

# Star Spike Dragons™

## Retail & Licensing Packet

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### 1. Overview

Star Spike Dragons™ is a bold, character-driven plush toy line featuring original designs with emotional charm, collectible appeal, and strong licensing potential. Each plush includes tactile features, embroidered faces, and unique silhouettes.

### 2. Sample Character – Emberoo

Emberoo is the brave fire guardian of the Star Spike Dragons universe. With fiery minky fabric, a bold tail, and soft-spike design, he embodies warmth and courage — perfect for display or play.

- Body: Warm orange-red minky
- Tail: Flame-inspired plush
- Spikes: Short plush with darker gradient
- Eyes: Embroidered flame-shaped pupils

### 3. Profit Projection Summary

1,000 Units:

- Unit Cost: \$6.50 | Packaging: \$0.85 | Total: \$7.35 | MSRP: \$19.99 | Margin ~63%

5,000 Units:

- Unit Cost: \$5.20 | Packaging: \$0.75 | Total: \$5.95 | MSRP: \$18.99 | Margin ~69%

10,000 Units:

- Unit Cost: \$4.35 | Packaging: \$0.65 | Total: \$5.00 | MSRP: \$17.99 | Margin ~72%

### 4. Vendor Information & Specs

- Contact: Bruce Black | [bruceblack@sanaafactory.com](mailto:bruceblack@sanaafactory.com) | 770-885-0369
- Company: Sanaa Factory | [www.sanaafactory.com](http://www.sanaafactory.com)
- Plush Sizes: 8–10 in.
- Fabrics: Minky, Velboa, Glow thread (Luma), Flame plush (Emberoo)
- MOQ Interest: 1K / 5K / 10K
- Deliverables: Tech Packs, Renders, Vectors

## **5. Licensing Model**

- Royalty Range: 10–20%
- Advance Range: \$5,000–\$25,000 (negotiable)
- All assets are production-ready with visual and technical breakdowns available.

## **6. Company Information**

Company Name: Sanaa Factory

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