

Be Amazing Toys Meeting - 5/28/08

Toy Fair

Was a good year for 2007

Booth was assigned for 2008 - It's a good booth upstairs.

New product for Kathryn Beich - 50K units ( Worms, Snow, Geyser)

New Account - Five Below

Interested in Snow but passed on it because of pricing

Good feedback form TRU and Target

Target to pickup Geyser Tube

Big Winner Last Year - Books Are Fun

Last Target and Cart Planet last year.

Possibly create a YouTube video to show the difference between BAT and SE.

#### Safety Concerns

MSDS or Safety Testing

BAT provides safety information for consumers on website and in kits. They do not plan on providing MSDS to consumers.

#### Products

Top Selling Products

Geyser Tube

Knowing what strong sellers are will help drive product development.

#### Product Ideas

Snow Maker

Holiday Character with a scoop and vessel

Snow Making Machine as a toy

Potato Gun - Launcher – License concerns with 3<sup>rd</sup> party

Shooting Jelly Marbles – Jelly Marble kit component

Jelly Marble Rainbow Tube – same tube for shooter

### **Geyser Variations**

Chain Reaction

Store Owner Contest on YouTube

Geyser Tube doing work.

Based on Simple Machines

Variations of Caps

Hose on the end

Faucet (Practical Joke)

Spinner

Noise Maker

Contraptions (Like Jack's Science Fair)

### **Science Magic Ideas**

Pour More Bottle

Magic Arc?

Water Gel?

### **Clock Reaction**

Think Ink

Should be able to do it 20 times.

Data Table

Play with different elements

We need to look at costs/benefit to do it domestically or in china.

How much are the chemicals.

Idea of a bigger kit with Acids & Bases

pH changes along with think ink \$20 price point

With oxiclean

Gravi-goo

Chemical is only available through SSS

Should be a \$20 Kit

Clear Spheres

Cool Science Line

Lab in a Bag

Jelly Marble Blaster (Weltster 3000) with PVC or clear Plexi (safety concerns)

Halloween Science

Kit Idea

Graduated Cylinder

Soap Material

Gloves

Liquid Layers

Straw Mixing

Uses Salt & True Colors

Use Household materials

Magnetic Stirrer

White LED's

Black (UV Light) LED's

Atomic Items

Atomic Dye

Atomic Worms

Atomic Slime

Slime Factory

Worms

Spheres

Gravi-goo

### Graduated Cylinder Kit

Spheres

Pearl Swirl

### Impossible Bottle Kit

#### Bubbles

Bouncing Bubble

Square Bubble

Dawn Dish Soap

Possibly Crystal Bubble if the bucket is lip is curved and ok

#### Pinch and Mix

Colored water in Bubble Wrap

Clear Gel in 4oz Bottles

Possibly an early childhood kit.

#### Baby Scientist

Possibly 3 DVD's

RW to float it to a select few reps

#### Alka Seltzer Items

Activity would include testing multiple portions of alka seltzer or water, temp of water, etc

Create a rocket out of the rocket.

Concern about safety. BAT to decide if they want this or not.

#### Growing creature kit

Growing Creature Sheet

This would be a larger kit.