



Location Ohio-based company
Description Custom craft
Product PolyWhey® Furniture custom colors
Project Topozoo wooden toys



CASE STUDY: Geared for Imagination is an Ohio-based creator and distributor of high-quality products for kids and ‘kidults.’ Through a network of retail outlets around the United States, including gift shops, toy stores, museum shops and many others, the owners of Geared for Imagination strive to deliver the kinds of products they want their own kids to play with. Geared for Imagination products are “Driven by Design, Powered by Play.”

Geared for Imagination was founded in 2009 by two dads, Ryan Hamilton (father of three daughters and one son) and Bret Faber (father of one daughter and one son). They use their many years in the toy business and their experience as parents to find the best products and bring them to market.

In searching for a finish for Topozoo, Geared for Imagination’s line of wooden toys, Hamilton and Faber’s high standards and safety concerns led them to Vermont Natural Coatings’ line of PolyWhey® non-toxic wood finishes. Vermont Natural Coatings worked with the Geared team to create the perfect colors, while meeting all the clients’ standards and concerns. With PolyWhey’s whey technology and lead- and formaldehyde-free wood finish, parents can trust that their children are safe from toxins at play time.

“We love being able to sell Topozoo to our retail customers with the knowledge that these toys are made with one of the safest finishes available on the market today. PolyWhey allows us to sell a truly green product, from the packaging to the formaldehyde-free MDF to the color finish.”

— Ryan Hamilton
Geared for Imagination

Learn more about Geared for Imagination and Topozoo at:
www.gearedforimagination.com

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