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SMEs EXPORT

Argentine technology and innovation



TOYS AND RECREATION



INSTITUTIONAL RELATIONS AND COMMUNICATIONS OPERATIONAL MANAGEMENT

Institutional Relations Deputy Management



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Introduction



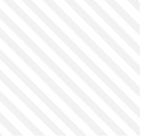
The toy industry in Argentina has a long tradition in manufacturing, with a wide range of products, from wooden and plastic toys to board games. This industry occupies a special place in people's lives, connecting generations through moments of fun, learning and creativity. In a global market that increasingly values innovation, sustainability and positive impact on society, toys transcend their initial function to become tools that foster emotional, physical and intellectual development.

The National Institute of Industrial Technology (INTI) serves as a strategic partner for this industry, playing a crucial role in its growth and advancement. INTI provides companies with technical assistance and guidance in production processes, design, quality certification, and adherence to international standards. The goal is to enhance the competitiveness of Argentine SMEs, enabling them to establish a strong presence in global markets by delivering not only high-quality products but also, stories that resonate with the values of today's consumers.

In this new edition of the Newsletter Pymes Exportan, we highlight Argentine companies that have known how to combine creativity, quality and commitment. As an example of this, we present an SME that develops therapeutic hammocks designed to promote physical and emotional well-being, and another producing handcrafted, sustainable wooden toys that cater to a market increasingly drawn to eco-friendly and durable products. Additionally, we spotlight a company that creates hybrid designs combining plastic and wood, fostering a culture of recycling from an early age, as well as a factory that has revolutionized the party supply sector with exclusive chrome balloons that turn events into vibrant, memorable experiences.

While the export of Argentine toys remains a niche market, it holds significant potential in specialized segments. These companies reflect the innovative spirit and talent of Argentina, exporting not only exceptional products but also the values and experiences that enrich lives worldwide.





MANICK PATAGONIA



From the heart of southern Argentina, wooden toys that can inspire the world



Manick Patagonia, a pioneer in crafting sustainable products designed to spark creativity in children, is thriving under the leadership of Daniel Klundt. Founded in 2003 as a small handicraft project in Bariloche, Río Negro province, it has grown into a prominent wooden toy manufacturer.

The journey to success was far from immediate. In its early years, the company faced numerous challenges, producing many items without seeing a financial return. However, in 2009, a significant order for wooden Ford Model T cars marked a turning point for Manick. These toys gained attention globally, even reaching Pope Francis, and were used in schools to bridge generational gaps between grandparents and grandchildren.

Manick Patagonia offers more than just toys—it delivers experiences. Each product, crafted from pine wood blocks, encourages children's creativity while reflecting the company's commitment to sustainability and environmental. The company donates wood waste to local families for heating and repurposes sawdust as compost. It has also introduced an innovative drop shipping system, enabling sellers to operate personalized online toy stores from anywhere in the world.



Among its standout products is the *Waldorf Rainbow*, a versatile wooden block toy that fosters endless imaginative play. This design has earned acclaim for its quality and ingenuity, winning awards at international fairs such as *Puro Diseño*.

Since 2017, Manick Patagonia has benefited from technical assistance and guidance from the National Institute of Industrial Technology (INTI). This collaboration has become key pieces for the evolution of the company, optimizing its factory layout and driving significant restructuring of production processes. The initial changes led to a 20% increase in productivity.



In the next phase, Manick joined the *Kaizen Tango* continuous improvement project. According to Ramiro De La Iglesia from INTI's Management Technologies team, the improved layout enhanced efficiency and product quality. "Manick is more than a toy company; today, with every block it produces, it solidifies its reputation as a leading Argentine brand in wooden toys." Improvements in critical processes, such as lacquering, have doubled production output, further enhancing the quality of their products.



The global wooden toys market was valued at USD 27 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 4.4% from 2024 to 2032.

Source: GMI

As one of the few Argentine SMEs exporting wooden toys, **Manick Patagonia has established a strong presence in Uruguay and is prepared to enter the Chilean market. In addition, they are in the process of expanding to the United States.** With its robust online sales platform and direct distribution from Argentina, Manick is well-positioned to capture international markets while staying true to its core values of innovative design and social responsibility.





Manos Cooperativa de Trabajo
Ataliva Roca, La Pampa

- Annual production capacity: 20,000 units
- Production plant: 200 m²

• **HS CODE (NCM):**

- 9503.00.10 / Tricycles, skates, pedal cars and similar toys with wheels; carriages and wheeled silos for dolls or dolls. Other toys; reduced models and similar models for amusement, whether or not animated; puzzles of all kinds.

