

Volume XVII Editions #1
Continually Updated During the Period of:
January 3-9, 2015

**Not only does 'the Bloom Report' give you all the news you need to know...
 we give you all the news you didn't know you needed to know!!!**

Compiled below, are "links" to toy industry news & articles. *"the Bloom Report"* will be continually updated throughout every business day. You can reach all of these "links" by "clicking" on each of them to view the website that contains the story. For all the latest news and information, visit *"the Bloom Report"* regularly.

- Registered subscribers will receive a weekly e-mail from *"the Bloom Report"* announcing the posting of a new edition to our website and other important announcements and information. An edition of *"the Bloom Report"* will consist of "links" compiled for the past seven days. Anytime you visit *"the Bloom Report"* website, "links" for the past seven days will be posted. The most current posting dates will be listed first to make it easier to keep up with all that's new and important to you. As we continually update and post "links" throughout every business day, every time you visit the website, all the latest news and information will be there for you to view.
- We hope this makes *"the Bloom Report"* a productive resource for you to use

*****Company Profile Of The Week*****

Want to know more about the companies in our industry?
 In this space we feature a different *company profile* each week...

This week's profile: **Rotuba, Inc.**

Scents for toys (and many other products) that last and last - Is the mantra at Linden, NJ based **Rotuba, Inc. – maker of Auracell®** – a scented bio-plastic polymer. A "bio what", you may ask?

Auracell® www.auracell.com/whatis.html polymer is a renewable natural material – cellulose acetate – which is made from wood pulp (yes, wood) or cotton instead of petroleum base. This makes it breathable, which – through a patented process - locks the fragrance inside and releases it slowly when exposed to air, so the aroma lasts much longer than with typical scented plastics. According to Adam Bell - President and CEO - the fragrance typically lasts at least six months after it has been removed from its packaging and that's a very conservative estimate because they have products that have been around for years where the fragrance is still very noticeable.

Auracell® plastic resin can be used without further processing in its base pellet form – say in a mesh bag inside a stuffed toy or pillow – and it is also readily extrusion and injection-moldable into an accessory or component.

Scented products have been growing in popularity as marketers come to realize the power of scent marketing. Smell is the strongest of the senses, and the most closely linked to the emotion-processing areas of the brain. Think about it. The smell of a simple pleasure—say, a chocolate ice cream cone on a summer evening—can summon wonderful feelings and specific memories of good times.

Fragrances have a powerful influence on our moods, behavior and memories—all great places for a brand to linger. Research suggests people remember 35% of what they smell, compared to just 5% of what they see, 2% of what they hear and 1% of what they touch.

In the toy industry – the key reason for adding fragrance to products is far more prosaic. Kids just love scented dolls and toys – not to mention jewelry and accessories! While Rotuba, founded in 1945, has been selling resin to toy makers for a few years, the marketing efforts relied mainly on word-of-mouth and networking, so in late 2013 the company decided to make a more concerted push into the market by teaming up Jim Stern – a veteran of toy industry component sales and B2B services. If he hasn't contacted you yet to preach the gospel of smelly toys, you can reach him at james@rotuba.com to learn more.

Auracell® - a sustainable plastic that's perfect for nearly any scented product you can imagine!
At the heart of Auracell is Cellulose, a material derived from sustainable resources that's ideally suited to carrying complex scents.

Rotuba, Inc. can be reached at:
 1401 Park Avenue South | Linden, NJ 07036 |
 USA
 tel: 908.486.1000 | fax: 908.486.0874

Visit the **Rotuba** website:
www.rotuba.com
 Contact: James Stern, Sales Representative
 Email: james@rotuba.com
 tel: 212.242.5615 | skype: soundpro_jim

[Click here to learn how your company can be featured as the Bloom Report's "Company Profile of the Week"](#)

E-mails to the Editor

Always interesting, sometimes provocative, occasionally humorous...

Don't miss what our subscribers have to say!

[Click on this link to view "Emails to the Editor"](#)

posted 2/28/14: Conditions in China Toy Factories

posted 3/16/13: ToyFest West Observations

posted 2/15/13: New York Toy Fair 2013 Observations

posted 8/31/12: South & Central America & Mexico Toy Markets

Tell us what's on your mind about the Toy Industry or "the Bloom Report"...

Let us know what you think about the issues facing us all...

e-mail us at: email.to.editor@theBloomReport.com

***"the Bloom Report"* announces that Philip Bloom (Publisher) and Ethel Beckett (Operations Manager)**

will be at Toy Fair in Booth #2701 on Saturday February 14 thru Monday February 16.

We hope that all of our friends and subscribers will stop by to say hello.

***"the Bloom Report"* continues to provide our industry with all the news you need to know...**

as well as all the news you didn't know you needed to know!!!

"the Bloom Report" Covering the Week Of:
Saturday January 3 through Friday January 9, 2015