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FOR IMMEDIATE RELEASE

Orb Factory Hires Senior Project Manager Laura Binder Joins The Orb Factory



[HALIFAX, NS - APRIL 18TH] The Orb Factory Limited is thrilled to announce their newest hire, Laura Binder, to fulfill the new role of Senior Project Manager.

Laura has over 20 years of experience designing and developing children's toys and craft products. She will be stepping in to help lead and guide The Orb Factory's product development and design team. Laura will be creating best practices for the product development process while developing new product roadmaps.

Laura is excited to help build great brands and products. "I'm looking forward to being part of such an energetic and growing company," she says. "There's a commitment to quality and creating great play experiences that's really inspiring to me."

After a recent move from Michigan to TOF headquarters in Halifax, Canada, Laura is ready to join this creative team. "The people here have a real passion for their products," she says. "There's a lot of care that goes into making sure the end consumer has a truly rewarding experience." She believes this has been the secret to The Orb Factory's success.

Laura is looking forward to the process of brainstorming, designing and creating. It "never fails to engage and challenge me," she says "and I love developing products that delight children and inspire them to be creative."

About The Orb Factory

The Orb Factory Limited is a leading specialty toy company known for its popular brands, including: PlushCraft™, Curiosity Kits®, Sticky Mosaics®, My First Sticky Mosaics®, StoryCraft®, Stick'n Style®, SparkleUps® and Magnetic Mosaics®.

Visit The Orb Factory website for more details: <http://www.orbfactory.com>

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