



## COMPANY PROFILE

**Background:** Kangaru Toys is a company that specializes in the development and distribution a diverse range of toys and stationary items including Kangaru brands and licensed product lines for kids of all ages.

**Target Markets:** Kangaru provides the development and distribution of products on multiple operational levels including B2B with domestic and FOB international shipping to retailers and other distributors, as well as B2C with direct consumer sales through e-commerce platforms.

**Services:**

- **B2B Development and Distribution**
  - Domestic
  - FOB (international)
- **B2B/C E-Commerce**
  - Shopify ◦ Walmart
  - Amazon ◦ Target
  - Faire.com Wayfair.com

**Products:**

- **Kangaru Branded Product Lines**
  - Cotton Candy Dreams
  - Flipzers
  - Bubble Bellies/Mini Bellies
  - Fruit Fam
  - Scentimals/corns
  - QT Kitties
- **Licensed Brands**
  - Care Bears
  - Peeps
  - Haribo
  - ZAG

**Target Market Segmentation Overview:**

- **B2B Development and Distribution**
  - Big-box Retailers/Distributors
  - Mom-and-Pop Shops
  - Toy/Entertainment Retailers
  - Candy Retailers/Distributors
  - Stationary Retailers/Distributors
  - Other Specialty Retailers/Distributors
- **B2B/C E-Commerce**
  - Faire/Wayfair: B2B
    - Small Business
  - Shopify/Amazon: B2C
    - Parents
    - Teens/YA
    - Grandparents
    - Collectors
    - Families
    - Educator
      - Children
      - Child-care
    - Gift Givers
    - Events

**Segmented Marketing Efforts Overview:**

- **B2B Development and Distribution**
  - Email Marketing
  - SEO/PPC
  - LinkedIn
  - Vimeo
  - Meta Suite
  - Youtube
  - TikTok
- **B2B/C E-Commerce**
  - Email/SMS Marketing
  - SEO/PPC
  - Meta Suite
  - TikTok
  - Youtube



## FACT SHEET

- Background:** Kangaru Toys is a company that specializes in the development and distribution a diverse range of toys and stationary items including Kangaru brands and licensed product lines for kids of all ages.
- Founding:** Established in 2016 by an award-winning toy industry professional.
- Market Areas:** Kangaru provides the development and distribution of products on multiple operational levels including B2B with domestic and FOB international shipping to retailers and other distributors, as well as B2C with direct consumer sales through e-commerce platforms.
- Products:** Kangaru offers in-house Kangaru brands of toys and stationary including, but not limited to Scentimals/Scenticorns, Flipzers and Bubble Bellies. Kangaru also offers product lines with licensed brands like Care Bears, Miraculous Ladybug, Mars Candy and more.
- Headquarters:** 1118 General Washington Memorial Blvd,  
Washington Crossing, PA 18977  
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- Officers:** **Joe Di Palma** *Chief Executive Officer*  
**Christy Perez** *Vice President of Product Development*  
**Anthony Rivera** *Vice President of Sales*
- Media Contact:** **Keri Marable**  
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