



# SUSAN SOFIA DEVELOPMENT

Sofia Development focuses to design, develop and engineer soft products for the toy and entertainment business with high integrity for exceptional service, and outstanding innovative solutions.

The studio objective is to diversify through contract, and full/part time employment.

# AWARD WINNING CONCEPT DEVELOPMENT



Parents Choice  
2012 Innovation

Nested Bean



Family Choice  
Mom's Choice  
2014 Seal of Excellence  
Dr. Toy

Green Kids Club



Platinum Oppenheim  
Top 100  
Parents Magazine

Together Tunes



## NESTED BEAN

*Recipient of the*

## 2012 JPMA INNOVATIONS AWARD

“The Zen Swaddle™ has incorporated what moms do **INSTINCTIVELY.**”

STEPHANIE MOORE RN/IBCLC  
AND A MOTHER OF THREE

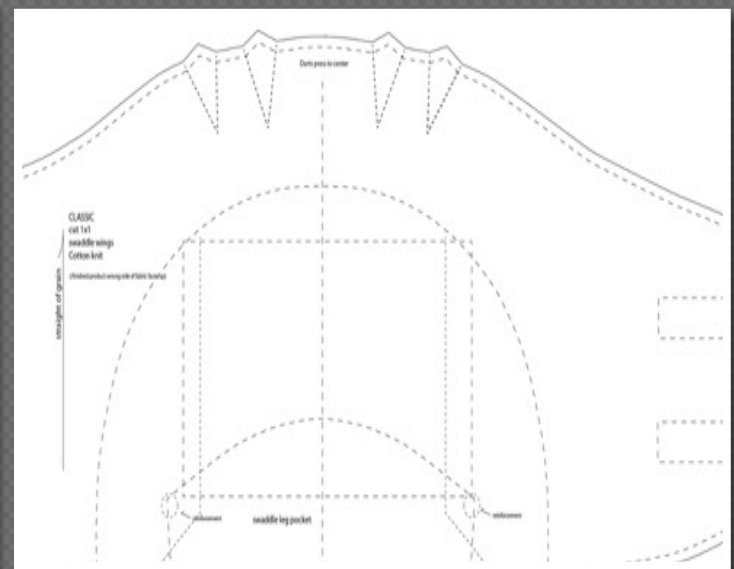
“It is a revolutionary swaddler” | BINX BABY PLANNER

“Its **MAGIC** I tell you. Magic!” | BUSY MOMMY MEDIA

“The **NEXT** Big Thing” | BOSTON HERALD

“A Newborn **ESSENTIAL**” | PEOPLE.COM

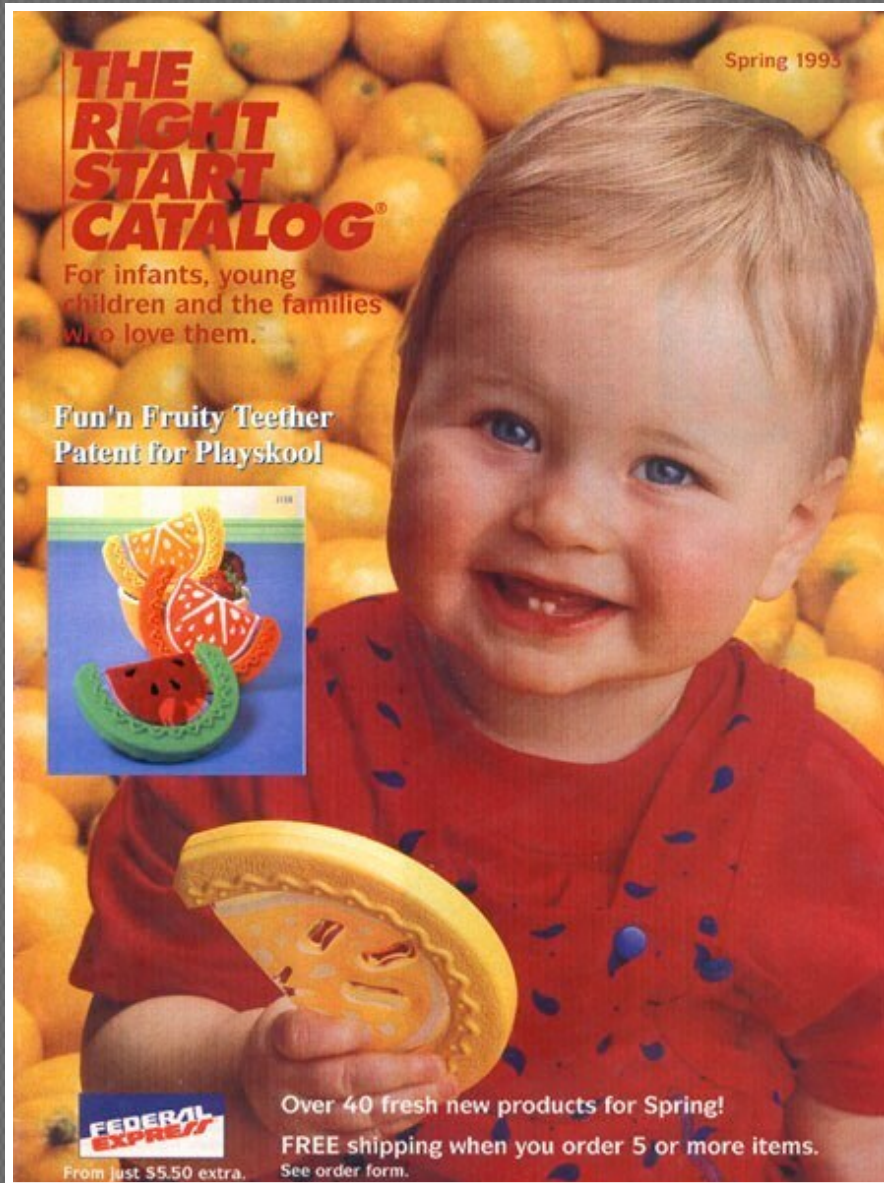
“**GENIUS!**” | BABBLE



Zen Swaddle ~ Nested Bean



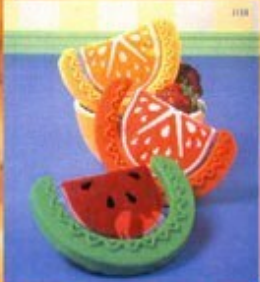
# Fun'n Fruity, First Puzzle, Zen Swaddle



**THE RIGHT START CATALOG®**  
Spring 1993

For infants, young children and the families who love them.

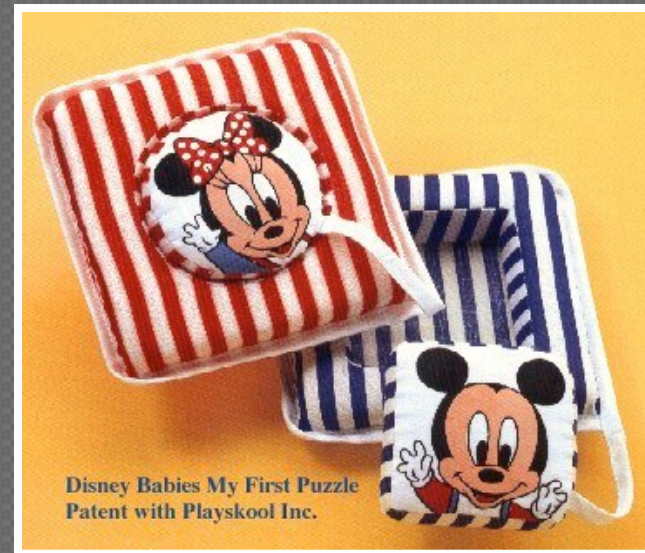
Fun'n Fruity Teether Patent for Playskool



**FEDERAL EXPRESS**

Over 40 fresh new products for Spring!  
FREE shipping when you order 5 or more items.  
See order form.

From just \$5.50 extra.



Disney Babies My First Puzzle Patent with Playskool Inc.



