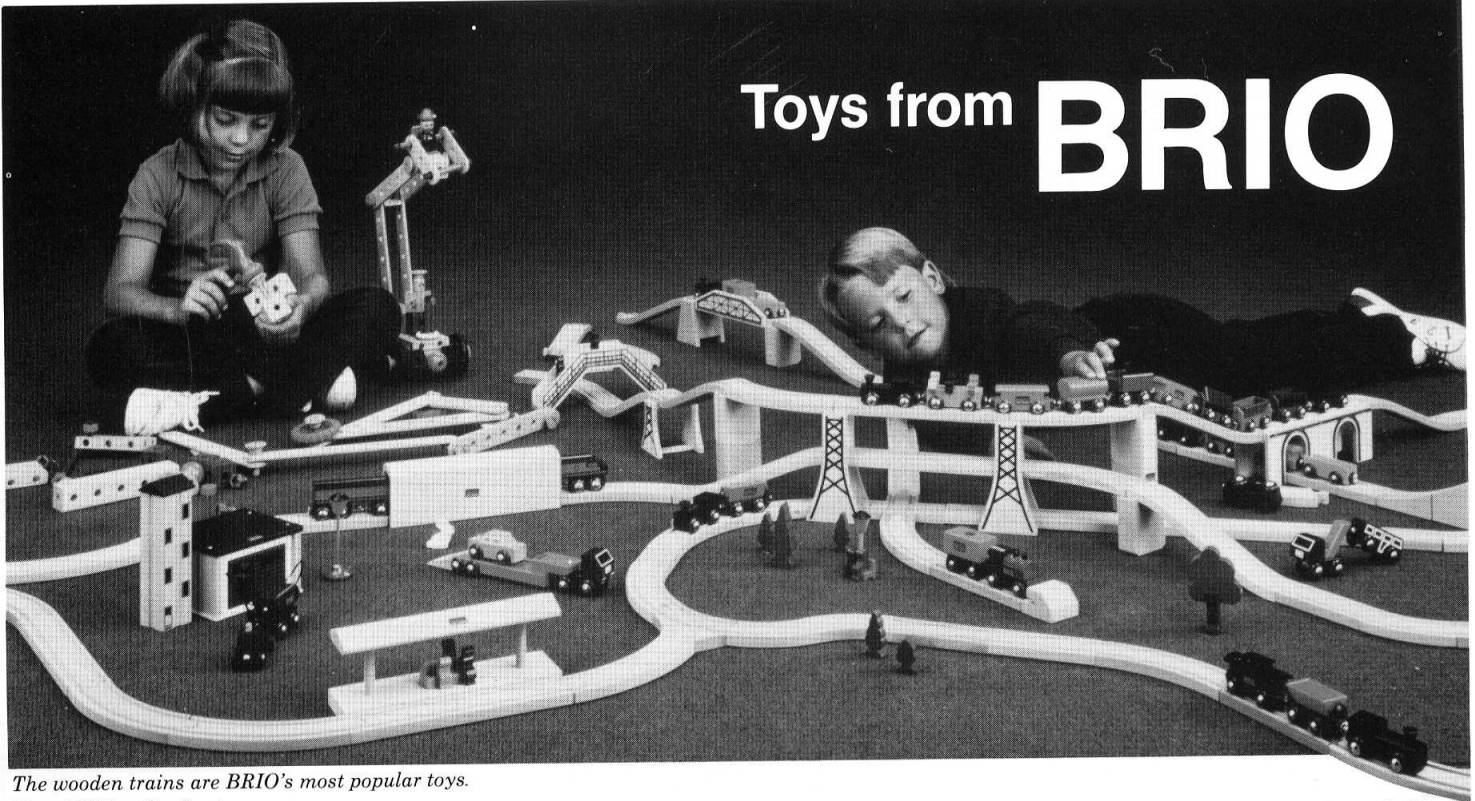


MADE IN SWEDEN

Toys from BRIO



The wooden trains are BRIO's most popular toys.
(Photo: BRIO Scanditoy Corp.)

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Children's toys are a topic of many complaints these days, as parents — and even the children themselves — discover that most are poorly made, require little imagination on the part of the child, and — at worst — may even be dangerous. Witness the regular run of recall notices in the newspapers and on TV.

One toy manufacturer that is an exception to this indictment is BRIO, the Swedish wooden toy company from Osby in Skåne. BRIO — the letters stand for **BR**öderna Ivarsson i **Osby** — has manufactured high quality, durable toys since 1884 and is today the world's largest producer of wooden toys. Long a staple of toy stores in Sweden, the company's products are marketed in the United States by BRIO Scanditoy Corporation of Milwaukee.

BRIO's guiding principle is to manufacture toys that are safe, durable, and "open-ended". Open-ended means that children use their imaginations to play with the toy rather than the toy dictating to them how it should be played with. These types of toys tend to remain popular with children for much longer than more typical toy store offerings.

BRIO Scanditoy offers three lines of wooden toys to the American market. Pre-school toys are infant and developmental toys that respond to the

changing needs of growing children from 6 months to 3 years old. The Railway — BRIO's most popular toy worldwide — is designed for children three years old and older. Wooden locomotives and cars linked by magnets run on wooden rails. Finally there is BRIO-Mec, a construction set that was introduced in the 1950s and is considered to be one of the most flexible building systems on the market.

All BRIO toys have to pass rigorous quality and safety standards. The birch and beech wood is free from insecticides, toxic chemicals, and flaws. It is kiln-dried to retain its natural color. Paints are high-gloss non-toxic lacquer, specially processed so as not to chip, crack, or peel.

BRIO toys have won many awards. In 1988 five of the company's product line were included in Toy Test's top fifteen list.

For more information about BRIO toys, write BRIO Scanditoy Corp., 6555 W. Mill Road, Milwaukee, WI 53218. (414) 353-8697.

CORRECTION: The contact for Rejmyre lamp's (Autumn 1990 **Sweden & America**) should be: Les Johnson, Rejmyre Factory Representative, 9444 Maple Drive, Rosemount, IL 60018. Telephone: (312) 463-5519.