Concept  
Tree Monster Toys envisions a world of fun responsible products using materials that are conscious of our environment. Safe enough for your little monsters, all of our products are made with Organic and natural materials. We are made in the U.S.A. and only work with United States suppliers and manufacturers. We support sustainable business practices, and design our products with care, so that they are whole enough to return to the earth one day.

Certifications  
(OTA) Organic Trade Association Member
Focuses on the organic business community in North America. Promoting and protecting the growth of organic trade to benefit the environment, farmers, the public and the economy.

Certified AP Non-Toxic
ASTM - American Society for Testing & Materials for Toy Safety “Certified in a program of toxicological evaluation by a medical expert to contain no materials in sufficient quantities to be toxic or injurious to humans or cause acute or chronic health problems.”

GOTS - Global Organic Textile Standard
Ensuring the organic status of textiles, from harvesting of the raw materials, through environmentally and socially responsible manufacturing

Persona  
Jane Doe | Married with 2 children.  
Age 27-45  
Occupation: Nurse. Education Level: RN, Bachelors Degree. 
Hobbies: Enjoys Spending time with her children, Knitting and Hiking. 
Tries to be environmentally conscious.
**Rough Ideas**

- **Plush Toys** - Made from bamboo fabrics or organic cottons.
- **Wooden Toys** - Made from bamboo or alternative woods.
- **Toy Cars** - Made from bioplastic or bamboo.
- **Packaging** - 100% recycled materials.
**Toy Proposal 1**

**Plush Toy | 8 x 10 inches**

*Made from:*
- Organic Cotton: Poplin
- Organic Cotton Thread
- Natural Dyes
Toy Proposal 2

Wooden Character Toys | 2 x 4.5 inches
with interchangeable limbs

Made from:
Rubberwood
Adhesive
Milk Paint
**Materials**

**Rubberwood** | From the Pará rubber tree or Hevea brasiliensis. It is strong, flexible, has a subtle grain and is resistant to fungus, bacteria and mold. The rubber tree exudes a latex sap, which has become the world’s main source of natural rubber. Over 36 million acres of rubber trees are currently being grown in the tropical regions of Asia, Africa and America. After the economic life of the rubber tree, which is generally 26 to 30 years, the tree no longer yields enough latex sap. Planters then fell the rubber trees and plant new ones. While the old rubber trees used to be burned, they are now used for their timber.

*Supplier*: Jayakas Factory. North Carolina, U.S.A.

**Organic Cotton fabrics** | Grown without the use of toxic pesticides, herbicides and synthetic fertilizers. Using Organic cotton prohibits these toxins that are commonly used in growing cotton. Chemicals known to affect the development of children and babies are banned from organic fabrics. The chosen textile we would use would be 100% Certified Organic Poplin Cotton. Light in color, with a plain thread weave, prepared for dye.

*Supplier*: Sew Eco-Logical Inc. Eugene, Oregon U.S.A.


*Supplier*: Royal Yarns International, Rockville, Maryland U.S.A.
**Materials cont.**

**Natural and Organic Dyes** | 100% Natural dyes from plants and woods. Logwood, acrystals, fustic, brazilwood and hematine.

*Supplier:* Abbey Color, Philadelphia PA, U.S.A.

**Natural Organic Milk Paints** | Milk Paint and Milk Paint Primer Free of VOC’s HAP’s, solvents or harmful poisons, lead, mercury, radioactive materials, petroleum by-products, plastics, synthetic preservatives. Made from Casein (milk protein), natural salts and natural pigments. Safe for people with chemical sensitivities, pregnant women and children. 100% organic paint safe for people, and the environment. The ingredients in the base paint are used in the food and pharmaceutical industries, and are all completely biodegradable. Comes in 20 vibrant colors.

*Supplier:* The Old Fashioned Milk Paint Co. Groton Massachusetts, U.S.A.

**Adhesive** | EcoGlue Premium Wood Adhesive is a high performance environmentally safe industrial adhesive. A white glue, dries clear and holds a strong bond to wood. It is non-toxic and contains less than 1% VOC. EcoGlue contains no solvents.

*Supplier:* Ellsworth Adhesives, Germantown, WI U.S.A.
## Budget
Numbers are based upon the production of 1,000 toys each.

