

# BLOKEES

## COMPANY INTRODUCTION

2024



**BLOKEES  
FIGURES**

Collectible assembly model kits  
Popular characters in various sizes

# BLOKEES



*Galaxy Version 01*

*Classic Class 01 - 07*



Galaxy Version approx. 10cm tall, blind box purchase in CDU, and Classic Class approx. 13cm tall, highly detailed with lights

Easy-to-build model kits that offer endless fun!

All kits are pre-painted and have a base supplied to pose your character

20+ movable joints creating fully articulated characters

No tools needed and no glue required with "snap fix" pcs

Amazing detail found in every model and on the packaging

Perfect for kids & collectors with regular newness and wave refreshes

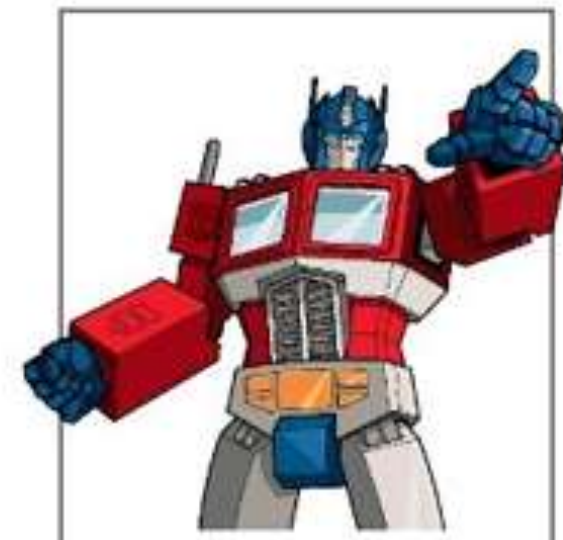
Transformers One characters in Q4 along with 18cm tall Action Edition Optimus Prime

Very attractive SRPs

# BLOKEES

Driving the collector craze with endless waves of Transformers.

Collect them all!



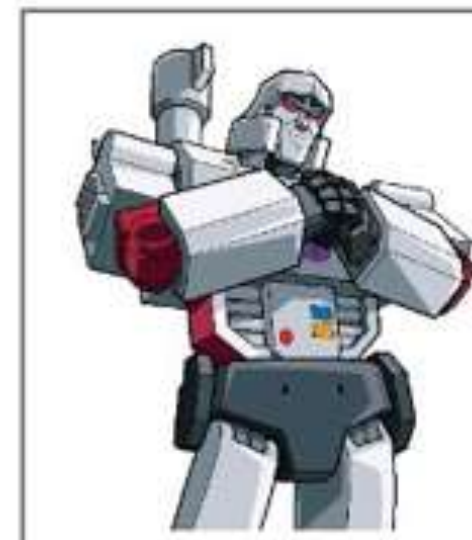
**OPTIMUS PRIME**



**RATCHET**



**IRONHIDE**



**MEGATRON**



**OPTIMUS PRIME  
(SECRET FIGURE)**



**JAZZ**



**PROWL**



**BLUESTREAK**



**THUNDERCRACKER**



**SKYWARP**



# BLOKEES

## TRANSFORMERS - GALAXY VERSION

- 10 cm tall
- SRP: TBD
- 10 characters in each wave
  - 9 standard + 1 "rare" character
- Mystery box retail-ready CDU



# Transformers GV Series Selling Point Introduction



**01** Genuine License



**03** Classic Image Reinvention



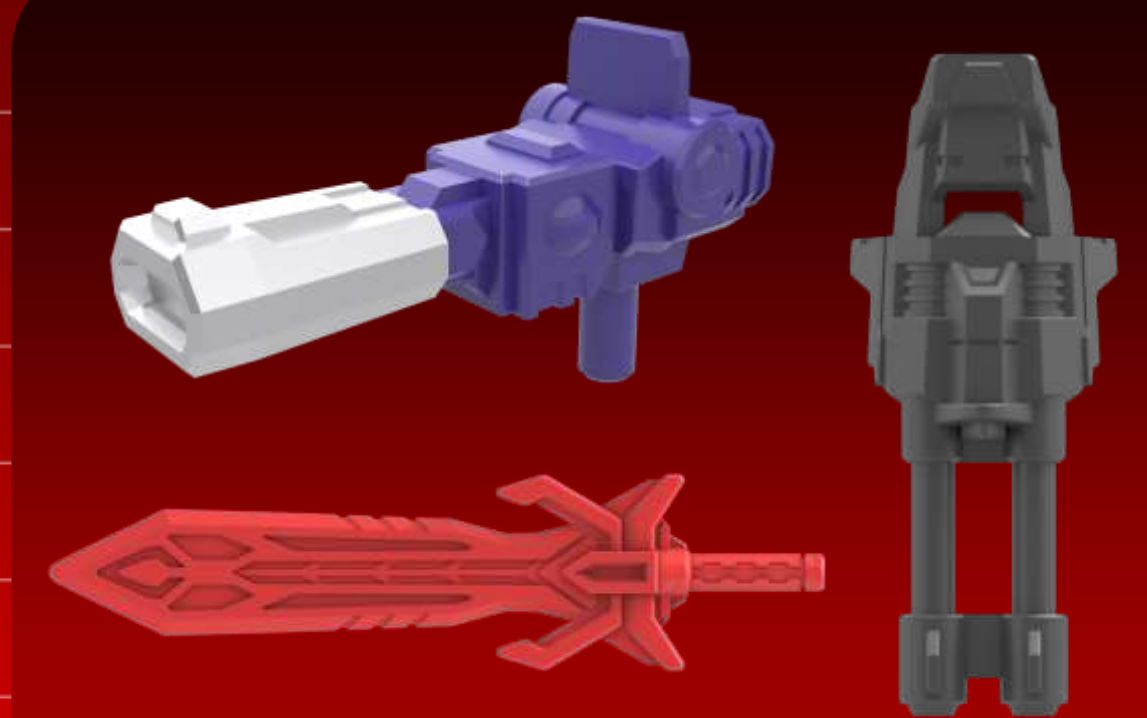
**02** Strong Collectivity



**04** Ultra-high Mobility



**05** 40th Anniversary



**06** Abundant Accessories

**TRANSFORMERS**

**BLOKEES**

Galaxy Version  
Product Information



Product	Blokees Figures – Transformers Galaxy Version
Blocks	About 44 – 51 pcs per single box
Age range	10+ years
Main material	ABS
Package	9 in 1 PDQ 4 PDQ in 1 master carton Single box: 72 x 72 x 120 mm Master carton: 460 x 240 x 280 mm
What's in the box	Random Figure Replaceable gesture / weapon (depends on the Figures) Display base Manual Role card

Galaxy Version 01 ROLL OUT  
Retail-ready solution

Each Character  
Approx. 10 cm tall

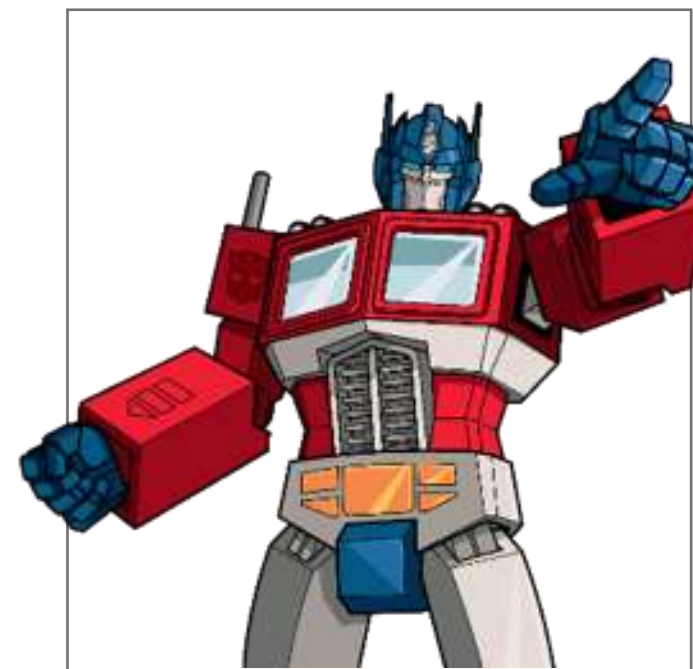


**Galaxy Version 01**  
**Roll OUT**

**TRANSFORMERS** Galaxy Version 01

**9+1 Figures**

*Raise an army of Cybertron robots!*



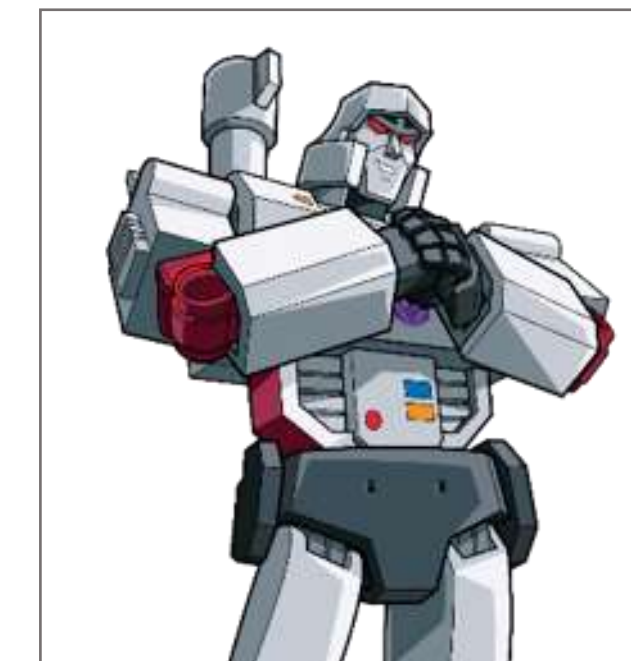
Optimus Prime



Ratchet



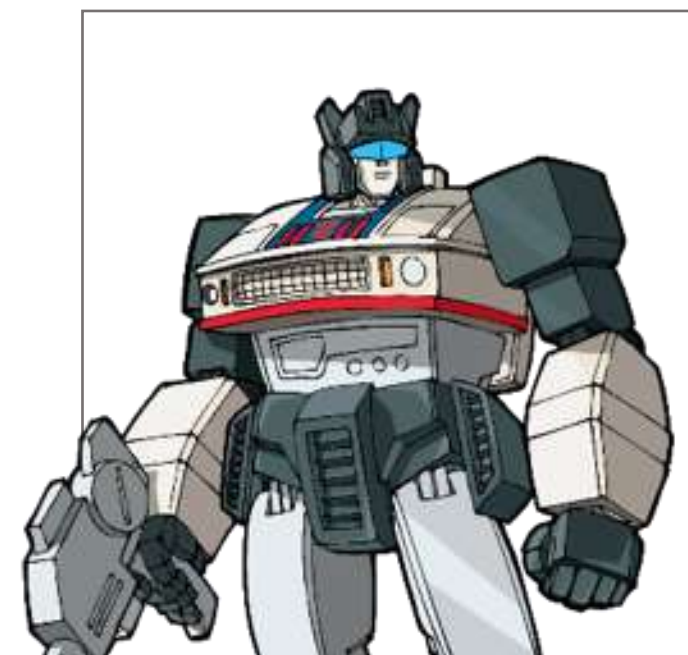
Ironhide



Megatron



Optimus Prime  
(Secret Figure)



Jazz



Prowl



Bluestreak



Thundercracker



Skywarp



**Autobots VS Decepticons**

All the selected characters are the first batch of Transformers to land on the earth.

