



Timothy Kimber

PlaSmart, Inc.
Ottawa, ON, Canada
www.plasmarttoys.com



#8 on Profit Magazine's 22nd Annual Profit 100 List

TAB Member Since: 2008
Company Size: 16

Company Founded: 2003
Industry: Toys, Distributor

PlaSmart Inc. is a distributor of children's toys to retailers, and the maker of the award-winning PlasmaCar.

“Business owners who attend TAB Board meetings learn that the experience of other members is at their disposal.”

It's not uncommon for an entrepreneur to establish a new business on the basis of a great product or service idea. The ones who succeed, however, are the ones who have a clear vision, determination and energy.

In 2002, entrepreneur Timothy Kimber came across a uniquely designed toy on a trip to China. He immediately realized the toy's potential to be a hit with kids around the world, and in 2003, he founded PlaSmart Inc. and introduced the “PlasmaCar” at the Canadian Toy Fair in Toronto. Then Kimber spent the next two years perfecting the toy's design and learning about the industry in order to strengthen his business and marketing plan.

When the PlasmaCar was introduced to American retailers at the New York Toy Fair in 2005, it was an instant hit – no doubt thanks to Kimber's careful planning and determination.

The PlasmaCar has won a host of awards, from both the toy industry and parenting associations. The company has added other “smart, simple, fun and unique” toys to its line-up, and has expanded internationally with distribution in more than 20 countries on five continents.

In addition to their smart, simple toys they have an internal belief of under promising and over delivering to retail partners with regards to new products. They focus on delivering products that offer a unique value for retailers and customers.

A member of TAB since 2008, Kimber appreciates the fact that he can draw on the business acumen and experiences of other TAB members. This expertise, as well as TAB's valuable strategic planning tools, helped Kimber create a strategic business plan to keep his innovative company growing.

*PlaSmart was number 8 on Profit Magazine's 2010 ranking of Canada's Fastest-Growing Companies. (June, 2010)