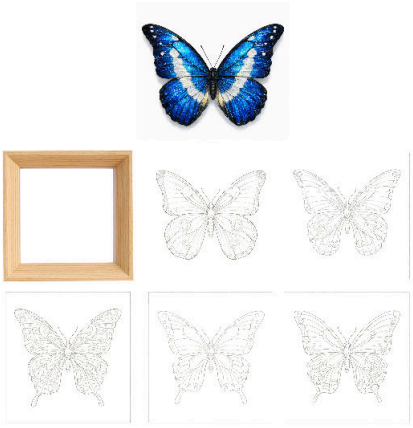
- 1 coloring bookmark book
- **12 bookmark pages**
- 9 paint cards
- 1 foldable water cup
- 2 paintbrushes
- 12 bookmark tassels
- 18-Color Bloom Dot Palette

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CO/PLAY

New Arrivals

Frame & Create
- Butterfly -



Age: 6+
SKU: COI0030
MSRP: USD $ 19.99
Wholesale: USD $ 10

6 975522 409294

MARKETTIME

DETAILS



Contents:

· 1 wooden frame
· 5 butterfly painting cards
· 1 foldable water cup
· 1 paintbrush
· 1 × 7-Color Bloom Dot Palette – Pearl Edition

CO/
PLAY

New Arrivals

Deluxe Painting Sets
Creative Fun for Up to 8 Artists





Unicorns' Dream
Deluxe Painting Set

SKU: COI0055 Age: 6+

MSRP: USD $ 49.99

Wholesale: USD $ 25

MARKETTIME

DETAILS





Fairytale Princess
Deluxe Painting Set

SKU: COI0051 Age: 6+

MSRP: USD $ 49.99

Wholesale: USD $ 25

MARKETTIME

DETAILS

Contents:

- 2 coloring bookmark books (26 pages each,
- **52 bookmarks total)**
- 36 paint cards
- 18-Color Bloom Dot Palette
- 2 foldable water cups
- 8 paintbrushes
- 8 colored pencils
- 1 bamboo pencil sharpener
- 1 handwoven basket
- 1 tote bag
- 52 bookmark tassels

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New Arrivals

Deluxe Painting Sets
Creative Fun for Up to 8 Artists





Meow & Bark
Deluxe Painting Set

SKU: COI0052 Age: 6+

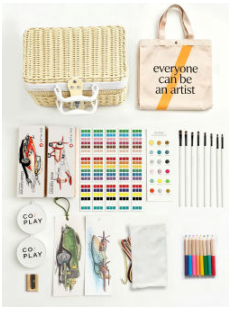
MSRP: USD $ 49.99

Wholesale: USD $ 25

6 975522 409300

MARKETTIME

DETAILS





Travel & Adventure Combo
Deluxe Painting Set

SKU: COI0053 Age: 6+

MSRP: USD $ 49.99

Wholesale: USD $ 25

6 975522 409317

MARKETTIME

DETAILS

Contents:

- 2 coloring bookmark books (26 pages each,
- **52 bookmarks total)**
- 36 paint cards
- 18-Color Bloom Dot Palette
- 2 foldable water cups
- 8 paintbrushes
- 8 colored pencils
- 1 bamboo pencil sharpener
- 1 handwoven basket
- 1 tote bag
- 52 suede cords

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CO/PLAY

New Arrivals

Dynasty Girls Deluxe Painting Set
Creative Fun for Up to 8 Artists



Age: 6+
SKU: COI0054
MSRP: USD $ 49.99
Wholesale: USD $ 25

6 975522 409119

MARKETTIME

DETAILS



Contents:

- 2 coloring bookmark books (26 pages each, **52 bookmarks total)**
- 36 paint cards
- 18-Color Bloom Dot Palette
- 2 foldable water cups · 8 paintbrushes
- 8 colored pencils
- 1 bamboo pencil sharpener
- 1 handwoven basket
- 1 tote bag
- 52 bookmark tassels

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CO/PLAY

New Arrivals

Unicorns' Dream Deluxe Painting Set
Creative Fun for 12 Artists



Age: 6+
SKU: COI0056
MSRP: USD $ 59.99
Wholesale: USD $ 30

6 975522 409324
MARKETTIME

DETAILS



Contents:

- **4 coloring bookmark books (26 pages each)**
- 72 paint cards
- 18-Color Bloom Dot Palette
- 4 foldable water cups
- 12 paintbrushes
- 12 colored pencils
- 1 bamboo pencil sharpener
- 1 handwoven basket · 1 tote bag
- 50 bookmark tassels + 2 beaded bookmark tassels

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CO/PLAY

New Arrivals

Meow! Watercolor Bookmark Coloring Book



Mori
Age: 6+
SKU: COI0034
MSRP: USD $ 5.99
Wholesale: USD $ 3

MARKETTIME

DETAILS



Luna
Age: 6+
SKU: COI0032
MSRP: USD $ 5.99
Wholesale: USD $ 3

MARKETTIME

DETAILS



Lumi
Age: 6+
SKU: COI0033
MSRP: USD $ 5.99
Wholesale: USD $ 3

MARKETTIME

DETAILS

Contents:

- **Includes 12 Bookmarks**
- 9 Coloring Pages

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New Arrivals

Opalune Dragons Bookmark Coloring Book



Age: 6+

SKU: COI0031

MSRP: USD $ 5.99

Wholesale: USD $ 3

6 9 7 5 5 2 2 4 0 9 4 1 6

MARKETTIME

DETAILS

Contents:

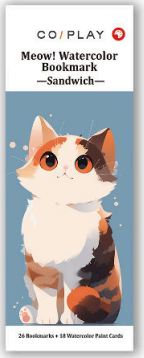
- **Includes 12 Bookmarks**
- 9 Coloring Pages

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New Arrivals

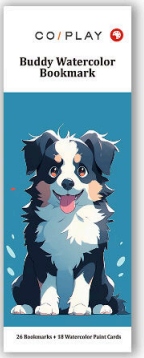
Sandwich & Buddy
Watercolor Bookmark Coloring Books



Sandwich
Age: 6+
SKU: COI0035
MSRP: USD $ 7.99
Wholesale: USD $ 4

6 975522 409164
MARKETTIME

DETAILS



Buddy
Age: 6+
SKU: COI0036
MSRP: USD $ 7.99
Wholesale: USD $ 4

6 975522 409171
MARKETTIME

DETAILS

Contents:

- **Includes 26 Bookmarks**
- 18 Coloring Pages

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CO/PLAY

New Arrivals

Eloria Bloom & Nova Sparkle
Watercolor Bookmark Coloring Books



Eloria Bloom
Age: 6+
SKU: COI0043
MSRP: USD $ 7.99
Wholesale: USD $ 4

6 975522 409249

MARKETTIME

DETAILS



Nova Sparkle
Age: 6+
SKU: COI0045
MSRP: USD $ 7.99
Wholesale: USD $ 4

6 975522 409256

MARKETTIME

DETAILS

Contents:

- **Includes 26 Bookmarks**
- 18 Coloring Pages

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CO/PLAY

New Arrivals

Dynasty Girls Watercolor Bookmark Coloring Book



Azure Bloom
Age: 6+
SKU: COI0042
MSRP: USD $ 7.99
Wholesale: USD $ 4

6 975522 409232

MARKETTIME

DETAILS



Crimson Peony
Age: 6+
SKU: COI0041
MSRP: USD $ 7.99
Wholesale: USD $ 4

6 975522 409225

MARKETTIME

DETAILS

Contents:

- **Includes 26 Bookmarks**
- 18 Coloring Pages

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CO/PLAY

New Arrivals

Garden Girls & Ethnic Eden
Watercolor Bookmark Coloring Books



Garden Girls
Age: 6+
SKU: COI0038
MSRP: USD $ 7.99
Wholesale: USD $ 4

6 975522 409195

MARKETTIME

DETAILS



Ethnic Eden
Age: 6+
SKU: COI0037
MSRP: USD $ 7.99
Wholesale: USD $ 4

6 975522 409188

MARKETTIME

DETAILS

Contents:

- **Includes 26 Bookmarks**
- 18 Coloring Pages

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CO/
PLAY

New Arrivals

Sedan Fantasy & Wing Fantasy
Watercolor Bookmark Coloring Books



Sedan Fantasy
Age: 6+
SKU: COI0040
MSRP: USD $ 7.99
Wholesale: USD $ 4

6 9 7 5 5 2 2 4 0 9 2 1 8

MARKETTIME

DETAILS



Wing Fantasy
Age: 6+
SKU: COI0039
MSRP: USD $ 7.99
Wholesale: USD $ 4

6 9 7 5 5 2 2 4 0 9 2 0 1

MARKETTIME

DETAILS

Contents:

