



Icecat joins the American Specialty Toy Retailing Association (ASTRA) as an affiliate member. [ASTRA](#) is a non-profit association that provides education, networking, product sourcing, discounts and consumer public relations to develop the toy industry.

## Offer to ASTRA Brands

ASTRA brands can use Icecat [Free Vendor Central](#), a free-of-charge Vendor Central for Icecat's 1000s of Full Icecat (web) retail clients or to use the subscription model of Open Icecat for an unlimited syndication of all product information to all relevant (e-commerce) channel partners.

## Offer to ASTRA Retailers

ASTRA retailers can use the free [Open Icecat](#) catalog consisting of standardized product data-sheets for all participating manufacturers and can subscribe as a Full Icecat user to promote the [Free Vendor Central](#) for brands.

If you want more information about these offers and the [Toys Data Model](#), please [contact us](#) or your local account manager.



Read further: [News](#), [Open Icecat](#), [toys industry](#), [Vendor Central](#)

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