



## Out of the Blue buys Colorforms brand



October 6, 2014 by [Daniela Fisher](#)

The iconic toy brand that has helped kids press and peel shapes that ‘stick like magic’ for the past 63 years has just been acquired by New York-based Out of the Blue Enterprises.

Out of the Blue plans to incorporate the Colorforms brand in a new division called Colorforms Brand LLC, which will be headed up by toy industry vet [George Vorkas](#) as president. His first order of business will be to get new play lines based on properties including Dora the Explorer, Bubble Guppies, SpongeBob SquarePants, Teenage Mutant Ninja Turtles, Peter Rabbit, Pete the Cat and Daniel Tiger’s Neighborhood ready to roll out at retail in fall 2015.



On the entertainment front, Out of the Blue is already planning Colorforms-inspired apps and an animated series that will be created by its chief creative officer [Angela Santomero](#), creator/executive producer of preschool shows *Blue’s Clues*, *Super Why* and [Daniel Tiger’s Neighborhood](#).

The first Colorforms products, featuring vinyl adhesives in simple geometric shapes, were invented and released in 1951 by Harry and Patricia Kislavitz. The brand has gone on to sell over a billion units, including licensed lines for properties such as Mickey Mouse, Barbie and the Muppets.

Tags: [Colorforms](#), [Out of the Blue Enterprises](#)