



Eco-Friendly Toys. Made in America.

Luke's Toy Factory to Bring Eco-Friendly, American Made Toys to the 2016 NY Toy Fair

Innovative startup to introduce new product offerings to its line of "3D Puzzle" trucks

DANBURY, CT- February 8, 2016-

Luke's Toy Factory, a startup which less than a year ago began selling eco-friendly, American made toys, will reveal the latest truck in its line of EcoTruck stacking trucks, the "Tipper Truck", at Booth # 2076 during the North American International Toy Fair, held from February 13-16, 2016.

EcoTrucks are a series of stacking toys whose parts assemble to create a working toy truck, and are interchangeable, promoting creative play and problem solving skills. "Think of a 3D puzzle that becomes a truck when assembled", said Luke Barber, the toy designer. "Designed for small hands, the parts are made with a bit of wiggle room, so that kids with developing motor skills are not frustrated. Our target age is 3 and up - just at the point where kids are outgrowing "baby toys" but aren't quite ready for the precision required for more complicated building toys."

The company utilizes an innovative, eco-friendly material that removes 30% of the plastic from the toys and replaces it with organic material – sawdust sourced from US furniture mills and window factories that would otherwise have been incinerated. This is combined with safe, certified clean plastic pellets to make the toys. The toys' colors are molded in rather than painted on, which eliminates flaking and splintering. Though wood fibers in the plastic are visible, the feel of the toy is silky smooth.

Luke's Toy Factory is helping lead the renaissance of manufacturing in America. All phases of production are sourced from, or made in the USA, from the raw materials to the injection molds and the packaging. "We made a decision from the start to use American sources", said Jim Barber, managing partner of Luke's Toy Factory. "By manufacturing in the United States, we are able to create jobs that pay fair wages, while ensuring the quality of our toys by directly overseeing every step of production." Barber added, "These are toys that look like they could have been hand crafted by a skilled wood worker, with some of the qualities of their full-size counterparts, but our toys are made using state of the art manufacturing processes and materials – they're traditional toys for the 21st Century!"

Luke's Toy Factory is currently shipping its three original trucks, the Fire Truck, Dump Truck and Cargo Truck. They will be accepting pre-orders of the Tipper Truck beginning February 12th, 2016, with shipping anticipated by July 2016 to pre-order customers, specialty and online toy retailers. The trucks MSRP is \$22.95 individually, with a Two Truck Pack at MSRP \$34.95.

FOR IMMEDIATE RELEASE

Luke's Toy Factory
128 East Liberty Street
Danbury, CT 06810

www.LukesToyFactory.com



Tipper Truck made
4 mix & match parts.

INTERVIEW REQUESTS:

To arrange an interview with either Luke Barber or Jim Barber, please contact Co-Founder, Evan Achiron at evan@lukestoyfactory.com or at (914) 523-4279

About Luke's Toy Factory:

Danbury, CT based Luke's Toy Factory is a startup toy company that manufactures eco-friendly toys in the United States. The company was formed in 2012 in response to growing concerns about Chinese made toy quality and safety and introduced its first product, the Fire Truck, in 2014 following a successful Kickstarter project. The toy was named a finalist in Inc. Magazine's top 30 design products of 2015. Since then, Luke's Toy Factory has rolled out a line of stacking "3D puzzle" trucks whose parts are interchangeable with each other promoting creative play and problem solving skills. For more information, visit www.lukestoyfactory.com and follow @LukesFTY on Facebook & Twitter.

"Luke's Toy Factory" and "EcoTruck" are trademarks of MWB Toy Co LLC dba "Luke's Toy Factory". The design of the EcoTruck system is patent pending.

Contacts:

Jim Barber, Managing Partner
jim@lukestoyfactory.com
(212) 598-4500

Evan Achiron, Co-Founder
evan@lukestoyfactory.com
(914) 523-4279