



2010 PRODUCT GUIDE

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The Toy Man® Product Guide 2010

Induction Certificate Number: **74020100412-411**
 Expiration Date: **April 12, 2011**

Product: HABA Ice Cream Treats	MSRP: \$18.00 USD
Company URL: http://www.habausa.com	Rating: ★★★★★



HABA Ice Cream Treats

by: Rev. James G.W. Fisher - Product & Service Evaluation Specialist / Editor

Product Evaluation Summary Date: 04/12/2010

Just imagine luscious looking ice cream treats in front of you. A delicious looking chocolate ice cream bar, a waffle bar... Hmm, bright colors with an enticing look which is so tempting to pick them up. That's what these Haba Ice Cream Treats are about, a plush treat with that same enticing appeal for a child, a perfect element for pretend Play.

[Please refer to A-2-Z Company Index for contact information.]

Product Type	Release Year	Primary Usage	Target Age / Max. Weight	Target Gender
Gifts / Novelty	2009	Consumer/Education	5 years tp 99 years	Female/Male

Product Evaluation Summary - Category Ratings

Rating based on scale from 1 to 5, with 5 being the best. Only scores of 3 or higher are published.
 Rating average is established from evaluation categories with six of the entire group of category ratings featured for public view.

[3] = Average [4] = Well Above-Average [5] = Best

Cost Benefit	Durability	Hybrid-Use™	Marketability	Skill Improvement	Visual Appeal
5	5	4	5	4	5

Critical Evaluation Information

These icons represent important attributes with which this product / service is associated, contributes to, or encourages development of.
 Select any of the unique icons below to learn more about the specific attribute it represents.



Trade Industry Sales Types

Wholesale Retail Reseller Online

Industry Memberships

TIA Member

Safety / Quality Classifications

CE Marked	UL Approved	JPMA Certified
<input checked="" type="checkbox"/>	(Not Applicable)	(Not Applicable)
ASTM Compliant	eco-Friendly	eco-Conscious
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

CPSIA Compliant	Independent Lab Tested	Independent Lab Name
<input checked="" type="checkbox"/> Confirmed	<input checked="" type="checkbox"/> Confirmed	LGA
LeadSafe™ - Surface Coatings/Paint <small>(Complies with 16 CFR 1303/CPSIA 101)</small>	LeadSafe™ - Content / Substrates <small>(Complies with CPSIA 101)</small>	PhthalatesSafe™ <small>(Complies with CPSIA 108)</small>
(Not Applicable)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Heavy Metals <small>(Complies with ASTM F963/CPSIA 106)</small>	Mechanical/Physical <small>(Complies with ASTM F963/CPSIA 106)</small>	Age Grading
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Appropriate
Flammability - Solids/Textiles <small>(Complies with 16 CFR 1500.44/CFR 1610)</small>	Labeling of Hazardous Art Materials <small>(Complies with ASTM-4236/16 CFR 1500.14(b)(8))</small>	iWatchDog™ Approved <small>(Complies with ICCS™ Certification Standards)</small>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Manufactured In	Safety Hazard/Warnings
Germany	

UPC	Manufacturer SKU

 **Introducing HABA Ice Cream Treats**

* SUMMARY CODES: Board Certified Behavioral Analyst - BCBA | PDD - Pervasive Developmental Disorder | SN - Special Needs

Hmm, Bright Colors With an Enticing Look...

Just imagine luscious looking ice cream treats in front of you. A delicious looking chocolate ice cream bar, a waffle bar... Hmm, bright colors with an enticing look which is so tempting to pick them up. That's what these Haba Ice Cream Treats are about, a plush treat with that same enticing appeal for any child, a perfect element for developmental skill improvement through pretend Play.

Finding the proper toys for a baby or toddler that will encourage a greater level of their developmental skills is not always easy. This is even more so for special needs children and others with a pervasive developmental disorder. HABA has faced this challenge and as always, have developed yet another magnificent hybrid product creation which fulfills a number of vital needs for infants and toddlers.