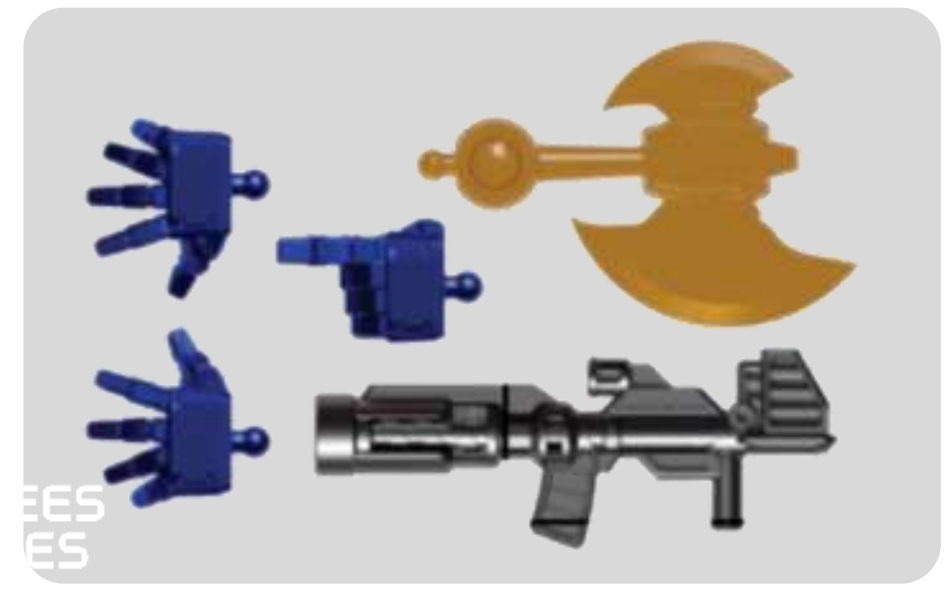


**Galaxy Version 01**  
**Roll OUT**

**TRANSFORMERS** Galaxy Version 01

**Optimus Prime (Secret Figure)**

- **Metallic paint texture**
- **Ratio: 1/36**



BLOKEES

Galaxy Version 02 SOS  
Retail-ready solution

Each Character  
Approx. 10 cm tall



**Galaxy Version 02**  
**SOS**

**TRANSFORMERS** Galaxy Version 02

**9+1 Figures**



GrimLock



GrimLock



Grapple



Inferno



GrimLock  
(Secret Figure)



Cliff Jumper



Optimus Prime (IDW)



Starscream



Long Haul



Mixmaster



**Autobots VS Decepticons**

Galaxy Version 02  
SOS

TRANSFORMERS Galaxy Version 02

GrimLock (Secret Figure)

- Metallic paint texture
- Ratio: 1/36



# Galaxy Version 03 The Autobot Run

Each Character  
Approx. 10 cm tall



# Galaxy Version 03 The Autobot Run

TRANSFORMERS

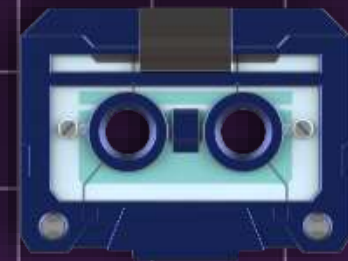
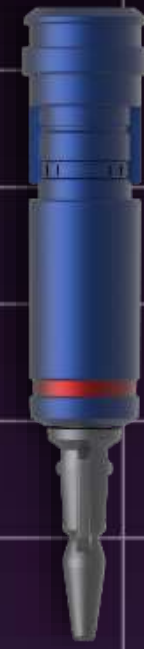
BLOKEES



Galaxy Version 03  
The Autobot Run

TRANSFORMERS

BLOKEES



Includes building block base and hand shape



*Soundwave  
(Secret Figure)*

Galaxy Version 04  
Fractured Space-Time

Each Character  
Approx. 10 cm tall





Galaxy Version 04  
Fractured Space-Time

TRANSFORMERS

BLOKEES



Ultra Magnus



Nemesis Prime



Tarn



Snarl-Person Form



Snarl-Dragon Form



Smokescreen



Scrapper



Hook



Shockwave

SECRET EDITION



# Galaxy Version 04 Fractured Space-Time



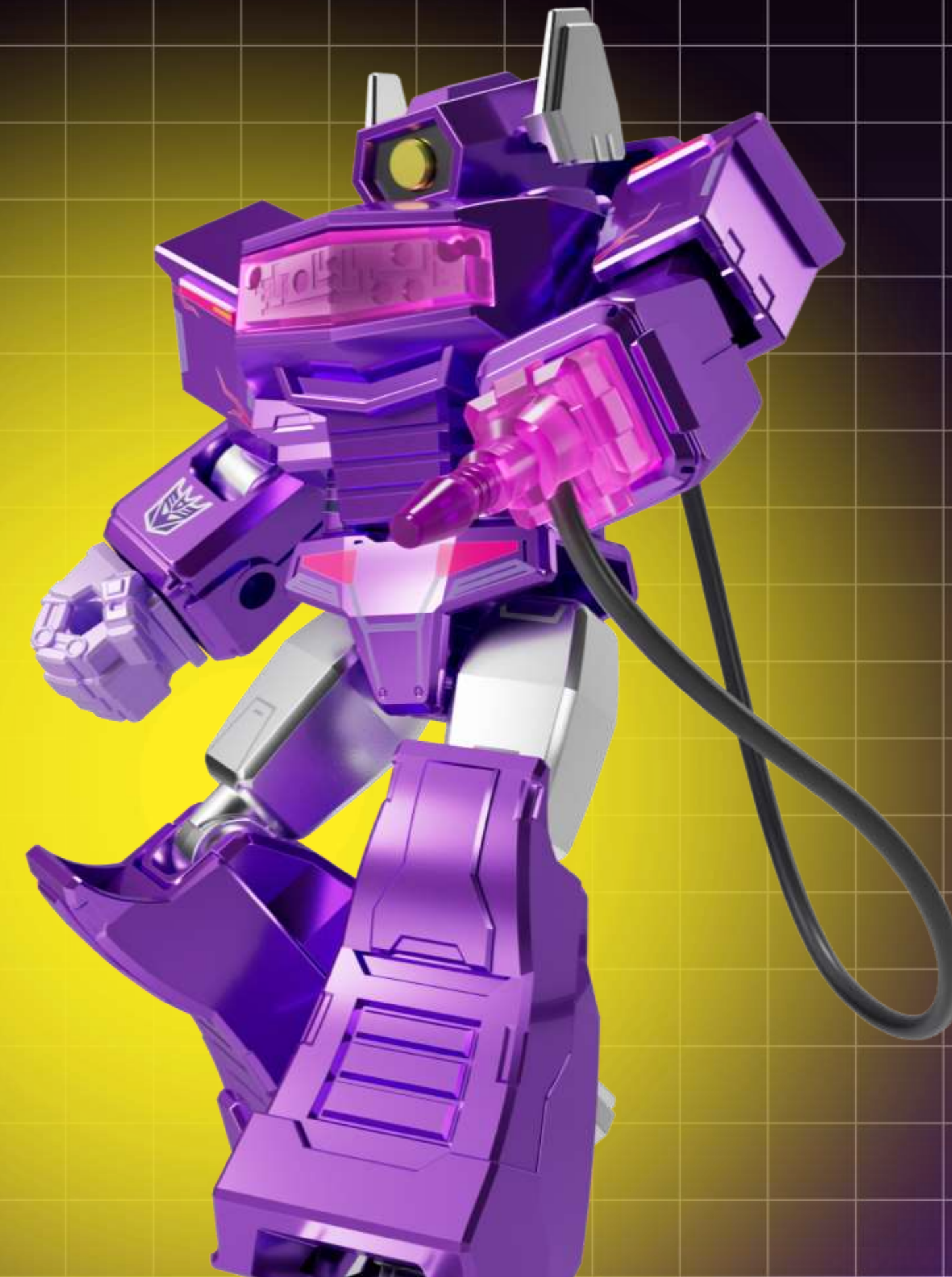
**1** Full part spraying

**2** Hose and other accessories



**TRANSFORMERS**

**BLOKEES**



# Secret Edition





# BLOKEES

## TRANSFORMERS - CLASSIC CLASS

- Classic version
- 13 cm tall
- Light-up eyes and chest
- Incredible detail
- Ideal for collectors
- SRP: TBD



# Classic Class

## Product Features

Exquisite and Luminescent Mini Transformers !

- 1 Authorized
- 2 Exquisite Parts & New Creation Style
- 3 Eye Glow & Rich Mobility
- 4 Classic Scene Restoration



No brush required  
No glue required  
No scissors required



classic CLASS  
Packaging





**CLASSIC CLASS 01**  
**Optimus Prime**

TRANSFORMERS

**Optimus Prime**  
 (movie version)



<b>CC01</b>	<b>Optimus Prime</b>
Blocks	About 83pcs
	Luminous part x 1 (Eyes glow, chest has light translucent)
	Replaceable weapon hand x 1
Package	250 x 150 x 75 mm

**CLASSIC CLASS 02**  
**Bumblebee**

TRANSFORMERS

**bumblebee**  
 (movie version)



<b>CC02</b>	<b>Bumblebee</b>
Blocks	About 79pcs
	Luminous part x 1 (Eyes glow)
	Replaceable weapon hand x 1 Replaceable gesture x 2 Breastplate x 1
Package	250 x 150 x 75 mm





**CLASSIC CLASS 03**



Scourge

TRANSFORMERS

**SCOURGE**

(movie version)



CC03	Scourge
Blocks	About 60pcs
	Luminous part x 1 (Eyes and chest glow)
	Weapon x 1
Package	250 x 150 x 75 mm

# CLASSIC CLASS 04

Optimus Primal

TRANSFORMERS

Optimus Primal BEAST  
(movie version)





CC04	Optimus Primal Beast
Blocks	About 67pcs
	Luminous part x 1 (Eyes and mouth glow)
	Replaceable gesture x 4
Package	250 x 150 x 75 mm

**CLASSIC Version 05**  
Optimus Primal ROBOT

TRANSFORMERS

Optimus Primal ROBOT  
(movie version)



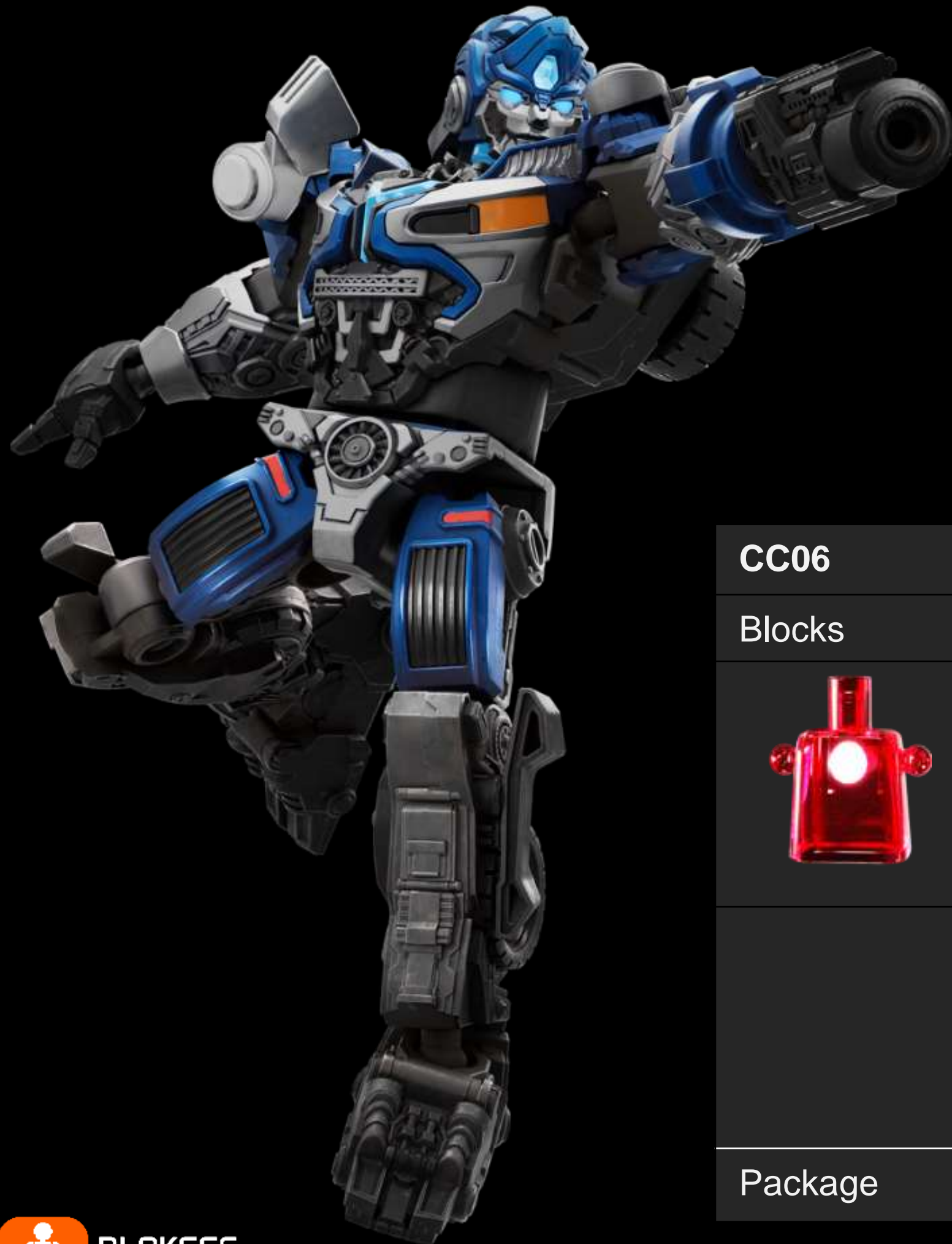
CC05	Optimus Primal Robot
Blocks	About 54pcs
	Luminous part x 1 (Eyes glow)
	Replaceable weapon x 2 Replaceable gesture x 2
Package	250 x 150 x 75 mm



