

Q & A

with Jean Théberge, President Wrebbit



? What is Wrebbit all about ?

Wrebbit is the Original 3D puzzle, a Canadian invention of the late Paul E. Gallant, that somewhat revolutionized the jigsaw puzzle industry back in the early 1990's by creating a new category of puzzles.

The Wrebbit name is an onomatopoeia that emulates the croak of a frog. In conjunction with the 30th anniversary of the very first 3D puzzle on the market, Wrebbit is re-branding its logo and reintroducing the frog for retailers and consumers to create the same connection, which in fact often brings a large smile to everyone's face.

From a market perspective, over 30 million 3D puzzle units designed and developed by Wrebbit® original team were sold around the world.

Since then, other companies in Europe and Asia have jumped into this sub-category and created other brands of 3D puzzles or 3D assembly kits made from a different material. However, Wrebbit distinguishes itself by using the foam material which provides the sturdiest 3D assembly.

? Walk us through Wrebbit's evolution over the past 30 years

First and foremost, we are preserving and perpetuating the dream of pioneering creator and original 3D puzzle inventor Paul E. Gallant by bringing the highest possible challenge to puzzle fans and collectors.

From a product perspective, we are still using the tenon-mortises technology combined with polyethylene foam, which provides great sturdiness to 3D puzzle assembly.

However, on the product development side, critical differences for the new Wrebbit puzzles demonstrate better 3D designs and tooling, pristine illustrations with more details and higher efficiency in sourcing and in inventory management.

In 2012, to accomplish a successful re-launch, we re-invented our engineering, production and distribution processes. This included making the company's supply chain available locally to better serve its global community of distributors and retailers.

Rather than adopting a similar business model of the former Wrebbit Inc, this masterstroke enabled Wrebbit Puzzles Inc to scale up production when demand was warranted. We could dependably ensure we had enough inventory to fill orders while limiting overstock via just-in-time manufacturing. Furthermore, in 2017, CETA (Canada-European Union Comprehensive Economic and Trade Agreement) brought us interesting distribution possibilities with the old continent.

Contrary to other companies sourcing their components or products from Asia, Wrebbit Puzzles Inc is operating a Just in Time facility – with access to local suppliers mainly from the Province of Quebec and has proven to be a wise decision.

It shortens production turnaround and it reduces potential break up in the supply chain. It also enables us to meet urgent needs from local, North American and European markets while minimizes shortening production time and optimizes shipping-container orders to Europe within a 14 to 21 days timeframe.

The pandemic has generated huge supply chain issues, longer transit delays and substantially higher costs. In 2022, the pandemic hurdles are not over yet with shut downs of port facilities in China. The important surge of increased costs of commodities and oil prices will continue to create lots of obstacles and headaches in the toys and games industry throughout the year.

As humongous transport costs and important transit delays for product sourced from Asia persist, Wrebbit is well positioned to be a viable alternative in our industry with its Made In Canada puzzles, shorter transit lead time and more affordable transport costs.

Wrebbit3D puzzles are at the forefront in the jigsaw puzzles industry with unparalleled 3D elements and detailed illustrations setting Wrebbit apart in a Class on its own.

Licensed theme 3D puzzles seem to have been a niche that considerably helped Wrebbit development over the years

Indeed, while we initially focused on a classics theme designs with iconic buildings in 3D, we felt it important to meet the demand and keep up with the worldwide trends by offering a broader range of licensed puzzles.

In the mid-1990's, Wrebbit brought, for the very first time, a 3rd dimension to jigsaw puzzles from top licensed properties, such as Star Wars, Disney and Lord of the Rings.

In the past decade, we've continued on the same path by associating ourselves with world renowned licensed properties derived from books, theatrical releases, TV series or pop culture, that include Harry Potter (Wizarding World), Game of Thrones, Downton Abbey, Friends and Ghostbusters.

These days, whether selecting evergreen, nostalgic licensed properties or popular TV series, combined with timing the release of new 3D's with theatrical or TV broadcast releases are key elements to Wrebbit's recent success.

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What do you think your fans love most about Wrebbit puzzles?

Fans like our Wrebbit 3D puzzles because of the challenge, highest quality design, pristine graphics and good workmanship. They please a wider audience of every gender of fans, collectors and represent an ideal activity for the whole family to join together in a common project.

Moreover, Wrebbit 3D fans are pleased to connect with us on a regular basis through our main social media platforms Facebook and Instagram. We love seeing and sharing the 3D puzzles accomplishments of fellow puzzlers. Some creative ones are adding another layer of depth to showcase our 3D jigsaw puzzles. Fans can also stay connected through our monthly newsletter. We also stay connected in a different way, through other channels of communications like YouTube or directly on our website, where we share content and resources for puzzlers who need extra help other than the instructions provided.

Consumer habits have been evolving throughout the last few years, and the pandemic accelerated this transition even more. E Commerce is extending its roots into the routine of more and more shoppers. Wrebbit can indeed offer a seamless experience for puzzlers frequently visiting our website, with useful resources and a human customer service.

Having a single and up-to-date ecosystem to present our unique Wrebbit 3D, we have also developed great marketing tools, such as digital videos (360, teasers, How to) and detailed colour assembly instructions.

All of the above are not only pleasing to our fans but also brick and mortar retailers and On Line shops wishing to offer the Real 3D puzzle experience to their clients.

What are the main qualities of Wrebbit 2.0 ?

FOCUS:

Maintaining proper focus at all times is very important for us at Wrebbit; it's one of the main reasons for our current success. We are more diversified in our business, not by reason of a broader range and variety of different toys and games products being offered, but mainly by our numerous activities. We are designer, manufacturer, worldwide distributor, wholesaler to retail in North America and in Europe, and now operating our own business-to-consumer website in North America.

*"We are not always doing that for fun,
but we must have fun doing it."*

Paul E. Gallant

EASY TO ADAPT:

Our exceptional ability to adapt to new situations, business opportunities and to an ever-changing world, like we've all experienced with the pandemic, is an important quality that's proven successful over the years.

PASSION :

First and foremost, being Passionate in everything we do and undertake.

Paul E. Gallant was a creative man with great marketing ideas and interests in sparking a whole new industry that didn't exist before with its 3D puzzle invention in 1991.

The numerous marketing stunts that were created over the past 30 years are some examples of our dedication to do things differently.

Today, we can expand on this unique Canadian invention and on the legacy of the late Paul E. Gallant.

Wrebbit considers itself the 3D puzzle authority offering the real 3D jigsaw-puzzle experience on the market and continues to be the gold standard when it comes to genuine 3D puzzling.

I am privileged to work with a great group of passionate and dedicated colleagues; it does not really feel at all like work.

I personally feel like an orchestra conductor leading a dedicated and experienced team of musicians to ensure all the parts are fine tuned and heading in the right direction with the same goal. Music to my ears!

Like the late Paul E. Gallant used to say, "We are not always doing that for fun, but we must have fun doing it."

