

Designing the toys of tomorrow - Marmals will be featured at Toy Fair New York in an exclusive exhibit dedicated to innovation



Portland, Feb 13, 2020 ([IssueWire.com](http://www.IssueWire.com)) - "If Apple made toys, they'd make Marmals." - Azure Attoe, Art Educator

Industrial Designer Jeff Lawber has created an award-winning new line of modular toys that are designed to be a sensory launchpad for creative play and storytelling.

They're called Marmals, and they're making a big impression on the toy industry.

Lawber was invited to feature Marmals at America's largest toy trade show, Toy Fair New York. His creation will be a part of "Inventors Day," a special exhibit within Toy Fair where innovators are welcomed to showcase the best and brightest ideas coming from designers in the field.

"It's all very surreal," says Lawber, "I'm going to one the biggest toy fairs in the world to show off an idea that I build in my basement."

After an acclaimed debut at Toy Fair Dallas and a successful Indiegogo campaign, Marmals are nearly

ready for the marketplace.

Each character will arrive as a blank slate, ready to be customized with any variety of paints, markers, or other materials creators choose to customize them with. Marmals are constructed with a patent-pending array of magnets that not only make a mesmerizing snap as the parts come together but also offer endless variety for sensory play.

Lawber plans to create and develop more customization options for the figurines as both the company and product line grows. The hope is to create an entire ecosystem full of different storytelling and imaginative opportunities.

"I was tired of toys that are too prescriptive," Lawber says, "I wanted to create something that people could take ownership of and feel like they're building and creating a story themselves." Inspired by the toys he loved as a child, and the types of products his children enjoy, he took his decade of experience in product design to develop the figurines. The future of the product revolves around a dedicated and creative online community. Lawber hopes to unite Marmal owners around the Instagram hashtag #lovemarmals.

website - www.marmals.com

email - hello@marmals.com

Instagram - [@lovemarmals](https://www.instagram.com/lovemarmals)

Indiegogo - <https://www.indiegogo.com/projects/marmals#/>



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