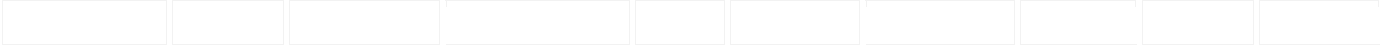


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Out of the Blue Acquires Colorforms

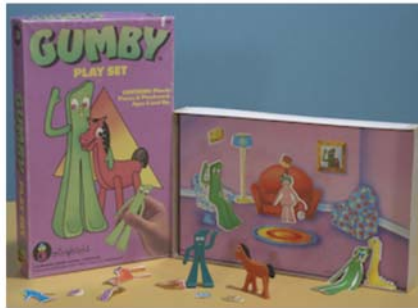
Oct 08, 2014

Out of the Blue Enterprises has acquired the legacy toy brand Colorforms.

Out of the Blue is planning an extensive new toy line for the brand, as well as an animated series and digital apps.

More than 1 billion of Colorforms' vinyl stick-on play sets have been sold in the past 60 years.

Out of the Blue has appointed toy industry veteran George Vorkas to head up its Colorforms brand division as president. Vorkas previously held senior positions with The Bridge Direct and Li and Fung.







"From Michael Jackson to Mickey Mouse, many of the biggest and most iconic entertainment characters of our time have been featured on Colorforms," says Vorkas. "Colorforms is a premier creativity brand, and we have exciting plans for expansion, including new formats, price points and features for the toy line as well, as new entertainment, licenses and digital content. I am honored to help bring this brand into the future with the team at Out of the Blue."





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