

Toy Executive

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ONE MAN AND HIS BEAST

Mutated Hero Rubber Plants

**-A growth
industry?**

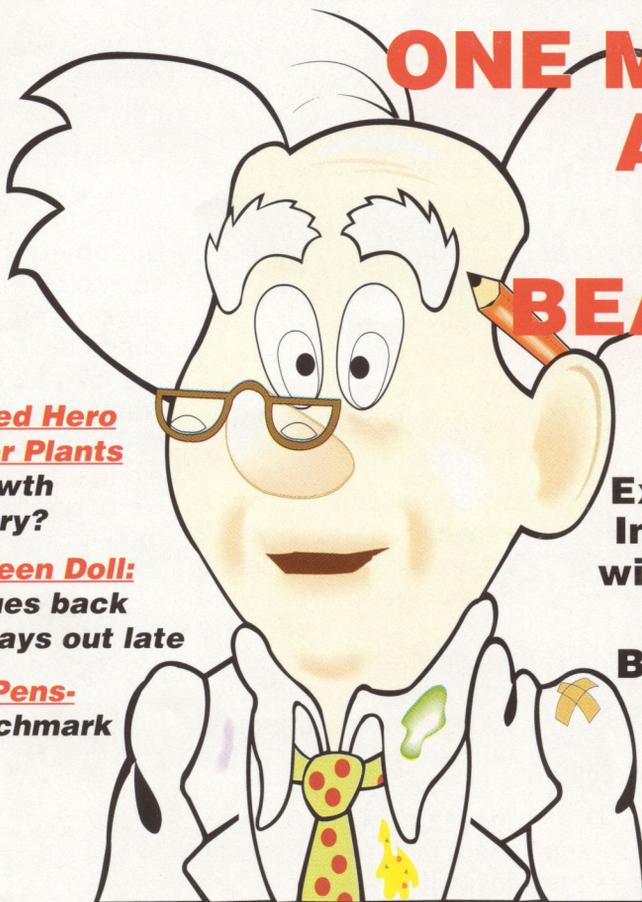
JT's Teen Doll:

**It argues back
and stays out late**

Kids' Pens-

A Benchmark

**Exclusive
Interview
with IML's
Glenn
Bingham**



SPOTLIGHT

This month we check out the Industry's newest rising star, the fast growing and entirely independent company, *Industrial Might and Logic*. Who are they? What have they got? And where are they going? Bob Gill investigates...

One hundred years ago, our technology was mechanical and used many intricate moving parts - cogs, gears, pistons and pulleys, all working together to drive progress (and production) forward.

If a moving part failed (and they frequently did) the effect would either be to stop an entire machine

(and production with it) or at best the resulting product would be defective in some way.

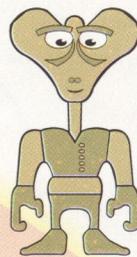
Readers will be aware that today's microchip technology has reduced both the size, and the relatively high failure rate of old technology machinery, while increasing efficiency and production output levels - that's progress.

Imagine our surprise however, to find a company that is set to throw the current rule book out of the window, and reintroduce manufacturing principles based on mechanical efficiency *in place of* the mighty microchip - Enter Industrial Might & Logic, manufacturer of plastic toys! IML - as they are better known - are perfectionists.

Oddball...

Enthusiastic Founder/President, Glenn T. Bingham is a man described as an 'oddball' and even a 'weirdo' by his competitors; and has plenty to say about his "turn back the clock" manufacturing techniques -

"It must be ten years since I first invented a range of miniature plastic toys based upon famous characters - a kind of cute 'junior' version of each character - But none of the big toy companies wanted to know about my ideas because the quality standards I wanted to set were gonna cost *them* money".



Baby Grep

To cut a long (and interesting) story short, Glenn Bingham didn't give up - he decided to go it alone.

