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# parents and kids

WEST OF BOSTON

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# Weston family launches new online toy store

Bridge Street Toys is a privately-held company founded by Weston residents Paul and Carol Flack and their children, to provide products that inspire children to pursue careers in engineering, architecture, and technology. Started in 2005, the company was created specifically to re-launch the classic building set, Girder and Panel™. It is estimated that about 3.5 million of the sets were sold by Kenner Toys from 1957 to 1968. Now the Flack family is reintroducing this classic building set through their Web site, [www.BridgeStreetToys.com](http://www.BridgeStreetToys.com).

The Flacks' dream of rejuvenating the Girders and Panel™ building sets was conceived in 2003 when Paul and his wife discovered that his favorite childhood toy was no longer being made.

A strategic planning meeting was called at the dinner table, all four family members were in agreement to form the toy business and Bridge Street Toys was



### The Flack family of Weston.

born. Each child was encouraged to take a role in the business that matched their interests and skills. As a result, 12-year-old Ruth is the vice president of marketing and sales and 9-year-old Paul is the vice president of product development. The children are actively involved in running the

business, participating in decisions ranging from product design and testing, marketing, Web-site development, product costing and quality.

Girder and Panel building sets consist of realistic HO scale parts that allow children to create structures that are built similarly to real buildings.

These construction toy sets are powerful tools for teaching children basic principles of designing structures, canilevers and bridges, and fluid dynamics. Girder & Panel sets are designed to appeal to kids from 6 years old and up. Current offerings include four Girder and Panel building sets: the Tekton™ Bank (\$24.95), Fire Station Set (\$24.95), Tower Building Sets. The Girder & Panel line is sold through the Bridge Street Toys Web site at [www.BridgeStreetToys.com](http://www.BridgeStreetToys.com).

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