A Wondrous Combination

Although most products strut their stuff based upon all of their fancy features which may not always be apparent, the HABA Ice Cream Treats possess a wondrous combination of visual appeal and sensory stimulation which communicates immediately how they are an absolute "must-have product", with the price point being addressed later.

There was true wisdom exercised in the design of these treats. "From the textile materials side of things, these pieces are each a literal work of art! Each piece has been carefully designed with the greatest care and use of high quality textiles materials. This will enable the family or school using them to have an extended period of use over many of the other competitive products on the market today."

Those words which you just read are an excerpt from the report of one of our independent product evaluation experts who was selected to perform his own evaluation of the HABA Ice Cream Treats. You can't make a point much clearer than what he has made in this, just one of many statements made in his report.

Visually Appealing AND Then Some

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Taking The Brass Ring

According to the results from our independent surveys, a trend of preference for HABA products is in the highest of probability to grow substantially this year. Combined with their well established product branding and level of quality ensures strong sales this year.



Independent Evaluator Reports

Obtaining An Independent Perspective...

In this section we will cover "HABA Ice Cream Treats" from the perspectives of "qualified individuals" in the specific field associated with the product being evaluated. To accomplish that task we have called upon the assistance of two top level industry professionals who know their stuff and have the "credentials" to prove it.

Our professional and independent evaluators have formed their own opinions from extensive analysis and produced detailed, in-depth product evaluation reports connected with their study and evaluation of HABA Ice Cream Treats. The information to follow is comprised of excerpts from those same reports which have been paraphrased in order to encapsulate the primary points being conveyed in each report. This approach provides completely independent perspectives in the evaluation of the HABA Ice Cream Treats.

PLEASE NOTE: The names of our independent evaluators are not disclosed to protect the privacy of these individuals upon their request. Their labors are provided at **no charge** to assist us in developing a well-balanced and qualified product evaluation summary. Their title is provided to clarify for our readers the specific type of specialist from which the information provided has been included in each product evaluation summary.

PRODUCT: HABA Ice Cream Treats

Textiles Design Specialist

"The HABA Ice Cream Treats were yet another pleasure and break from the regular flow of products I examine and evaluate. HABA products represent a true definition of the greatest accuracy when it comes to textile based products. The HABA Ice Cream Treats hold true to that definition for which HABA is so highly recognized. Once again I was literally overwhelmed by the perfectly balanced combination of quality, color, probable encouragement of skill development, and innovative design which will be quite useful in a child's development and active play time."

"Make believe or pretend Play activity is so very important for a child to experience. At the same time, the quality of the textiles materials used for the apparel, plush, or toys used in make-believe Play must be of the highest quality to be assured of the longest period of durability and safety simultaneously."

"Just as with the "hoagie" sandwich I evaluated from HABA a few months back, the textile materials used for this product were of the highest of quality. This guarantees the buyer and or parent easy maintenance, durability, and the strongest level of visual adoration. In the series of pressure, stress, and spillage tests performed on the HABA Ice Cream Treats, there was not even the slightest hint of failure, weakness, or loss of visual appeal."

"In the repeated washing and drying in medium-high heat of the HABA Ice Cream Treats, there was no apparent breakdown of core materials within the product, same as the results with HABA products tested here prior to this. Even after an excessive number of washes and drying, the HABA Ice Cream Treats still retained the vibrant colors with minimal deviation of original state prior to testing."

"The seams of every part of the HABA Ice Cream Treats appear to have remained strong in resistance during all phases of evaluation. I don't have the lab reports for this product so I have no accurate data on the internal materials used."

"In my test groups the children were all showing a very strong response level in regard to their cognitive and sensory developmental skill improvement. This was especially so with the SN kids, many of which had a tendency to favor the unique sensory experience of each of the treats."

"In the completion of my evaluation I would venture to that say the textile materials used in the design of this product are likely to bring the price point up substantially. At the same time they deliver a product which consumers will still purchase without hesitation or second thought. With their

using the high quality textile materials for which HABA products of this type are so well known, this guarantees you that the HABA Ice Cream Treats can easily endure the wear and tear which is so common with toddlers in their personal Play activity."

