

# The New Rokenbok®

*With ultra high quality construction and excellent play value, Rokenbok's creative playsets bridge the toy-hobby gap in colorful and distinctive style.*

Lisa McKendall

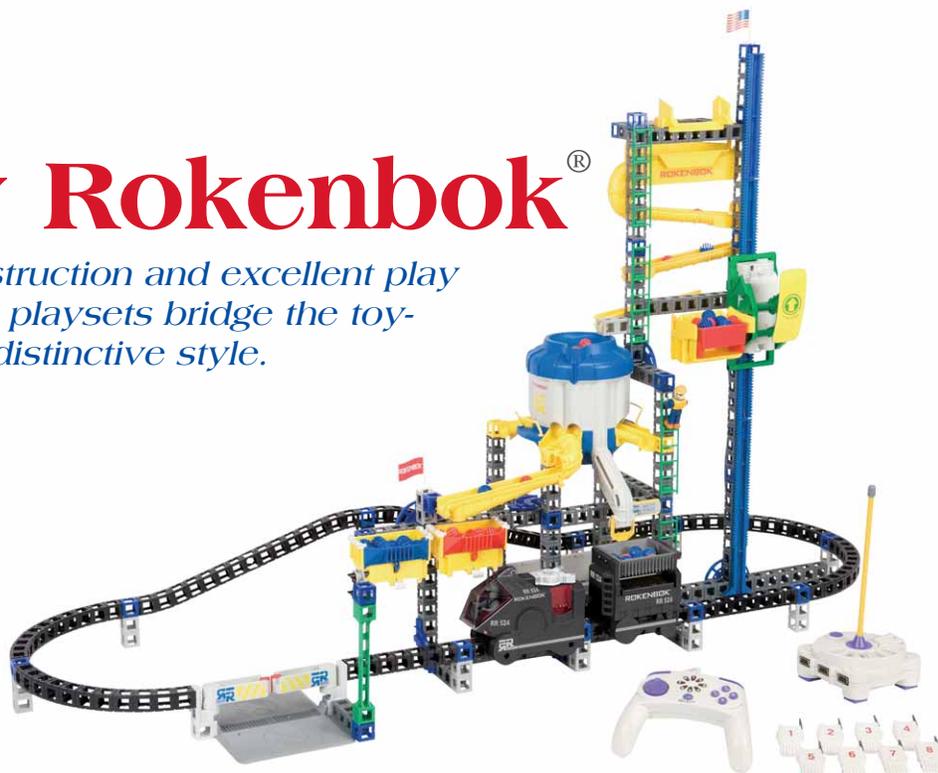
**R**okenbok founder Paul Eichen spent many successful years in the computer accessories business. During that time, he had dreamed of creating a complementary new product — an heirloom quality toy. That vision became a reality in 1995 when Eichen left corporate America for good to bring his dream into the living rooms of children across the country.

Eichen's dream was a construction-based toy, combined with capable radio-controlled vehicles that both children and grown-ups would enjoy together. After two years of trials, tribulations, ups, downs, doubt and excitement, Rokenbok was introduced at the 1997 American International Toy Fair in New York. The first day of the show, word of this innovative, exciting, break-through product line swept through the halls of the Jacob Javits Convention Center. The dream was a hit.

The vision of a construction toy that was not only fun to build but extended beyond construction with fully functioning, radio-controlled robotic vehicles — toys that move, load and dump, all within the construction set — continues to flourish today. Now, 10 years later, the Rokenbok Toy Company is dedicated to designing and manufacturing updated new products for “kids” of all ages.

Rokenbok's engineers continue to create fascinating products that adults and their kids can build and operate, either together or on their own. The overall goal has always been to develop products that incorporate the engaging fun of the classic Rokenbok play pattern, with all the creativity and collectibility of their favorite hobby.

