



Created by Us, Just for You

Toy Fair 2010
Media Kit



Watch Your Child Set Off On Magical Adventures with the New Toy Workshop Collection from Teamson

Teamson Design Corp.'s newest collection of hand crafted and hand painted children's wooden toys will take kids on exciting journeys through land and sea.

Edgewood, NY (February 2010) –Whether a child wants to sail the seven seas in search of hidden treasure, build a great arc and sail with the animals two by two, or be ruler of a kingdom, Teamson's **Toy Workshop collection** will inspire a child's imagination for endless playtime! For



over a decade, Teamson has inspired play with their exquisitely designed heirloom quality wooden toys. Teamson is excited to announce that the **Toy Workshop collection** is now available in the USA.

The **Toy Workshop collection** includes the vibrantly painted **Giant Pirate Ship** that features Captain Black Beard and five of his fierce crewmates. The ship is 23.25x23.25x10.75in and MSRP: \$138.00.

The beautifully designed **Noah's Arc** includes Mr. Noah and 14 adorable animals. The arc has four lifted decks, which are perfect for storing Noah and all his animal friends. The Arc's dimensions are 15x22x11.75in and MSRP: \$120.00



And Mrs. Noah, and The Arc's dimensions



14.5x23.5x23.5in and MSRP: \$150.00

The **Medieval Castle** is fit for any little king or queen. The castle is easy to put together with its pre-assembled towers, which are constructed using strong New Zealand pine. The castle has a working drawbridge and 15 brilliantly colored characters that will guarantee hours of royal fun for any child. The castle dimensions



Whether a child is playing alone or in a group, the **Bead Frame Activity Stool** is sturdy and comes in a variety of themes. With their brightly colored animals and various activity options, these tables are a great aid in helping develop a child's fine skills through play. The activity table is 14.6x23.5x23.5in and MSRP: \$120.00

Teamson is also proud to announce that it has taken great leaps to evolve into a more eco-friendly company. Teamson's wooden products are made primarily of high quality, CARB certified MDF (Medium-density fibreboard), which is an engineered wood product recycled from the wood shavings and sawdust in the factory into wood fibers that are fused together. By using MDF to create the line's wooden products, Teamson greatly reduced the threat of using wood that has been cut from trees that are decades old. "By using these new processes, we will be able to continue to produce high quality products while also reducing our carbon footprint." says Jerry Su, president of Teamson Design Corp. The company's factory also uses other sustainable practices like recycling waste water.

Teamson Design Corp. collections are available through www.SensoryEdge.com, specialty children's retailers nationwide and other fine e-tailers. Visit www.teamson.com for more information.

About Teamson Design Corp.

Since 1997, Teamson Design Corp. has been known for its high standard in designing quality products. We are based in Edgewood, NY, and is a leading creator in beautifully designed and crafted children's furniture and toys that are designed to spark any child's imagination.

We take great pride in the unique integrity of each piece we create. All of Teamson's creations are painted by hand by our talented artists, so no two are exactly alike. The quality of craftsmanship is among the very finest, as we place great importance on closely supervising the manufacturing process in our own factories. Beautiful, unique, creative, and safe - Created by Us, Just for You™.

Press Release



Teamson Introduces New Thomas & Friends Collection

Teamson Design Corp.'s new Thomas & Friends inspired children's furniture and room décor will be making tracks in a child's room near you

Edgewood, NY – As children and lifelong fans around the world celebrate Thomas & Friends 65th Anniversary, the creators at Teamson are proud to announce the launch of their new Thomas & Friends™ Collection. For the past 13 years, Teamson has made it their mission to produce the highest quality of beautifully designed and crafted furniture and wooden toys for children. Teamson's products are known for their heirloom-quality, which will allow these wonderful Thomas & Friends furnishings to be passed along to a new generation of children and Thomas enthusiasts.

“It is an honor to be able to put the quality that Teamson strives for into a great line of licensed products,” says Jerry Su, president of Teamson Design Corp. “We offer a quality and importance on safety and durability that is too often left out during production of licensed merchandise.”

The new Thomas & Friends Collection features the **Thomas & Friends wooden table**, specifically designed for playtime fun enjoying tabletop toys, coloring, or a perfect place for snack time with easy to wipe clean surfaces!

Chairs are sold separately and feature children's favorite engines - Thomas, Percy, Edward and James. The table and chairs are all embellished with

vibrant images including Thomas and all of his famous friends. (Table - \$90.00 MSRP, Chairs - \$66.00 MSRP)



To help keep kids playrooms tidy after they play with their Thomas train sets, Teamson has created the **Thomas & Friends Toy Chest** (\$138.00 MSRP), and the **Thomas & Friends Storage Bench** (\$158.00 MSRP).

Both chests are easy to assemble, build to last, and feature exciting scenes right out of a Thomas & Friends adventure. The storage bench's high back will allow little conductors to take pretend play rides to magical places.