Behavioral Analyst / Psychologist, (PhD)

"The HABA Ice Cream Treats serve quite effectively for stimulation of sensory, gross and fine motor skill development. Just as with the HABA products I have evaluated for you in the past, it is a vital point to remember that sensory skill development is a part of the primary developmental skills in a child's development.

"Fine motor skills, a part of the nexus of critical skill development, is where the HABA Ice Cream Treats come into providing a very strong contribution. A child's enticement to touch the various fabric textures, and shapes then be awed with the visually stimulating colors, provides a plethora of stimulation which encourages multiple skill development. HABA Ice Cream Treats are a true marvel of discovery and stimulation for an infant or toddler."

HABA Ice Cream Treats With PPD Children

"One of my most important studies in my evaluation is how PPD children interact with the HABA Ice Cream Treats; (more specifically, children who are forced to contend with Autism.) As is already commonly known, PDD/SN children have an entirely different experience in development of their vital skills. This proves to be an even greater challenge for their parents / guardians and this is yet another aspect in my evaluation where the HABA Ice Cream Treats proved their worth so well. The SN children have a very wide range of possible challenges with which to contend.

The HABA Ice Cream Treats provide a stimulus through not only simple active Play, but in their contribution gained during psycho-social interaction with their caregiver. I noted how the HABA Ice Cream Treats served as an exceptional medium which opened the door to communication with the PDD children to an exceptional degree. This enabled me to assist these children with learning and developmental improvement while also serving to establish a sense of psychological support for each child and caregiver.

With the HABA Ice Cream Treats there was a very strong encouragement in development of active Play with the children. The response levels with all of the children improved quite markedly both which use of each piece individually as well as grouped. No significant change in response levels whether the treats were being used individually or as a group. There was evidence though, of a significant manifestation of emotional change with each child when their Play experience was in a group or singular play session as expected."



Spontaneous Consumer Hands-On Evaluation

Nothing is more powerful than hands-on experience by a consumer with a product when it is being evaluated. Based upon that fact we put every single product we evaluate at the mercy of consumers in a hands-on evaluation where anything goes. Shall we see how "HABA Ice Cream Treats" was seen with consumers?

The HABA Ice Cream Treats were part of a consumer hands-on evaluation performed along with multiple other products in a number of busy public places including but not limited to:

- Universal Studios Orlando
- Universal Studios City Walk
- Orlando Airport - American Airlines Concourse,

in the Orlando, area. Having several products available for consumer evaluation all at once provides a more well balanced and unbiased evaluation of the products. Many of them had two or three copies available to provide a larger base of opportunity for consumer evaluation yet the HABA Ice Cream Treats proved to create a very unusual response from the consumers in comparison to products we have used in the past. I am sure at this point that you are eager to see the results from the consumers feedback of the HABA Ice Cream Treats.



Doing our spontaneous hands-on evaluation at so many locations was quite the task this time around yet it still was a resounding success. We had some unusual moments which occurred at Universal Studios Orlando and at one of the Super Wal-Mart stores in Orlando yet everyone was happy with all of the products we had for them to experience, especially the HABA Ice Cream Treats.

It was quite interesting how many of our participants stated in their evaluation forms that the HABA Ice Cream Treats caused them "to want ice cream immediately". I guess that is not not a good thing for people trying stay away from sweets!

Whether a child pretending they were in an ice cream store or and adult who was simply fascinated with the products, the HABA Ice Cream Treats were THE thing for many of the consumers, especially children. There were a few instances where we were quite challenged in getting the samples back from the children and in a couple of instances..from the parents!

In the illustration to the left, you can see an excellent example of how the HABA Ice Cream Treats can be used as a party item to liven up a birthday party.

As expected, we videotaped the hand-on product evaluation process at all locations with all of the products we had brought. It was especially funny with the TSA staff in Orlando when they questioned why we had so many toys and other products and for what reason until we had assistance from the appropriate parties who gave approval. It was rather humorous how one of the TSA staff pretended he was eating one of the HABA Ice Cream Treats and saying how good it tasted. That was quite umorous until one of the supervisors chastised him for not doing his job...oops!

