



Newsletter  
Winter 2007

Ann Hill, editor

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## About TOYOPS\*



Before there was **TOYOPS**, there was **Triops**, a different company with a very similar sounding name. We are still the same in many ways — the company is run by the same people and we still distribute the same bizarre Triops — but we have a new name and new products, too.

In 2006, as Triops began to distribute the **Wild Science** line of science kits, we realized that we needed to create a distinction between the company that manufactures the Triops kits and the company that distributes various lines of educational toys. Thus the name “**TOYOPS**” was born, with a motto to represent what we sell: “**Tops in Toys that Teach!**”

## TOYOPerators



**Eugene Hull, PhD:** Just call him Gene. He’s the guy behind the Triops kits and Fish Boom Bah!, too.

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**Ann Hill:** Our communications director has a master’s degree from the University of Michigan and just returned to Pensacola after eight years at the San Francisco Chronicle. [ahill@toyops.com](mailto:ahill@toyops.com)

## We Love Toys



**Triassic Triops** and **Wild Science** kits educate about a variety of science topics, including biology, chemistry, and physics.

### OUR LATEST ADDITIONS INCLUDE

- ▶ **Craft Tubes**, which bring art education to our lines.
- ▶ **Dig & Discover History Kits**, which explore ancient civilizations.
- ▶ **Ant Habitats**, which inspire the study of myrmecology. FOR THE FUTURE
- ▶ The **Eco System** is our name for the highly anticipated series of kits that will link the new **Eco Dome** and enable kids to see directly how nature operates and how animals, plants and even the weather interact.
- ▶ Our **Just Look 10x Scope** will offer a totally unique palm-sized glass-optics microscope and will come with an activity booklet that’s bound to stimulate both kids’ and adults’ eagerness to take a closer look at the world around them.
- ▶ **Space Farm** will feature our space-traveling killifish and Triops. An amazing surprise will be included in the first 1,000 kits. This special kit will be sold online directly by Toyops and is not for wholesale purchase.



## Reps Needed

We need manufacturers’ reps in the following states:

Arizona	Hawaii	Minnesota	Wisconsin
Colorado	Illinois	North Dakota	Wyoming
Florida	Indiana	South Dakota	