



CORPORATE FACT SHEET

About Hydro Toys, LLC

Hydro Toys®, part of the Blue Matrix Labs® family of brands, strives to provide innovative and creative play by developing world-class products that solve existing consumer problems. ZORBZ™, the introductory product for the brand, eliminates the frustration of tying water balloons and is the first self-sealing water balloon in market. ZORBZ's proprietary Snap and Seal™ technology creates a new standard for the water balloon and the water toy industry, and has already made a splash with major retailers. This unique innovation platform will serve as the baseline for all of Hydro Toys' future product development, including an upcoming line of high-performance accessories. Hydro Toys is a privately held company based in Austin, TX. For more information on where to purchase ZORBZ, please visit zorbzwaterballoons.com.



Quick Facts

- **Founded in 2012**, by successful consumer products inventor and entrepreneur, Kendall Harter
- **Headquarters:** Austin, TX
- **Privately held company**
- **Employee Size:** Less than 50

Senior Management

Kendall Harter
Founder and CEO

Jeff Carpenter
Chief Operations Officer

Corporate Social Responsibility

At Hydro Toys, our CSR initiatives are at the center of how we conduct our business. Everything we do revolves around product quality and safety, our environmental footprint and the manufacturing ethics involved with product construction.

Product Quality: Our customers place a large amount of trust in us when they choose ZORBZ, so it is extremely important for us to deliver.

- All ZORBZ parts are made in the USA.
- ZORBZ balloons are made from 100% natural latex and have a custom/patented balloon shape, thus creating a higher performing balloon.
- Only ZORBZ has custom engineered/patented Snap and Seal technology.
- As a new and emerging company, Hydro Toys is committed to meet or exceed the highest safety and quality standards.

Sustainability: Hydro Toys understands that all products impact the environment, and our goal is to minimize our footprint as much as possible—from design to manufacturing, to the disposal of waste. We will always strive to make the most eco-friendly and eco-conscious products as possible. All ZORBZ balloons are 100% biodegradable, and have minimal waste in production and packaging.

Manufacturing Ethics: Hydro Toys is a proud supporter of U.S. manufacturing. Our goal is to keep the majority of production/manufacturing within the United States so that we can closely monitor the safety and wellness of our workers.

ZORBZBALLOONS.COM



TEN THINGS YOU SHOULD KNOW ABOUT ZORBZ

1. ZORBZ are the first go-to-market, self-sealing water balloon.
2. Only ZORBZ has Snap and Seal technology that eliminates the frustration and pain associated with tying water balloons – making it the ultimate experience for active play.
3. ZORBZ has already made a splash with many trusted retailers such as Toys“R”Us and Amazon.
4. ZORBZ inspires creativity and learning, providing unlimited new ways to play, and the science of filling.
5. ZORBZ self-sealing water balloons allow families the opportunity to get unplugged, to get outdoors and to become more socially engaged.
6. ZORBZ has intergenerational appeal. Water balloons are classic toys that today’s parents and grandparents remember fondly, while the unique Snap and Seal technology creates appeal among both younger and older kids – truly making ZORBZ fun for the entire family.
7. ZORBZ promotes social activity while fostering team work, strategy and camaraderie among kids of all ages.
8. ZORBZ is proudly made in the USA and is safe for the environment and completely biodegradable.
9. ZORBZ is made with 100% natural latex, making them more durable than regular water balloons.
10. ZORBZ has reinvented a classic that hasn’t been updated in more than 60 years, and is changing the way consumers view water balloons!



ZORBZ is on point with 2014 Toy Trends

“The retro and back-to-basics trend, first identified in 2013, is alive and well in 2014. There are a ton of retro toys that today’s parents and grandparents remember fondly from their childhoods and are excited to share with the children in their lives. These toys are terrific for families to bond over and foster intergenerational play. In addition to re-releases and refreshed toys, there are also a lot of fun classic toys that are available for families. These back-to-basics toys (mostly low-tech) are for when families want to “switch off” from technology. This trend reinforces the fact that classic play patterns remain the same, and just as popular, over time.”

*Source toyinfo.org

Retail Locations

amazon.com®

Toys“R”Us®

five BELOW®

BED BATH & BEYOND®

RITE AID®

DISCOUNT
drug mart
FOOD FAIR

ZORBZBALLOONS.COM