

MLM Company Profile: Discovery Toys, LLC



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Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

Discovery Toys has been in business for over three decades. The founder and CEO is Lane Nemeth in Martinez, California. Prior to opening her own business, she was a day-care administrator for the State of California where she was able to buy children's books, toys, and games. Once she had her own child, her relationship with children's toys grew. She was disappointed in the toys she found on the market and was looking for better educational toys for her child to play with.

Shortly after, her father suggested that she go into the children's toy business. In 1977, she quit her job as an administrator and began working (www.mlmllegal.com) on her business concept. The company was started in 1978.

Impact on the Industry

Discovery Toys recently collaborated with Patricia J. Krantz, PhD who is the executive director of the Princeton Child Development Institute. The project is aimed to open avenues of support for families of children with autism.

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Discovery Toys is a member of the Direct Selling Association.

It is common for the organization to work with seven or eight day-care centers and focus groups to test their new products.

Discussion of Products

Discovery Toys offers educational toys for children. Some of the company's products include a Firehose Hero Set, Build a Book, Head, Shoulders, Knees, and Toes, Super Yummy Teether, Measure Up! Cups, Discovery Chest & Boomerangs, and a Giant Pegboard Toy. Most of the products are children's educational toys and books for young children.

Discussion of Opportunity

Upon purchasing a starter kits, distributors are offered a personal website free for three months.

Consultants are offered unlimited earning opportunity, (www.mlmllegal.com) recognition, awards, incentives, and the chance to earn free vacations, to drive their own TrailBlazer vehicle, business-building tools, and Company events.

For more information, one must contact the company.

Discussion of Distributor Base and Sales Volume in U.S.

In 1995, the company had over 30,000 distributors in Canada and the United States. That year it also turned in sales of \$93 million. Most of Discovery Toys' work force includes women who have children, aged 35 to 40. The company operates within the United States and Canada.

Company Website: www.discoverytoysinc.com

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Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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