

FOR IMMEDIATE
RELEASE



Feb. 29th, 2016

What's the Fuzz Buzz?

The Orb Factory launches Fuzzeez™ and other hits at Toy Fair



Fuzz, Fuzz, Fuzzeez™! Fuzzeez™ is the newest brand from The Orb Factory, an international award-winning craft company.

Just Stuff, Spray, and Spin to make your own Fuzzeez™ friend! Stuff your Fuzzeez™ form with magically transforming wool. Spray wool with warm soapy water. Snap your filled form closed and Spin through the washer and dryer. Once dry, open your form to reveal your brand new Fuzzeez™ creation.



Children are delighted by the amazing transformation from raw wool to a stuffy fluffy pal. Inspired by felting, Fuzzeez™ spins this classic craft concept into something innovative, contemporary and completely awe inspiring.

Fuzzeez™ are currently hitting stores around the world and will be followed by a direct response tv campaign across North America in early March.

The Orb Factory also released additions to some of their most popular lines at Toy Fairs in Nürnberg & NY.



PlushCraft™ Puppy Pack

Use the stylus to pop in the plush! This trio of mini PlushCraft™ Puppies are perfect for parties and sleepovers.



SewSofties™ Jumbo Hamster

Sew a Jumbo Hamster, insert beachball and inflate! This learn to sew kit becomes a toy for active play.



Curiosity Kits® Smartphone Cinema

Make your own movie projector! Fold, assemble, and use your phone to bring the magic of movies home.

The Orb Factory is a provider of award winning crafts and activity products. With over 20 years in business, they are always creating new lines and exciting new products. Sold in over 60 countries, they have won numerous awards and are a recognized and trusted name in the toy industry.

Brands include: PlushCraft™, Curiosity Kits®, Sticky Mosaics®, Sew Softies™, Glitter Petz™, My First Sticky Mosaics®, Stick'n Style®, and Magnetic Mosaics®.

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