

the Main Channel

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On Target

Two brothers take on the national toy market

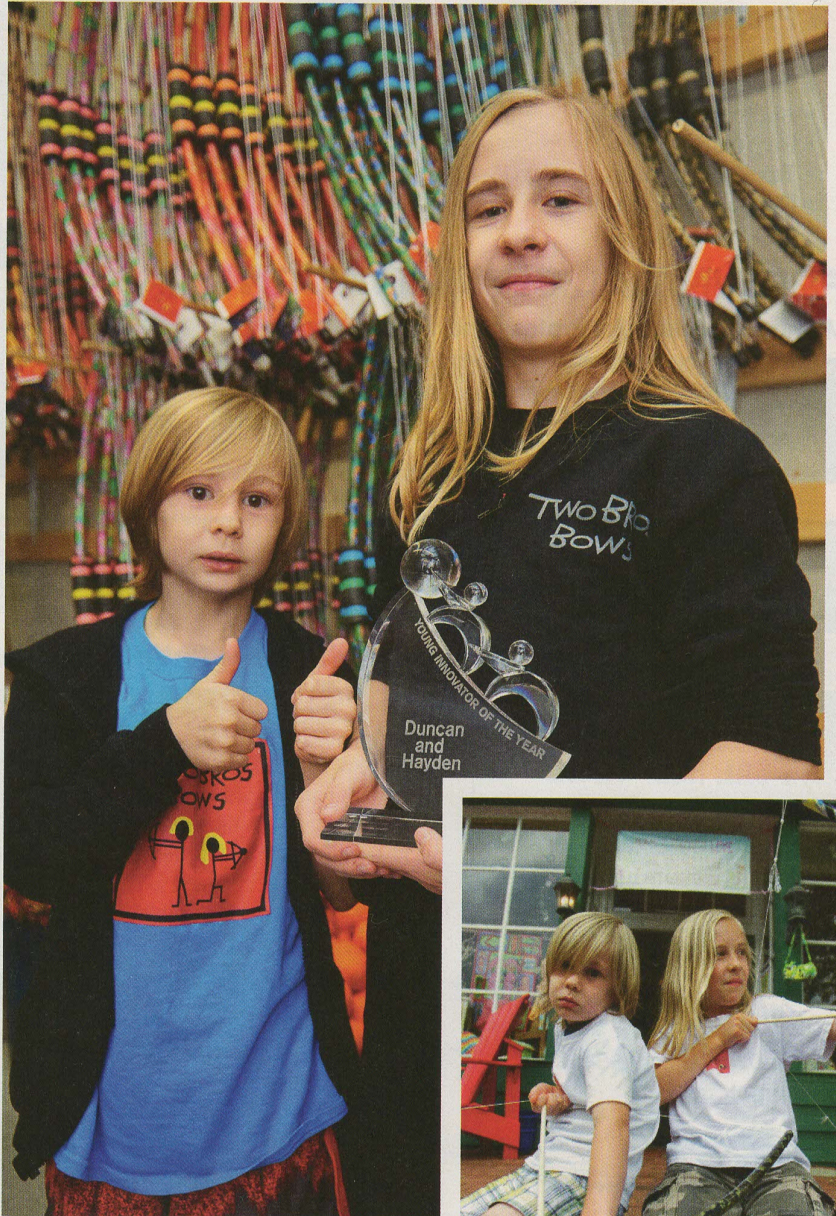
Three years ago, Duncan (now age 12) and Hayden (now 10) started a business making kid-safe bows called Two Bros Bows. The Village Store in Davidson was, at the time, the only brick-and-mortar location that carried their toys.

Today, Two Bros Bows are sold in almost 700 specialty toy stores across 49 states — including three in Alaska. In addition, the brothers, who attend Davidson Elementary School and asked for their last names not to be listed, recently won the TAGIE Awards' Kid Inventor of the Year title — they were selected from 200 nominees.

To reach this level of success, the bros have been innovating nonstop, underneath the guidance of their mother, Elisha. When the brothers first started, they made each bow themselves. Today, their team includes over a dozen people. The new bows have rubber end caps, shrink-wrapped designs and revised safety features. The brothers are still hands-on with the company, although they've switched from laborers to design and management positions.

"As a parent, you always have to revitalize what they're doing," Elisha says, while the brothers show off their latest project, an app they're designing that will incorporate archery and education. The company focuses on promoting creative play, but their family stays focused on keeping balance in their lives. To the brothers, it isn't about the money — it's about the fun of the journey.

— Connor Roberson,
photography by Glenn Roberson



From left, Hayden and Duncan with their TAGIE Award. Inset, Hayden and Duncan in the July 2013 issue of *CURRENTS* when they first launched Two Bros Bows.

