



## The Orb Factory Receives the Prestigious “Vendor of the Year” Award” from Learning Express



*Damien Crocker,  
National Sales Manager*

### Plus Wins Best Arts & Crafts Award for the PlushCraft® Pony Pillow

Halifax, NS - The Orb Factory is proud to announce it recently received the 2015 Vendor of the Year Award from Learning Express, the largest educational toy retailer in North America.

The Awards were presented at the annual Learning Express Awards Banquet in San Antonio. This award was voted on by the storeowners.

Sharon DiMinico, Learning Express Founder & CEO, announced, “This special recognition is awarded to the Vendor that provides outstanding customer service to our stores, develops new and innovative products, supports our marketing efforts, provides excellent store support programs, and participates as a full partner with Learning Express.”

Bill Bordegon, North American Sales & Marketing Director for The Orb Factory, stated, “Winning the Vendor of the Year Award from Learning Express is a tremendous honor. We have developed an excellent partnership with their knowledgeable storeowners and home office team, which has resulted in significant increases in their sales of our craft activity brands.”

### About The Orb Factory

The Orb Factory Limited is a leading specialty toy company known for its popular brands of craft kits, including: Pixel Pops™, PlushCraft®, Curiosity Kits®, Sticky Mosaics®, Sew Softies™, Glitter Petz™, Imaginista™, Stick’n Style®, and Magnetic Mosaics®.

### About Learning Express

Learning Express is the leading franchisor of specialty toy stores, each one locally owned and operated. Learning Express provides an extraordinary shopping experience with knowledgeable sales staff to offer expert advice on choosing the perfect toy, for every child, for any occasion. To discover more about Learning Express, to find a store near you, or to learn about franchise opportunities, please visit [www.learningexpress.com](http://www.learningexpress.com) or call (800) 436-8697.



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