

Doll Expert Focuses on Handmade Items, Boasting Uniqueness + Fineness



Handicraftsman works out dolls in distinct characters -- Voodoo doll, bush ghost, etc.

Newly established in 2006, **Handicraftsman Toys & Gift Ltd** dedicates itself to designing and manufacturing handmade items, which include string dolls, wooden dolls, crochet dolls and hand-printed dolls. They are all made of high-quality materials and with proficient handcrafting skills.

Handicraftsman claims that its products feature uniqueness and fineness. Based on profound comprehension of various cultures of different countries and an insight of market trends, the company works out dolls in distinct characters, such as Voodoo doll, bush ghost, Santa Claus, Bellicose Bear, nurse and rascal.

“Our factories are situated in Shandong Province, which is well known for its output of premium cotton. Our dolls are made of 100% rude cotton, while most other dolls on the market (especially in the areas where cotton is not planted) are made of shoddy



Printed dolls in different expressions at Handicraftsman

cotton instead. And the recycling cotton dolls are harmful to the health,” says Ms. Wang, marketing manager.

Confident and experienced in developing original designs, Handicraftsman adds 100 new models to its catalogue every month. The skilled R&D members are capable of working out samples within 24 hours. Its capability has earned the company trust and long-term cooperation from many customers. Its clients include Disney, Nabita, ABC Stores, Polyconcept, C-store and Tropic.

A stringent quality control system is implemented throughout the entire production flow. The company assigns 30 rigorous staffs to oversee every production process, inspect the materials, semi-finished products, finished items and the related packaging strictly.

Measuring 2,000 sq.m., Handicraftsman's factory houses ten production lines and has nearly 350 production staff. The products are exported mainly to the U.S., Japan, Korea and Europe. The annual sales turnover exceeds \$500,000. “Our goal is to spread different cultures as well as our company's culture to the world,” exposes Wang.

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*Handicraftsman's
braided style dolls*

