

Xploderz Explodes Onto the Blaster Marketplace

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Body

Move over waterguns and foam darts -- there's a new blaster in town, and it's called Xploderz. Launched this spring by the Maya Group, Xploderz is now the fastest growing blaster line in the USA.

Xploderz features an innovative polymer technology, which allows kids to achieve shooting distances up to 100 feet, triple that of most foam dart toys. "Kids love Xploderz because they provide more ammo and more distance than other shooters," says Ron Brawer, a partner in the Maya Group. "Parents love them because they are safe." The new technology allows kids to carry up to 70 rounds and reload in seconds. They can also grow additional ammo by adding water to dry ammo.

Early season sales at major retailers, such as Toys R Us and Target, substantiate Brawer's confidence. One major retailer recently reported that Xploderz had captured 20 percent of the Nerf business, made by Toy giant Hasbro. "With far fewer products and retail shelf space, 20 percent is an amazing number," says Brawer.

"For 40 years the blaster category has offered little choice in role playing activities," says Brawer. "In the meantime kids have gravitated towards Paintball and Airsoft. Until Xploderz, no one has come up with new technology that is both safe and cool. It took a small company with a huge amount of guts and innovation to break that trend."

The Xploderz(TM) line -- including the XBlaster 200, FaceOff 400, XStormer 1,000 and XRanger 2,000 -- boasts a patented firing and ammo system using hydrated rounds that burst on impact.

Xploderz burst onto the stage in early spring with a commercial mirroring an epic action movie. It brought thousands of kids to the stores asking for the blaster that shoots up to 85 feet. Independent online reviews have tested and upheld the commercial's claim, which has veterans at toy giants scratching their heads.

More information about Xploderz can be found at www.xploderz.com.

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