Article published on December 29th 2011 | Clothing

Here at Bippity Boppity Baby, we like to get to know our products better before we offer them to our customers.Â We also like to get to know the people offering the products, in this case the founders of Melissa and Doug, who believe it or not are named Melissa and Doug.Â Doug and Melissa Bernstein have been at this for quite a while, 23 years to be exact, and they are quite serious about their toys!Â

A little over two decades ago, the husband and wife team had an idea and got to launching the now booming business of selling quality baby toys.Â Melissa Bernstein, the co-CEO and Chief Creative Officer, loves to talk about the product and the business, she explains that her initial idea was to â€œlook backward at what was amazing and compelling from the past and try to inject pizzazz into those toys.â€•Â This attitude has surely propelled the start-up into many successful years.Â

Melissa and Doug have often talked about finding inspiration from their own parenting experience, in which they have raised six kids.Â With this ideal as the starting point, the couple owners always require quite extensive testing for all their toys utilizing many focus groups that include not just babies and young children, but often parents, and especially moms!Â Melissa explains the reasoning: â€œWe believe the mother is as important a tester as the kid, because generally the mom is not only the one buying the products but also playing with them with her kids.â€œ

With quite a history, it is obvious that the brand has gone through many evolutions and growths over the years.Â As they stand today, the massive product line-up are almost vertigo inducing.Â Melissa and Doug release 200-400+ NEW products every year.Â This includes a whole slew of wooden toys and games, including puzzles, craft sets, puppets, castles, and some brand name items such as the Trunki!

While the staggering lineup of toys may seem to be the key element to the success and visibility of Melissa and Doug products, it is in fact, the market longevity that has helped the brand become a respected and well recognized product in the child toy community.Â This brand awareness combined with the high amount of different options scores big profits, especially in the area of gift givers.Â

Judi Dionne, who owns and operates Bippity Boppity Baby and www.bippityboppitybaby.com carries many Melissa and Doug products in her shop.Â She loves the variety and consistantly fresh products and has been carrying the brand for many years.Â â€œThe parents that come into my shop really understand that when they buy a Melissa and Doug product that it is going to last.Â Many people come in and tell me that their Melissa and Doug toy has survived being passed down through multiple younger siblings.Â This is a huge part of the success of the product.â€•Â

Get your Melissa and Doug fix this holiday season at www.bippityboppitybaby.com!Â From now through December 24th get 20% OFF your ENTIRE Melissa and Doug order!

Article Source:
http://www.articleside.com/clothing-articles/why-we-like-melissa-and-doug.htm - Article Side

Bippityboppity SEO - About Author:
Bippityboppitybaby.com offering superior quality range of melissa & doug which you can buy online

such as melissa and doug puzzles, toys, blocks, puppets, doll houses & accessories, soft baby dolls, zubels, train set, play food, and many more at cheapest price.
http://www.bippityboppitybaby.com/

Article Keywords:
melissa & doug, melissa and doug products, wooden toys and games, including puzzles, blocks, craft sets, puppets, castles

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!