

Rubber Ducks from Concept to Finished Product... How a Rubber Duck is Hatched!

We at CelebriDucks are dedicated to helping you transform your concept into the highest quality toy product found anywhere! We have vast experience in bringing product from concept to completion. Our management has worked with iconic brands from Coca Cola to Hershey's Chocolate bring unique product to market unlike anything else. Our toy and packaging designers have decades of experience in their industries working for clients from major rock stars and giant publishing houses to movie studios and the biggest toy companies in the world. Our manufacturing facilities use state of the art processes to turn around our product as quickly as possible while maintaining the highest quality standards.

What you can expect during the design and manufacturing process:

Step One: Creating a sketch of your product concept.

We will do everything we can to incorporate your design ideas into a preliminary sketch. However, the realities of manufacturing a rotocast vinyl toy often dictate what we can and can't do. Our design team will use their decades of experience with this process to determine how to best design your concept while keeping these limitations in mind and making as few compromises as is possible.

The sketch we will provide is just that, a sketch. It is not a perfect 2 dimensional representation of a 3 dimensional object. It is, at best, a rough idea of what the basic shape and color scheme of your CelebriDuck will be like. It is only meant for this purpose and should not be looked upon as final, but only one step in the process. The reality of a 3 dimensional sculpture is always different from the broad strokes established in the sketch. You will not see every little detail in the drawing, but rest assured we pack as much detail into the sculpted model as possible!

Step Two: Creating the sculpted model.

After the basics are established in the sketch, our sculptor will create the clay model of your CelebriDuck. This is where the duck truly takes shape! This model is what the factory will use to make preproduction and production molds. So, any changes must be made now. As a courtesy, one major change is allowed and one fine tuning. In nearly every case this resolves any concerns with the design. In fact, more often than not, no major change is required at all.

Step Three: Molds and production.

Once approved, the clay model is then sent to the factory where a negative mold is made from the clay and then positive wax copies are cast from this mold. The wax copies are then used to make special negative electroplated metal molds.

These are the production molds that are used to rotocast your vinyl CelebriDuck. Rotational casting, or rotocasting, is a process that allows us to make hollow "rubber" ducks. The molds are mounted in a machine that rotates the molds in such a manner that when a small amount of liquid vinyl is poured in an even coat is spread over the whole interior surface of the mold. Once the vinyl sets the duck is pulled out of the mold through a small hole in the bottom of the mold. The duck comes out of this hole because it is still warm and quite flexible. A rubber duck is born! The bottom hole is trimmed and a plug glued in place making a water tight floating rubber duck.

Step Four: Painting the vinyl ducks.

When your CelebriDuck comes out of the mold it is one solid color. The vinyl is given a custom base color that is the predominant color of the duck. Using the sketch as a guide details are painted to your color specs. Pantone Matching System can be used to match critical colors. Painting is achieved with a combination of spray masks (3D stencils), hand brushwork, and pad printing. Pad printing allows us to print detailed logos or type from your artwork files using a sort of industrial rubber stamp. Up to 6 colors can be printed on one pad print.

Step Five: Custom packaging.

CelebriDucks is known not only for their highly detailed sculpting and painting, but also for their amazing, colorful custom packaging. While the duck design and manufacturing process are in progress, our graphic designer will be busy creating a custom design for your CelebriDuck's display box packaging both inside and out. Your logo can be incorporated into the design as well as other details and phrases as space permits. There is only so much space on our packaging, so our highly experienced graphic designer will be able to suggest the best way to get the most visual impact for your product.

Step Six: Shipping.

Once the production run is complete arrangements for shipping will be made. These can either be on a regularly scheduled container shipment from Asia or a custom air freight shipment as required by your schedule. We are currently bringing manufacturing back to the USA so future shipping arrangements should be much more flexible!