

EDUSHAPE CELEBRATES 35 YEARS OF INSPIRING CHILDREN'S CREATIVITY; COMPANY UNVEILS NEW BRANDING AND PRODUCTS AT TOY FAIR 2018

Edushape Toys manufactured its first line of products in 1983 to provide pre-school teachers with the tools for creative play while educating their young students. Built on the strategy of seeing the world through the eyes of children, Edushape continues to create products that nurture imagination and spark creativity in the very young. Throughout the years, Edushape toys have incorporated high educational value while supporting a child's healthy social and emotional development. Edushape toys are now reaching a second generation of children whose parents remember fondly some of the very same toys from their own childhood.



Image from 1988 photo shoot

The company was started by Alon Zitelny originally as a manufacturing enterprise in Israel, but soon they began to design their own toys to fill a void in the educational arena for products that would not only entertain but ones that would also spark discovery and imagination among children up to five years of age. Edushape was one of the first companies to create "educational" toys, and today they continue to be highly regarded for innovation, quality and creative design in the category. Erez Zitelny joined in 1991 when he moved to the U.S. and today heads up Edushape in North America.

Each Toy a Group Effort

What many may not realize, however, is that each idea, which then becomes a design that turns into a prototype, has age appropriate developmental skills built in. "In addition to great colors, textures and shapes that young children gravitate towards, each Edushape toy also reinforces specific skills, both physical and intellectual, that are necessary building blocks in a young child's development," comments Erez Zitelny. "For example, the small motor skills that are necessary to place the marbles in our Marbulous Marble Run are the pre-cursor to holding a pencil and learning to write, and the concept of taking turns helps with socialization."

Each Edushape toy is the result of a team effort involving designers, psychologists, teachers and at times parents who have a great concept, working in conjunction with those who manage sourcing to ensure that all materials are safe and durable. Safety and durability are givens as the toys can withstand days, months and even years of play in classrooms; however, ensuring that a toy can occupy a child's attention is an even greater challenge.



Edushape Magic Brix

"Versatility is another important component in all our toys. This enables young minds to play creatively, and in many cases there are no rules nor instructions to be followed. For example, with our popular Magic Brix in Motion a three year old can construct a recognizable shape such as a box or a car....or she can build a bridge to the sky, an edifice that's wider on top, a googly-eyed monster and so much more," offers Zitely. It is also important to note that Magic Brix in Motion is actually a new version of their popular Magic Brix whose easy to connect pieces make it a favorite among preschoolers. Recently the company added wheels

and other parts to enable children to make their creations move, as fast or as slow as they wish.

Another popular Edushape toy, Sensory Balls, incorporate a variety of colors, sizes and textures to encourage babies and toddlers to touch, feel, throw, explore and even socialize when playing with others. Their newest set, Sensory Balls Set of 9, was recently featured in the "Best Baby Toys of 2017" in *Fit Pregnancy Baby* magazine.



Edushape Sensory Balls



Edushape Geostacker

Edushape is also a leader in enhancing play value with STEM skills, even in toys for the very young. Among the new products to be unveiled at Toy Fair 2018 is the Geostacker which features squeezable sensory play pieces that can be stacked in different see-through tubes. The new toy includes soft, textured shapes sized especially for small hands, which inspire babies to play while figuring out where each piece fits.



Media Contact:
Alise Kreditor
alise@kmc-pr.com
516-482-4866

A New Look Going Forward



Coinciding with the 35th anniversary of the company, Edushape is unveiling a multi-faceted branding effort which includes a new logo, slogan and packaging which will roll out with the new product introductions at Toy Fair 2018. A new logo incorporating creative interpretations of the letters “e” and “s” along with the words “Shaping a wonderful childhood” will appear on all Edushape packaging and materials. “Even when it came to designing a new logo we wanted to incorporate creativity and imagination for the viewer,” observes Zitelny. “Some may simply see the two letters, while others imagine a snail or an elephant dancing across the boxes with thought bubbles to make you wonder what each is saying.”

The company will continue to feature on all packaging small icons depicting the skills that are enhanced by each toy. At a glance parents will know which products promote fine or gross motor skills, hand eye coordination, logic & reasoning, specific sensory skills and socialization, helping them to select the toy that is best for their child.

Today Edushape toys are found throughout the world and are favorites among educators and parents alike. Always true to its mission of viewing the world through a child’s eyes, Edushape will continue to create products that will educate, inspire and entertain generations of children to come.

#