

# Toy set company

Business



## KNex

KNex is a privately-held company with its headquarters and manufacturing facility in Pennsylvania. It is the most innovative and fastest-growing construction toy company<sup>3</sup>. Their products are distributed in over 30 countries worldwide. They also distribute BRIO trains and toys including Lincoln Logs in North America.

One of their products is the Tractors & Trucks 10 Building set which comes with KNexmen and a KNex building system with real KNex bricks with rods and connectors<sup>4</sup>. Advantages of this toy include having a handy storage container for portability and it's easy to clean. This is made up of 130 different toy pieces. This is priced at \$ 12. 99.

## Guidecraft

Guidecraft started in 1964 in a small woodshop. It has been making quality educational items for kids for some years now, and are made with the same quality and durability as that of the furniture that they are making<sup>5</sup>. The Guidecraft wooden blocks and construction sets are some of the classic toys sold by the company.

An example of the construction set by Guidecraft is the Construction Truck Sort and Match whose heavy-duty pieces are attached to the matching board with pegs and some embedded magnets. It includes 6 double-sided pattern cards, 48 construction truck pieces, a durable birch plywood storage case and a self-propping board with pegs and a metal backing. This is priced at \$ 40. 006.

## Hasbro

Hasbro was started by three Polish brother textile merchants who experimented with different product lines, ranging from sales of cloth scraps  
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to pencil bags and hatbox liners. Hasbro, then the Hassenfeld Brothers, initially were known for their pencils before their toy line, but with the advent of their switch to plastics in the 1940s, and the creation of Mr. Potato Head, they became giants of the toymaking world. They now are the parent company of Coleco, Tonka Co., The Parker Brothers, and Milton Bradley. 7 Among the many popular products they now offer is the Tinkertoys construction set, a product that offers as many ways to create new structures as a child can imagine. There are several spools with holes arranged in 45-degree increments where the provided sticks connect the shape to another. A 102 piece set sells for around \$25. 8

#### Melissa and Doug

Melissa and Doug is a toy company that focuses on children under the age of 10 years. Begun in 1991 with a textured pig book, the company has grown to include a varied product line- their repertoire includes wooden puzzles, blocks, magnetic construction toys, and books with textured figures, and they have a reputation of offering only high-quality toys. 9

One of their most recognizable products is their 100 Wood Block Set, lightweight primary-colored blocks that children may use to build forts, castles, and other structures with which to play. The slightly smaller than normal blocks are meant to increase a child's balancing and problem-solving skills, hence the slightly older age recommendation. The Wood Block Set sells for about \$20. 10