

# Bojeux™

## In your home for more than 30 years!

In the mid-1970's, we thought it was far out to market new games on a yearly basis. However, more than 30 years later:

- Bojeux™ has the best distribution network in the country, and it is the most diversified Canadian toy company.
- Its original products (Play Art™, Tutti Frutti™, Roll-O-Puzz™, Yum® and Matchitecture™) are distributed in more than 40 countries.
- Bojeux is the oldest and biggest maker of wood board games in Canada.
- The business is one of the 3 largest makers/distributors of games in Quebec and one of the largest from coast to coast.

Whether it's the popular game of Yum®, the game of Pichenottes or the good old game of Tock, you likely have one or another of the Bojeux™ products in your home. Moreover, Bojeux™ is a Quebec-based, family business that has built an enviable world-class reputation. Its story starts, like many others, with a passion. In this case, a passion for toys.

### A story of success

In 1976, Georges Gareau, Jacques Richer and Johanne St-Germain, sharing more than family ties, were united by a love of toys. That year, their common interest resulted in their opening a store together called Farfadet, located in Repentigny, Quebec. At that time, the toy market didn't have the same opportunities as it does today. Imports were less frequent and supplying quality toys at good prices was rather difficult. That is why at the start of the 1980's, the three associates began making their own wood games, employing new methods and high standards. That is how they founded Bojeux™...in the store basement. As years went by, Bojeux™ met a number of challenges: it surmounted market instability and downsizing, constantly creating new products and exploring new markets. Success was not long in coming and brands like Tutti Frutti™, Roll-O-Puzz™, Yum®, Matchitecture™ and Play Art™ quickly became classics, if not indispensable. Through association with big names like Caillou™, Spider-man™, Dora the Explorer™ and more recently, Go! Diego Go!™ or Toopy and Binoo™, Bojeux™ followed the latest trends. Its strategy of offering such diverse and distinct products is further enhanced by European items from Nathan™, Diset™, Castorland™ et Ouaps!™

### The family at the heart of the business

What could be better than a family business for designing and offering games and toys for the whole family! The same passion for toys has now been handed down to the next generation, with three of the founders' children choosing to make their careers in the business. The close collaboration between the first generation and the next wave gives Bojeux™ its strong team spirit. The result is a marked dynamism, guaranteeing a very promising future.

In addition to its family nucleus, Bojeux™ employs almost 100 employees in peak season, men and women who are a cross-section of the different cultures and communities in our society.

### Canadian products, made by Canadians

In a time when businesses massively turn to foreign manufacturing, Bojeux™ has maintained its position: to buy, build and sell Canadian products as much as possible. It is part of the one third of Canadian businesses that give priority to local production. That helps them ensure quality control of products, maintain more flexibility of action and contribute to the creation of jobs in Quebec. Bojeux™ is proud to write "Made in Canada" on most of its products, since it cares about our community and the health of its economy.

That doesn't keep them from taking an interest in foreign markets, though. Bojeux™ exports to more than 40 countries, particularly the United States, France, Belgium, Spain, Korea, Australia, Mexico as well as Japan. Its exports amount for about 20% of its total sales. That is why clear, intelligible multilingual instructions are of prime importance. They're also useful for the multicultural Canadian market.

Bojeux™ meets the market's needs by offering exclusively non-violent, hobby-style games that are creative and stimulating—and just plain fun! Here are a few examples:

### **Roll-O-Puzz™ – the original!**

Jigsaw puzzle fans have long scratched their heads to find a way not to demolish their beautiful creations while trying to clear the kitchen table. But in 1992, eureka! Bojeux™ put Roll-O-Puzz™ on the market, with a sheet resembling a soft, flexible carpet that rolls up and firmly holds in place already-fitted puzzle pieces, to transport or store it. Today this accessory is a world-wide best seller.

### **Tutti Frutti™ – the favourite of kids and educators**

In 1992, after several years of research and development, Bojeux™ launched its popular modeling clay, Tutti Frutti™. Initially designed as a home-made product by a mom who was dissatisfied by other clays of the time, the formula was adapted and improved by Bojeux™. Today, the factory at Anjou produces 1,500 kg of clay per day. With Tutti Frutti, Bojeux has reinvented traditional modelling clay by offering children not only a visual and tactile experience, but one that tickles the end of the nose as well with exciting fruity scents. What could be more entertaining than watching a little person sniff the strawberry jam scent or fruit punch scent! But the name doesn't tell all! While Tutti Frutti™ offers more than more 40 fruity scents, there's also chocolate cake, vanilla ice cream, candy floss, bubble gum, and a range of scents from Pillsbury™...mmm! Parents, have no fear! Though the clay has an exquisite aroma, curious little explorers are in for a surprise: it has a taste that will make them flinch but is non-toxic. Thousands of little noses world-wide prefer the unique characteristics of Tutti Frutti™. Unlike other clays, it is rehydratable, non-sticky, non-flaky and exceptionally malleable.

Already the winner of several prizes awarded by the Association des consommateurs du Québec and the Canadian Toy Testing Council, Tutti Frutti™ is still growing in popularity in Quebec, especially among daycare educators. And that's not all. In 2006, Bojeux™ launched a new, improved recipe making the texture smoother and more flexible than ever before and the clay more long-lasting.

### **Play Art™ – Art for kids**

In 2001, Bojeux™ reached another turning point in its history. It launched a series of creative Play Art™ games that were quite promising due to their low cost and diversity. Since then, the brand has met with smashing international success. Hardly surprising! Play Art™ offers an alternative to passive activities. Designed to stimulate the creativity of 2- to 14-year-olds, the collection comes in more than 100 popular craft topics, such as candle making, jewellery and tattoos. In addition to exploring glass-, porcelain- or skin-painting, it also teaches water colours, weaving and knitting. Growing artists can have fun for hours while learning values like patience, perseverance and pride of accomplishment. As well as encouraging the potential creator, Play Art™ helps develop the skill of visualizing and designing, while at the same time improving dexterity. Parents will be surprised to see their children generously covering them with home-made gifts. Also with prices from \$3.99 to \$39.99, the Play Art™ line is accessible on all budgets.

Information: Bojeux  
7760, rue Grenache, Montréal (Québec) H1J 1C3  
514 355-4444 or [www.bojeux.com](http://www.bojeux.com)