



Eco-Friendly Toys. Made in America.

Luke's Toy Factory to Represent Connecticut in Made in America Product Showcase at the White House

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DANBURY, CONNECTICUT - On Monday July, 15, 2019, Luke's Toy Factory - a Danbury based, bootstrapped startup - will represent Connecticut in the third annual Made in America Product Showcase at the White House. One businesses per state will display their American-made products.

Founded in 2014 by two father/son pairs, Luke's Toy Factory manufactures award-winning educational toys for kids aged 3+ from an innovative wood-plastic composite material which utilizes sawdust reclaimed from U.S. furniture manufacturers.

By incorporating sawdust and other upcycled organic materials, the company is able to use up to 30% less plastic than comparable toys, and instead of being incinerated the organic material is given a second life, resulting in safe, durable toys.

"We are excited to once again host businesses from all 50 states at the White House to highlight and celebrate American-made products," a White House official said.

Jim Barber, Luke's father and the startup's Managing Partner added, "We are happy to represent Connecticut's business community and all of the wonderful companies and entrepreneurs that call Connecticut home. We're very proud to work with American suppliers, which supports local jobs and enables us to ensure the highest quality and safety of our products for our customers."

Shorty before the White House event, Luke's Toy Factory will launch a Kickstarter campaign to raise funds for its newest line of toys made from organic materials such as walnut shells, rice hulls, flax fiber, and coconut shells. It will mark the first time in the \$89 billion global toy industry that materials of this kind are used to manufacture toys.

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