

# TOYS FOR TIME LIMITED

## MAKING BUSINESSES CHILD FRIENDLY

Changing work patterns and social habits mean that over 75% of parents have to take their children with them when seeking to make a purchase. But often, going out to browse, buy, choose, or concentrate with children in tow can prove a stressful and unpleasant experience for all concerned! As a result, businesses are realising they need to become more child-friendly in order to compete for their share of sales.

Toys for Time Ltd was set up in Berkshire 2 years ago when husband and wife team, Jane and Andrew realised there was a gap in the market to manufacture, supply and install, safe, clean, fun and engaging activity cubes and wall panels to keep children amused. They are the only dedicated supplier of such items to businesses in the UK.

The idea was inspired by their own experiences, as Andrew explains: "With 2 young, energetic and inquisitive boys ourselves, we often found many commercial environments including shops, waiting rooms, and showrooms had nothing to keep children amused. Or if they did, the items were often hazardous - toy boxes filled with old, cast off toys, pens that are broken, choking hazards from broken or loose parts, or building blocks presenting a trip hazard. Ironically doctors surgeries are one of the worst culprits - in the British Journal of GP's, 90% of soft toys were reported to harbour serious bacteria".

A recent parent survey reported that 94% of parents would keep children away from dirty or broken toys, and importantly, over 70% of parents have had a negative experience with their children when shopping, with over 65% stating that they would not return to that place, hence lost sales.

The solution? Providing safe, hygienic, engaging facilities for children, often at a very small investment, can improve sales, business image, and give a high level of repeat customers – as well as reducing the potential risks for youngsters.

"Having the right commercial grade play equipment installed gives your customers time to browse, concentrate, and buy" says Andrew. "Children are kept amused, playing safely and providing a peaceful atmosphere for other customers."

To find out more about Toys for Time, visit [www.toysfortime.co.uk](http://www.toysfortime.co.uk) or call Andrew on 01284-788287 / Mobile 07970 243243.

Toys for Time Ltd specialise in attractive, safe, easy to clean, robust Activity Tables, Cubes, and Wall Panels with prices ranging from £50. Typical customers include Car Dealers, Travel Agents, Doctors, Dentists, Book Shops, Health Clubs, Retail Outlets, Airports, Advice Bureau's, Accountants, Photographers, Hotels, Restaurants, Banks, and Building Societies.



[www.businessinberkshire.co.uk](http://www.businessinberkshire.co.uk)

