



ARE ALL LOOM BAND KITS THE SAME?

Loom Band mania has hit the world with a vengeance and like most popular trends there are trials and pitfalls for shoppers. With a plethora of choice on the market how do you know which loom band kit to buy?

To assist you along the way we have listed the top things to think about when buying a Loom Band Kit. Rainbow Loom® is the “premium” brand on the market but there isn’t a lot of difference when it comes to price as all looms sell for around \$30 and under. There are however a few features to the Rainbow Loom® that make it a standout amongst its competitors.

Ability to do the job

- Whilst there is a wide variety of looms available on the market most of them are a fixed loom which means you are unable to change the configuration of the pin bar or join multiple looms to expand the loom for larger projects. For kids who only want to make a few basic designs the fixed looms will do the job.
- With its removable base Rainbow Loom® is adjustable and expandable. That means you can change the pin bar configuration according to the design, or you can join multiple looms together which gives you no end in the variety of designs you can make.

Product Quality & Safety

- Invest in quality and save on landfill! Be aware that many looms are made of poor quality plastic, on most bracelet designs the loom bands create a lot of tension so the cheap plastic can snap fairly easily. We have heard many reports of breakages on cheaper looms after only a day or 2 of use, kids need to be careful of sharp edges when this occurs.
- The Rainbow Loom® is made of a high quality, hard plastic so is much more durable and therefore less likely to break when making more complex loom designs.
- The Rainbow Loom® has been quality tested to meet stringent US Toy Safety Standards and is BPA, lead & chromium free so at least you know what you are buying for your kids.

Branding

- As Rainbow Loom® was the first of the Loom products on the market it is the recognised brand and is quickly becoming the generic name for “all things loom”.
- The Loom Kit shown in thousands of video tutorials online is the Rainbow Loom® so even if you as parents can't tell the difference don't worry the kids will soon educate you. In our experience kids who start on one of the other looms invariably end up wanting a Rainbow Loom® because it is the most versatile product and the most recognised loom brand on the market.

Authenticity

- How do I know if it is an authentic Rainbow Loom®? We recommend that you do your homework and only buy a Rainbow Loom® from an Authorised Reseller. There are many illegal counterfeit products on the market which are for sale in retail stores as well as online. Many small retail stores sell fakes and are not actually aware that what they are selling is not the genuine article. Some retailers will admit the items are fakes if asked so it pays to check before you buy. How to spot a fake visit the Rainbow Loom website, www.rainbowloom.com.
- The new Rainbow Loom kits now include the anti-counterfeit secret code which can be used to access the exclusive member zone on the Rainbow Loom website, www.rainbowloom.com.
- Be aware that fakes are very difficult to spot online because the images used are copied directly from the Rainbow Loom® website.

Copy Products

- If it looks exactly like a Rainbow Loom® but it's sold under another brand name in different packaging, don't buy it! Not only are the items inferior quality to the original and not safety tested, but it's also a blatant breach of the Rainbow Loom® patent pending. Stores selling these items should not be supported by the general public. Legitimate retailers know better and should lead by example.

Disclaimer

- Lastly, you may note that we are unashamedly a little biased toward the Rainbow Loom® brand. Well we are an Authorised Reseller! But the other truth is that we first came across the loom band craze via a poor quality copy product. Before launching www.rainbowfun.com.au we undertook some extensive research into what products were available and what we wanted to put our name behind to sell through our online store. The answer was definitively, unequivocally Rainbow Loom®.

Live, Love, Loom! Rainbow Fun