- **Includes 26 Bookmarks**
- 18 Coloring Pages

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CO/PLAY

Best Sellers





Meow & Bark Bookmark Craft Kit

Age: 6+
SKU: COI0023
MSRP: USD $ 29.99
Wholesale: USD $ 15

6 975522 409935

MARKETTIME

DETAILS





Unicorns' Dream Bookmark Craft Kit

Age: 6+
SKU: COI0029
MSRP: USD $ 29.99
Wholesale: USD $ 15

6 975522 409959

MARKETTIME

DETAILS

Contents:

- 2 coloring bookmark books (26 pages each, **52 bookmarks total)**
- 36 paint cards
- 1 foldable water cup
- 3 paintbrushes

CO/PLAY

Best Sellers





Fairytale Princess Twin Bookmark Craft Kit

Age: 6+
SKU: COI0025
MSRP: USD $ 29.99
Wholesale: USD $ 15

6 975522 409911

MARKETTIME

DETAILS





Travel & Adventure Combo Bookmark Craft Kit

Age: 6+
SKU: COI0024
MSRP: USD $ 29.99
Wholesale: USD $ 15

6 975522 409928

MARKETTIME

DETAILS

Contents:

- 2 coloring bookmark books (26 pages each, **52 bookmarks total)**
- 36 paint cards
- 1 foldable water cup
- 3 paintbrushes

CO/PLAY

Best Sellers

Dynasty Girls Bookmark Craft Kit



Age: 6+

SKU: COI0026

MSRP: USD $ 29.99

Wholesale: USD $ 15

6 975522 409898

MARKETTIME

DETAILS



Contents:

- 2 coloring bookmark books (26 pages each, **52 bookmarks total)**
- 36 paint cards
- 1 foldable water cup
- 3 paintbrushes

CO/
PLAY

New Arrivals

Dot Palette Collection: Vibrant Hues & Special Effects



Pearl Finish (7-Color)
SKU: COI0007
MSRP: USD $ 4.00
Wholesale: USD $ 2

MARKETTIME

DETAILS

Contents:
- 7-Color Bloom Dot Palette-Pearl Edition



Glow-in-the-Dark (7-Color)
SKU: COI0006
MSRP: USD $ 5.50
Wholesale: USD $ 2.75

MARKETTIME

DETAILS

Contents:
- 7-Color Bloom Dot Palette-Glow-in-the-Dark Edition



Watercolor Dot Palette - 18 Colors
SKU: COI0008
MSRP: USD $ 5.50
Wholesale: USD $ 2.75

MARKETTIME

DETAILS

Contents:
- 18-Color Watercolor Dot Palette
- 18 Colors: classic, pearlescent, glow-in-the-dark, laser gold & laser silver

CO/PLAY

New Arrivals

Watercolor Art Supplies



8-Piece Wooden Handle Watercolor Brush Set - Cream

SKU: COI0001
MSRP: USD $ 6.99
Wholesale:
USD $ 3.50

6 975522 409393

MARKETTIME

DETAILS



3-Piece Acrylic Handle Watercolor Brush Set - Blue

SKU: COI0003
MSRP: USD $ 5.99
Wholesale:
USD $ 3

6 975522 409331

MARKETTIME

DETAILS



3-Piece Acrylic Handle Watercolor Brush Set - Pink

SKU: COI0004
MSRP: USD $ 5.99
Wholesale:
USD $ 3

6 975522 409379

MARKETTIME

DETAILS



3-Piece Acrylic Handle Watercolor Brush Set - Frosted White

SKU: COI0002
MSRP: USD $ 5.99
Wholesale:
USD $ 3

6 975522 409386

MARKETTIME

DETAILS



Collapsible Silicone Paint Water Cup

SKU: COI0005
MSRP: USD $ 5.99
Wholesale:
USD $ 3

6 975522 409362

MARKETTIME

DETAILS

CO/PLAY

CREATIVE · ORIGINAL · INTENTIONAL

Hand-designed in California.

Made with FSC-certified paper, peach-tree resin watercolors, and materials chosen with the same care as the children who play with them.

4.7★	4.8★	<1%
AMAZON	ETSY	RETURN RATE

WBENC · ASPCA AMBASSADOR · 2025 SB100 · FSC · LHAMA · 12 STANDARDS TESTED

coiplay.com

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A CALIFORNIA BRAND · DESIGNED IN USA