



# Pocket Disc Sales Background

Did you know . . . The first Pocket Disc was made by Savanna, a third grader at the time, as a school project. Though not intended to be a throwing disc, that's what it became one night when dads Chris and Patrick began tossing the placemat-with-a-lip. The idea for the indoor disc was born with the exclamation:

"This toy is so brilliant, it should have a Phd!"

And, Phd became the company name. Since then the name has taken on a life of its own. Is it the **Perfectly Harmless Device** or something that **Prevents Home Destruction and Promotes Hand Dexterity**?

Here are some qualities and talking points to share with your customers who are new to the Pocket Disc.



**The Ultimate Indoor Disc** It's a great indoor disc that won't break your pictures or mark your walls. It's also an ideal office toy for adults and library distraction for college students.



**Portable** Stuff it in your pocket and never leave home without it.



**Fair Trade** As a proud member of the Fair Trade Federation, Pocket Discs are produced by fair trade standards by the artisans in Central America who crochet these 100% cotton toys. *Not Made in China.*



**Classic and Sports Edition** The Classic Phd is lightweight and so easy to catch it melts in your hands. Sports Editions are heavier, colorfast and great for outdoor or precision throwing. Both are 8" in diameter.



**Impulse Buy** With a \$9.99 (Classic) and \$14.99 (Sport) SRP it's an ideal gift.



**Skills Development and Confidence Builder** Great for developing hand-eye coordination. It's easy to catch and doesn't hurt. Our favorite quote from a first time thrower was a shy, uncoordinated 6-year old who threw it and shouted to her mother "I'm good at this!"



**Talk while you play** Proximity Helps Discourse. The Phd is ideal for short range throwing.



**45 Uses and Counting** Doubles as so many other things – a hat, a pot holder, a drink coaster, etc. Visit LiveLoveCatch.com for other creative uses and see what others think Phd stands for. Let us know your ideas!



**Anger Prevention** Perfect for tailgating as it won't hurt or anger if it hits people or cars like a Frisbee®, football, or baseball would.



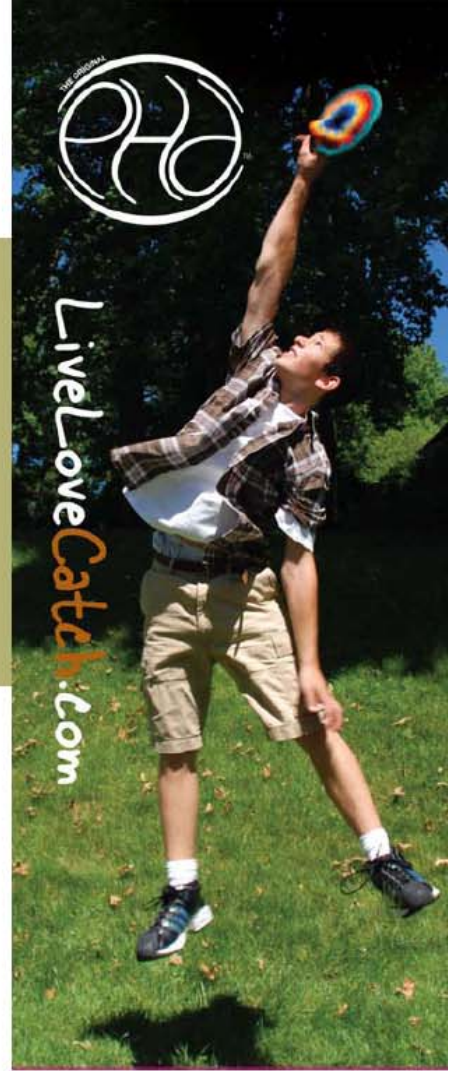
**Variety & Team Spirit** With so many colors and patterns, why buy just one? Available in college and grade school colors.



**Games** Visit LiveLoveCatch.com for cool games such as indoor disc golf (iGolf™), Phd 500, and Phd Bowling. Better still, let the Phd inspire new games. See what you come up with!



**Ahhh Relief** No Batteries, No Lead, No Plastic, No Beeps, No Electronics



LiveLoveCatch.com

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