

Jim Rohrer of **J.M. Rohrer Sales Associates** has been named manufacturer's representative for Beyond 123 ([www.beyond123.com](http://www.beyond123.com)) for the northeast states in educational markets.

Beyond 123 has been used in 50 countries and features the LUK Learning System, which has, for 40 years, aided children ages 2 to 8. It reinforces early childhood and special education developmental skills.

For product literature or samples, call Rohrer Sales at 603-734-2388 or e-mail [jmrohrer@comcast.net](mailto:jmrohrer@comcast.net). For ABC, call 800-662-9699 or e-mail [burtabc@enter.net](mailto:burtabc@enter.net).

**Fat Brain Toys**, based in Elkhorn, Nebraska, has created its multi-award winning Dado Cubes in pink to support cancer research. The company will donate a portion of its Pink Dado Cube sales to Liz's Legacy, a charitable program benefiting the University of Nebraska Medical Center Eppley Cancer Center.

Dado Cubes are durable, heavy gauge plastic building blocks with slits that allow them to interlock to create a wide variety of three-dimensional structures.

For more information visit [www.fatbraintoyco.com](http://www.fatbraintoyco.com).

**Action Products International's Curiosity Kits** are getting an updated marketing strategy, a new website, and new and revamped products, now shipping, to help redefine the award-winning children's craft line.

Ken Ninomiya, recently named vice president of sales and marketing, outlined the company's plans, saying, "Our mission is to refocus our strategy on the product line to help the brand evolve and re-shape it for today's kids."

Curiosity Kits activities include craft arts, sciences, world cultures and make believe. They reflect a growing appreciation and understanding of the role of multi-sensory "hands-on" learning in building new skills and lasting memories for children.

Historically, Action Products has helped define educational and experiential play, which continues through new Curiosity Kits items such as new Quick Kits Party Packs, which are shipping now. To learn more about Curiosity Kits products, visit [www.actiontoysinc.com](http://www.actiontoysinc.com).

**NSF International**, an independent, not-for-profit public health organization, has announced it has expanded the scope of its ANS/ISO/IEC Standard 17025: General Criteria for the Competence of Testing and Calibration Laboratories accreditation to include toys and consumer product testing. International Accreditation Service (IAS) accreditation confirms that toy testing performed by NSF laboratories is conducted in compliance with U.S. and international standards, as well as to the requirements set by the new Consumer Product Safety Improvement Act (CPSIA).

Although the U.S. Consumer Product Safety Commission (CPSC) has granted a one-year stay of enforcement for third-

party testing and certification requirements, manufacturers of toys are still required to comply with the regulations for total lead content (600 ppm maximum limit) and phthalates (1000 ppm maximum limit), as well as with the mandatory toy standards under ASTM F 963. In addition, manufacturers are still required to have third-party testing for pacifiers, cribs, children's products with small parts, and lead in paint.

The NSF Toy Safety program tests a product and its components for several aspects of toy safety, including heavy metal testing (lead and others), mechanical and physical safety, flammability, chemical composition, phthalate content and electrical safety. NSF can help manufacturers develop a customized laboratory testing program that results in time and cost savings by avoiding unnecessary testing. Contact Dave Parzen, technical manager of toy safety, at 734-827-6859 or [parzen@nsf.org](mailto:parzen@nsf.org) or visit [www.playsafer.org](http://www.playsafer.org) for more information on the new legislation.

**Patch Products** has entered into an agreement with **Überstix** to be the exclusive distributor in the United States for the entire Überstix line of construction toys.

Brian Maxwell, corporate vice president of sales at Patch, said his sales group is excited to bring these ultimate construction toys to the marketplace. "Our sales team will work collaboratively with retail customers to ensure the market demands of this product are satisfied," he said. "We want to ensure that consumers are extremely pleased with this wonderful toy line."

Family Talk by **Around the Table Games** has been awarded *Learning* magazine's Teachers' Choice Award for the Family, the only award program that requires evaluators to be both a teacher and a parent.

Winners of the Teachers' Choice Award for the Family must pass teachers' stringent standards and are evaluated based on educational value, originality, creativity, ease of use, safety and durability, and interest level and motivation for children.

Family Talk, along with other winners of the Teachers' Choice Award for the Family, will be spotlighted in the April 2009 issue of *Learning*.

**Callaway Arts & Entertainment** has appointed John W. Lee II as chief executive officer. Teaming up with Nicholas Callaway, company founder and president, Lee will work to expand existing story and art-based brand assets across all media in the United States and internationally.

With the addition of Lee, Callaway will look to expand its business into virtual worlds and other new media. As part of his role, Lee plans to further develop the company's very successful brand, Sunny Patch, and forge new partnerships. In his short time with the company, Lee has already been instrumental in creating a partnership between Callaway Arts & Entertainment and independent toy company Melissa & Doug.