

BRAINSTORM GAINS CITIBLOCS

Created on - 21 January 2010



Brainstorm Limited is to distribute for US-based CitiBlocs, with a range of products to be launched at Toy Fair.

Award-winning CitiBlocs are high quality wooden construction blocks, precision cut from high-grade pine sourced from sustainably managed forests. Every piece has been engineered to exactly the same shape and size and the specific proportions guarantee building success.

Building requires no glue, no mess, no connectors, no magnets: just gravity, balance and imagination. With no complicated set up, everyone can build straight from the box and builds can be as complex or simple. CitiBlocs promotes creativity and problem solving whilst helping children to develop motor skills.

“As well as looking after products at Brainstorm I am a mother of a very lively eight year old boy,” says Rosanne Kenealy, product director at Brainstorm. “CitiBlocs has kept him occupied for hours and hours. He can build whatever he wants – the possibilities are endless. And in an age of growing eco-awareness, the combination of long-lasting play-value with a completely natural product is guaranteed to appeal to parents.”

CitiBlocs will be available in packs of 50, 100, 200 and 300 blocks. In the US this back-to-basics toy has won 14 industry awards including Dr Toy, Parenting Magazine and Best Green Product.