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For Immediate Release

Patch streamlines ordering for Lauri, Smethport brands

BELOIT, Wis.—Patch Products has hired additional in-house specialty account managers so retailers can order Patch, Lauri and Smethport branded toys, games, puzzles, activities, playsets and teaching tools from a single source.

In 2008, Patch Products purchased Smethport Specialty Co., a leading manufacturer of specialty toys and educational products under the brands of Lauri and Smethport. Both brands are now an integral part of the growing specialty line offered by Patch.

“By combining our three brands, we have streamlined the entire process to save specialty retailers time and money,” said Brian Maxwell, Patch’s corporate vice president of sales. “This will make ordering simpler, shipping more efficient and taking advantage of our sales promotions easier.”

Retailers can purchase Patch’s fun-filled family games and educational puzzles, Lauri’s creative activities and learning products, and Smethport’s magnetic playsets and classroom teaching tools all from one place. To accommodate the new process, Patch recently has hired four specialty account managers to serve the four regions of the United States: Mary Jo Corignani, Northeast; Denise MacLaren, Southeast; Ryan Stapleford, Midwest; and Steve Weber, West.

“Patch is proud to increase its sales force at a time when other companies are cutting back,” Maxwell said. “Our sales account managers will work closely with our retail partners and representatives to provide quality products and outstanding service.”

Retailers with questions about their local representative group that handles Patch, Smethport and Lauri brands can call 800-524-4263.

Patch Products, headquartered in Beloit, Wis., is a leading manufacturer and marketer of family entertainment products. Games, puzzles, activity kits, collegiate-licensed foam sports toys and classroom teaching tools are the core product lines. Top-selling brands include *Buzzword*®, *What’s Yours Like?*®, *Toss Up!*®, *Swap!*®, *Smethport*™, *Lauri*®, *Tall-Stacker*™ and *Wooly Willy*®. For more information, visit www.patchproducts.com.

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