- 9503.00.10.29U / Other. Designed to be propelled by children's feet on the floor.





These hammocks offer different possibilities, from comfort for a child at play to support for people with sensory challenges. In collaboration with occupational therapists, the company ensures that each design addresses the needs of its users.

Through play, children face challenges that promote their holistic development: these hammocks help regulate sensory systems, bring calm and promote self-regulation. **Nidito Hamaca's vision goes beyond local production; interest in exporting its products is among its challenges. "We want to take our sensory hammocks to new markets. The first destination will be Chile, where we have found a growing demand for innovative products that support inclusion and well-being"**, says Lucía enthusiastically.

For her part, Nancy Jater, textile specialist at INTI, tells us how the Institute's technical assistance was key in the process of integrating the company into new challenges. "Nidito Hamaca came to us in search of certification and the necessary support to ensure the quality of their hammocks.

To this end, we carried out exhaustive tests such as fireproof tests, weight resistance tests, among others, to ensure compliance with international standards, an indispensable step to open the doors to new scenarios in the world."

"The Institute's work has been invaluable. Thanks to their guidance, we have been able to develop products that meet safety and quality standards that are essential to our credibility in the industry," says Lucía Durán.

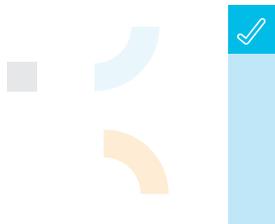


NIDITO
HAMACA



Nidito Hamaca excels not only for the quality of its products, but also for its commitment to innovation and professional design. It is a market where everything is yet to be done, with great demand for new products, Lucía plans to professionalize this process. “We are at the forefront in quality, functionality and aesthetics,” she states proudly.

The awards obtained, such as the “Sello de Buen Diseño Argentino” in 2018 and 2023, are testimony to the effort and dedication. Each recognition becomes an impulse to grow. **In this sense, the company’s owner adds, “Today, we are embarking on a transformative project: bringing occupational therapists and sensory spaces to classrooms. We want schools to adapt to children, because we know that this can unleash their full potential”.**



The sector’s industry in Latin America is experiencing an increase in the consumption of interactive and educational toys that help improve cognitive health in childhood.

Source: EMR A Claight Enterprise

With a clear focus on sensory integration, constant innovation and the support of institutions such as INTI, Nidito Hamaca is positioned as a benchmark in the therapeutic products market, ready to expand its impact internationally.



Nidito Hamaca
City of Buenos Aires

- Annual production capacity: 500 hammocks

• **HS CODE (NCM):**
- 9506.99.00.920M / Swings



GLOBOS TUKY



Quality and creativity for celebrations with impact



Globos Tuky, an Argentine company with 60 years of history, has built its reputation on quality and innovation. By carving out a unique position in the market, it has become a leading brand in Latin America. Its partnership with the National Institute of Industrial Technology (INTI) has been pivotal. “Collaborating with INTI has been fundamental for reaching international standards and competing globally”, says Emanuel Poletto, managing partner of the company.

The company’s journey began with a young entrepreneur with experience in manufacturing latex gloves. Driven by a vision for quality and global trends, he founded Derpol S.R.L., which later specialized in balloons. This strategic pivot led to the creation of Tuky Balloons, a beloved brand that consumers now choose for every celebration. “Globally, there are about 250 balloon manufacturers, but in Argentina, there are only four. It’s a highly competitive market, which drives us to innovate and stand out”, Poletto explains.

Today, Globos Tuky offers a unique product line with exclusive formulations, including vibrant colors and premium finishes. Its chrome balloons, the company’s signature product, are especially popular for decorations and balloon art. The collaboration with INTI, which began more than two decades ago, has been instrumental in enhancing the company’s growth and product quality.

Daniela García, head of the Latex Laboratory at INTI’s Rubber Center, highlights the importance of their work: “We’ve focused on analyzing water-soluble proteins in balloons, a crucial step in reducing allergenic risks”. These analyses ensure product safety and compliance with stringent international standards.



INTI's support also enabled the company to significantly reduce nitrosamines—compounds formed during latex manufacturing that can pose health risks. This advancement is vital for entering markets with rigorous safety requirements. “INTI not only helped us improve our products but also provided the knowledge and solutions needed to meet international regulations”. Poletto says, expressing both gratitude and pride.

The company holds several key certifications, including the WCA (Workplace Conditions Assessment), which evaluates labor practices and environmental impact. Additionally, its balloons meet the Mercosur NM300 standard, ensuring toy safety. These certifications are essential for competing on a global scale.



