

This toy stinks—and that's high praise

BY DENISE I. O'NEAL
Favorite Things

Forget action figures and computerized toys—stink bombs are the way to go.

Toronto-based Spin Master Toys launched Stink Blasters in Chicago earlier this week. The 24 characters are sure to please kids, but will most likely gross out parents.

Created by toy inventor Joe Morrison, the product is centered around—or scented around—a town of smelly folk. The characters live in Smellville and come with interactive trading cards featuring a storyline.

The boys of Smellville fall into six categories: B.O. Boys, Breathers, Gasser Guys, Nature Crew, Veggies and Stench Brothers. Each character comes with a trading card and stink containment unit. Kids can trade or build their collection by collecting all items, including exclusive stink stickers. Already marketed in 31 countries, the toy has a huge international following.

“Our company totally flipped



Porta Potty Paul, one of the Stench Brothers, is among the 24 characters in Stink Blasters toys.

-JIM FROST/SUN-TIMES

over the toy when we saw it,” said Harold Chizick, director of marketing for Spin Master Toys.

Morrison’s characters are designed around some of the most disgusting smells known to man. Not a stellar endorsement, but it works.

“Stink is the universal language of kids around the world. And they love the product,” said Chizick.

The cast of characters include Porta Potty Paul, Dog-Breath Danny, Barfin’ Ben, Matty Manure, Fish Mouth Fred, Garlic Gus and Cow-Pie Pete—each true to his name-sake’s scent.

Sources won’t reveal the secret of the dead-on scents of the figures but assure parents that the toy poses no health threats to children.

The bottom line on the product’s loathsome appeal?

“Stink humor has survived the test of time. The characters and trading cards are an interactive, smelly experience that has passed the seal of approval for success—kids love them and parents hate them,” said Chizick.

The figures retail for \$4.99 and are recommended for kids ages 6 and older. Stink Blasters can be found in all major toy stores or at www.stinkblasters.com.