



## JURATOYS ANNOUNCES KEY LEADERSHIP CHANGES FOR SALES AND MARKETING

Millersburg, PA. February 1, 2019 – Juratoys US, a division of the French leader in the conception, creation and distribution of educational toys, today announced changes to the Company's Sales and Marketing Departments.

Damien Crocker has joined the company as Director of Sales and will be responsible for implementing and managing the company's Sales Strategy, refocusing on the Janod and Kaloo Brands in the Specialty Retail Channel. Damien has spent his career building brands in the Specialty Toy business with Haba USA and Orb Factory. He has been in the toy industry for over 10 years. He currently serves on the American Specialty Toy Retailer Association's board of directors.

John Teuschler is returning to the position of Territory Manager for the states of NY, NJ and PA, which he had previously built into the #1 sales producing territory for Juratoys and where he has managed several key accounts over the last three years.

In Marketing, Robin Lehnert joined the Juratoys US team on January 1<sup>st</sup> as Director of Marketing. She brings with her over 20-years of success and Specialty Toy expertise in all aspects of Marketing. Her experience working with European brands and her understanding of the "Power of Play" will fit perfectly with the Juratoys product philosophy and French designs for Janod and Kaloo.

Juratoys US Corp believes this new structure will strengthen their ability to spread the message of the critical nature of play and better serve customers through enhanced collaboration between the Company, Sales Team, valued Retailers and their customers, and most importantly children. *"We have been reviewing our strategy and decided to leverage key personnel strengths to accelerate growth in 2019 and beyond,"* said Peter Reynolds, General Manager. *"Juratoys US is proud to have these stellar and respected performers take leadership responsibilities within our team."*

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### Company Background

JURATOYS US Corp. is the US subsidiary of Juratoys in Orgelet, France which specializes in the creation, development and distribution of wooden toys. For more than 40 years, the company has been distributing its own brand "JANOD", a key wooden toy brand with a contemporary French design! Since 2011, Juratoys has also been designing, developing and marketing "KALOO" plush toys in stunning giftable packaging.

Contact: Robin Lehnert, Director of Marketing  
[robin@juratoysus.com](mailto:robin@juratoysus.com)  
262 227 8949