**CLASSIC CLASS 06**

**Mirage**

TRANSFORMERS

Mirage  
(movie version)



CC06	Mirage
Blocks	About 66pcs
	Luminous part x 1 (Eyes and chest glow)
	Weapons & Accessories 
Package	250 x 150 x 75 mm



# CLASSIC CLASS 07

## Arcee

TRANSFORMERS

Arcee  
(movie version)



CC07	Arcee
Blocks	About 59pcs
	Luminous part x 1 (Eyes and chest glow)
	Weapons & Accessories 
Package	250 x 150 x 75 mm

**Classic Class 08**  
Nemesis Prime

TRANSFORMERS

Nemesis Prime  
(movie version)



CC08	Nemesis Prime
Blocks	About 83pcs
	Luminous part x 1 (Eyes and chest glow)
	Replaceable weapon x 2 Replaceable gesture x 2
Package	250 x 150 x 75 mm

CLASSIC CLASS 09  
Optimus Prime

2007 Movie Optimus Prime



Luminous Eyes & thorax



Weapons & Accessories

Base + Effects Parts



# CLASSIC CLASS 10

## Megatron

2007 Movie Megatron

TRANSFORMERS

BLOKEES



双眼可发光

Luminous Eyes



Weapons & Accessories

Base + Effects Parts





BLOKEES

# TRANSFORMERS

BLOKEES FIGURES  
Action Edition

# TRANSFORMERS - ACTION EDITION

# BLOKEES

- 18 cm tall
- 188 pces
- Light-up eyes and chest
- Build the frame, structure, and armor
- Amazing detail
- Exclusive accessories
- Magnetic faction logo
- SRP: TBD



# AE01 G1-Optimus Prime

## HUMAN SYSTEM

- Mechanical skeleton
- Super mobility
- Precise structure
- Detailed restoration
- Approx. 18cm in height



• External armor



• Internal structure



• Frame building

# AE01 G1-Optimus Prime

## • Exclusive Accessories



• Holomatter avatar

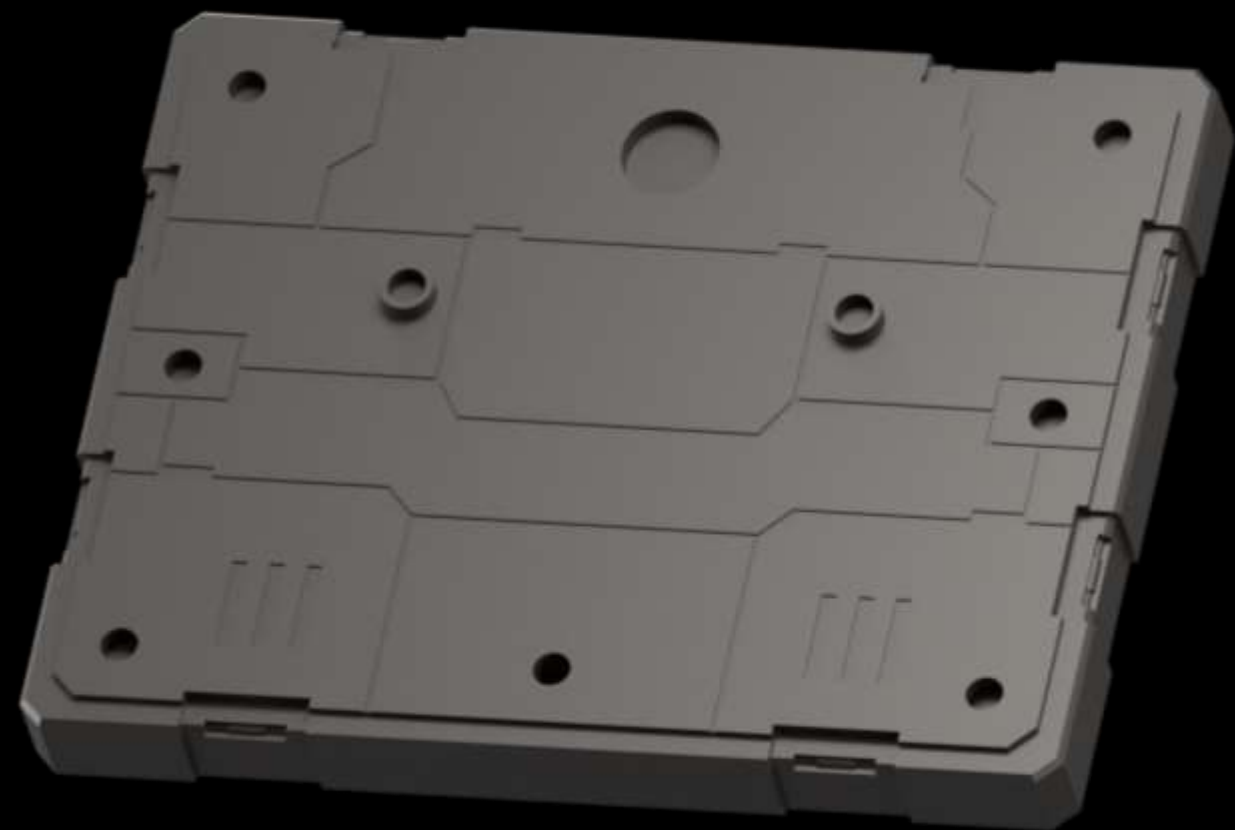


• Communicator

• Magnetic faction logo



• Display base



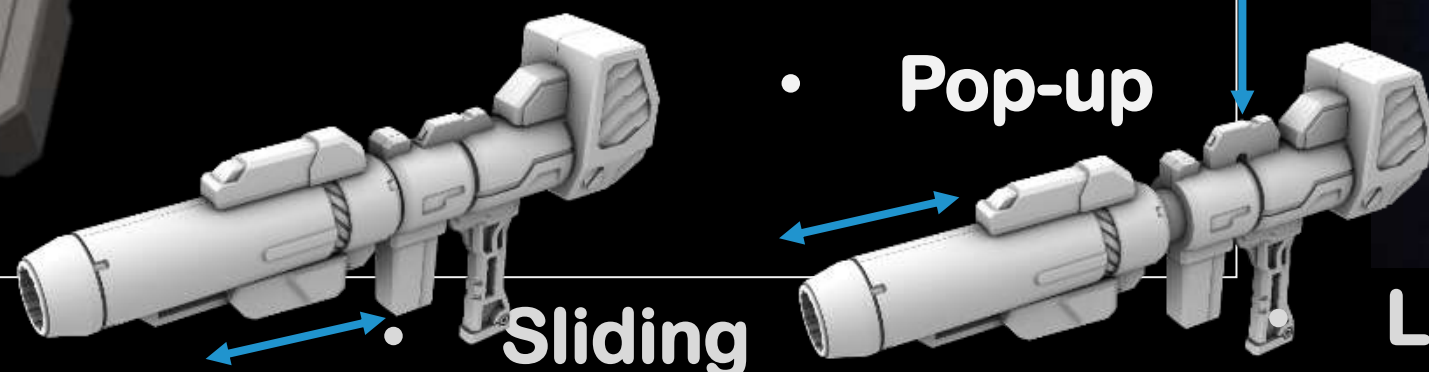
• Jet pack



• Energon-axe



• Laser cannon



• Sliding

• Pop-up

Linkage mechanism

• Detachable jet pack



interchangeable



# AE01 G1-Optimus Prime

## Glowing Feature

Light up the Allspark to awaken robot lifeform.



- **Magnetic faction logo**  
Light up eyes and chest



- Glowing eyes and chest
- Openable chest window
- Removable Matrix of Leadership

- **Movable fingers**



# AE01 G1-Optimus Prime

TRANSFORMERS BLOKEES



Movable Body

- 45 movable joints can restore classic poses

# AE01 G1-Optimus Prime

TRANSFORMERS BLOKEES

Product	Blokees Figures - Transformers Action Edition 01 G1 - Optimus Prime (18 cm)		
Model	71156	Age range	14+ years
Main material	ABS, PCBA, battery		
What's in the box	Model kits, Display base, Instructions, Stickers		
Package	Gift Box: 250 x 130 x 320 mm Master Carton: 515 x 410 x 345 mm (6 in 1)		
Barcode	858050008602		



**BLOKEES**

**BLOKEES**

# TRANSFORMERS - SHINING VERSION

**BLOKEES** | TRANSFORMERS



## TRANSFORMERS

SHINING VERSION 01 SHINING ROLL OUT

- 10cm tall
- Light-up eyes and chest
- Unique accessories
- Amazing detail
- SRP: TBD



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# TRANSFORMERS SHINING VERSION 01

Transformers toys that are collectible and light up!

- 1 Genuine License
- 2 Parts painted with new base
- 3 Eyes and chest lamps can glow with rich movable joints
- 4 Classic animation scenes restored



