

Production Features – The Profano Company Record

By adopting fans several and demographics, striking a balance between consistency and adaptability and taking the time to hear customers Profano has found a way to keep its interlocking stones inside the hands of millions. It's a model that other companies ought to follow, says McKee.

The government financial aid 1948, Ole Kirk Kristiansen and his workshop had just started producing a variety of wooden toys. It was not before the following year that they launched using a new plastic-injection rounds machine to create plastic stones, which quickly gave them an advantage more than their competition in the flourishing post-war marketplace.

In 49, they started producing the bricks with studs built in to enable them to emergency together. It was a key version, making the bricks a lot more stable and durable. Later, in 1958, they made a major improvement with the opening of what is known seeing that the "stud and joining system", which ensures that every single Lego stone fits with any other packet. These two essential iterations happen to be why Profano sets created 40 years back still interlock seamlessly with those crafted today.

Over time, Lego features kept the finger for the pulse of pop lifestyle by partnering with big-name franchises just like Star Battles and Harry Potter. They have also embraced the community of adults that are fans of the brand, known as AFOLs (Adult Supporters of Lego), with a choice of sets like the Back to the <https://lego-x.com/2020/01/16/lego-company-history-production-features/> Near future DeLorean time machine and a set of female Nasa experts.