In reviewing the feedback forms which the participants filled out, there was no room for doubt that the HABA Ice Cream Treats was one of the most popular products with the consumer hands-on evaluation participants. The HABA Ice Cream Treats completed this portion of our evaluation without the slightest risk of failure.

[5] ★★★★★
 [4] ★★★★★
 [3] ★★★

A Sampling Of The Category Ratings For This Product

A small **sampling** of the **individual category titles & rating scores** from the **complete product review** itself for this product are featured here. The categories which have been selected to be featured in this **product evaluation summary** for public view, specify some of the primary points of how and why that specific rating score was reached.

- If a product is inducted, a product evaluation **summary of the complete review** is published for public view.
- When a score has been assigned to a category rating, it has been through a thorough validation process to ensure accuracy and no inflection of bias.
- If a product scores an **overall** category evaluation rating average of [2] Two Stars or lower from the complete **review** results, it fails the evaluation and is not inducted.
- Information for products which do not pass our evaluation is confidential and is shared only with the company submitting the product.

The **Featured Category Ratings** for this **Product Evaluation Summary** are listed below.

COST BENEFIT: Rating Level - [5] ★★★★★

The HABA Ice Cream Treats were quite interesting to evaluate and determine and accurate rating in this category. "The five-senses get a run for their money with the HABA Ice Cream Treats. Whether it's a child, adult, or buyer, the benefit is clearly established. The HABA Ice Cream Treats have the right balance of quality, visual appeal, and functionality to create the desire for purchase."

Combining the MSRP and weighing it against the overall features of the HABA Ice Cream Treats, it is plain to see that the HABA Ice Cream Treats have the fullest degree of association with having a very strong level of cost benefit. The pull a perfect score of [5] Five Stars in this evaluation category for Cost Benefit.

DURABILITY: Rating Level - [5] ★★★★★

The HABA Ice Cream Treats truly wrote the book in the category for Durability. Even after repeated wear and tear tests which are well beyond what is required by Federal and European regulations, the HABA Ice Cream Treats still maintained the original "new look" with no apparent visible signs of wear and tear. Not even any threads from the terry cloth textiles material showed any significant sign of wear and tear.

In the final analysis in our evaluation of the HABA Ice Cream Treats in this category for Durability, the HABA Ice Cream Treats made their mark clear to see. They were pushed to the limits yet still maintained near perfect condition. This closes the book on this category of Durability with a perfect score of [5] Five Stars.

HYBRID-USE™: Rating Level - [4] ★★★★★

Hybrid-Use™ is a term created and used by our publication to identify if a product is applicable for use in more than one environment. the HABA Ice Cream Treats were unquestionably fully functional in use for home and with SN children in all phases of our evaluation. The only challenge they face is meeting all required standards for use in all these environments. It was quite clear that the HABA Ice Cream Treats are a perfect fit for Hybrid-Use™ yet at the same time we have to look at the responses from doctors, pre-school facilities and two school districts. The HABA Ice Cream Treats require further examination of application in certain specific environments. At the same time, the HABA Ice Cream Treats have proven themselves well in multiple environments which brings them to a near-perfect score of [4] stars in the Hybrid-Use™ category.

MARKETABILITY: Rating Level - [5] ★★★★★

Marketability of this product? That rating could not be an easier one to determine even without any familiarity with the HABA Ice Cream Treats. HABA has an already well established name; add to that a product functional benefit, quality, ecological benefit, immediate and positive response in our evaluation. That combination enables the HABA Ice Cream Treats to move conquer the challenge of this category for Marketability with a perfect score of [5] Five Stars.

SKILL IMPROVEMENT: Rating Level - [4] ★★★★★

The HABA Ice Cream Treats is a magnificent product not based upon the rating samples featured here, but the entire gamut of ratings from all of our evaluation categories. In many of the categories and sub-categories, the HABA Ice Cream Treats pulled through their evaluation like water off a duck yet in this category for Skill Development, a perfect score simply could not be realized.

