



International Playthings

Company Profile

To most, toys evoke childhood memories of playtime, imagination and creativity. While International Playthings promotes these carefree images, underneath it all toys are serious business. The New Jersey-based company, with annual revenues of \$30 million, is focused on delivering high quality educational toys to children from infants to teenagers, through stores in the United States such as Toys R Us, Zany Brainy, and Learning Express. Their Calico Critters and Earlyears brands, among many others, can be found in nurseries, schools and homes throughout the country.

International Playthings

has received some of the highest awards in the toy industry, including the prestigious Oppenheim Toy Portfolio Award, and the American Specialty Toy Retailing Award.

"We have had great success with TradeCard"

Purchasing Manager Holly Harrington

International Playthings' Challenge

International Playthings imports their toys from 18 vendors throughout Asia. While the number of shipments they receive from these vendors varies, a common denominator has existed between all of them - each has used Letters of Credit (L/Cs) to process and settle their trade transactions, and all have endured the shortcomings – such as costs, complex document logistics, and time delays – that accompany the timeworn trading instrument.

While a good amount of the L/C costs have been borne by these overseas vendors, as an importer, International Playthings is not immune to transaction fees and process complexity either. Their annual expenditures for transaction-related fees – including those for L/C issuance, amendments, presentations, bank drafts, commissions and wire transfers – have historically approached \$75,000 per year.

Both International Playthings and their suppliers were frustrated by these costs, and, as International Playthings' Chief Financial Officer Mike Varda noted: "by the cumbersome trade transaction process that often involves frustrating and costly paper chases." International Playthings wanted an alternative – one that would allow them to be more time- and cost-efficient, and therefore more profitable.

The Answer - TradeCard

International Playthings heard about TradeCard through an Asia-based vendor. In subsequent discussions with the toy company, TradeCard showed International Playthings how, by using the TradeCard platform to conduct trade transactions with their vendors, they would immediately see increased business efficiencies and cost reductions. TradeCard explained the value of linking all parties to the transaction together through the same system – one in which purchase orders could be initiated, received and negotiated real-time – and one that connects not only buyer and seller, but also trade service



providers such as freight forwarders, inspection companies, and finance providers. International Playthings decided to give TradeCard a shot.

The Result – Faster, Easier, Less Expensive

It did not take long for International Playthings to see the benefits of moving to TradeCard. For starters, TradeCard quickly integrated International Playthings' back office system with the TradeCard platform, an easy process that International Playthings' Purchasing Manager Holly Harrington said took "only about four hours of my time." Not bad for a complete system integration. And, within a matter of weeks, seven of International Playthings' vendors had become approved TradeCard members – some transacting through their browsers, others through their own back office systems: either way is possible with TradeCard's flexible system mapping capabilities.

Since moving to TradeCard, International Playthings has saved thousands of dollars in bank fees, courier costs and personnel hours previously dedicated to processing trade transactions

From that point on, with every transaction, the results began to speak for themselves:

- MONEY SAVINGS – Since moving to TradeCard, International Playthings has saved thousands of dollars in bank fees, courier costs, and personnel hours dedicated to processing trade transactions. According to Holly Harrington, the company expects to save "up to \$50,000 this year in hard dollar fee costs, and even more next year as more of our vendors sign up for TradeCard."

Chief Financial Officer

Mike Varda was fed up with "the cumbersome trade transaction process, which often involves frustrating and costly paper chases."

- TIME SAVINGS – Harrington reports that the time and effort dedicated to processing trade transactions has been "dramatically decreased" since moving to TradeCard. The company had four people involved in L/C transactions, where now they have one. The other three have been reassigned to other work.

• CONVENIENCE – "It's great to see all the documents in one place," reports Harrington, noting that the company's brokers "can just log onto the system to pick up whatever document they need."

- SECURITY – Letters of Credit, despite their costs and inefficiencies, were a "secure way to go," reports Mike Varda. However, the TradeCard system's secure network, two-factor authentication, and 128-bit encryption "provides solid security so we can feel confident that our information is safe and accessible only to those authorized to view it."



Last Word – Success

“We have had great success with TradeCard,” reports Harrington. “Our vendors who are using it have provided positive feedback. Now we’re in the process of getting the rest of our vendors signed up, and are no longer using Letters of Credit.”

About TradeCard, Inc.

TradeCard is a financial supply chain service provider. TradeCard’s secure transaction infrastructure greatly reduces the inefficiencies and uncertainties found in traditional domestic and cross-border trade transaction processes. By streamlining and enhancing the steps necessary for purchase order approvals, payment decisions and settlement, TradeCard provides a cost-effective, practical and patented service for financial supply chain management.

TradeCard, Inc. is headquartered in New York City with offices in the San Francisco Bay Area, Seattle, Chicago, Hong Kong, Taipei, Seoul, Tokyo and London.

TradeCard can support transactions among the following countries: Australia, Austria, Belgium, Brazil, Canada, Denmark, Finland, France, Germany, Hong Kong, Ireland, Italy, Japan, the Netherlands, Norway, Portugal, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, the United Kingdom, and the United States.

TradeCard is a registered trademark in the United States. TradeCard can be found on the World Wide Web at <http://www.tradecard.com>.

About International Playthings

For over 30 years, International Playthings has offered award-winning toys for kids of all ages. Their mission is to develop innovative and entertaining products with integrity, superior play value and child developmental qualities.

International Playthings offers over 700 toys for infants to teenagers. Among their offerings are puzzles, games, educational toys, arts, crafts, a diverse line of the finest toys from around the globe.

With their emphasis on quality, education and developmental value, they are proud to receive numerous awards each year, including recognition by the Oppenheim Toy Portfolio and the American Specialty Toy Retailing Association.

You can find International Playthings' toys, games, puzzles at leading specialty toy retailers across the country. You can also find many of them online at [Imaginarium.com](http://www.intplay.com). International Playthings can be found on the World Wide Web at <http://www.intplay.com>.

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