<table>
<thead>
<tr>
<th>Material</th>
<th>Amount Needed</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Poplin</td>
<td>170 yd.</td>
<td>$451.40</td>
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<tr>
<td>Thread</td>
<td>36,000 in</td>
<td>$59.94</td>
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<tr>
<td>Dye</td>
<td>73 lb.</td>
<td>$91.25</td>
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<tr>
<td>Labor</td>
<td>1,000 made</td>
<td>$3,750.00</td>
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<tr>
<td>Total:</td>
<td>1,000 dolls</td>
<td>$4352.59</td>
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</table>

Cost per doll $4.35

**Manufacture** Sew Eco-Logical Inc. Eugene, Oregon U.S.A.
1st prototype: 3 weeks
Fabric Manufacturing : 6 to 12 weeks
Production 4 to 8 weeks

<table>
<thead>
<tr>
<th>Material</th>
<th>Amount Needed</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rubberwood</td>
<td>84 pannels</td>
<td>$4,100.00</td>
</tr>
<tr>
<td>Milk Paint</td>
<td>15 gal.</td>
<td>$689.25</td>
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<tr>
<td>Adhesive</td>
<td>3 gal.</td>
<td>$35.00</td>
</tr>
<tr>
<td>Labor</td>
<td>1,000 made</td>
<td>$1,245.00</td>
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<tr>
<td>Total:</td>
<td>1,000 characters</td>
<td>$6069.25</td>
</tr>
</tbody>
</table>

Cost per character $6.07

**Manufacture** Moore then Cabinets. Santa Clara, CA U.S.A.
1st prototype: 2 weeks
Manufacturing : 3 to 4 weeks
Production 5 to 6 weeks
Process Journal & sketches

Toy Co. first ideas...
- make toys from bioplastics?
- make toys from natural materials?
  - woods
  - bamboo? etc...
- recycled materials.
- alternatives... (research)

common toy/toy company problems...

New ideas....
- compostable packaging
- making cute characters. encourage people that “green can be fun”
- use safe inks/dyes (organic? local?)
  (look into natural dyes...)
- look into bamboo as fiber and wood.
- look into organic cotton.

most “green” toys are boring.

lots of eco-friendly toys are made in China.

Terrible packaging.

Over-packaged.

Made from materials from that black bag!

Harmful materials for baby’s to ingest

harmful glue?

lots of plastics are used.

Most toys are made overseas. (cheaper).

Does not support local manuf./suppliers.

Things it could have the company make....

CLOTH OR BAMBOO DOLLS...?

Cars from wood? bamboo? bioplastic?

maybe a whole line of cars?

research new/other materials.
Company Names...

- Grasshopper toys
- Green grass toy
- Green bean toy
- Bamboo toy
- Bamboo baby
- Bam bam toy
- Bamboo robot?

Could make robot action figures w/exchangable parts?...

Eco-friendly materials...

- Organic wool/cotton...
- Cotton thread/yarn (organic).
- Soy-based inks to paint robots.
- Bamboo.
- Milk paint? Free of VOC's, HAP's, lead, mercury, plastics.

Rubberwood - Comes from the rubber tree (Para rubber tree or Hevea brasiliensis). Grown for their latex, and then cut down and replaced.
Organic Cotton Supplies
3 fleece or poplin?
Based in Oregon.
Organic yarn
> Buhler Quality Yarn?
Rubberwood = Bing ltd.com

Costs...
Doll = 8 x 10 and 30” round
6 dolls in 1 yard.
= 170 yards for 1,000 dolls.

Poplin
$4.42 a yard for 100+ yards.
751.4 = 170 yds = 1000

Thread
Rowan Purelife Organic Cotton Yarn.
$9.99 per 180 yards
to sew 1,000 dolls ... need 36,000 in of yarn. Costing 59.94 (6 rolls).

Dye
Natural Dyes / Per 1,000 dolls...
= $91.25 in dye
at 1.25 per lb.

Labor for Dolls...
Quote from SEO Ecological
First prototype: 3 weeks
Fab. man: 6 to 12 wks.
Production: 4 to 8 wks
$ 3,750.00
Look into certifications...

- OTA (Organic Trade Association)
- GOTS (Global Organic Textile Standard)

“OTA = ‘MEMBER BASED ASS. THAT FEATURES ON THE GROWTH OF ORGANIC BUSINESS COMMUNITY IN NORTH AMERICA’”

“GOTS = ‘ensuring organic status of materials, through socially responsible manufacture’”

Other things to look into...

- The Sustainable Cotton Project in the San Joaquin Valley.
- The local Chamber of Com.

Cottoninc.com/organic.-cotton-supplier/

“to eliminate the concept of waste means to design things – products, packaging, and systems from the very beginning on the understanding that waste does not exist.” – Cradle to Cradle

“Waste equals food, whether it’s food for the earth or food for a closed industrial cycle. We manufacture products that go from cradle to grave. We want to manufacture them from cradle to cradle.”

– William McDonough
Resources

Book:

Web: