



The Toy Man™ 2007 Product Guide

The Toy Man™

Product : The Zaky(R)	MSRP: \$49.95 USD
Company URL: http://www.thezaky.com	RATING: ★★★★★



The Zaky(R)

Reviewed by: Rev. James G.W. Fisher - Product Evaluation Specialist

Review Date: 11/01/2007

The Zaky® is an ergonomic positioning, bonding, therapeutic, comforting, soothing, and sleeping aid, as well as a transitional item for children. It imitates the touch, scent, weight and warmth of human's hands.

Product Type	Release Year	Primary Usage	Target Age / Max. Weight	Target Gender
Infant Toys & Accessories	2004	Consumer	0-6 months	Female/Male

Product Review Ratings

* Rating based on scale from 1 to 5, with 5 being the best.

Design Quality	Durability	FunFactor™	Innovation	Marketing Value	Visual Appeal
5	5	2	5	5	4

Trade Industry Sales Types

Wholesale
Retail
Reseller
Online

Creative Minds Can Work Wonders

It is funny how creative minds can work wonders, but even more so when it's a woman! For you men out there who are up in arms about that statement, cool your jets and read on. The foundation of that statement is based on scientific published fact...Women have a natural maternal instinct which men will never experience or understand. The Zaky®, the product featured in this review, was designed by a mother with a PhD who fully grasps the concept of the development of a product that is ergonomically designed to assist parents and their children feel closer to each other.

What Makes The Zaky® So Special?

While men are out at work, not even aware in the slightest of what their infant is doing at home, let alone the wife as well; work comes first. On the other side of the coin, a mother is at home, tending to the needs of the infant while at the same time having to clean house, prepare dinner, and a number of other tasks. When a mother has to leave her infant to attend to these tasks, maternal instinct kicks in and a mother feels a reluctance to leave the child, yet has to attend to the tasks all the same.

Yamile Jackson, a mother with a PhD in ergonomics and human factors engineering and licensed professional engineer, used her own personal experience, work and education to invent the Zaky®. The Zaky® is the perfect solution to those times when an

infant needs the security of feeling the mother next to it, yet the mother has to attend to other tasks at hand.

The Zaky® is a soft, but heavy pillow that imitates the look, feel, weight, scent and warmth of the mother's hand and forearm. It assures proper positioning, helps with pain management and sleep, provides a sense of protection, and assists with the physical and psychological development of the child.

The Zaky® Delivers A Wow!factor™ For Women

It was most intriguing to monitor the actions of the men and women who saw the Zaky® when I made it available for the general public to see. Literally every man that saw it, expressed confusion over purpose and value of the Zaky®, while every last woman who saw it was immediately elated, some even become quite overwhelmed with excitement with it; while the men were completely dumbfounded as to why the women were behaving so oddly over nothing.

Even when some of the women tried to explain to their husbands what the Zaky® was all about, they still remained confused and even agitated. The women were all absolutely wow'd over the product and wanted to know where they could buy one, not next week, not tomorrow, but right now! This was simply an amazing sight to see.

The Hands-On Evaluation Experience / Cat Fight For Consumers

You must be wondering what I could possibly be talking about when you see part of the title saying "*Cat Fight*". I truly wish every reader could have been there to see this hands-on evaluation for consumers. It was to say the least, a most unique analogy of supply and demand.

I took the Zaky® to a mall in the Los Angeles / Beverly Hills area, to provide women with an opportunity to see the Zaky® and experience actual usage of it with their infants in strollers. Everything started out fine, but little did I know that the calm atmosphere would suddenly change. Each of the mothers was a bit standoffish, yet once they saw their infant with the Zaky®, they were utterly in awe and kind as can be in their own Beverly Hills way. I had each mother remove the product from their infant after around 10 minutes of time and provided it to another mother to provide for her infant.

In our hands-on experience for consumer evaluation, the consumers who are participating have an opportunity to actually hold onto a product to help them in their filling out their evaluation survey form. There were five mothers who agreed to participate in this portion of the evaluation and provide their feedback. The first mother was looking at the product, asking questions and making comments on how "cute" her child was while the Zaky® was next to her, and how she just has to get one. This went on for a longer period of time than normal, and to add to it, the environment where the evaluation was held was quite warm and stuffy from the massive fires in the region.

One of the other mothers unexpectedly walked up to the first mother and told her "*you've had it long enough, let me see it so I can give my two cents on it.*" The first mother responded back with a comment along the lines of "*you just have to wait until I am done.*". That comment didn't sit well with the second mother and she proceeded to try and take the Zaky® from the first mother! Now a tug of war ensued with both women becoming quite abrasive in their remarks to each other.

