

## **FISHER-PRICE FUN FACTS**

The year was 1930. Irving L. Price, recently retired from his position with the F.W. Woolworth Co., was serving as mayor of the small village of East Aurora, New York. He was looking for new business ventures for the village when he approached toy industry veteran Herman G. Fisher. Little did the two men know what delight their partnership would bring to children and collectors through generations. So just how far reaching is the Fisher-Price story? We'll let the facts tell the story:

- The first Fisher-Price toy ever sold was Dr. Doodle. In 1931, parents could buy this delightful little pull toy for under \$3.00. The same toy, in excellent condition, could command up to \$1,000 today.
- For nearly 75 years, Fisher-Price has designed and manufactured more than 5,000 *different* toys for children from birth to five years of age. Many of those toys have become Fisher-Price classics, remaining popular playthings for generations of children.
- More than 10 million Little Snoopy pull toys have been sold since it was introduced in 1966, which is approximately 700 a day for the past 39 years and still going strong! Little Snoopy has “gone on a walk” with children all over the world and has been with many of them as they’ve taken their first steps.
- If stacked on top of one another, the 40 million+ Rock-A-Stacks sold since their introduction in 1960 would reach over 6,000 miles into the sky.
- The Fisher-Price Chatter Telephone™ has been the first telephone for more than 26 million people since 1962. As a matter of fact, the Chatter Telephone is one of the only “telephones” on the market that still has a rotary dial!
- 100% of parents in the United States are familiar with the Fisher-Price® brand name.
- It took 35 years for Fisher-Price to achieve its first \$25 million in sales, 4 years to add its second \$25 million and just one year to add its third \$25 million!
- In 1936, Herman Fisher shared the Company’s first profit with employees by personally handing out nearly 4,000 silver dollar coins.
- The founders began a tradition in 1949 that is still honored today: Every Fisher-Price employee receives a turkey just in time for the holidays. Over that past 55 years, more than 50,000 turkeys have been given away to Fisher-Price toy makers. That’s approximately 400 tons of turkey!

## 2/Fisher-Price Fun Facts

Of course, behind each and every Fisher-Price toy is a staff of creative designers, artists and engineers, who take a paper sketch and craft it into a final product. It is the behind the scenes effort - the product development process - that truly sets Fisher-Price toys apart. The following facts and figures reveal just how much of our work is truly child's play:

- Fisher-Price tests new product ideas in its on site Play Laboratory with the toughest critics of all -- kids! In a typical year, more than 2,000 children help Fisher-Price determine which products make it to market. Since its opening in 1961, more than 50,000 children have been granted status as "Official Toy Testers."
- Children are important – but Fisher-Price always checks with parents too! We invite more than 1,000 parents (mostly moms) to Fisher-Price each year, to ask them what they think about new toys and children's products. Of course that doesn't include the nearly 8,000 parents we talk to outside of East Aurora every year!
- Fisher-Price Core reviews approximately 2,500 new product ideas every year, from an established outside inventor community. Of that number, fewer than 50 make it to the final review stage.
- The Company's own designers are fairly prolific as well; they generate approximately 2,000 to 2,500 new product concepts each year, from which approximately 200 items are chosen for the new line.
- Out of all 5,000 new product concepts reviewed, fewer than 200 actually end up in the new product line shown yearly at Toy Fair.
- Product ideas sometimes come from many sources, including a designer's own childhood experiences. A classic Fisher-Price product was inspired by one designer's childhood fascination with his neighbor's lawnmower. The neighbor had an old gas-powered reel-type lawnmower that emitted plumes of smoke. The future designer and his friends thought it great fun to run through the plumes. Decades later, after noticing the way bubbles suds up to create foam, the designer's thoughts wandered back in time to that neighbor's old lawnmower. And with that reminiscence, the Bubble Mower™ was born!
- Once an idea becomes a final product, it goes through some of the most rigorous testing procedures in the industry. For example:
  - The wheels on a Fisher-Price tricycle are test run over 100 miles on a sidewalk simulator.
  - Push buttons, squeakers, springs and other various mechanisms must withstand at least 1,000 actuations by a motorized finger to ensure the toy will stand up to repeated use.

### 3/Fisher-Price Fun Facts

- Toys such as the Rescue Heroes® Voice Tech™ Fire Truck are activated 25,000 times to test the product's sound and voice system and 150,000 times to test the electronic switch and circuit.
- Small wheeled toys (such as pull toys) roll continuously for up to 24 hours over a conveyor belt in order to keep up with even the most active preschooler.

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