

FAQ – Global Giving
Artistic Toy
January 9, 2008

Q1 - How do I approach my customer? What do I say?

A1 - Speak with your Non Profit Community Based Customer or Prospect about some of their upcoming events and ask them if they think there could be value of adding a stuffed plush animal into the Marketing Campaign. If they think there is a chance, explain to them about Artistic Toy's Global Giving Campaign or direct them to www.artistictoysmfg.com/globalgiving.html . Review the [Toy Order Request](#) form with them completing the information and explaining the details as noted in the form. Once form is submitted, someone from Artistic Toy will contact you to match your request to available inventory and discuss the coordination of artwork, proofs, and shipping like a normal order.

Q2 - If the customer wants to add an imprint does the accessory cost extra?

A2 – No accessory cost. Artistic Toy will recommend the accessory for the imprint based on availability, toy design, and message or logo requested.

Q3 - Are there set-up charges for the imprint?

A3 - No set-up charges; however, we request one color, one location imprint with a minimum order quantity of 500 pcs for imprinted products.

Q4 - Do I need to get my customer's non-profit registration number?

A4 – Yes, we need to make sure these products are given to organizations and communities in need.

Q5 - Why embark on this toy giving campaign?

A5 – There are several reasons we have embarked on this campaign outside of toy safety and regaining confidence in the international supply chain. We have analyzed our sales results, inventory levels, and brand identity, the cut back in advertising spending, and the doom and gloom of all the broader economic indicators. We concluded that we must double down all the resources we have available to aggressively market ourselves harder in this economic time. This means finding a low cost way of using our most precious resources available...our toys to promote our business. There is an incredible amount of opportunity out there right now and if we can help organizations accomplish goals and attract new business through the use of our products we believe this initiative could create an upward spiral for their business and our business.

Q6 - What does product safety have to do with it?

A6 – Product Safety is a very important aspect of why a customer may or may not decide to use a plush toy to represent their brand. If a Company uses a less than quality product, they run the risk of ruining their own reputation and worse than that injuring someone. We want to embrace the governments' new standards on what constitutes safety and compliance.

Q7 - What is your company doing to educate others about product safety?

A7 – In addition to training our sales and customer service team about the laws and requirements, we are hosting a FREE web conference on January 30, 2009, "[CPSIA - Distributor's Responsibilities](#)".

Q8 - How difficult is it to become compliant under the Consumer Product Safety Act?

A8 – It depends who you ask. There is a considerable amount of third-party testing expense, new documentation requirements, and increased production timing that makes it difficult and costly to be compliant under the Act. In the past we have had many products independently tested upon request without problem so compliance with safety standards is not an issue. About 90% of the manufacturing requirements were already in place, the biggest change is in Lead and Phthalates. The good thing for Artistic Toy is we have a focused product line and know what the products are made from. As we consulted with our testing firm when all the nationally publicized toy recalls occurred, the risk of problems with lead contamination in plush toy products is practically non-existent because plush toys are not made with metal parts and there are no scratch-able surfaces where ink or paints would typically be a concern.

Q9 - What kind of selection of toys will be available?

A9 – There are all kinds of toys available, primarily our slower moving items or items we will decide not to continue to carry as stock products any longer. Visit our website and the [Toy Order Request](#) form to see the selection available.

Q10 - Will you be relying on distributors to get the word out?

A10 – Yes, this is an initiative that we will involve our distributor partners to help us get the word out. We are all suffering right now in many aspects of our business and through a partnership with distributors and their customers, we believe we can create a win for us, win for distributors, win for organizations, and a win for the people in the community.

Q11 - Will you extend this global giving campaign past 30 days?

A11 – No, the global giving campaign is only going for 30 days, however, depending on the response rate, we may make a similar offer in the future.