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## THE TOY MAN™ PRODUCT GUIDE | “NEWS & VIEWS™”

*“It’s about a whole lot more than just toys!”*

### **This Month’s Features**

- Striving To Serve You Better With The Toy Man™ Product Guide
- PROJECT: Education Outreach
- Toy Man™ Product Guide Timeline
- Game Developers Beware!
- A Whole New Look!
- Some Unique Products That Really Kick!

### **Striving to Serve You Better With Toy Man™ Product Guide**

Since 1971 The Toy Man™ Product Guide has provided an exclusive, credible, and unbiased method of giving recognition to products which *“have what it takes™”* to receive The Toy Man™ Seal of Approval.

Until recently, we have published in-depth product reviews which have been exclusive to The Toy Man™ Product Guide, yet this simply wasn’t enough according to our own standards. Our product reviews have now been replaced with *“Product Evaluation Summaries”* with the word *“summaries”* being the key word of importance.

A product evaluation is no longer produced by just in-house staff. Top qualified professionals in the field associated with the product under evaluation, have now been added. For instance, apparel is evaluated by a leading professional in the textiles industry, a plastic toy evaluated by a plastics design engineer, etc. In addition, a second industry professional prepares another evaluation report in order to provide a different view of the product under evaluation.

The in-depth reports from the industry professionals are combined with the evaluation results from our own in-house staff, the consumer hands-on evaluation, and results from evaluation of our video tapes from the product evaluation segments.



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It is quite evident that when you consider the voluminous amount of content from each product evaluation, it would not be feasible to publish a review of such an immense size. The solution we developed is what we now refer to as a **“Product Evaluation Summary”**. The summary is exactly what it says, an in-depth *summary* of the results from all reports and other details compiled from our evaluation of each product.

By adopting this approach to our business model, The Toy Man™ Product Guide has become unique in its information resources for our readers. Striving to serve our readers more effectively has now been taken to a new plateau in product guide offerings.

### **PROJECT: Education Outreach**

As a service of the International Parenting institute™, Toy Man™ Product Guide has recently begun a new service called **“PROJECT: Education Outreach”**. The objective of this program is to create a conduit for games, toys, and other juvenile products into a real-time hands on evaluation effort, as part of the curriculum for Title I public schools and Charter schools first, then expand into general education public schools. Our eventual goal is to take this program nationwide.



Our launch event was a family night where a variety of games were provided for the parents and students to evaluate and provide a **“Constructed Response”** in English and Spanish on a form provided by the teachers and staff. The image on the prior page shows a collage of



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images captured from the event. The school staff spent 45 minutes to teach the parents and students how to fill out the form they were given effectively.

**“Comet – The fast path to learning”** (<http://www.activemindsonline.com>), **“Play Ball”** (<http://www.playballtheboardgame.com>), **“Jishaku”**, (<http://www.playjishaku.com>), **Pirate King** (<http://www.flasterventure.com>), **Animoes** (<http://www.animoes.com>), **Bella Serra’s Trading Card** blister packs (<http://www.bellasara.com>), and **Word Sweep** (<http://www.wordsweep.com>), were the primary games featured by The Toy Man™ Product Guide at this program/event launch. To the surprise of many, even including the school staff, the majority of parents and kids favored the games we provided, than the mainstream classics such as Monopoly and other similar games!

At the current time, the games which we featured at the event launch have The Toy Man™ Seal of Approval and are currently being evaluated as part of the curriculum for the students at this school. *“Comet – The fast path to learning”* was the first game introduced to the school as part of the student curriculum, essentially, the cornerstone of this program which now includes many others.

At this point, only products which have been evaluated and approved to bare The Toy Man™ Seal of Approval will be submitted to the schools in Nevada, California, and soon New York which are currently active in the *“PROJECT: Education Outreach”* program.

Special Thanks to all of the companies, school staff, parents, and kids who helped our labors become a reality with this program. As it progresses to more schools, you can take pride in knowing you were a part of making it happen!

A more detailed breakdown of this program will be available by the end of January 2009.

**PLEASE NOTE:** The *“PROJECT: Education Outreach”* program is open to toys, games, books, DVD’s, electronic games, and other juvenile products.

### **The Toy Man™ Product Guide Timeline**

Toy Man™ Product Guide continues serving the public since 1971 with yet another year about to be added, will soon be publishing a timeline page for our readers. This timeline will enable our readers to gain a better grasp of where we first began and see the stages which are a part of the evolution of our publication and parent company.



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*The Toy Man™ Product Guide Timeline - continued...*

This new timeline will be making its debut in January 2009 and will hold tidbits of information that many people are not even aware of or even imagined that Toy Man™ Product Guide was a part of. *More detailed info coming soon.*

### **Game Developers Beware!**

It is a common practice for start-up companies who are developing games, to trust what they are told when someone offers to help. While there are plenty of people who are 100% legit., there are a few who could cost you realizing your dream. A perfect example of why everything may not always be what it appears to be, a company in Pahrump, NV called Board Game Manufacturing, (*and other names used as well*), will serve as a perfect example. See <http://www.boardgamemanufacturing.com>.

This company states on their web site that they provide FREE UPC Codes for your product! Wouldn't that be great if it was real? In our investigation into this matter following multiple complaints filed with us, we discovered that in actuality, the UPC codes are the cell phone, fax, or home/business phone number of the company having their game made by this company!