In 2006, an all new management team joined the company to help extend the appeal of this classic toy system. The new group, with more than 40 years of com-



*Flagship of the line, Rokenbok's Monorail Metropolis features amazing animation, all by radio control. The 200-piece set has a futuristic Engine and a hopper type Dump Car that can unload on either side of the track.*

combined hobby experience, has identified the hobby specialty market as the ideal channel for a product like Rokenbok. The team understands that independent brick & mortar hobby stores (versus the big box mass merchants) are the perfect place for the Rokenbok system; the product's operation is very precise, it requires creative planning to build, it's infinitely expandable, and is best presented through knowledgeable demonstration. John W. Brady,

Rokenbok's president and chief executive officer, states, "Hobby shops offer the kind of hands-on customer interaction that Rokenbok really needs. A hobby professional 'gets' Rokenbok and can serve as the best endorsement of the system."

Because fathers and sons often play together, Rokenbok helps bring children into the hobby market at a younger age. Rokenbok sets are like some of the most popular hobbies — you can follow the instructions just like building a model, or design and create your

own world as with train layout building, and the robotic, radio-controlled vehicles have action features just like RC racing, only without the racing.

The Rokenbok construction system shares many characteristics that are common to traditional hobby-related products. First, you buy one of four different Rokenbok Start Sets, complete with everything needed to use the sys-



*Rokenbok's radio-controlled Loader drives forward and back, turns right and left, and unloads ROK balls into the Motorized Conveyor.*



*Rokenbok's RC Tower Crane features multiple attachments for handling ROK balls and other accessories.*

tem including the Radio Control Center, Control Pad and Radio Keys for up to eight vehicles. Then, depending on individual interests, add-on vehicles, building sets and accessories can be added, allowing you to customize the system in any way you choose.

First of the products from the new Rokenbok is the Conveyor Company Start Set. Conveyor Company is the ideal way to get started with Rokenbok. It features more than 190 pieces, including an RC Loader vehicle that loads and unloads, drives forward and back, and tightly turns left and right, all by radio control. Use the Loader to dump your cargo of ROK balls into the Motorized Conveyor, now upgraded with new colors and additional detailing. It automatically activates and sends the ROKs on their way. Choose the path for your ROKs as they roll through chutes and sorting bins, and get ready to reload the Loader.

The new Monorail Metropolis Start Set features a sleek, new RC Monorail (shown on this issue's cover) that will make sure deliveries get there on time. The 200-piece set comes complete with a futuristic Engine coupled to a hopper-type Dump Car with remotely operated unloading capability on either side of the track.

Equipped with over eight feet of track, 2-1/2 feet of chutes, a Power ROK-Lift with 30 inches of vertical lift,

and a Water Tower for storing and dispensing ROKs, this Metropolis offers hours of fun for kids, or adults, or both.

Rokenbok radio control vehicles offer the ability to control up to eight vehicles simultaneously, and enable up to four drivers to "get behind the wheel" at the same time. The product line currently features almost a dozen different vehicle designs, including an RC Tower Crane with multiple attachments and the popular RC Power Sweeper, which makes easy work of cleaning up any stray ROKs that may be encountered.

Teen-age and adult Rokenbok enthusiasts are already beginning to post their custom creations on *youtube.com* and *myspace.com* to share their passion with the world. These baby boomers dedicate spare bedrooms, basements and garages to building entire Rokenbok worlds, and that's just the tip of the iceberg. As the boomers grow older, retire and look for ways to fill their spare time, hobbies like creating one-of-a-kind Rokenbok designs are growing more and more popular.

All of the new Rokenbok products include what the hobby retailer really wants — quality and durability that last a lifetime. All Rokenbok vehicles are sturdily built, and include protective clutching mechanisms that prevent damage, even from hard play or unexpected falls, and all Rokenbok system electronics feature a lifetime guarantee.

The future looks bright for Rokenbok, so bright that the company plans to introduce at least ten brand new products for 2008. Paul Eichen's vision continues full-speed-ahead with the new Rokenbok. **HM**



*As with all Rokenbok products, the radio-controlled Conveyor Company is brilliantly engineered for creative play sessions, and ruggedly constructed for exceptional durability.*