



Eco-Friendly Toys. Made in America.



Press Kit

www.LukesToyFactory.com



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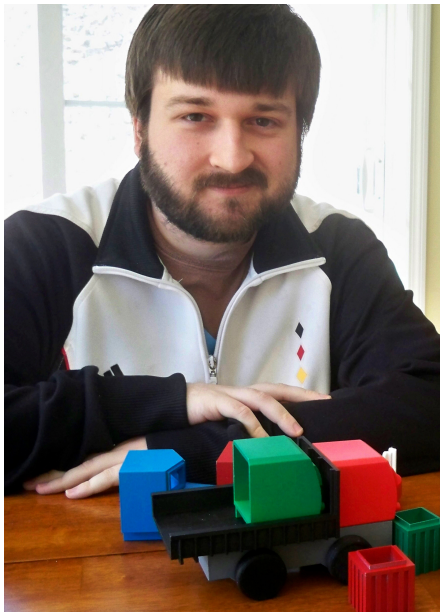
Educational Toys. Powered by Imagination. Made with Sawdust in America.

Our eco-friendly toys are **made with sawdust** reclaimed from U.S. furniture manufacturers. By incorporating sawdust we are able to use **30% less plastic** than traditional plastic toys, and instead of being incinerated, the sawdust is given a second life, resulting in durable toys with a silky-smooth feel.



Luke has designed our toys to be **3D stacking puzzles** with parts that mix and match. Slight wiggle room means that kids **aged three and up**, can develop their **problem solving, creative play**, and **fine-motor** skills without getting frustrated.

Finally, our suppliers - from injection molding to packaging - are **American**. This ensures the highest standards in quality, sustainability, safety, play value... and fun!



Meet Luke. Toy Designer.

As a small boy, Luke Barber couldn't get enough of the trucks, cars, trains... anything with wheels.

That passion has never left, so it made sense that he would learn to design toys and bring them to life. Most importantly, Luke wanted his toys to be made here in the U.S. with locally sourced materials. And they are!

Luke's Toy Factory is a **bootstrapped startup** based in Danbury, Connecticut founded by Luke, his father Jim, and another father/son pair - Mitch and Evan.

1



Luke uses CAD software to design toys

2



We 3D print Luke's designs to create a working prototype

3



Kids play with 3D printed prototypes so we can determine which designs are most fun

4



We create steel molds, and injection mold each part with wood-plastic composite

5



Toys are manufactured, assembled, and packaged in Connecticut

Founding Story.

In 2007 during high-profile recalls of Chinese-made toys for lead paint, Jim Barber, a professional photographer, dug through boxes of his kids' toys in the crawlspace. Sure enough several had been found to be dangerous. He thought there must be a better way to make toys for kids that would ensure quality, safety and play value.

Over the next few years Jim researched materials and manufacturing processes, leading to an innovative, highly durable material called **wood-plastic composite** - widely used as outdoor decking, but not used in the injection molding of complex parts.

Seeing an opportunity, in 2013 Jim enlisted his adult son Luke to design toys using his **self-taught** CAD software knowledge and passion for vehicles. Jim and Luke then brought on another father/son pair, Mitch and Evan Achiron to help build a brand around Luke's toys. In June of 2014 Luke's Toy Factory launched with a successful KickStarter campaign, raising \$15,000 to fund the company's proof of concept - the Firetruck.



"Manufacturing in the U.S. enables us to ensure the high quality of our toys because we monitor every step in the process. Luke designs toys for kids during a crucial developmental period from three to four when they have outgrown baby toys but are still too young for more complex building toys. The toys help kids develop **problem solving** and **fine-motor skills** without frustrating them. That combination of quality, sustainability, and educational value is something we are extremely proud of", says Jim.

Today the startup continues to grow and gain recognition within the American "**Maker Movement**", and as an innovator in the **\$84 billion global toy industry**. Recently it began exporting to the European Union.



American Suppliers. American Made.

CT

Design, Manufacturing,
Packaging & Assembly

MA

Injection Molds
for parts

MI

Wood-Plastic
Composite

NC

Sawdust from
furniture factories





Educational 4-Pack named a 2019 Teachers' Choice Award winner.



Dump Truck carrying the wood-plastic pellets used to make our toys.

"Due to the steady growth in the global eco-friendly educational toys market, several **start-ups** are increasingly entering the **global educational toys market**. **Luke's Toy Factory** is another start up that offers eco-friendly educational toys. These advances in green toys will most likely **drive the market** during the forecast period [2018 – 2022]."

Senior analyst at Technavio for research on school and college essentials
Global Educational Toy Market 2018 - 2022 | Rise in Green Toys to Boost Demand

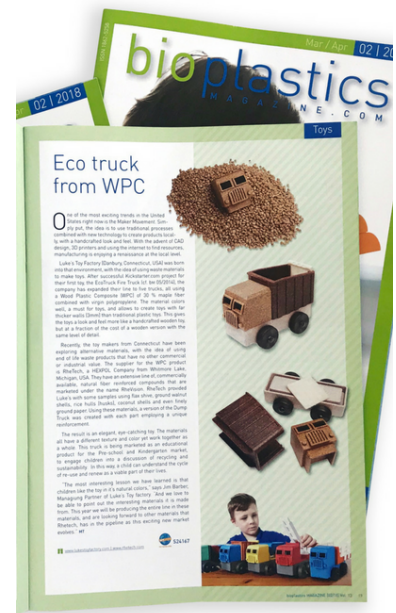
Coverage of Luke's Toy Factory



Senator Blumenthal plays inspector



Cover of Playthings Magazine
Premier Trade Publication of US Toy Industry



BioPlastics Magazine
Global Trade Publication