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## BRASS KEY GETS INTO THE 'FLOW'

### Sales Growth Results in Need for Additional Space for Local Gift and Collectable Company

The Brass Key, Inc. has moved to expanded facilities in Federal Way, Washington resulting in an open design space that allows for increased creative flow throughout the company. Because of the success of their growing gift and collectible business the need for additional space provided a unique opportunity for Brass Key to expand, update and consolidate their creative services department.

The new creative department has an open floor plan allowing for all team members to share ideas and inspiration easily. The expanded space includes room for doll design, packaging, graphics, photography, a model shop, sewing center and a vast fabric library. The space was designed specifically to encourage teamwork and to provide integration of the management and design staffs.

New in-house capabilities include improved graphic capabilities and a new model shop with state-of-the-art equipment. In addition, a new photo shop allows Brass Key to bring a high level of control and professional quality to image capturing.

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## BRASS KEY FLOW

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“We are thrilled with our new office space, particularly the creative department,” said Mary Gustaff, CEO of Brass Key. “The open format allows for our creative staff to easily share ideas and inspire each other which results in an increased excitement and energy in our work. In addition, we have much more control over the quality of our work because of our increased internal capabilities.”

The new office in Washington is in addition to the existing Brass Key office in Hong Kong. The Hong Kong office plays a key role in sourcing materials and products for the factories as well as overseeing manufacturing operations including quality control, inspections and production tracking. In addition, the Hong Kong office oversees shipping logistics of over 2 million Brass Key collectibles this year.

The Brass Key Inc., is a leading designer, manufacturer and distributor of branded, high-quality, handcrafted collectibles and specialty products. The company sells to the retail “mass-market” and warehouse clubs worldwide under exclusive licenses from Disney, Universal Studios, Warner Brothers, Good Times Entertainment, among others. Founded in 1981, Brass Key has successfully developed a strong niche and brand identity within the mass market for its affordably priced and high quality product offerings. For further information, contact [info@brass-key.com](mailto:info@brass-key.com) or [www.brass-key.com](http://www.brass-key.com)

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