With the **Thomas & Friends Wooden Growth Chart** parents can mark their children's growth up to 47.5" with the included fun train marker. (\$58.00 MSRP)



The **Thomas & Friends Wooden Bookends**, featuring Thomas and Percy, will keep children's favorite books and DVDs organized for even the biggest collection. The bookends come complete with non slip pads to avoid slipping or leaving marks on bookshelf and table surfaces.

(\$40.00 MSRP)

Teamson's Thomas line is available through www.SensoryEdge.com, specialty children's retailers nationwide, and other fine e-tailers. Visit www.teamson.com for more information.

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Kids Won't Want to Grow Up When They Have Teamson in Their Rooms

Teamson Design Corp.'s collection of hand crafted and hand painted children's furniture, room décor, and wooden toys are designed to spark imagination and inspire kids to be kids

Edgewood, NY (December 2009) – A child's room is not just a place to sleep - it's a place to play, learn, dream, grow, and make fantasies seem like reality. To help inspire a child's imagination and creativity, Teamson Design Corp., a leading creator in beautifully designed and crafted children's furniture and toys, is bringing its distinctive and diverse line of heirloom-quality, hand-crafted and hand-painted children's furniture, room décor, and wooden toys to a child's room near you.

"Children are always exploring and discovering ways to express themselves," says Jerry Su, president of Teamson Design Corp. "Our mission is to treat our customers like they are family and we design and develop children's furnishings with their families in mind. We offer children a fun, interactive way to get in touch with their imaginations and provide extra attention to each piece's quality, durability and safety while still providing exceptional value."

Whether you're looking to create a whimsical fairytale land, sneak away on safari, gallivant with a royal court and knights, or compliment your our home's décor without sacrificing sophisticated style, Teamson has a full-line of children's furnishings, room décor, and wooden toys to compliment any family's home.



The latest additions to Teamson's line are the no-tools required, wooden **Play Castles**. When the castle's pieces fit together like a puzzle, assembling these stately palaces is half the fun. Available in blue or pink, the Play Castles are a fashioned fit for any prince or princess. Included are furniture, a royal family, knights, horses and turrets with flags to create hours of play. The swivel base ensures that kids will have full access to their play area from any angle, and when the fairytale must rest, the castle walls and floors come apart like puzzle pieces to be conveniently stored.



The **Windsor collection** is aptly named for its style and class. Kids and parents will love these sets as the table's surface can be dedicated for playing, snacking, art projects and reading while a full-length shelf beneath stores books and supplies. The Windsor Collection is available in two styles including round and rectangle in three color choices: white, honey, and espresso.



What young girl doesn't dream of kissing a frog and finding a prince *poof* into its place? The **Magic Garden** and the **Princess and Frog** collections will transform any little girl's room into a fairytale play land where she'll reign as princess. Adorned in whimsical pastels these collections include pieces such as a valet rack with cubby and hand carved wooden hangers, vanity, step stools, table and chair sets, rocking chairs, toy boxes, table lamps, 7-drawer cabinet, and more.

The **Safari**, **Sunny Safari**, and **Alphabet** collections will transport adventurers to the far reaches of the Serengeti or Borneo on safari filled with zebra, giraffe, elephants, monkeys, tigers, and lions. Each of the collections offers a different artistic style from vibrant colors to bold hand-carved designs to a weathered crackle finish encouraging kids to show their wild side. The safari collections include: table and chair sets, storage step stool, bookcases, toy boxes, rocking chairs, time-out chairs, desk, and rocking animals.



Why buy a training potty that becomes an unwelcome sight in the home as soon as a child has mastered the task? When children have completed potty training, Teamson's **Potty Chairs** convert to elegant and playful chairs and rocking chairs to create extra children's seating anywhere in the home. All of the potty chairs feature removable toilet paper roll holders and book/magazine racks and the *Cowboy*, *Jungle*, *Noah's Ark*, *Magic Garden*, and *Wings & Wheels* potty chairs convert to a rocking chair by slipping on the included leg cover. Other styles include: *Prince* and *Princess* thrones, *School Bus*, *Lighthouse*, and musical potty chair with a picture frame embedded into the chair back.

"Parents want furnishings and accessories that reflect their child's personalities and interest," added Su. "But parents also want to stimulate their child's imagination and creativity yet still feel confident that their child's room only includes quality furnishings that are durable, safe and will live up to their child's daily wear. We own our factory and can guarantee our focus to superior manufacturing to create pieces that have a custom-made feel without a custom-made price."

Additional collections include: *Under The Sea*, *Froggy*, *Wings and Wheels*, *Bouquet*, and *Crackle Finish*. Teamson Design Corp. pieces are available through www.SensoryEdge.com, specialty children's retailers nationwide and other fine e-tailers. Visit www.teamson.com for more information.

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