



## BLUE ORANGE GAMES: STANDING OUT IN A COLORFUL WORLD

### Creativity

When Thierry Denoual came to Julien Mayot with his idea for an inventive new game, Gobblet, the pair recognized an opportunity for a unique enterprise that incorporated their values and creativity. In 2000, they founded Blue Orange™ Hot Games Cool Planet, named after the Paul Eluard surrealist poem “The Earth is Blue like an Orange.”

### Initiative

Wasting no time, Julien loaded a beat-up jeep with hundreds of Gobblet games, and took to the open road to discover the market first-hand. He made 600 visits in 3 months to specialty stores to meet shop owners and game devotees all across the country. Charmed by his moxie and the undeniable fun of the game, retailers jumped onboard, resulting in the sales of 10,000 Gobblets during that road trip!

Since Blue Orange Games' humble beginnings, Gobblet has sold over 1 million units and has been joined by a whole catalog of 30 simple yet challenging games for all ages. This year, Spot it! has emerged as a best-selling game in the specialty market. Blue Orange can be found on the shelves of major retailers such as Barnes & Noble and Michaels, with the heart of their business in over 3,000 specialty toy stores.

### Design

There is no mistaking a Blue Orange game! The in-house design team strives to create games that promote a taste for beautifully crafted things with a European flair. Believing that uncompromising quality enriches the playing experience, the company uses solid, durable materials such as wood, resin and tin in the creation of their games. Non-toxic coating and a lid or pouch to hold playing pieces ensures that each game is safe and as cherished as the moments they create.

### Relationships

Blue Orange Games values their relationships with retailers and the people who play their games. True to the company's appreciation for face-to-face interaction, each year a team carries out the tradition of the road trip that started it all. In 2011, a team of 5 game gurus covered 136,000 miles to make over 2,000 visits to specialty stores in a total of 42 states. In-store game nights and conversations with customers and players alike have become key to the company's creativity, as the interaction inspires new games.

### Responsibility

Blue Orange Games is committed to planting two trees for every one tree used in the creation of their games. To offset the carbon footprint of their annual road trip, the company plants additional trees in the Amazon. In 2007 they became the proud first recipient of Dr. Toy's Green Company Award. Whole Foods Market has selected their green games as a national brand these past four holiday seasons. Looking towards the future and with an eye for constant improvement, Blue Orange is steadfast in their mission to bring HOT Games to a COOL Planet.



**Gobblet!**



**Fastrack**



**Spot it!**



Blue Orange Games - 1000 Illinois Street, San Francisco, CA 94107

P: (415) 252-0372 - F: (415) 252-0369

[www.blueorangegames.com](http://www.blueorangegames.com)