



# Toy Manufacturers Checklist

With how easy it is to put a web page online and hearing from people who were ripped off, I decided to do something about it. Below is a checklist so you can identify reputable businesses and avoid scams.

Company Name: \_\_\_\_\_

## Money Back Guarantee in Writing

**Why this is important:** Having something in writing that protects you and ensures that you're taken care of is important. Often I get calls where someone was promised a fast delivery date or a low price only to find that was not accurate and they wanted me to help them get them out of a bad spot. Find my guarantee here; <https://customplush toys.com/guarantee/>

## Free Production Sample

**Why this is important:** After you get your prototype sample and then place a production order for 900 toys or more, I'm going to make a final production sample of your toy and send it to you to get your 100% approval. I will not start full production until you give me that 100% approval. Guaranteed.

## Real Reviews

**Why this is important:** All of my reviews and feedback have the persons first and last name as well as their city and state. I'll only publish feedback from clients who have given me permission and have approved the way it is displayed to you. See real reviews here; <https://customplush toys.com/feedback/>

## Proven System (SEED)

**Why this is important:** For over 23 years I've been perfecting how I design, manufacture and deliver stuffed toys to you. Each step is carefully crafted to save you time and money. My staff are trained to follow our SEED system which guarantees a successful outcome. No one else has this system. You can read about it here; <https://customplush toys.com/seed-system/>

## PLI - Product Liability Insurance

**Why this is important:** Our team does everything it can to make your toys safe and it helps us sleep at night knowing that we've covered every possibility. But even a frivolous lawsuit can change your life financially and emotionally which is why we can offer Product Liability Insurance. This insurance qualifies for Walmart's requirements so you know it will work for you. Read more about PLI here; <https://customplush toys.com/product-liability-insurance/>

## Work With A Real Person

**Why this is important:** Although my company has grown over the last 20+ years I'm still very hands on with day to day decisions. Each day I meet with my Project Managers and we go over any issues or fun achievements with each project. I learned that I want to keep my company personal and care about each client. That is why I developed pages like the "Don't Get Ripped Off" guide and a "Warning About Inventor Help Companies". All available for free on my site.

## Global Reach

**Why this is important:** In the 20+ years I've been running my company I've grown our expertise and reach. For our top clients we're shipping bulk toys (1,000's) as well as individual orders (just 1 toy) to over 38 countries around the World. We stock, accept orders and ship on demand. Setting this up to go smoothly is complex and we've cracked the code to make it flow well. Read more here; <https://customplush toys.com/fulfillment/>



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**Members Of Industry Associations**

**Why this is important:** Being established in an industry means that we are accountable and conduct business in an ethical, honest and productive way to keep our good standing and reputation.  
<https://www.bbb.org/new-york-city/business-reviews/wholesale-toys/binkley-toys-inc-in-new-york-ny-122494>

**Upfront On How It Works**

**Why this is important:** I learned a couple decades ago, that if I don't tell you what you're going to get and how my system works you may be disappointed because you thought you were going to get something different. I rather tell you upfront what you're going to get so that we're both on the same page.  
<https://customplush toys.com/what-to-expect/>

**Explain In Detail**

**Why this is important:** I've also learned that you and I are both happier if I explain what you're going to get in detail. So I made a list of all of the steps in my service levels and explained what each service was.  
<https://customplush toys.com/inventor-services-2/>

**Safety First**

**Why this is important:** My staff and I like to sleep soundly at night so we always put safety first. I do my best to foresee any issues with your design to make sure it will pass safety. Before I begin production I send of samples of your toy design to my safety testing lab and they do all of the required tests to give your toy a "PASS".  
<https://customplush toys.com/safety-testing/>

**Does Not Sell Own Toy Line**

**Why this is important:** I sold my own designs up until 2001. I've seen some of them (20 year old toys) on Ebay selling for over \$200 because they are locally made high quality toys. When I started manufacturing toys for people like you, I stopped selling my own line because I didn't want to compete or be accused of stealing new ideas from my own customers. So I stopped making my own line. Some companies will be inspired by other designs for their own products, but that's up to you if you're okay with that.

For each toy manufacturer you're thinking about using make a copy of this checklist and check-off each item to be sure they are the best fit for you.

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Let me bring your idea to life!



 Custom Designed Plush Toys

 Order Fulfillment

 Wearable Mascots

 Trade Show Giveaways & Display Toys

**CustomPlushToys.com**