The UPC codes is enough of an issue but how about the pricing and quality provided. Be sure and perform due diligence and check with the Better Business Bureau (BBB), and before you do business with a company to see if there are is a history of any complaints. Speak with other former clients of a company to see if they are satisfied with the service. One of the companies who filed a complaint with the BBB against this company was charged almost twice what their new manufacturer charged for a short run of a 1,000 pieces.

On the Brighter Side...

Now although we have focused on one example from the bad side of the coin, there is always a brighter side. Despite our desire to manufacture products in the U.S., sometimes that just is not possible. In cases such as this, we discovered an excellent company in Hong Kong, (*Ricowell, Ltd - <http://ricowell.com>*), that puts out the highest level of quality at a very competitive price for custom design and manufacturing, print and packaging, garments, laptop cases and backpacks.



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*Game Developers Beware! continued...*

There are also services available you can join which have potential benefit for your company such as GAMA - Game Manufacturers Association – <http://www.gama.org>, ASTRA - American Specialty Toy Retailing Association – <http://www.astratoy.org>, or The Credit Collective - <https://www.creditcollective.com>. These are but a few of the sources you can find which may provide the assistance you need. Just step slowly and enjoy the reward of your careful efforts.

### **A Whole New Look**

Toy Man™ Product Guide has seen many changes over the years but even more so after it went online in 1994. As a new step to welcome the new year, Toy Man™ Product Guide has taken on an entirely new look. Cleaner and far more visually appealing, your weekly visits to see the latest news and discover who the new inductees for that week will be a far more enjoyable experience.

We have added a load of new colorful imagery and performed a complete re-structure of the web site with even more new additions coming over the next few weeks. This is our way of saying Happy Holidays, expressing our warmest thanks for your support, and welcoming you to the New Year soon to come!

### **Some Unique Products That Really Kick!**

It is a common practice to share with our global network of affiliates and network members, a list of the latest products *which have what it takes* to pass our strict evaluation guidelines, but to end this year we have chosen to give recognition to some products that we feel really kick!

These products are not just inductees to Toy Man™ Product Guide, these are product which represent what bringing a dream to reality can truly mean. Some of these products have been around for a while where others are fresh new designs which are still wet behind the ears.

Regardless of how long they have been around, these products have what it takes to make a difference in people's lives and provide a positive contribution to others that really sticks as you can see in the products which are featured here.



Comet, The Fast Path to Learning, is an engaging way to learn and spell. Based on multiple choice questions, guess the meaning, spell the word, give the number of vowels, earn a bonus card...

*A Bible version of the game is being introduced this month, along with an exciting expansion set for Children!*

[ <http://www.activemindsonline.com> ] [ [Read Summary](#) ]

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The Ooz & Oz Morph-O-Scopes Circus Kit creates ingenious ancient optical illusion art fun for today's curious kids K-12. Their curved mirrors transform secret squiggles and swirls into delightful ready-to-crayon cartoons and giggly brain-tickling drawing challenges. It's a perfect combination of challenge, positive fulfillment and creativity.

[ <http://www.oozandoz.com> ] [ [Read Summary](#) ]

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Jishaku™ is a patent-pending, portable strategy game like chess or checkers that can be played anywhere – the kitchen or the beach. But unlike chess, there is an element of surprise when the magnets jump out of position, without warning. There is no predicting what will happen from one moment to the next when playing Jishaku.

[ <http://www.playjishaku.com> ] [ [Read Summary](#) ]

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The Baby Human Play and Learn Spoons add a delightful new perspective on Play and learning, both simultaneously and individually. An infant will be fascinated with the color and shape for Play, yet as they progress in their development...

[ <http://www.babyhumaninc.com> ] [ [Read Summary](#) ]

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There are trading cards, and then are ChatterChix. Girls ages 5-12 can now venture into a whole new world of learning about other girls their age, how they dress, what they consider fun, and wholesome values of yesterday which are so sorely needed today.

[ <http://www.chatterchix.com> ] [ [Read Summary](#) ]

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When it comes to this product, I can say nothing short of WOW! Trunki is the only 'ride-on' children's suitcase on the market, are crafted in brightly colored, durable plastic and are "hand luggage approved". Trunki's let toddlers participate in the traveling experience in a practical, and fun manner that lets kids mimic their parents in their travel.

[ <http://www.aroundthetablegames.com> ] [ [Read Summary](#) ]

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Bella Sara is a unique combination of collectable horse-themed trading cards and a magical online world for kids at [BellaSara](http://www.bellasara.com). Each Bella Sara trading card is designed to stimulate pro-social dialogue among kids, and between kids, their parents and educators.

[ <http://www.bellasara.com> ] [ [Read Summary](#) ]

## In Closing...

Whether you are a new member or subscriber or one of our regulars, this special feature of The Toy Man™ Product Guide – News & Views™ is our last publishing in this format. In 2009 we will be introducing a far unique and clean design which will provide a far more pleasurable experience for our subscribers.

We would like to invite you to submit any suggestions, comments, or opinions you may have in regard to what you would like to see as we continue to improve our services to serve you more efficiently.

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\* The Toy Man™ Seal of Approval is NOT an award. It is a product / service certification and validation tool for all products and services which prove they have what it takes to be inducted into The Toy Man™ Product Guide.