According to the independent product and service evaluators, the HABA Ice Cream Treats provide a substantial contribution to skill development, yet just not substantial enough to pull a perfect score in this category. To have a perfect score of [5] Five Stars, the rating score must be unquestionable. Based upon the combination of our in-house evaluation as well as the independent evaluators, "Although the HABA Ice Cream Treats appear to be an excellent stimulant to critical skill development along with other developmental skills, a little more spin on the productive results with skill development is needed to take it to a perfect score."

It is this strict approach which dictates that although the HABA Ice Cream Treats fell short by a single digit of a perfect score in this category, that score actually holds more value and meaning. The ratings score is absolute and well above-average. The HABA Ice Cream Treats pulled their way through the challenges and pull a score of [4] Stars with a borderline of "5" in this category for Skill Development.

VISUAL APPEAL: Rating Level - [5] ★★★★★

When it came to Visual Appeal, the HABA Ice Cream Treats had the right combination to pull through this evaluation category without a scratch. It was plain to see in not just our video tapes. but from personal experience at all evaluation locations that the HABA Ice Cream Treats really had the WOW!factor™ to make it to the top, just as its predecessors.

The HABA Ice Cream Treats are quite unique in how just as the HABA Baguette Sub Sandwich managed to do, they may strike your hunger for a delicious mouth-watering ice cream sandwich, chocolate bar, or even an ice cream stick. At the same time, they will fascinate an infant or toddler to play with each of the colorful ice cream pieces. The colorful shapes stimulate visual senses and draw a child in to discover an entirely new learning experience..

After carefully reviewing the video tapes and going over all reports and pertinent evaluation data, we established a final product evaluation score for this category. A determination was reached that the HABA Ice Cream Treats pulled a perfect score of [5] Stars in this category for Visual Appeal.

EVALUATION RESULTS - From evaluation for induction into "The Toy Man® Product Guide"

Overall Rating: 5	Seal of Approval: Approved	eco-Recognition Seal: Not Eligible	Award of Excellence: Approved	eChoice Award: Selected
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THE TOY MAN® SEAL OF APPROVAL



SEAL OF APPROVAL
2010

"Since 1971 **The Toy Man® Seal of Approval™**" has served as an emblem for professional recognition of a product or online service having met the strict evaluation standards of The Toy Man® Product Guide. The evaluation is based upon the following:

- Examination of details and features which are specific to the product or service being reviewed
- Review by qualified independent evaluators in a specific field of specialty associated with the product / service
- Spontaneous hands-on consumer evaluation of the product or service

This emblem was first established in 1971 by the International Parenting Institute™ (IPI™), for exclusive use by The Toy Man® Product Guide in its product evaluation process. It is modeled after the "Good Housekeeping Seal of Approval®", an emblem of recognition for products which meet the globally recognized high standards set forth by the Good Housekeeping Institute®.

**THE TOY MAN® PRODUCT GUIDE
THE TOY MAN® AWARDS**



2010

The Toy Man® Award of Excellence - The products and online services which become recipients of The Toy Man® "Award of Excellence", are those which rise to the very top in their evaluation. These products/services not only passed our strict and constantly evolving evaluation guidelines, their evaluation scored an *overall* category rating of "5", the highest level of rating available on with 1-5 scale evaluation basis.



2010

"The Toy Man® eChoice™ Award" - This is more than just an award, this is the "brass ring" so to speak; the award that serves as an emblem of recognition for products & online services such as this, which contribute *substantially* to positive skill growth and productivity. This productivity is measured in the value of potential cognitive, motor, and critical skill growth and/or overall level of improvement in an individual or group from use of a product or online service.

This product or online service has been carefully evaluated and judged to meet the criteria to be one of the limited few which are entitled to be recognized with The Toy Man® eChoice™ Award"

PLEASE NOTE: The eChoice™ Award images which were used from 1971-1984, and 1984-2007 have been retired. Although the former versions of the eChoice™ Award have been retired, they still remain valid.



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An active participant in The Toy Man® *eco-Recognition Project*™ to promote *greenBusiness*™



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