



# THE AMERICAN GREEN CONSULTING GROUP, LLC SPOTLIGHT

FSC® N002362

**Toysmith**  
play. delivered.

[www.toysmith.com](http://www.toysmith.com)  
[www.facebook.com/ToysmithToys](https://www.facebook.com/ToysmithToys)  
[www.twitter.com/toysmithtoys](https://www.twitter.com/toysmithtoys)  
[www.instagram.com/toysmithtoys](https://www.instagram.com/toysmithtoys)

Founded in Sumner, Washington by Bill and Nancy Smith, Toysmith has been selling high-quality, trend-driven toys and novelty items for the past 38 years. What started out as a family business that imported toys and shipped them from a garage has now grown into one of the largest distributors and manufacturers in the specialty-toy market, with more than 1,500 products and 7,000 retailer accounts worldwide.

Toysmith has always valued sustainable practices, so when they were developing their new line of kids' gardening toys, the Beetle & Bee™ Garden line, the team knew they wanted to use FSC®-certified wood.

"It just made sense for us that all of the Beetle & Bee Garden items that contain wood are FSC-certified," Product Compliance Manager Audrey Haworth said. "As you well know, FSC certification supports the growth of responsible forestry practices, and we hope that more and more kids learn of this important practice every day."

The company reached out to American Green Consulting for help in becoming FSC-certified and managing their certificate and product-compliance needs.

"American Green Consulting not only made the certification process easier, they've been extremely helpful with providing follow-up guidance and information," Haworth said. "This has been particularly helpful for our advertising and artwork needs, which have been ongoing since launching the program late last year."

In addition to the Beetle & Bee Garden line (which includes gardening-tool sets and bird and bee houses made of FSC-certified wood), some of the company's most popular toys include the popular active-play Get Outside, GO!™ line, the light-up toys in the NightZone® assortment, and the nostalgic and retro toys in the Neato!® Classics line.

In addition to these, Toysmith also sells a vast array of items that cover nearly every single play type and age group imaginable. They partner with world-class manufacturers like 4M, Spin Master, and Helvetiq to offer a huge selection to their retail partners, which include museums, zoos, toy retailers, aquariums, national parks, attractions, theme parks, gift stores, online retailers, hardware stores, drugstores, airport stores, and more.

American Green Consulting is proud to be able to assist Toysmith in securing and maintaining their FSC certification. We look forward to seeing what they do next!



*Toysmith's Product Compliance Manager, Audrey Haworth, with one of the new products from the company's Beetle and Bee® Garden line.*