



The U.S. Toy Company Adds Two New Executives

Including Bill Bordegon, a Veteran Sales & Marketing Toy Executive

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Grandview, MO U.S. Toy / Constructive Playthings, since 1953, a third-generation family-owned manufacturer and distributor of playthings that are both educational and fun, has announced two new appointments to its executive team.

Bill Bordegon, an accomplished sales and marketing executive and toy veteran, will help guide U.S. Toy Company's sales and marketing efforts, including developing strategies to further expand the company's distribution across broad and diversified specialty brick & mortar retailers and help strengthen its marketing initiatives and product development.

Bordegon was the national sales manager of Toysmith where he was credited with helping the company significantly grow its sales and distribution and increasing the company's presence and market share. Also, as the director of sales & marketing for Orb, he helped the company expand its distribution and leadership position in the market and helped diversify its craft and STEM activities lines – resulting in significant annual increases in sales. Additionally, Bordegon has served on the board of directors for the American Specialty Toy Retailing Association (ASTRA) as chairman and secretary. Bordegon entered the toy business in 1994 and was the executive vice president for a division of Marvel.

Doug Bordegon has been added to the executive team as the vice president of sales & marketing for both the Constructive Playthings Division and U.S. Toy Commercial Division. Doug is an accomplished sales and marketing executive. He brings 11 years of senior sales and marketing success with leading companies including Whirlpool and Sprint. He is also co-founder/owner of Borda Productions, a leading company in the Midwest for music festivals and live entertainment.

"Doug and Bill are well-respected and talented executives and we are extremely fortunate to now have them on our management team," said Seth Freiden, CEO/Owner, U.S. Toy Company. "Additionally, their wealth of experience in all facets of marketing including building brands, product development, licensing and integrated merchandising and promotional programs will help us continue to expand and grow our business throughout the world."

"I am excited to be joining the U.S. Toy and Constructive Playthings team, a family-owned company that is known for its broad selection of quality products and its excellent customer service. We will be aggressively growing our business in the early childhood education markets and with specialty toy retailers," said Doug Bordegon.

About U.S. Toy Company

U.S. Toy has been family owned and operated with pride since 1953. We are celebrating our 67th year of taking care of our customers and providing quality products – these are the family principles that are passed generation-to-generation. Our products are sold around the world to the early education market, specialty toy retailers, museums, zoos, aquariums, national parks, gift stores, craft, hobby, attractions, and theme parks. The company offers a broad selection of over 1,900 kid-favorite products in attractive packaging and displays for specialty retailers; and 3,700 products developed by teachers for teachers and the early childhood education centers.

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