No brush needed  
No glue needed  
No cutters needed



1 x Character



1 x Energy Block



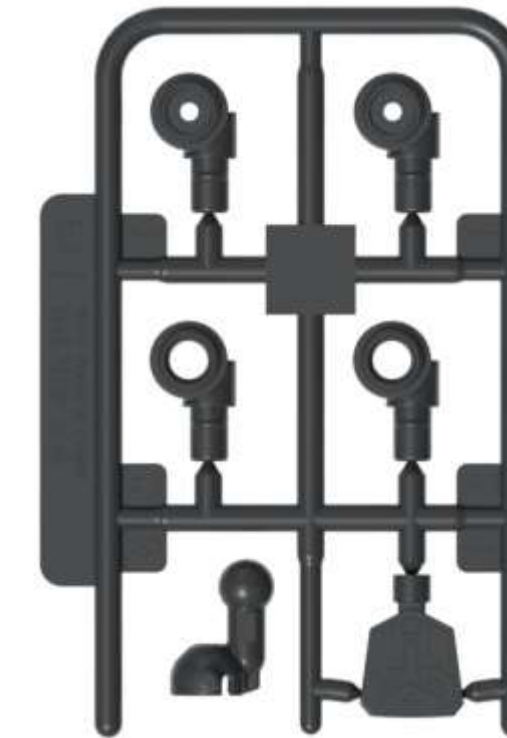
1 x Small Round Card

Toy bag

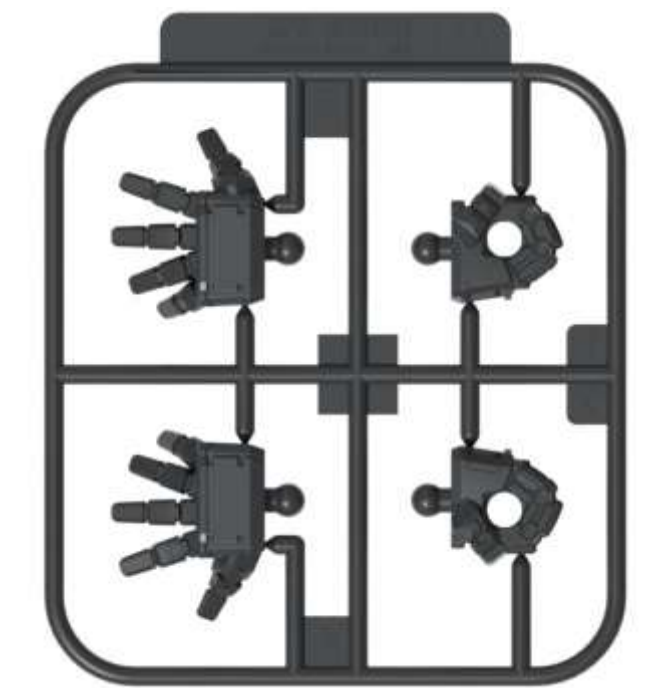
Contains about 40 parts



x1



x2



x1

Base bag

Includes 1 base + 2 plate joints + 1 plate hand type



x1

Instruction

Blind box uniform version instruction



# Packaging





# Megatron Secret

**TRANSFORMERS** **BLOKEES**

Luminous eyes  
Radium carving on  
the chest





# Acid Storm



Luminous eyes  
Chest glow



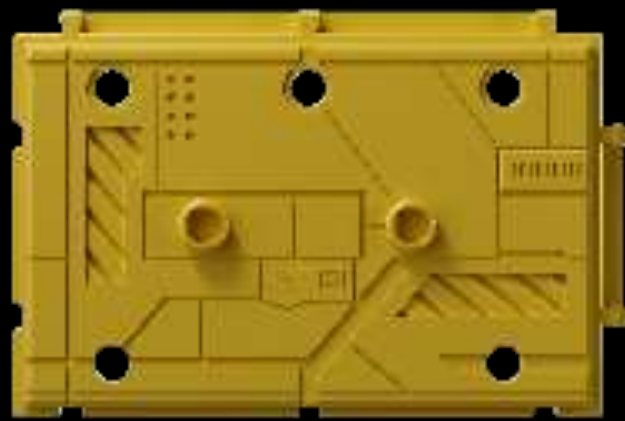


# Optimus Prime

TRANSFORMERS

BLOKEES

Luminous eyes  
Chest glow

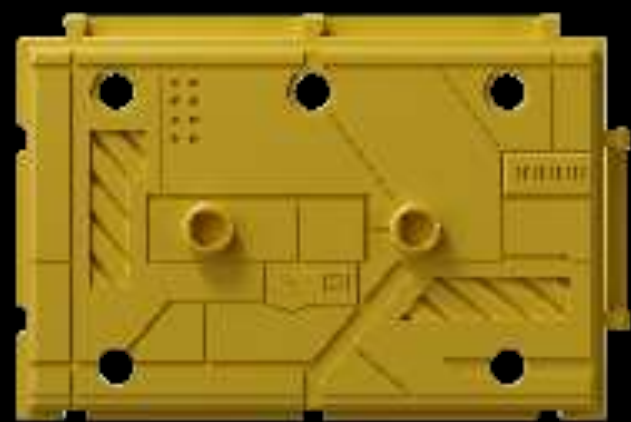




# Cliffjumper

TRANSFORMERS

BLOKEES



Luminous eyes  
Chest glow





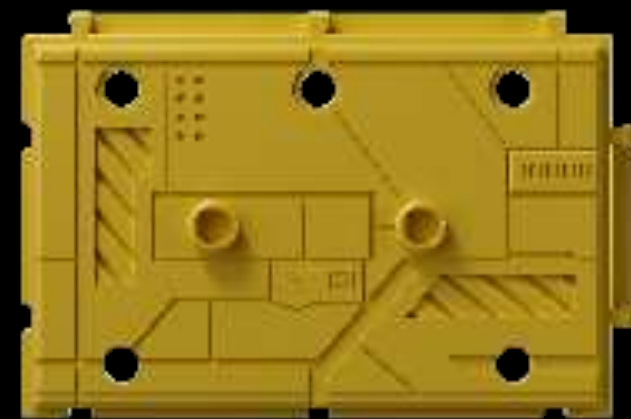
# Ratchet

TRANSFORMERS

BLOKEES



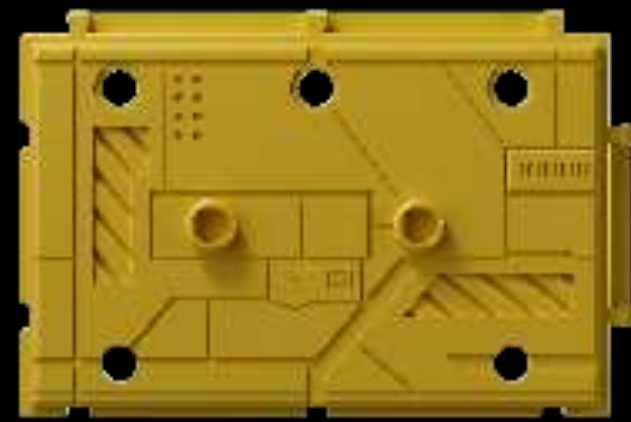
Chest glow  
Luminous eyes







# Jazz



Luminous eyes





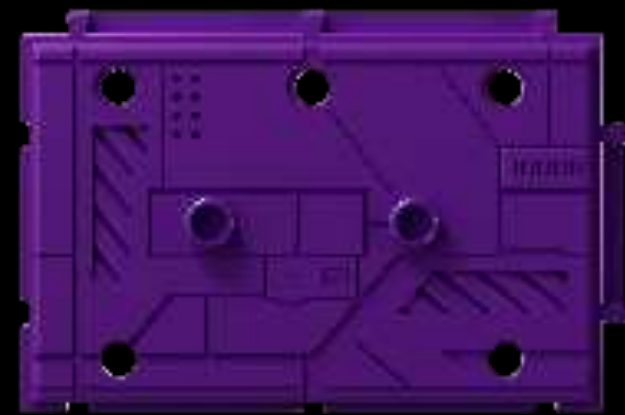
# Megatron

TRANSFORMERS

BLOKEES




Luminous eyes



# XV01 The Golden Lagoon

Collectable and Luminescent Mini Transformers !

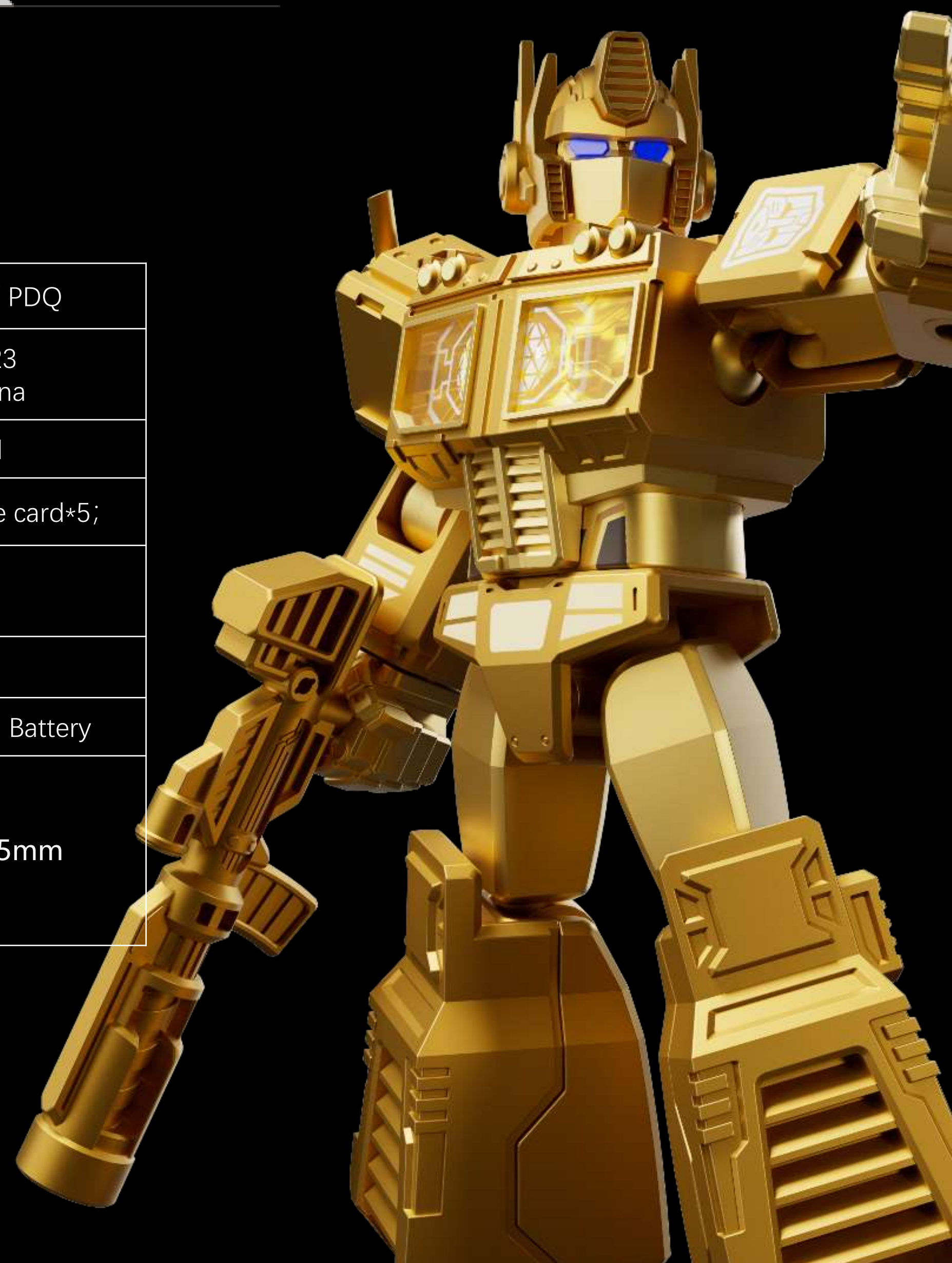
- 1 Authorized
- 2 Printed Parts & New Creation Style
- 3 Eye & Chest Glow & Rich Mobility
- 4 Classic Scene Restoration
- 5   
No brush required  
No glue required  
No scissors required
- 6 SRP: TBD



# XV01 Product Info.



Series	XV	Price	¥ 399 RMB / PDQ
Item	71191	Oneself	10th DEC 2023 Mainland China
Product Name	The Golden Lagoon 01	Age	10+ years old
Container	model kits pack*5, basex5, accessories, introduction*1,role card*5;		
Package Materail	Paper		
Pieces	Around 250 pcs	Package Size	6 in1
Package Size	325*325*75mm	Material	ABS、PCBA、Battery
QA Standard	GB6675.1-2014 GB6675.2-2014 GB6675.3-2014 GB6675.4-2014 GB1986.5-2005	Outside Box Size	500*340*345mm



# Contents

TRANSFORMERS

布鲁可  
中国积木 原创品牌



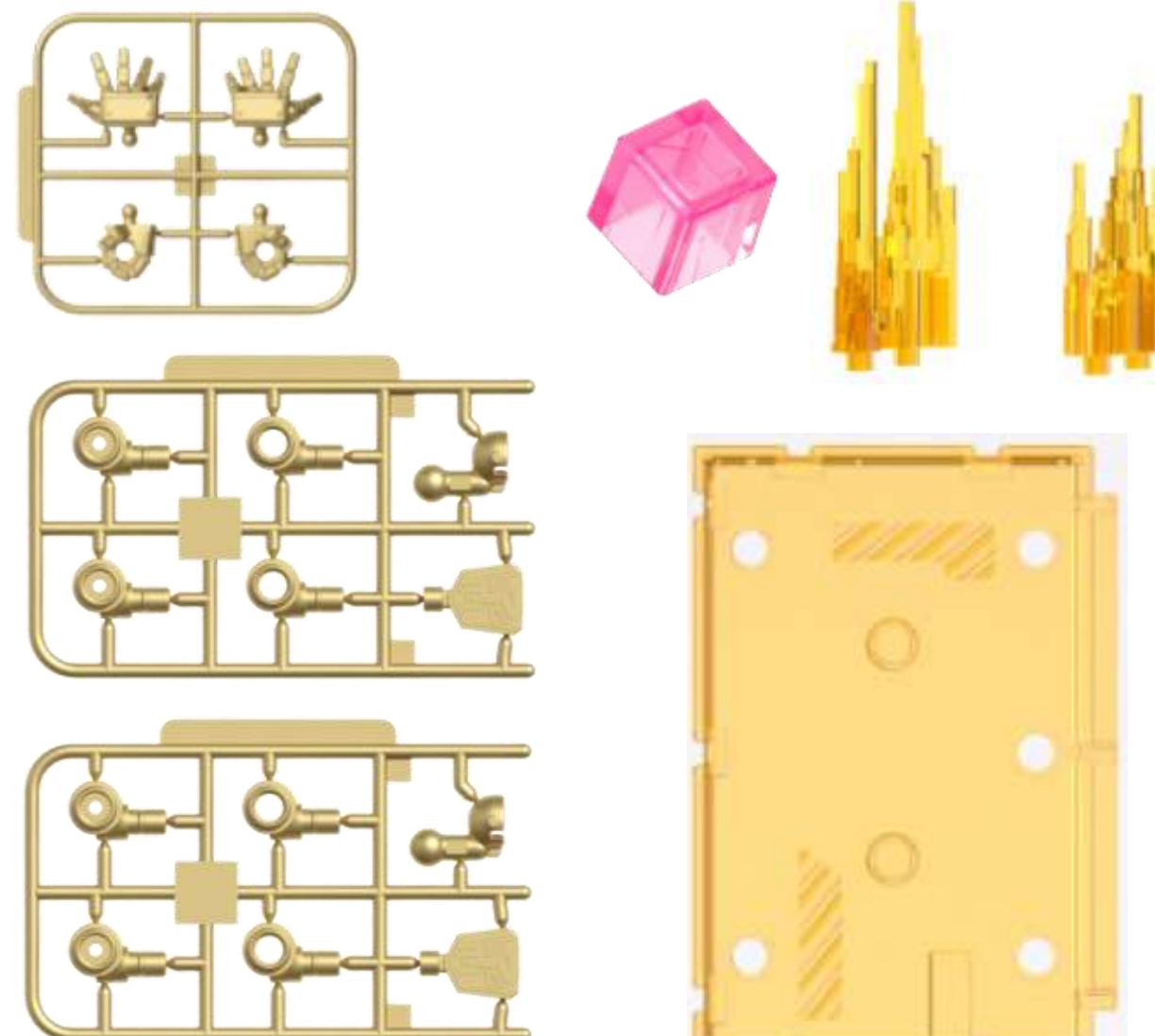
x1



x1

## Model Kits x 5

30 pieces + / unit & role card



x2

x1

## Base & Accessories x 5

2 slides of ball-joints, 1 slide of hand model, 1 base, accessories / unit

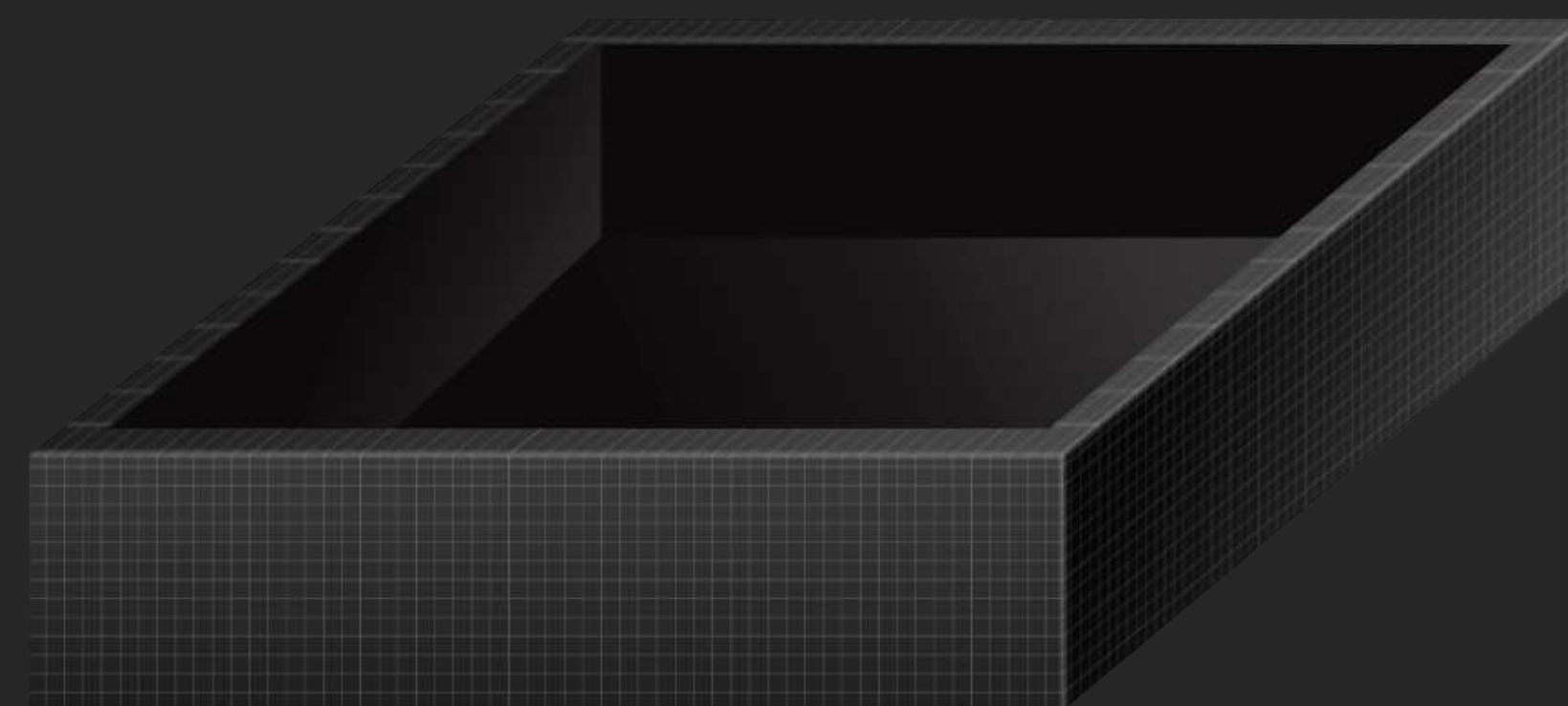
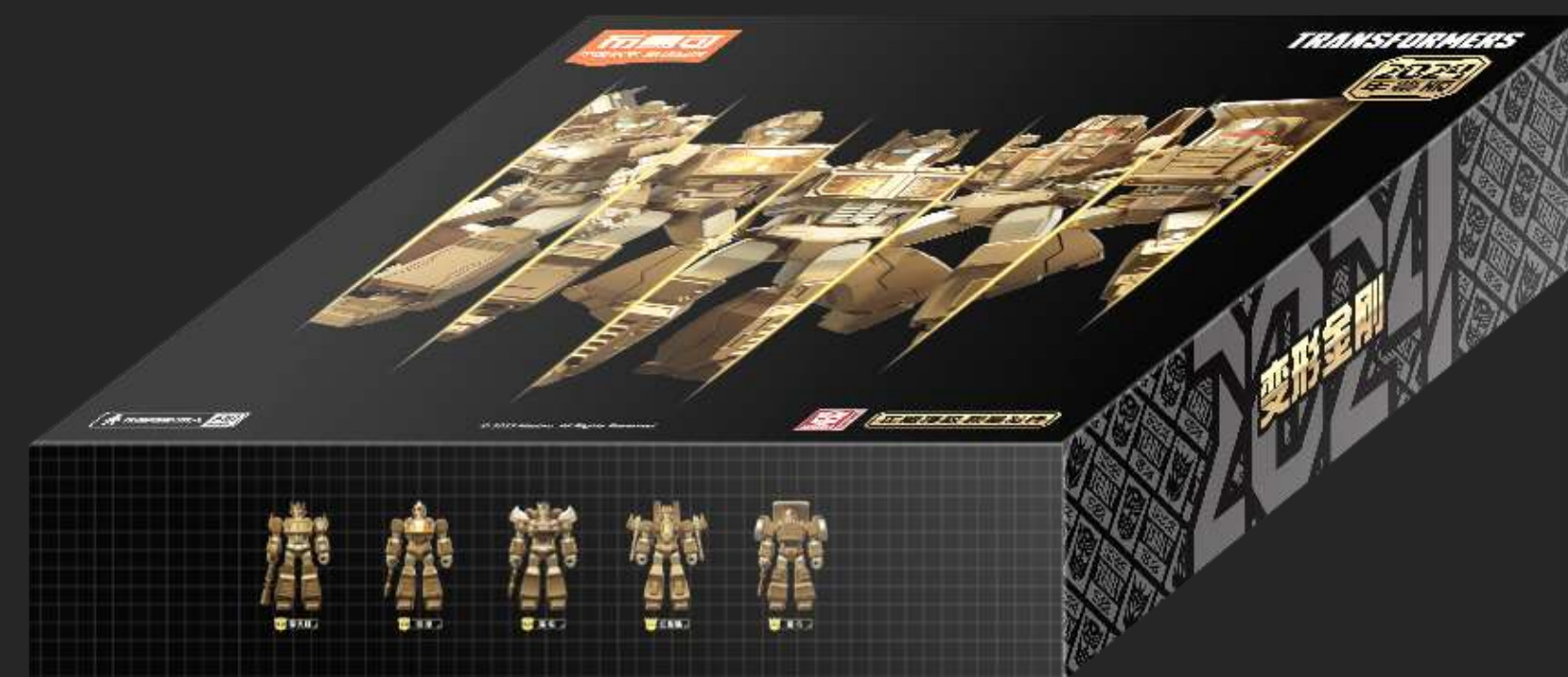


x1

## Instruction

One for all characters

# Package

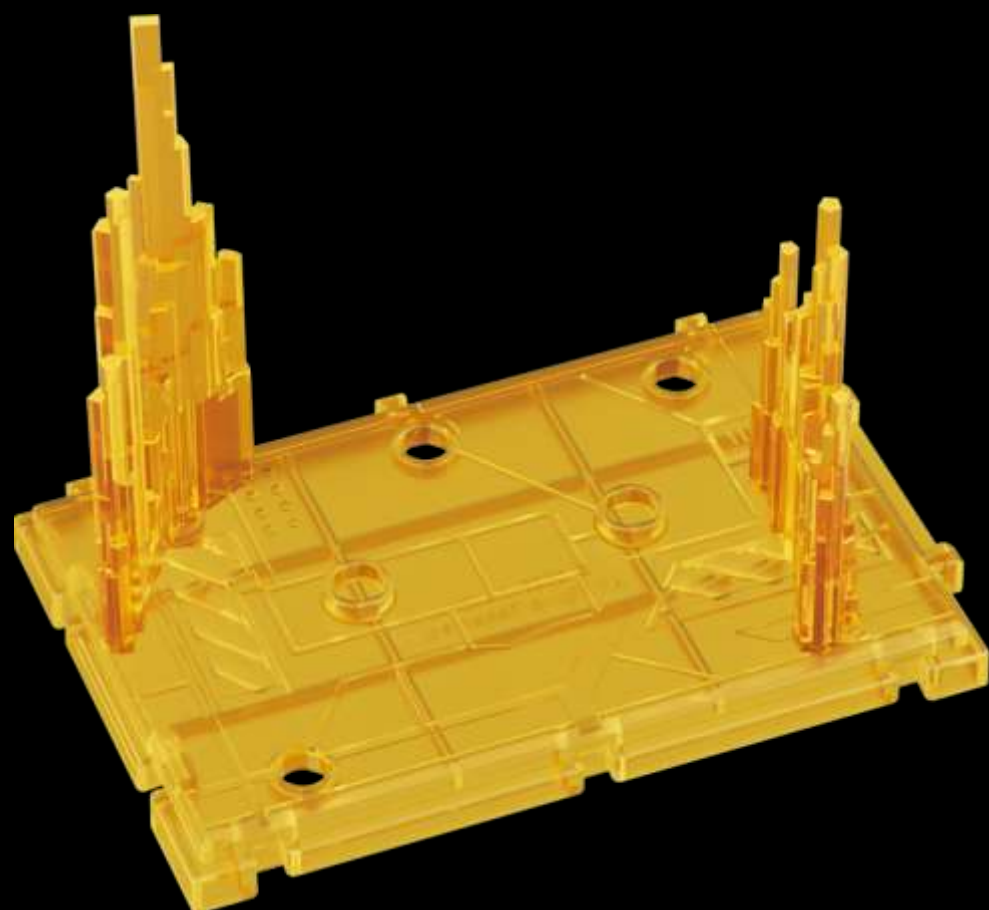
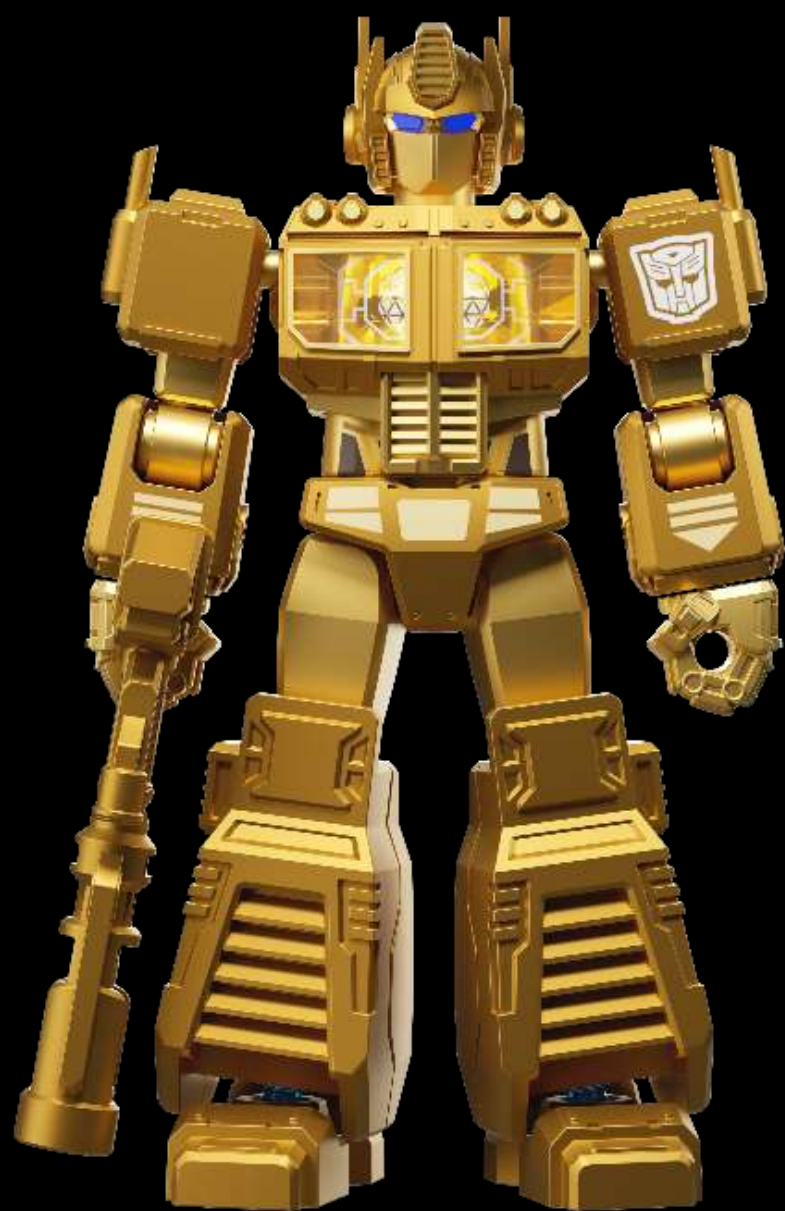