## ENGINEERING PATENTS



# DESIGN PATENTS



Flip'N Fold ~ Playskool

Soft Shoes ~ The First Years

Linked Friends ~ The First Years



A colorful series of children's adventures  
in environmental stewardship around the world!



Books



Plush Toys



Green Kids Club offers award winning books,  
plush toys, cartoons, apps and website for kids to  
learn about environmental stewardship  
and endangered species.



Cartoon DVDs



Green Kids Club App  
available on iTunes and Playrific



License with Aurora<sup>®</sup>  
Toy and Book sets NOW available

Check out our website - [www.greenkidsclub.com](http://www.greenkidsclub.com)



## Role in Green Kids: Plush Designer

Developing items for parents and children alike *teaching environmental stewardship*, Susan is proud and honored to be a member of the Green Kids Club Team. Using imagination and over two hundred globally influenced plush patterns and designs, Susan is creating soft, educational plush animal sculptures to help children grow and learn about endangered species.





Star Wars  
Sesame St.  
Disney



LICENSE APPROVAL

# PRESENTATION BOARDS

- Layers of die cut skirts
- Two shapes per doll plus tulle circles
- Center has punch hole to accept body
- Die cut felt with and without glitter
- Laser cuts can also be included

**• Laser Cuts**  
**• Next**  
**• Cut Tulle**

Susan Tuffa Development  
 27 Longfellow Drive  
 Newburyport, MA 01890  
 susan@feltdevelopment.com

- Front & Back Views
- Ribbon wraps for torso
- Ties to interchange & secure wings

**• Felt stickers to hold ribbon in place**  
**• Wrap ribbon around waist to secure skirt layers**  
**• Felt wings on!**

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 27 Longfellow Drive  
 Newburyport, MA 01890  
 susan@feltdevelopment.com

**Dreamland Felt - Make Your Own Fairy**

- Front & Back Views
- Ribbon wraps for torso
- Ties to interchange & secure wings

**• Felt stickers to hold ribbon in place**  
**• Wrap ribbon around waist to secure skirt layers**  
**• Felt wings on!**

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4.5"

- Body front
- Body back
- Ties for wings
- Body front
- Body back
- Ties for wings

- Front & Back Views
- Ribbon wraps around torso
- Ties to interchange & secure wings

**• Felt stickers to hold ribbon in place**

**• Cut Tulle**

**• Skirt**

**Artwork reference**  
 Face  
 ?cm/?mm  
 ?cm/?mm  
 chin  
 bottom of mouth  
 to chin seam  
 Measurements not yet established

**Your RGB Colors**

#101	#022	#162	#172	#2015	#055	#219
#101	#022	#162	#172	#2015	#055	#219
75%	75%	75%	75%	75%	75%	75%
						brush
						padding
						skirtlines

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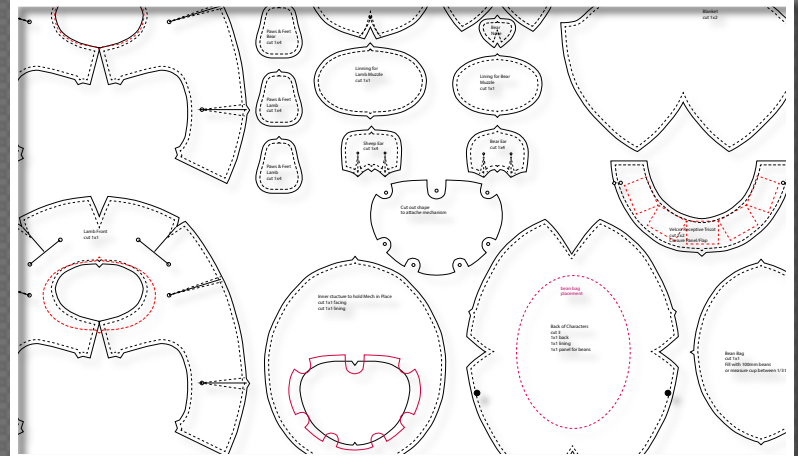




