

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

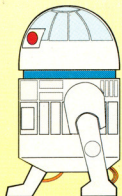
But output is small and the range limited. How will IML overcome this? Bingham answers:

"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 from 'Loom', and best of all, Mini-Indy from 'Indiana Jones and the Last Crusade'."

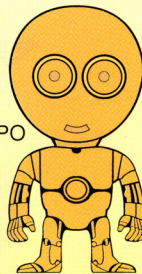
The Competitive Edge?

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 rumoured 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.

Mini R2-D2



C1.5PO



Little Luke Skywalker



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Part No. 426102

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Toy Executive

ISSUE No. 112

£3.95

27th September 1990

ONE MAN AND HIS BEAST

Mutated Hero Rubber Plants

-A growth industry?

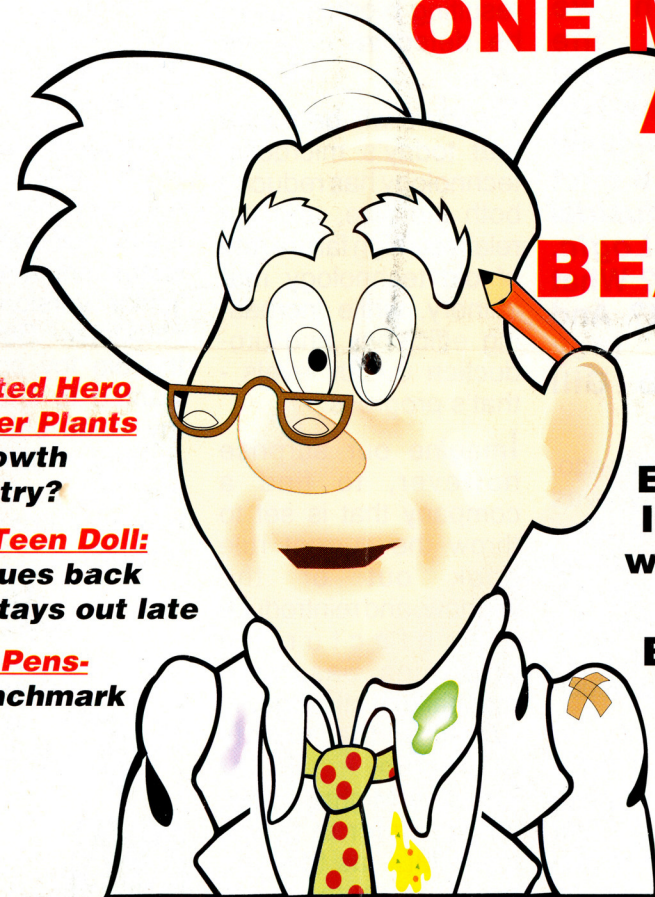
JT's Teen Doll:

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".

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



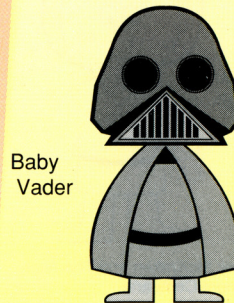
Sure, the way he wanted to do things was going to cost someone a whole pile of money (for example, the latest compact Yamazuchi ZX5000 was way out of reach of his humble savings) but then Bingham realised that these machines cost the earth - not only in hard cash, but in natural raw materials as well.

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 rubbish and redundant household articles like old bicycle wheels, rubbish bins and broken

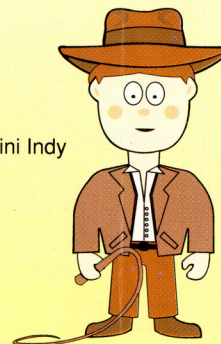
chairs - all are fit for his purpose;

"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 rubbish (in plentiful supply everywhere) as its raw material, my costs would be negligible."

Once he had realised 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.



Baby Vader



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 rubbish 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 rubbish bins!"

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."