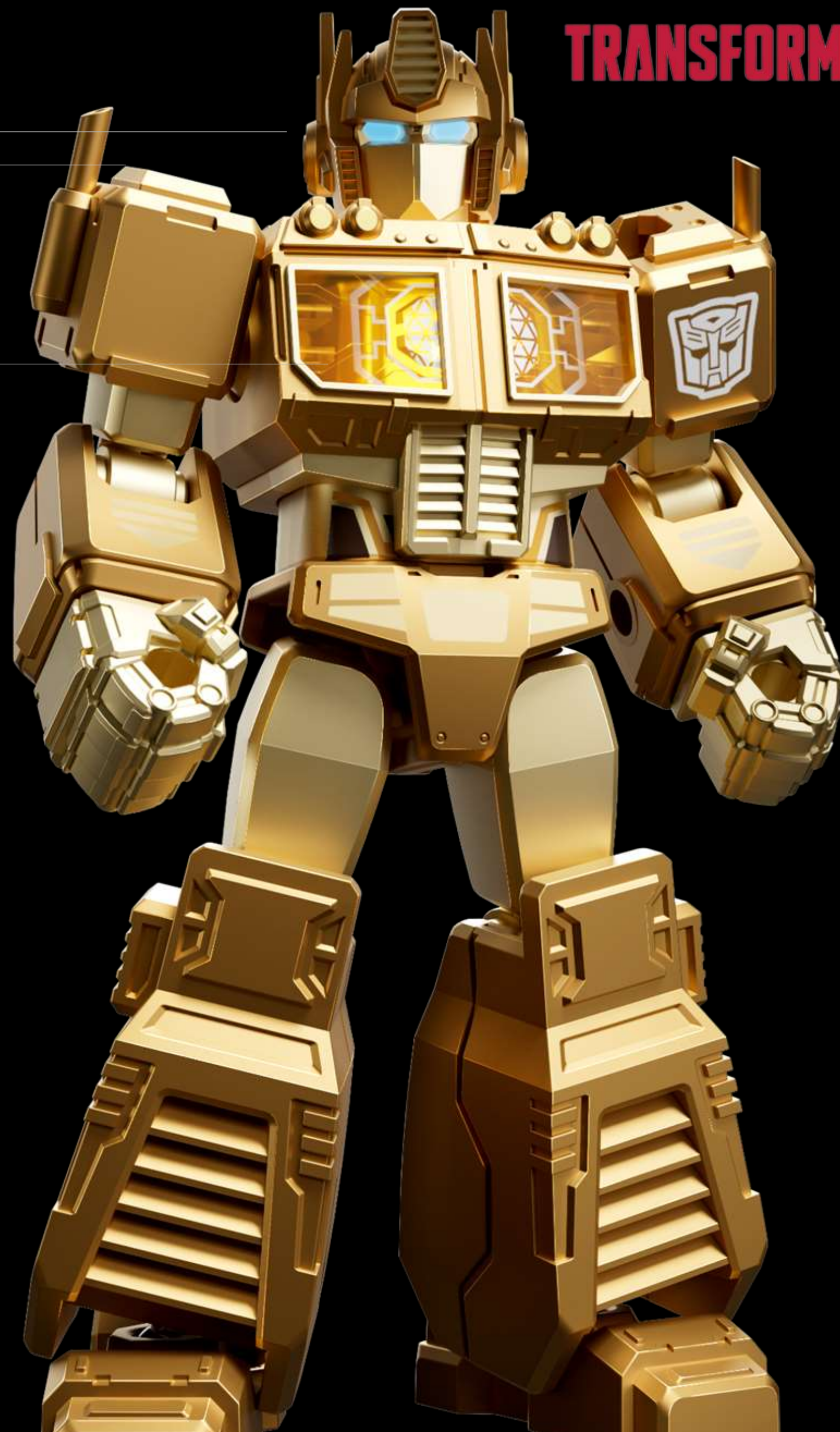
# Optimus Prime

TRANSFORMERS

布鲁可  
中国积木 原创品牌



Luminous Eyes  
Luminous Chest

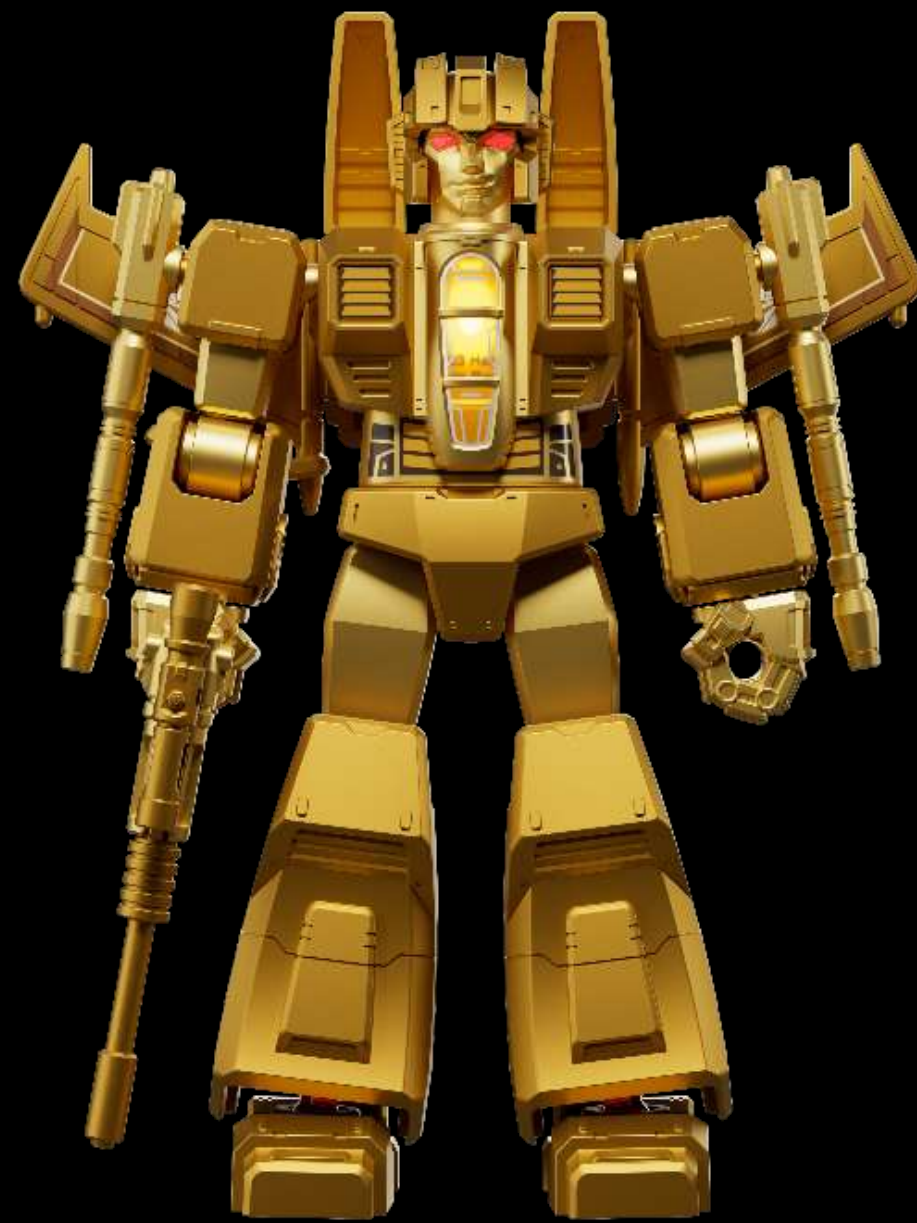




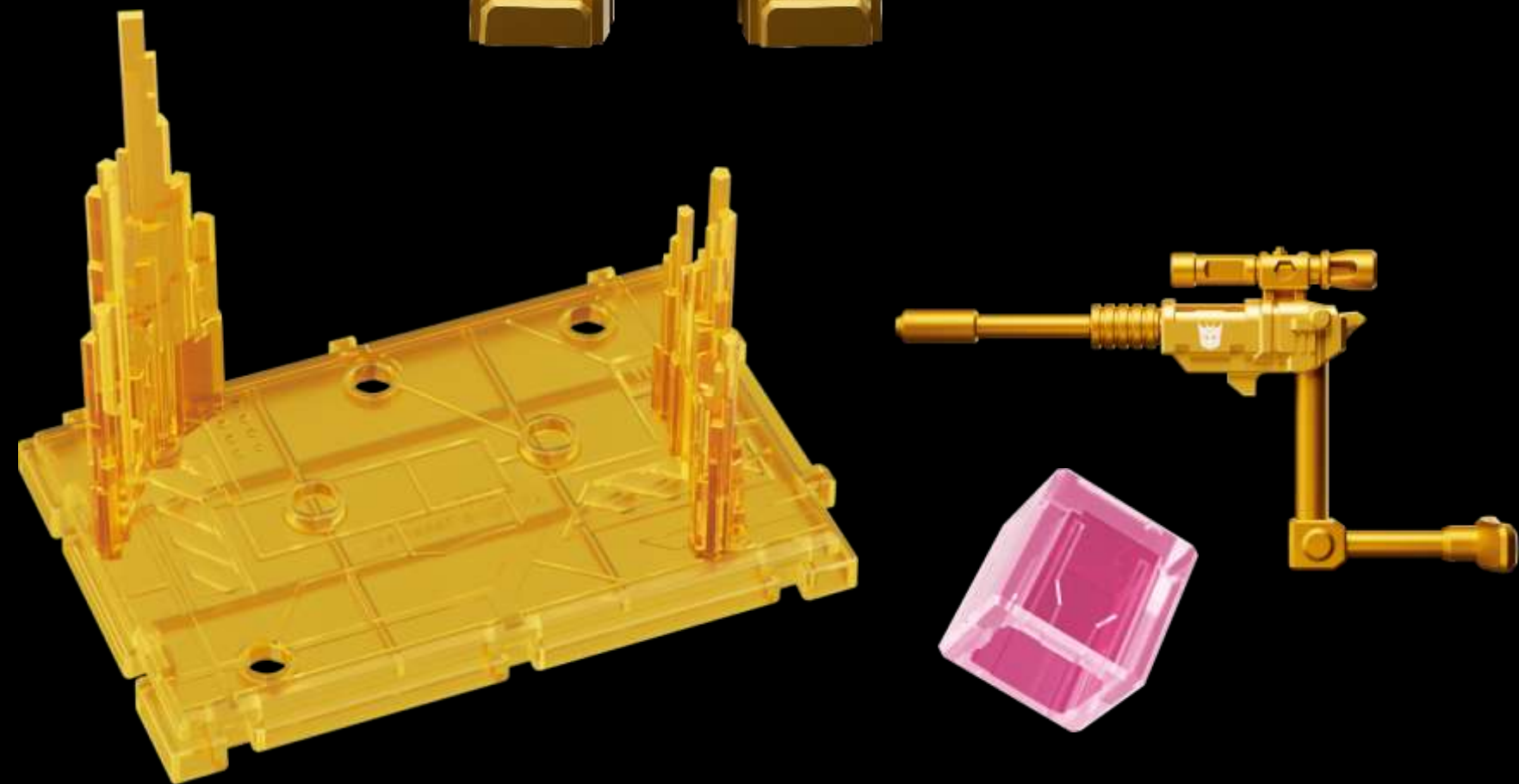
