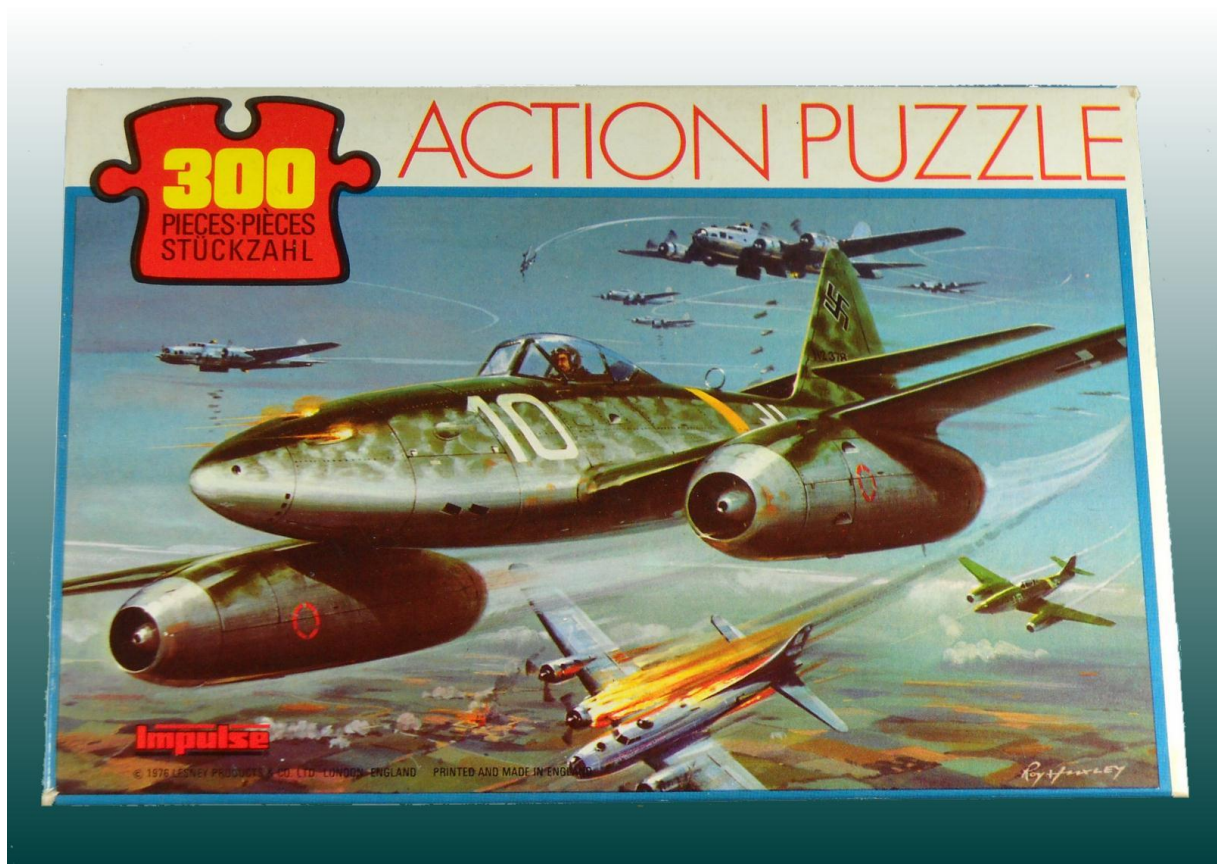


# THE *IMPULSE PUZZLES* STORY



*by Derek Stowe,  
December 2012*

The Export Director for Lesney into the 70's for Matchbox was Bill Winter. He decided to leave Matchbox as he was very keen to start his own toy company. He had of course many contacts overseas one of which was a Japanese Toy Company who produced incredible Die-cast models (I wish that I could remember that company name) These were very detailed and elaborate models.

Bill asked me to provide a name and logo design for the new company, I came up with 'Impulse' - not a difficult name to come up with for a toy company! The new company attended the various Toy Fairs here and abroad and all went reasonably well in the 70's. Bill took on a smallish commercial unit on ( If my memory serves me right) Purdey's Industrial Estate, Rochford, by Southend Airport.



Bill Winter was constantly looking for new products for the company. Jigsaw Puzzles at that time were very popular and as of course, he knew all about the constant production of Matchbox kit illustrations by Tudor. So we came up with 'Action Puzzles'. Bill also believed that the use of the kit artwork to him - as Ex Matchbox - would be cost free. He was a little disappointed when I informed him that as our artist's always retained the copyright to their work. I would negotiate a second usage fee with Roy Huxley (Matchbox were authorized to use the artwork in any way to promote only the sale of plastic kits) This was duly arranged to all parties satisfaction. We selected the most action packed artworks and the plan was to change the puzzle illustrations as and when required.



At Tudor we had a fairly large selection of kit artwork available - all at that time with lots of action! Just what Bill was looking for. The puzzles proved to be an excellent product, selling well but then 80's arrived to make life difficult for all of us, so the second coming of Action puzzles didn't happen. At this time we had also been instructed to begin to de-violence all kit illustration and to take out any second aircraft shown. The new style of illustration were not suitable for 'Action Puzzles'

With difficult trading conditions Bill Winter decided to close down Impulse Toys and open a small Toy Shop in Upminster.

The day of conventional toys and the action Jigsaw puzzle were fading and the electronic toy world was blossoming almost by the day. With falling sales Bill Winter closed down his little Toy Shop and retired.

Derek Stowe. December 2012