



FRACTILES®

Exciting MAGNETIC Tiling Toy

What Benefits Are Retailers Looking For?

Playthings Magazine Feb. 2010: In Pamela Brill's article "Rebuilding Momentum", retailers touched on **what they would like to see toy manufacturers do better**. Read some excerpts below to see how Fractiles measures up.

Laura Miller of Imagination Village, Concord, N.H. said she would like see...

"More US-made product in greener packaging."

Kelly Pluchino of Education Station, Montgomery, N.Y said along the same lines...

"I would like to see more toys being manufactured in the U.S. to eliminate any worries parents may have about a toy manufactured outside of the country. (Yes, they are still concerned after all this time.) More toys should be manufactured using more natural materials—parents are always asking if I have organic stuff—and focus more on the quality of the product and not on the elaborate packaging. Toys break way too easily these days."

Fractiles would like to say in response to Laura and Kelly's comments...

- *Fractiles is manufactured entirely in the USA following strict safety guidelines and we are fully compliant with the CPSIA. If you want to view the Fractiles Certificate of Compliance, go to the Fractiles website at <http://www.fractiles.com/productsafety.html>. Our packaging is truly green. The only thing the customer will throw away is a small piece of shrink-wrap.*
- *We make a product that is not only safe and green, but also high in quality and play value.*

David Plenn of The Dinosaur Farm, South Pasadena, Calif. said...

"For starters, I wish they (manufacturers) would support their product by sending out more in-store samples, having play days with a company rep and providing good JPEGs for products that we can feature in a newsletter or online site."

Fractiles would like to say in response to Dave's comments...

- *Fractiles provides free samples for store demos. And we love to do over-the-phone demos with buyers after we send them the sample they requested.*
- *We provide high quality graphics, both web-ready and high resolution for print, which can be downloaded for a feature in a store newsletter, website, etc.*

- *We offer free lesson plans and family activities booklets that many Fractiles fans appreciate, especially teachers and parents.*
- *In addition, we offer “Unique Selling Points” a simple one page guide for sales associates to help them talk up Fractiles.*

Michael Ziegenhagen, Playmatters Toy Stores, Pepper Pike, Ohio said...

“Provide service. It is so difficult to believe that smaller vendors never follow up with a phone call or a mailer after Toy Fair or the ASTRA convention. Even if an initial order is placed, it is rare to receive a call for sell-through information or a reorder. Very few companies communicate effectively with their specialty retail clients.”

Fractiles would like to say in response to Michael’s comments...

- *Though we don’t always attend the above mentioned shows, we do keep in touch with our customers year round. Communication with our retailers is a top priority.*
- *Through quarterly newsletters, followup phone calls, faxes and emails, we try to make sure that our customers are receiving excellent support in their preferred mode of communication.*
- *We especially like to follow up early on with new customers to make sure everything is in order and to take care of any problems.*
- *Over the years Alexis and Beverly have come to enjoy and value the many wonderful relationships we have developed with our customers.*

Sharon DiMinico, Learning Express, Devens, Mass. said...

“Not run out of inventory in the fourth quarter.”

Fractiles would like to say in response to Sharon’s comments...

- *Since our inception in 1998, Fractiles has never experienced the problem of running out of product during fourth quarter. Since our product is made entirely in the USA, we don’t have to wait for shipments from overseas and we don’t worry about dock strikes either.*
- *We process most orders and get them out within 2 to 4 business days.*

[Click here to read the entire article from Playthings.](http://www.playthings.com/article/CA6717287.html?q=rebuilding)

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