# Starscream

TRANSFORMERS

布鲁可  
中国积木 原创品牌



Luminous Eyes  
Luminous Chest







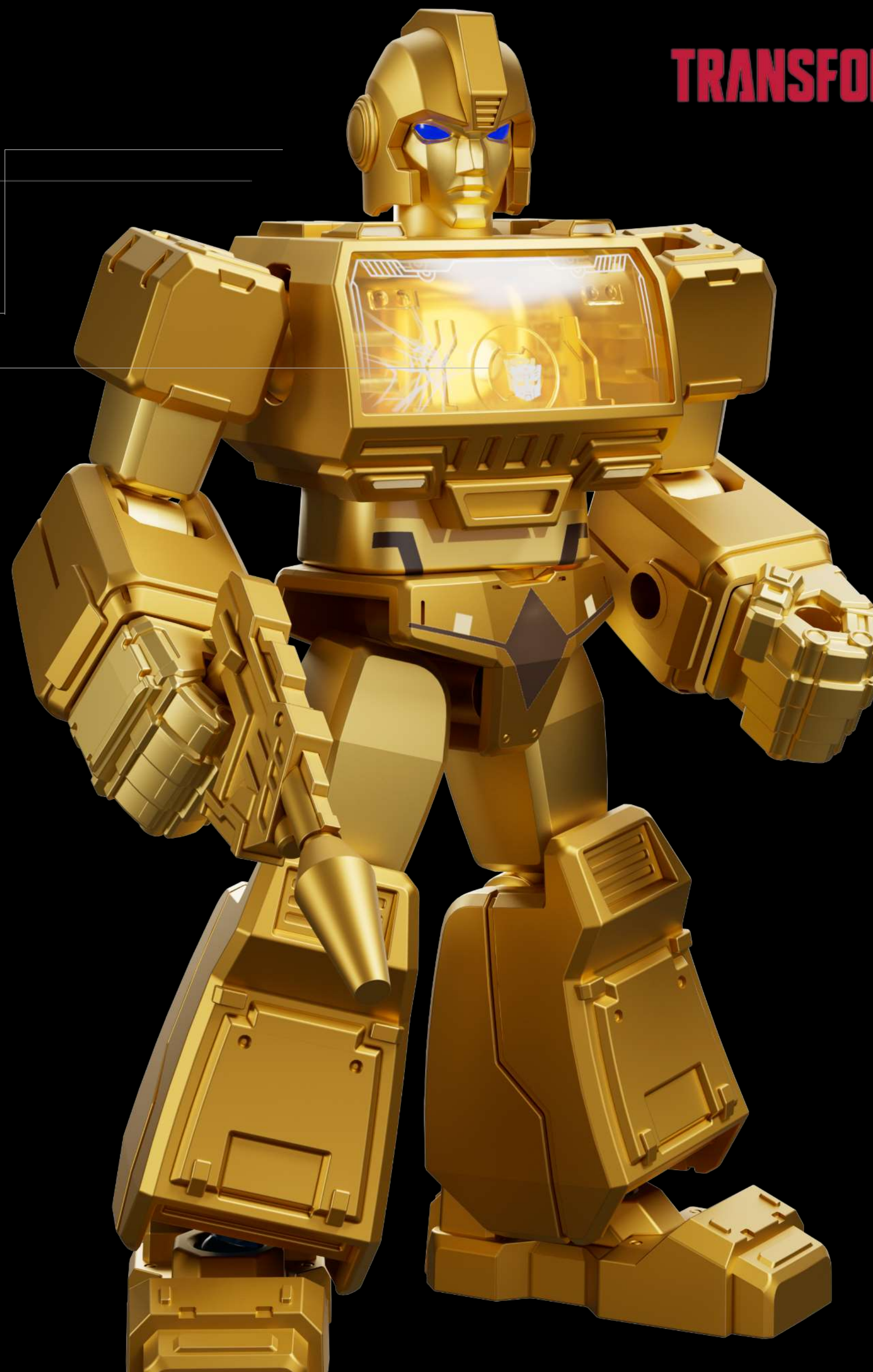
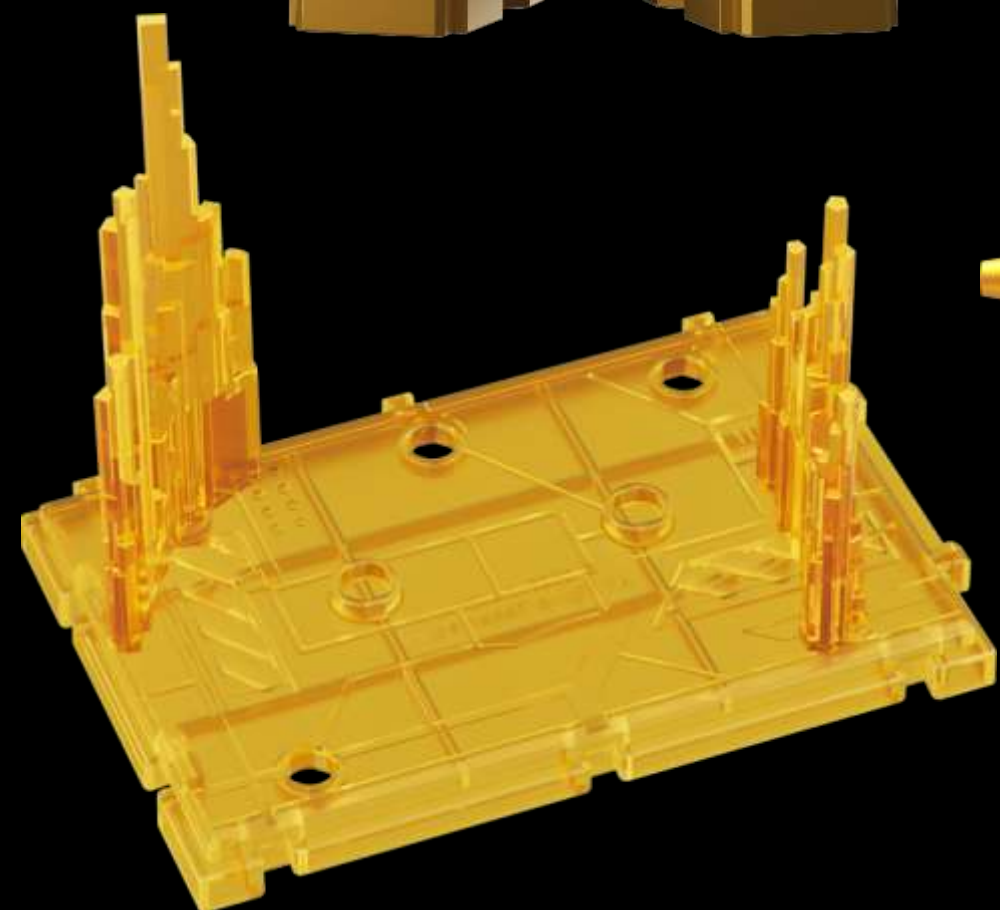
# Ironhide

