

yo-yo



spinning through history

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What's a yo-yo?

A colorful yo-yo is shown in the background. It has a blue top disc, a green middle disc, and a red bottom disc. The yo-yo is positioned behind the text box.

The "yo-yo" is a toy consisting of two similar discs in size and weight. The discs are made of plastic, wood, or metal, and are connected with an axle, where string is wound.

the yoyo's original designer



The invention of the "yo-yo" is so old that today the "yo-yo" is the second oldest toy in history, second behind the doll. The suggestions of the origin "yo-yo" has sprung a lot of controversial debates. Some widely believe that the "yo-yo" was used as a weapon by hunters in the Philippines. However some say that the "yo-yo" can be traced back to Chinese traders that brought the "yo-yo" to the Philippines, or even maybe vice versa.

the yo-yo's manufacturer



The "yo-yo" was first marketed, when in 1928, a Filipino named Pedro Flores started a yo-yo manufacturing company with the same name at Santa Barbara, California. The business started small then grew to 600 employees that produced 300,000 units a day.



However a man named Donald Duncan saw how successful Flores' yo-yo turned heads. So in 1929, Duncan bought not only the patent rights, but also the manufacturing company as well, and the rest is history.

the yo-yo's product appeal



Throughout the existence of the yo-yo it has widely appealed to everyone of different ages young and old, from casual players, to players that take the sport to a whole another level and practice tricks to compete at the World Yo-Yo contest that are divided into 7 divisions the 1A, 2A, 3A, 4A, 5A, AP, and the CB.

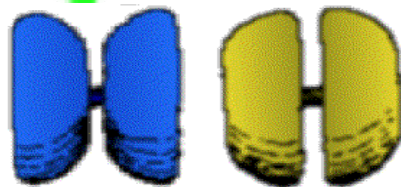
The thing that makes the yo-yo very appealing is its simplicity and the rewards of practicing that make it very appealing to everyone.

product changes and innovations

Over the years, the yo-yo has evolved from when it was first invented. As a weapon, the yo-yo was a rock (probably circular) tied to string. Over the years of innovation produced yo-yo's of different materials from plastic to metal. The design of the yo-yo when it was manufactured in America used the standard, or "imperial" design. In 1958, the "butterfly" design was introduced that helped the user to catch the body on the string more easily.

Another type for the yo-yo, was the "midline/proyo" design. A new innovation for the yo-yo was using weight distribution that helped in making small variations of yo-yo tricks more appealing.

product changes and innovations



Butterfly

Imperial



collector's value today



In today's world vintage/classic yo-yos are really being put up for some high prices at auctions that sell old antiques. A vintage 1925 cria can go for 50-60 bucks or more.

the yo-yo's current status

The yo-yo has had great success over the years, becoming an official sport that has helped it introduce the possibilities of the yo-yo simple design to ordinary people. However, due to our world of technology yo-yo manufacturers have had to change their marketing ideas, by concentrating on a consumer base of school aged to teen kids, which might keep the yo-yo's future alive.

http://youtube.com/watch?v=sCB1_6eCH8M

http://youtube.com/watch?v=I_deBAejSr8

http://youtube.com/watch?v=S3evGU_kO3o

keeping the yo-yo alive



By promoting yo-yo skill events like the world championships will widely influence many young people. The yo-yo will also have a future if manufacturers innovate the design even more and also by creating smart marketing plans that will wow ordinary people and current yo-yo users to buy the latest technological advances in yo-yo manufacturing.