Shimmer & Shine/Laminate Sequins/Engineered Location Prints



# ENGINEER PLUSH CONCEPTS



With Blokx Design for Skip Hop



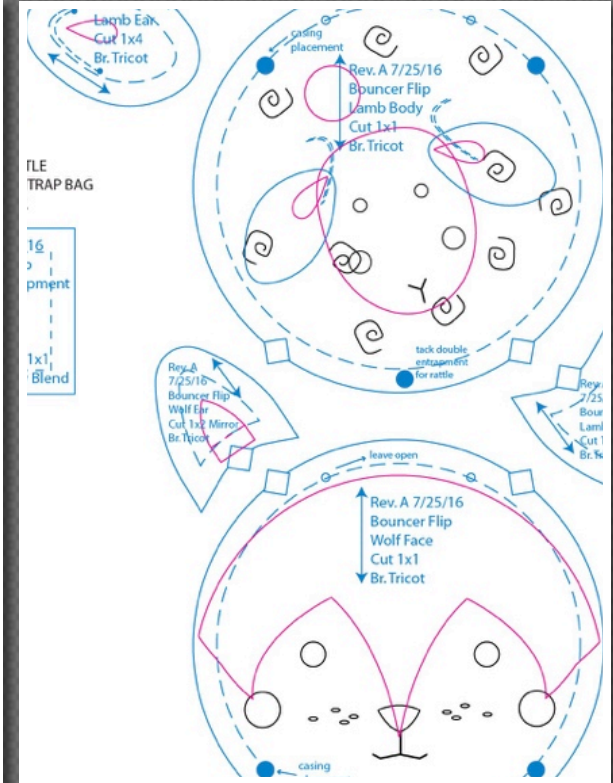
# WORKING MODELS



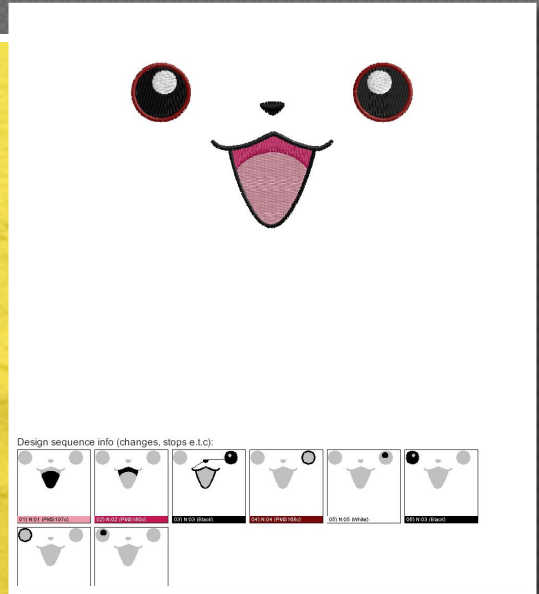
From  
Digital Schematics



Color Match  
and embroidery  
For full color prototype



Final Digital  
Patterns



# LOCATION ART

Plush Engineering Susan Sofia  
Graphics & Digitizing  
Lynn Boudreau of CD Designs



# WORKING MODELS



Sublimation Printing  
& graphic work by  
Lynn Boudreau of CD Designs





# LOCATION PRINTS



Sublimation Printing  
Lynn Boudreau of CD Designs





Art Direction, Details & Handwork







Sofia Development focuses to design, develop and engineer soft products for the toy and entertainment business.

To date, I have had the honor of working with most of the major toy companies for one item or another. Just shy thirty years in the toy industry, the road is always challenging and I continuously reinvent how I present myself to keep competitive. I initially focused on model making and new concepts, moved on to development and cost reduction and now priorities are in engineering. In addition, I routinely show my own new concepts to select companies.

Under this umbrella, I am proud of three main components. The Green Kids Club, the design of the Fun'N Fruity Waterfilled Teether, (my first engineering patent under Hasbro consisting of a protective edge that became a leader in how teethers were made going forward), and third being recognized with a high integrity for exceptional service and outstanding innovative solutions.



*Thank you for your consideration. Susan*