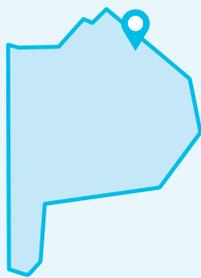
During 2024, North America accounts for the largest market share in the toys and games sector, presenting significant opportunities for growth.

Source: Mordor Intelligence



Globos Tuky currently exports to markets like the United States, Belgium, and several Latin American countries, with its sights set on further expansion. Brazil, a promising market, and the U.S., the world's largest balloon market, are key targets. Chrome balloons are expected to drive demand in these regions.

Thanks to INTI's guidance and its ability to adapt to demanding international standards, Globos Tuky is well positioned to tackle the challenges of a global market. Its future looks bright. By blending tradition with technology, the company exemplifies how innovation can create products that make every celebration unforgettable.

**Derpol S.R.L.****San Andrés, San Martín, Buenos Aires**

- Production plant: 6,000 m²
- Production capacity: 1 million balloons per day, 800 tons per year.

• HS CODE (NCM):

- 9503.00.99.2 / Balloons





Toys that teach kids to care for the planet



In a world where corporate social responsibility is increasingly valued, toys that convey meaningful values have become essential for new generations. Recognizing this trend, Mariano Sánchez and Jimena Zavala Rodríguez decided 12 years ago to leave behind the construction industry and venture into creating toy mini cities.

This vision gave birth to Curva Creativa S.A. and its commercial brand, Trecity—an innovative initiative aimed at educating and inspiring children to care for their environment. “We realized that toys could be a powerful tool for teaching principles of coexistence”, shares Mariano.

Inspired by sustainable architecture and their life experience, they created a collection that teaches children to understand the impact of buildings in an entertaining way.. Trecity’s characters, such as Benny the forest ranger and Sunny, the eco-friendly locomotive of the Green Police, guide children through building their own worlds and tackling challenges that affect cities and nature.



In 2023, the Latin American toy market reached a value of USD 4,006.68 million and is projected to grow at a compound annual growth rate of 9.2%, reaching USD 8,846.84 million by 2032.

Source: www.informesdeexpertos.com

Curva Creativa's journey was anything but easy. With their savings, they invested in machinery to work with wood sourced from Misiones Province and ABS plastic. They began operations in a rented warehouse, gradually shaping the factory of their dreams.

Today, the company boasts a catalog of over 70 products, all designed and manufactured in Argentina. These toys stand out not only for their quality but also for the educational concepts they embody.

From the start, Mariano understood the need to certify their products to meet Argentina's safety standards. For this, he turned to the National Institute of Industrial Technology (INTI), which provided technical support and certifications to ensure product safety. Over the past decade, INTI's experts have collaborated with the company to uphold the highest safety and quality standards for their toys.



Gabriela Rivero, specialist at INTI's Certification Body, elaborates on this partnership: "At INTI, we not only evaluate the technical and safety aspects of each toy but also support Curva Creativa's vision". Certification involves rigorous physical, mechanical, and toxicological testing, guaranteeing that Trencity's products are safe and reliable for children.

For Mariano, INTI's support has been a cornerstone of their success: "It gives us peace of mind knowing that our products are safe. INTI's backing was crucial for the growth of our brand".

While Curva Creativa has been well-received in Argentina, the team has their eyes set on international markets. They are exploring opportunities in Brazil, Chile, Peru, and Uruguay, where they believe their toys could find strong demand. Additionally, the compatibility of their miniatures with other international brands offers further potential for global reach.

In 2013, just a year after its founding, the company received the "AEmprender Award" from the Union of Commerce, Industry, and Production of Mar del Plata (UCIP). The award recognized Curva Creativa's innovative approach and its contribution to education and sustainability, validating the passion and effort Mariano and Jimena poured into their vision.

Curva Creativa is more than a toy company—it's a commitment to children and the planet. Mariano and Jimena's dream of building a better world through play resonates with modern parents seeking purposeful toys for their kids.

Mariano reflects: "We are proud to see how every piece in our collection not only entertains but also educates. We are building a legacy that transcends the toy itself".



Curva Creativa S.A.
Mar del Plata, Buenos Aires

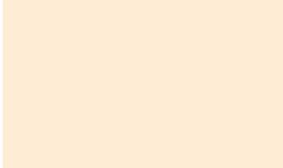
- Production plant: 1000 m²
- Annual production capacity: 50,000 kits and blister packs.

• HS CODE (NCM):

- 9503.00.99.319M / Trucks and cars
- 9503.00.99.993H / Others









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