TRANSFORMERS

布鲁可  
中国积木 原创品牌



Luminous Eyes  
Luminous Chest





# Prowl

TRANSFORMERS

布鲁可  
中国积木 原创品牌



Luminous Eyes

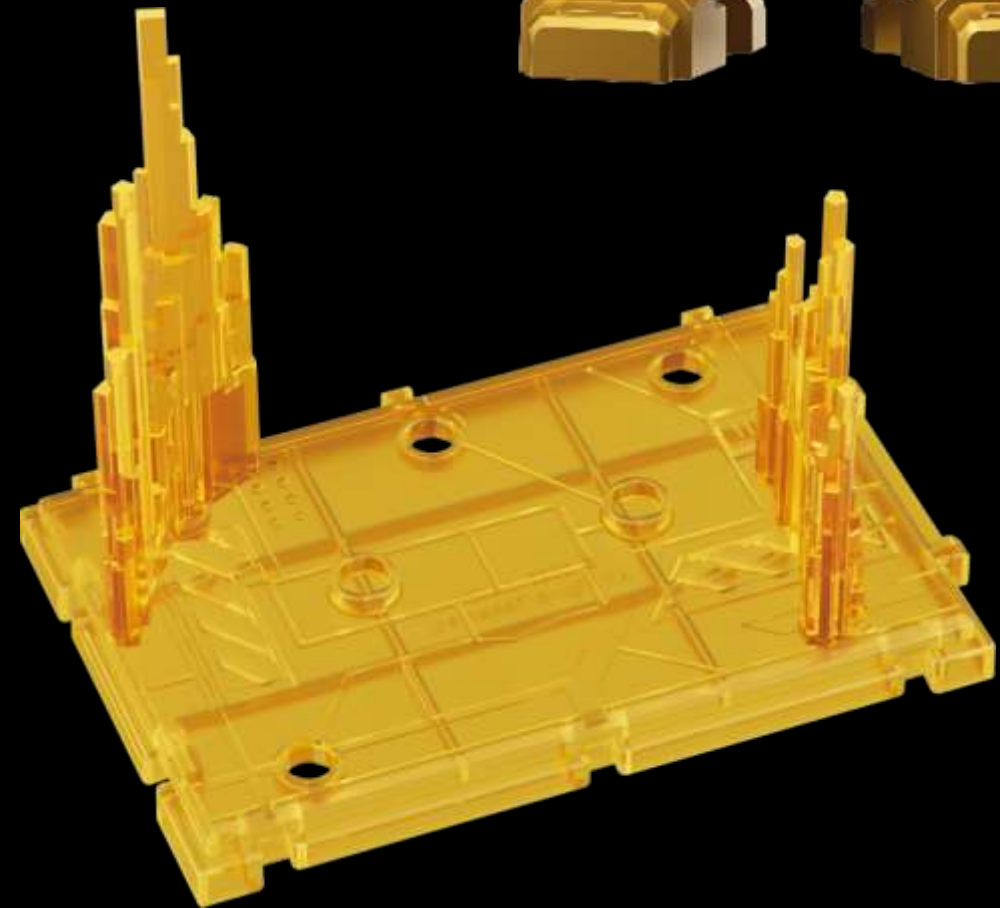




# Long Haul

TRANSFORMERS

布鲁可  
中国积木 原创品牌



Luminous Eyes





小红书号: 369808976



小红书号



BLOKEES



**BLOKEES**  
Fun in New Blocks

**ULTRAMAN**

# ULTRAMAN

GIANTS OF LIGHT  
GALAXY  
VERSION 01



# Powerful IP + Ingenious Design

presenting the strongest miracles of legendary heroes

**Building experiential**



**Detail restoration**



**Light-emitting device**

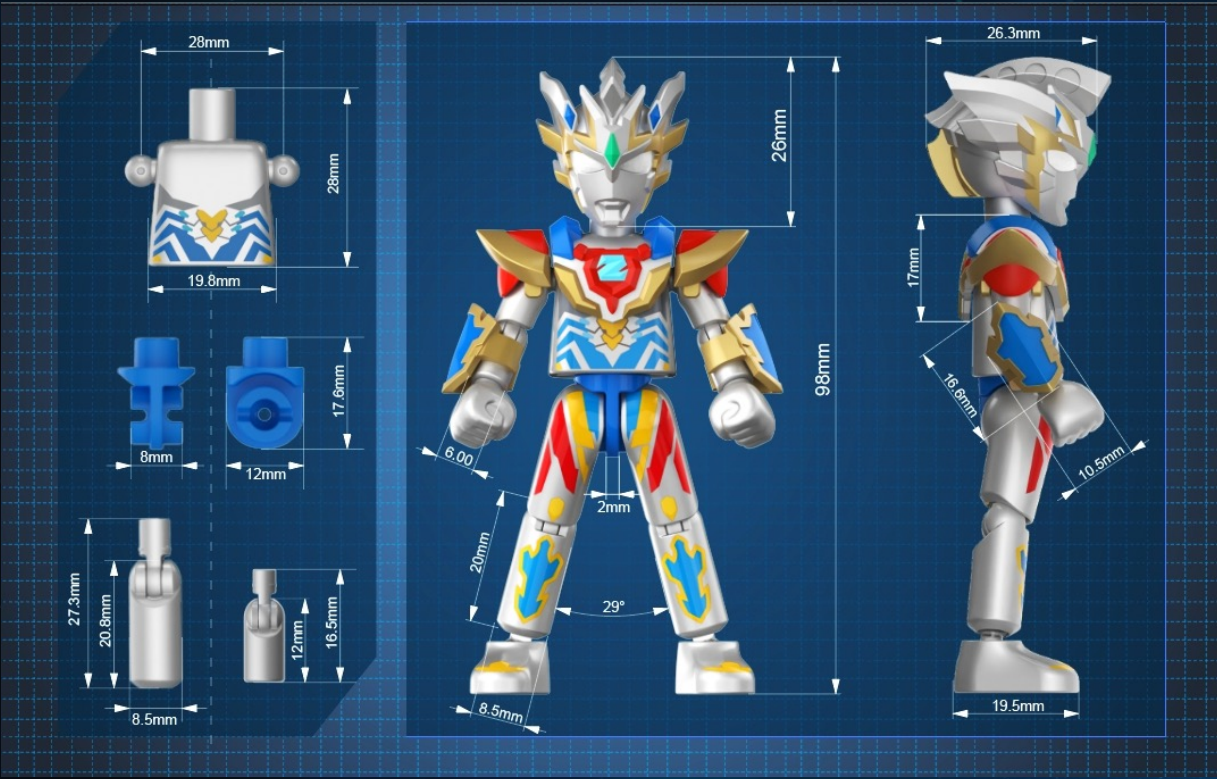
\* Exclusive gameplay of Shining version



**Collectable**



The first 10cm figures in the industry  
The fittest size for collection and display  
verified by the market and consumers  
**14 movable joints restore iconic POSE**



Product physical photos



# Building Experiential

One figure has about 21 blocks,  
14 movable joints

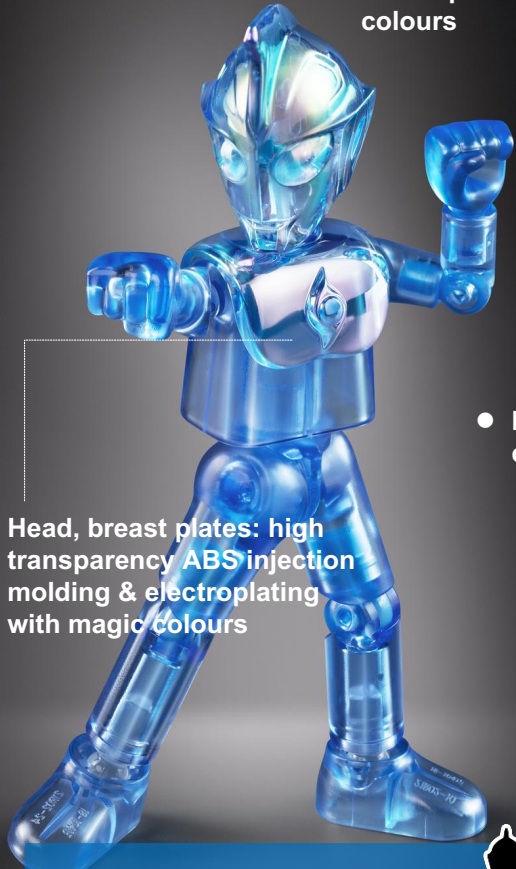


\* Regarding non-Ultraman figures, the position and number of movable joints are different.

**Restore the classic fighting posture**  
**Recreate the unique skill with special efficacy props**

# Detail Restoration

- Head: high transparency ABS injection molding & electroplating with magic colours



- Head, breast plates: high transparency ABS injection molding & electroplating with magic colours

GV03  
Phantom Cosmos



- Body: gradient color UV painting



- Breast plates: electroplating with double colours

GV04  
Ultraman Geed Royal  
Megamaster (Strium  
Flasher)



- Body: golden oil spraying & stylized UV printing



- Laser TPU cloak

SV02  
Glitter Trigger Eternity  
(Shining)

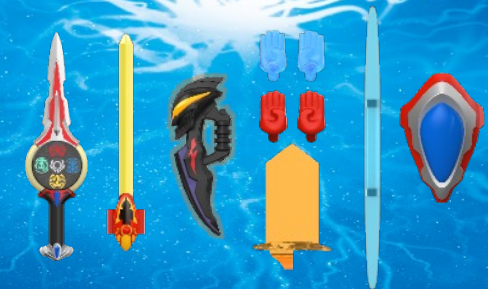


- Head, breast plates: electro-gilding & laser carving



GV04  
Pega





# Galaxy Version

basic figures + secret figures

the most complete characters  
the highest concentration of iteration

Ultraman figures with a wealth of  
weapons or light effect props

# Collection Features

(Multifunctional) display base  
with skill props



# Galaxy Version 01

## Giants of light

©TSUBURAYA PRODUCTION



Ultraman Belial

Ultraman Geed Primitive

Luna-Miracle Zero

Ultraman Zero

Ultraman Tiga Multi Type

Glitter Tiga

Ultraman Tiga Power Type

Ultraman Gaia V2

Gomora

Alien Baltan



Ultraman Galaxy Version 01 – Giants of light  
9 basic figures, 1 secret figure

Packaging: 9in1/PDQ, 12PDQ/CTN (Assorted)

# Galaxy Version 02

## New generation legend

©TSUBURAYA PRODUCTION

**BLOKEES**  
FUN IN NEW BLOCKS



Gazort

Ultraman Tiga  
Sky Type

Ultraman Trigger  
Sky Type

Ultraman Trigger  
Power Type

Ultraman Trigger  
Multi Type

Glitter Trigger  
Eternity (Shining)

Glitter Trigger  
Eternity

Ultraman Z  
Alpha Edge

Ultraman Ribut

Tartarus



Ultraman Galaxy Version 02 – New generation legend  
9 basic figures, 1 secret figure

Packing: 9in1/PDQ, 12PDQ/CTN (Assorted)

# Galaxy Version 03

## The Destined Crossroad

©TSUBURAYA PRODUCTION

**BLOKEES**  
FUN IN NEW BLOCKS



Diavolo Ultraman Regulos Ultraman Ribut Ultraman Orb Origin Ultraman Z Delta Rise Claw Phantom Cosmos Ultraman Cosmos Corona Mode Ultraman Cosmos Luna Mode Ultraman Mebius Zetton



Ultraman Galaxy Version 03 – The Destined Crossroad  
9 basic figures, 1 secret figure

Packing: 9in1/PDQ, 12PDQ/CTN (Assorted)

# Galaxy Version 04

## Fusion Rise

©TSUBURAYA PRODUCTION



Eleking

Darklops Zero

Ultraman Hikari

Ultraman Geed  
Solid Burning

Ultraman Geed  
Magnificent

Ultraman Geed  
Royal Megamaster  
(Strium Flasher)

Ultraman Geed  
Acro Smasher

Ultraman Zero  
Beyond

Pega

Ultraman Belial  
Atrocious



Ultraman Galaxy Version 04 – Fusion Rise  
9 basic figures, 1 secret figure

Packing: 9in1/PDQ, 12PDQ/CTN (Assorted)



# Galaxy Version 05

## The hero named Z

©TSUBURAYA PRODUCTION

**BLOKEES**  
FUN IN NEW BLOCKS



Evil Trigger

Kanegon

Ultraman Z  
Gamma Future

Ultraman Z  
Beta Smash

Ultraman Z  
Deathcium Rise Claw

Ultraman Geed  
Galaxy Rising

Ultraman Z  
Original

Sevenger

Alien Barossa

Red King



**Ultraman Galaxy Version 05 – The hero named Z**  
9 basic figures, 1 secret figure

Packing: 9in1/PDQ, 12PDQ/CTN (Assorted)

## Galaxy Version 06

### Unparalleled miracle

©TSUBURAYA PRODUCTION



Legionoid Alpha

Mirror Knight

Glenfire

Ultimate Zero

Ultraman Saga

Ultraman Saga  
(Birth Version)

Ultraman Dyna  
Flash Type

Ultraman Cosmos  
(Luna Mode)

Hyper Zetton

Alien Bat



**Ultraman Galaxy Version 06 – Unparalleled miracle**  
9 basic figures, 1 secret figure

Packing: 9in1/PDQ, 12PDQ/CTN (Assorted)

## Galaxy Version 07

The overtune for tomorrow

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Mons-Ahgar

Windom

Ultraman Dyna  
Miracle Type

Ultraman Dyna  
Strong Type

Ultraman Decker  
Flash Type

Ultraman Decker  
Flash Type (Birth Version)

Ultraman Decker  
Strong Type

Ultraman Decker  
Miracle Type

Carmeara

Trigger Dark



**Ultraman Galaxy Version 07 – The overtune for tomorrow**  
9 basic figures, 1 secret figure

Packing: 9in1/PDQ, 12PDQ/CTN (Assorted)



## Shining Version

Chest & eyes  
have lights can  
**glow.**



Exclusive gameplay of Shining version: Shake the figures to trigger the light-emitting device, which will automatically turn off after about 30 seconds.

Exclusive display base with special effect.

(Contained battery, please pull out the spacer for the first time. Non-Ultraman figures usually only the eyes glow and don't have the chest light. )

# Collection Features

Display base  
with special efficacy props



## Shining Version 01

### Giants of light

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**Ultraman Shining Version 01 – Giants of light**  
6 basic figures, 1 secret figure

Packing: 6in1/PDQ, 12PDQ/CTN (Assorted)

# Shining Version 02

SV02

Illuminate the universe

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Tartarus

Ultraman Tiga  
Power Type

Glitter Trigger Eternity  
(Shining)

Glitter Trigger Eternity

Ultraman Zett  
Alpha Edge

Ultraman Ribut

Diavolo



Ultraman Shining Version 02 – Illuminate the universe  
6 basic figures, 1 secret figure

Packing: 6in1/PDQ, 12PDQ/CTN (Assorted)

Shining Version 03  
SV03

Witness of my awakening  
©TSUBURAYA PRODUCTION

Ultraman Belial  
Atrocious

Ultraman Geed  
Solid Burning

Ultraman Zero  
Beyond

Ultraman Geed  
Magnificent

Ultraman Orb  
Origin

Ultraman Geed  
Acro Smasher



**Ultraman Shining Version SV03 – Witness of my awakening**  
6 basic figures, 1 secret figure, 1 premium secret figure

Packing: 6in1/PDQ, 12PDQ/CTN (Assorted)



布鲁可  
中国积木 原创品牌

奥特曼

BLOKEES  
FUN IN NEW BLOCKS

Shining Version 04  
SV04

Build the future

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Trigger Dark

Evil Trigger

Ultraman Zett  
Beta Smash

Ultraman Zett  
Original

Ultraman Trigger  
Sky Type

Ultraman Trigger  
Power Type



**Ultraman Shining Version SV04 – Build the future**  
6 basic figures, 1 secret figure

Packing: 6in1/PDQ, 12PDQ/CTN (Assorted)

# Galaxy Version

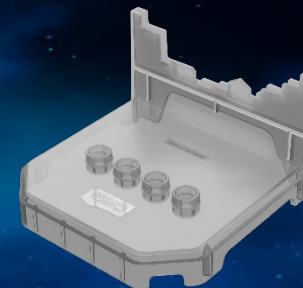


Blocks ≈ 21pcs

- \* Based on different figures, the number may have differences.
- Including props

Display base x 1

# Shining Version



Blocks ≈ 21pcs

- \* Based on different figures, the number may have differences.
- Including lighting device

Display base x 1

9 in 1



6 in 1



**BLOKEES**

**MARKETING**

# POINTS OF SALE MATERIALS

**BLOKEES**



Free Standing Display Unit



Floor Graphic and Display Poster



Perspex Display Units





# TRANSFORMERS

NETWORK