

For Immediate Release

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EDUCATIONAL INSIGHTS® SHAKES UP INVENTOR RELATIONS
True partnership model redefines best practices

August 6, 2010 (Gardena, CA) – Educational Insights’ unique and refreshing approach to inventor relations has the toy industry scratching their heads and inventors lining up to pitch ideas.

With a steadfast commitment to collaboration at heart, Educational Insights’ take on inventor relations is unique within the toy industry. From pitch to shelf, EI partners with their selected inventors on everything from product and package design to play patterns and promotions, proudly promoting their inventors’ stories on packaging, in catalogs, and at tradeshow. The result is award-winning products like Stix & Stones™, an inventor submitted board game launched in 2010.

Rather than closing the door on Steve Ryan, inventor of Stix & Stones, after signing his contract, EI worked with Steve to hone the play pattern, define the look and feel, and test the instructions. Steve and co-creator/daughter Ali are featured on the box and have attended several key tradeshow and dealer game nights on behalf of EI. Steve continues to work closely with EI’s marketing team to creatively promote the game.

Says Educational Insights’ Marketing Director Amy Opheim, “Consumers crave the human touch. These inventors are real people with great stories and there’s no reason to hide them away. Tying the inventors closely to their products enables consumers to create a real relationship with them and the proof is in the sales.”

Case in point, Stix & Stones can be found at most specialty toy retailers across the country, many school supply stores, and at a vast number of online retailers including BarnesandNoble.com. The product has been awarded Dr. Toy’s Best Children’s Vacation Products Award and Creative Child Magazine’s 2010 Game of the Year.

Inventor submitted products currently make up roughly 8% of EI’s line up and the educational products retailer plans to carry on with their policy of partnership and transparency. Not only is it the right thing to do, but it’s working!

Based in Gardena, California, Educational Insights is the manufacturer of playful products with serious educational value, including toys, games, subject-specific classroom products, and other teacher resources. Our products are designed by seasoned educators and parents who know that first and foremost, learning must be fun.

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