

MILANIWOOD FAMILY DEVOTION TO WOOD



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A GLIMPSE INTO THE LIFE OF A TOY SME

FROM WOODEN REELS TO WOODEN TOYS

The family company has an over 90-year old expertise in wood and started producing toys in 2008.

In 1908, 12-year-old apprentice Vincenzo started working with wood in an artisan turnery in the Lombardy region of Italy. 16 years later, in 1924, he founded his own turnery in Calolziocorte (Lecco) to manufacture handmade wooden reels for the local textile sector. Future generations of the family expanded the business and diversified its activities to include supplying wooden components for national and international clients such as the fashion and decoration industries. Marco Milani, Vincenzo's grandchild, changed the company's business model in 2002 and launched its own toy brand: MILANIWOOD. Six years later, the first wooden toys and gifts from MILANIWOOD reached consumers.



LOCAL PRODUCTION OF SAFE TOYS

The local presence of MILANIWOOD is well established with 30 direct employees and around 20 different suppliers.

Loyal to its region of origin, MILANIWOOD's products are still manufactured in the province of Lecco. In addition to 30 local employees, 20 different suppliers contribute to MILANIWOOD's production. Like all reputable toy manufacturers, the company strives to create safe, high quality toys. MILANIWOOD is committed to complying with complex European Union's (EU) toy safety requirements throughout the production process, which can be quite burdensome for toy companies, particularly small companies.

INNOVATIVE TEAM



The toy sector is highly competitive, which means that innovation plays a key role in the production of high quality toys that are unique and fun for children to play with. MILANIWOOD puts a lot of effort into releasing two or three new wooden products each year.

The current 70 toys and gifts manufactured by MILANIWOOD were developed to be aesthetically pleasing so that parents can place them as decorative items on a table or a shelf when the child is not playing with them.

MILANIWOOD develops two or three new wooden toys each year to meet the latest children's wishes.

E-SALES SUITED FOR AN INCREASED INTERNATIONAL PRESENCE

MILANIWOOD pursues an international strategy to ensure its presence in four continents. While the current main market remains Italy, the company is also active in the EU, the USA, Japan, South Korea and Australia. Exporting can be challenging for a small company like MILANIWOOD as it is sometimes difficult for it to assess the reliability of potential new distributors. As an SME, this Italian company is not present in all regions and parts of the world, which means that online sales present a growing opportunity for the company to cover areas where it is not yet physically present.



Exporting is essential for MILANIWOOD but this can become quite challenging.

SOCIAL CONTRIBUTION



MILANIWOOD recognises that toys provide children with multiple play opportunities and that children develop their creativity through play. It collaborates with the Lecco municipal services to provide toys to kindergartens and children with disabilities. MILANIWOOD encourages creativity among students. For example, MILANIWOOD invited 13 students in the 'Toy Design' post graduate course at the Polytechnic of Milan to its offices in 2014 to help them understand how innovative concepts are converted into new toys.

'MILANIWOOD toys develop the child's creativity by allowing each child to discover and create new things through play. Creative spirits are essential not only for each person but also for society. At a time when play opportunities are being reduced, this should not be forgotten.'

Marco Milani, CEO



Italy is the fourth largest toy market in the EU with annual sales of €1.1 billion. This represents around 90 million toys. With over 200 toy companies based in Italy, production is mainly concentrated in the regions of Lombardy, Piedmont, Marche and Veneto. Around 23,000 people work in the Italian toy sector. The Italian toy market is very seasonal with more than one in four toys bought during the Christmas period.

The **European Union (EU)** is the largest toy market in the world (27% of global sales), meeting the diverse and evolving demands of its 79 million children. Over 99% of the almost 5,000 toy companies operating in Europe are small and medium-sized enterprises (SMEs). With over 220,000 people working in the sector in the EU, toy companies play a key role in Europe's economic fabric. The toy industry is highly international and is one of the most dynamic business sectors in Europe: around 60% of toys on the market each year are newly developed. The sector is also highly seasonal, with consumers making the majority of purchases during the Christmas period.

Assogiocattoli is the Italian industry association of toys, games, hobbies, childcare articles and Christmas decorations. MILANIWOOD is a member of Assogiocattoli.

Toy Industries of Europe (TIE) is the trade association for the European toy industry. Members include companies and national associations from across Europe, including Assogiocattoli.