The situation had already become quite challenging, but it got worse and I never even saw it coming. I was so busy watching the two mothers who were arguing, I never noticed a third mother who I discovered later was quite annoyed with her having to wait in the heat with her child for her own opportunity to look at the Zaky® more closely. The third mother stepped into the mix and now all three women were more focused on this cat fight over the Zaky® than they were about their infants who were being ignored by the dads because they were too busy watching the women fight!

The point of all this is that if a product can capture the attention of a group of women so strongly that a knock-down, tug-of-war argument ensues over who can hold the one product sample, and not even ask how much it cost; that is an unquestionable statement of popularity and marketing value! Although this wasn't a smooth experience in evaluation, it was clear to see that this product was a hit in the hands-on consumer evaluation.

A Breakdown Of The Individual Ratings

While other organizations will define their ratings in a "blanket" method which simply defines each rating in an overall usage, we choose to take a different approach. Each individual rating that was assigned to this a product, based upon our evaluation process, is briefly explained as to how that specific rating score was reached. The ratings for this product are listed below.

Design Quality: Rating Level **5** - The design quality of the Zaky® was nothing but the very best. Well crafted in its design, materials used, and solid seams, it showed it will hold up to long term extensive use with little or no wear occurring. Very strong detail was committed to the design of this product to ensure nothing but satisfaction from a consumer.

Durability: Rating Level **5** - The Zaky® scored well when it comes to durability. It was put through multiple washing and drying to see if any weakness developed in the seams and the material itself. When placed in a paint mixing machine for 8 hours straight, no sign of any wear and tear despite all of the vibration and gravity forces from being moved back and forth at excessive speed. The Zaky® showed that it was built to last.

FunFactor™: Rating Level **2** - FunFactor™ was a tough one here because in actuality it isn't really applicable, yet at the same time we chose to use this factor from the consumer's point of view. It was clearly evident that the mothers who evaluated were quite excited with it to the level where it appeared to be "fun" for them to see their child with the Zaky® in the stroller with their infant.

Innovation: Rating Level **5** - Even an imbecile could easily identify the true level of innovative design and engineering that the Zaky® represents. Unlike toys and other items, the Zaky® is a different creature with no other product to model it after. It is original and holds the highest level of innovation in this rating score. This was a very innovative approach in infant products.

Marketing Value: Rating Level **5** - The marketing value of this product is quite high. The potential of this product is well above average yet it provides a challenge in its evaluation. This product is without question a specialty product which breaks the barriers where others have failed. It is already adopted for use in a large number of medical facilities and still holds massive potential for usage in multiple other applications. When you consider the factor of it being applicable for use in so many different applications, it is clear to see the marketing value is well beyond what is needed to pull a scoring of five for this rating.

Visual Appeal: Rating Level **4** - When it comes to visual appeal, this was a rather tough call to make. For a male, the product is abstract and no immediate value at first glance. On the flip side of the coin, every woman that has seen it when we have shown it, has become excited and immediately grasps the value. Considering the factor of many of the corporate buyers being men, that knocks the visual appeal down by a single digit yet still maintaining a rating which is well above average. The sale potential is enormous and will undoubtedly become well established once the branding of the Zaky® has gained a greater foothold. We look forward to seeing how it fares in 2008.

EVALUATION RESULTS - From evaluation for induction into "The Toy Man™ Product Guide"

Overall Rating: 5

Seal of Approval: Approved

Award of Excellence: Approved

eChoice Award: Not Selected

THE TOY MAN™ SEAL OF APPROVAL



"**The Toy Man™ Seal of Approval**" is an emblem of recognition for products which meet the high standards set forth by the International Parenting Institute™ (IPI™). These standards are represented through strict product evaluation guidelines which were created by IPI™ for adoption and use by The Toy Man™ Product Guide.

*It is important to realize that this emblem is modeled after the "**Good Housekeeping Seal of Approval™**", an emblem of recognition for products which meet the high standards set forth by the Good Housekeeping Institute™.*

THE TOY MAN™ AWARDS



The Toy Man™ Award of Excellence - The products which become recipients of The Toy Man™ "**Award of Excellence**", are part of a limited number which rise to the very top in their evaluation. They demonstrate quality in design, safety, and value, and in their evaluation results they receive a rating of "5" which is the highest level available.



The Toy Man Forum/Blog

[Read User Comments About This Product With Our Forum/Blog](#)

[Add Comments After Logging In to the Forum/Blog](#)

[Register](#) if Commenting for the First Time