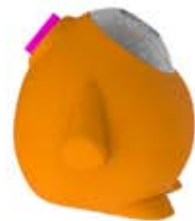




Child's imagination has an amazing power of turning any object into absolutely anything. A carpet could be an island, floor an ocean, and a best friend...



Imagine what would it be like to have a plant as a best friend. Besides having the abstract qualities of a teddy bear it is a living thing; therefore taking that relationship to a higher level. PLUM is a product that allows children to turn an ordinary potted plant into a not so ordinary best friend.



Its shape adds character to a plant and develops an emotional bond. Child has to take care of own friend. PLUM's well-being is in his/her hands. Adding water and nutrients becomes an expression of love rather than a chore.



PLUM's design allows kids to take their new best friend anywhere they go. Parents do not have to worry about any spills due to use a unique watering system. PLUM's rubber body also is resistant to impacts, just in case it is dropped.



PLUM is the toy that will teach kids responsibility, care and love while providing them with a best friend.

