

# PRESS RELEASE



## 3 Questions for Julien Misrachi, Product Manager at Rollplay



The French product designer Julien Misrachi (33 years old) has been living in China for eight years. For the last two years he has worked for Rollplay as a product designer. Before that he worked as a freelance designer e.g. for Goodbaby International Ltd. He became known due to his “Backbone Electrical Bicycle Concept”, a functional e-bike that provides more balance and easier handling. His designs consistently combine high functionality with clever technical features and clear shapes. These days, he contributes his expert knowledge to the development of e-cars and vehicles for kids.

**1. You are the product designer. What does your work at Rollplay look like?  
What inspires you to invent new products?**

Working for Rollplay means a lot of experimenting: tweaking the design of the e-cars but also their technical features. In our test labs in Shanghai we try out new technologies and innovations every day. It is our goal to provide children with toys that combine usability with a great playing experience, and to enable them to imitate the adult world as realistically as possible. I’m always curious, so I observe the children around me: how they move and play together. This inspires me in the development of my new creations.

**2. What is so special about battery-powered ride-ons and where do you see Rollplay in the future?**

Rollplay regularly crosses the boundaries of playability. Our products are especially elaborate and offer children a high-quality, authentic playing experience. For example, on some of our vehicles they can open and close doors, fold mirrors, listen to the radio and use the horn. Rollplay is a young brand and has lots of potential. We currently have many ideas in development, and of course

# PRESS RELEASE



it would be fantastic if they all worked out. This year, we present the Monster Truck with independent suspension and a pedal-powered drifting go-kart for toddlers. And there are more innovations yet to come!

**2. Could you tell us how long it takes from the invention of a battery-powered ride-on until it's ready for the market? And which product development are you particularly proud of?**

That depends on the complexity of the project. Usually, it takes about one year from the idea until the product is finished. If we employ new technologies, it might take even longer. When it comes to vehicles for children, it is especially important to provide safety.

Looking back at my career to date, I'm especially proud of the "Backbone Electrical Bicycle Concept". I designed for the brand Geoby (also a Goodbaby Int. brand). It's a highly functional e-bike and has some well thought-out features.