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## Patch Products to begin distributing popular Australian craft kit Wood WorX in U.S.

BELOIT, Wis.— Patch Products is thrilled to announce they have signed a distribution agreement with Colorific, granting Patch the exclusive right to market and distribute *Wood WorX*™ craft kits in the United States and Canada, effective January 1, 2014.



*Wood WorX* kits are proven best-sellers in Europe and Australia for Colorific, and now Patch will distribute them in North America! The crafty kits are made of high-quality wood, and are fun and easy to assemble! Each kit has easy-to-follow instructions that allow children to build something different and includes glue, paint and decals to make a customized toy. Once they build the jet fighter, jewelry box, etc., children can actually play with and use their new wooden toy or accessory. This building toy is a great way for children to create and personalize playthings for themselves!

Colorific, one of Australia’s leading family-owned toy and educational resources companies, has sold over two million units of *Wood WorX* since its launch in 2004, selling over 750,000 in the past two years alone. *Wood WorX* is Colorific’s top brand, and Patch is excited to now be adding it to its *Lauri* line of craft, developmental and educational products, and Patch will strive to continue its success on a new continent!



To launch, Patch Products will have six different *Wood WorX* titles: three tailored to boys with vehicle and dinosaur themes, and three tailored to girls with jewelry and stationery themes. For ages 5 and up. Later in 2014, look for the *Wood WorX* “impulse” line of smaller starter kits with vehicle themes.

Patch Products is a family-owned company, leading the toy industry in design, manufacturing and marketing of games, children’s puzzles, preschool toys, creative activities and teaching tools. Top-selling brands include *5 Second Rule*®, *Perplexus*™, *Don’t Rock the Boat*™, *Farkle*, *The Game of THINGS...*®, *Mirari*®, *Buzzword*®, *Stratego*®, *What’s Yours Like?*®, *Lauri*® and *Wooly Willy*®. Patch focuses on innovation through building brands and creating new categories.