



Timothy Kimber

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



TAB Member Since: 2008
Company Founded: 2003
Industry: Toys, Distributor

Profit Magazine List Rank: 8*
Company Size: 16

PlasSmart 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 found a new business on the basis of a great product or service idea. The ones who succeed, however, are the ones who do their homework.

In 2002, entrepreneur Timothy Kimber came across a unique ride-on toy on a trip to China. Although he immediately realized the vehicle's potential to be a hit with kids around the world, he proceeded cautiously. In 2003, he founded PlasSmart Inc. and introduced the "PlasmaCar" at the Canadian Toy Fair in Toronto. Then Kimber spent the next two years tweaking the toy's design and learning about the toy industry in order to strengthen his 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, determination and vision.

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.

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.

*Timothy Kimber and PlasSmart were listed as number 8 of the Top 100 Companies in Canada as noted by Profit Magazine.