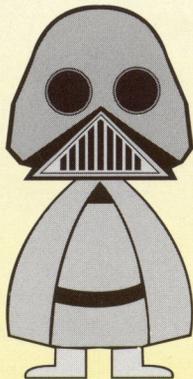




Sure, the way he wanted to do things was going to cost someone a whole pile of money (for example, the latest compact Yamazuchi ZX5000 was way out of reach of his humble savings) but then Bingham realized that these machines cost the earth - not only in hard cash, but in natural raw materials as well.

It is indeed fortunate for us all that Glenn Bingham is an inventor with a conscience - a man that likes nothing better than making useful items out of garbage and redundant household articles like old bicycle wheels, trash cans

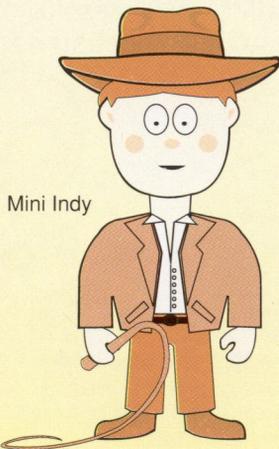
Baby Vader



and broken chairs - all are fit for his purpose;

"I decided to build my machine on classic - some say 'old'-technology principles; you know - huge, shiny bright and beautiful mechanical components. Most importantly, using garbage (in plentiful supply everywhere) as its raw material, my costs would be negligible."

Once he had realized the potential for cost savings, and implications on the environment of using recycled components, it wasn't long before he was hard at work constructing his own toy manufacturing plant from scrap metal and discarded junk.



Mini Indy

A Load Of Old Rubbish!

So much for the theory. What actually happened to get his scheme started? Bingham enthuses:

"I had great fun searching the garbage dumps; finding everything I needed, including an old World War Two airplane propeller, some railway track, a giant battery from a golf cart, the boiler from a steam locomotive, lots of junked car parts, an old dock-side crane and even twenty-five trash cans! "

About three years and a lot of hard thinking later, it was complete. It sure looked odd. And big! But it also had character. Bingham again:

"I named it 'Bingham's Environmentally Active Solution for Toys' - 'BEAST' for short - ideal, really, because of the clunking, hissing and churning noises it makes, and, of course, because it's so massive."

Using BEAST, IML now produces a range of high quality mini-dolls, modeled on famous LucasFilm characters; there is Baby Vader, Obi-Wan Jr, Storm Trooper Toddlers and Mini-Threepio from 'Star Wars™'; Junior Zak McCracken from 'Zak McCracken and The Alien Mindbenders™'; and Baby Grep from 'Eidolon'.

But output is small and the range limited. How will IML overcome this? Bingham answers:

"We're recruiting right now. Our intention is to drastically increase output by running a night shift. Then we're adding an exciting new range of mini-dolls based upon more LucasFilm character creations. We'll soon be shipping Baby Bobbin and Little Fleece from 'Loom™', and best of all, Mini-Indy from 'Indiana Jones and The Last Crusade™'."

The Competitive Edge?

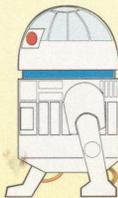
There's no doubt about it. Glenn Bingham is a real character, and a great entrepreneur too. It must be said, however, that many of his competitors don't take him too seriously; they claim IML faces many problems, including the BEAST breaking down during production runs (its failure rate is rumored to be high) and subsequent low output. Also, it appears that IML's landlord is less than happy about the BEAST, and has tried to have his lawyers, Gotcha, Gotcha & Gotcha, evict IML (unsuccessfully) on several occasions.

Even more curious is the rumor that the industrial waste being processed by the BEAST has attracted a strange, small furry pest, which now hinders production further. Of these matters, Glenn Bingham is characteristically dismissive:

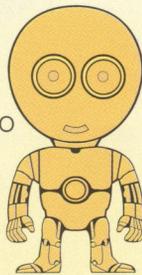
"Pure speculation put about by worried competitors. Have you ever heard anything so ridiculous?"

For more details on IML's products, circle 05 on the Reader Reply Card.

Mini R2-D2



C1.5PO



Little Luke Skywalker



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