

From AUSTRIAN INVENTION
to AMERICAN ICON



SHAWN PETERSON



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to AMERICAN ICON



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to AMERICAN ICON

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**YOU'RE
NOT FAMOUS
UNTIL THEY
PUT YOUR
HEAD ON A**

**PEE[®]
DISPENSER**

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Front cover, top left: PEZ lady, circa 1955, Cathedral of Our Lady, Munich, Germany; *center:* PEZ reception, Conrad Hilton Hotel, mid-1955, Chicago, Illinois; *top right:* PEZ lady Anita Laine, circa 1961, Turku Fair, Finland.

All images are from the PEZ archives or collection of Shawn Peterson.

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Of course, PEZ itself would not exist without the Haas family; thanks for making the world a sweeter place.

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I would like to thank everyone at PEZ around the world, past and present, for making a fantastic product that has been a staple of childhood memories for generations. Going to work every day is truly a pleasure because of my colleagues and friends at PEZ.

Thank you to the staff of the visitor center for maintaining the center while I worked on this project.

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I am grateful to all the people who contributed to this project, all the convention hosts around the world for helping to advance the hobby and my editors, Edward Mack and Hilary Parrish, along with everyone at

Arcadia Publishing and The History Press, for the interest in PEZ and making this project a reality.



These are the employees, *top to bottom*: circa June 19, 1977; 1979; and December 18, 2014.
Thanks to everyone who has made this company what it is today.

Introduction and Overview

They're cute! They're fun! They're forever part of American pop culture! What started in Vienna, Austria, back in 1927 as peppermint breath mint and marketed to adults as an alternative to smoking became a candy with a toy dispenser once the product was introduced to American consumers in the 1950s. Invented by Austrian Eduard Haas, an avid non-smoker, the original PEZ product was intended for use as a smoking substitute. His product—a small, compressed sugar tablet with fine peppermint oil added—was the original incarnation of the PEZ tablet. The mints he created were originally sold in small pocket-size tins marketed as an alternative to smoking. His slogan was “smoking prohibited—pezzing allowed!” But what *is* “pezzing” or, better yet, PEZ?

PEZ has been a mainstay of childhood memories for generations. The characters and varieties depicted atop a PEZ dispenser number well into the hundreds. Favorite cartoon characters like Mickey Mouse, Popeye and Bugs Bunny have all graced the tops of dispensers. Sports teams, baseballs, basketballs, footballs, hockey pucks and even the Stanley Cup have found their place on dispensers. Occupations such as doctors, nurses, firemen and policemen have all been represented. Few would not identify

with the characters, sports teams and/or occupations that have been produced over the years. I dare say that are even fewer who would not smile in delight when offered a piece of PEZ candy from one of those dispensers!

In the early 1950s, Haas and company decided to expand the product to the American consumer. During the first two years of its American presence, it looked as though PEZ was not going to be a viable product for the U.S. market. But Haas did not give up, and the product was reinvented. Fruit flavors were added to the candy. A three-dimensional cartoon head was added to the top of the dispenser, and marketing now promoted a children's product. Combining candy and toys proved genius. PEZ is now a global brand and a hallmark of the candy industry.

There has been much debate over the years as to who the first licensed character was to grace the top of a dispenser. Evidence points to Popeye being the first, closely followed by classics such as Casper the Ghost and Mickey Mouse.

It is hard to say how many different heads have graced the tops of PEZ dispensers. There is no definitive number, and the possibility of a right answer is even a matter for debate. Different versions of the same character have been produced, and in some cases, the same version has come in multiple color variations. Are these different dispensers or simply variations? Collectors debate the number as well as what constitutes a variation. The conservative number (based solely on different heads) is just over one thousand different character heads. If you factor in the variations, the number becomes significantly larger and less calculable. Based on past experiences and recent events, one can be reasonably confident in expecting that a dispenser currently lost to history will surface at some point. There is no one single official record of every prototype. For example, some ideas were never produced for sale, but a single sample still exists.



Rauchen verboten (Smoking forbidden) *PEZ en erlaubt* (PEZ allowed), circa 1930s.

Today, billions of PEZ candies are consumed annually in the United States alone. With great-tasting flavors and collectible dispensers, PEZ enjoys the description as the pioneer of “interactive candy.” PEZ has done very little in the way of traditional advertising, yet the appeal of the product keeps the company busy trying to keep up with demand. Today,

you can find PEZ in almost any grocery store, discount store or chain retailer.

PEZ Candy, Inc., is a privately owned business and will not release financial figures to the public. The company will confirm that more candy packs are sold per year than there are children in the United States. Consumers in the United States alone consume billions of pieces every year. The factory in Connecticut operates sixteen hours a day producing the candy and packaging dispensers.

Although PEZ has a long history, dispensers haven't always been a popular collectible. They certainly are today. PEZ collecting has grown as a hobby since the early 1990s (when the first guidebook appeared depicting all known dispensers at the time and their rarity). The first collector convention took place in 1991. Conventions offer avid collectors and the interested public a chance to meet others, buy and sell PEZ and view rare and unusual dispensers on display. They are popular events for non-collectors as well—an interesting activity for any day. Since 1991, the number of conventions and smaller gatherings has grown, as have the number of people who are actively collecting. Collectors come from all over the United States, Canada, Europe and Japan. PEZ collecting is truly an international phenomenon. The year 2016 saw a record number of conventions as they globally expanded to include such places as Indonesia, Turkey, Israel, Australia, the United Kingdom, Sweden and France, among others. Few other brands can claim such interest and loyalty from their consumers.

As we move through the storied history of the brand, there are key dates that should be noted:

For the first twenty-plus years of PEZ's existence, there are no dispensers; the late 1940s see the invention of the first dispenser.

1950s: PEZ expands operations to include the American market, closely followed by the first addition of character heads on the dispenser.

1960s: Detail is added to the dispensers in the form of die-cut designs, and odd and unusual candy flavors are introduced.

1970s: PEZ begins making candy for the first time in the United States and builds a new manufacturing facility in Connecticut.

1980s: PEZ makes the first noticeable design change to the dispenser and adds “feet,” creating the division between vintage and modern dispensers.

1990s: The PEZ-collecting phenomenon takes hold, and PEZ receives numerous mentions throughout American pop culture.

2000s: For the first time, a long self-imposed rule of not depicting real people on top of a dispenser is broken. The possibilities are as varied as are the people who could be included.

2011: PEZ opens the first ever Visitor Center (attached to the PEZ factory in Orange, Connecticut). For the first time, guests can view production through the window to the factory and see a vast collection of PEZ memorabilia on display.

PEZ Candy, Inc., is headquartered in Orange, Connecticut, and PEZ’s international offices are in Traun, Austria. Available around the world in more than eighty countries, PEZ Candy and dispensers truly have universal appeal!

AUTHOR’S NOTE

As a collector for more than twenty-five years and current employee, I often think, “This is the most exciting time to collect PEZ.” Every year, though, PEZ creates and innovates. These next few years will be no exception. There are some really exciting projects in the works and many new characters on the way. I hope as you read through the history, it will create that spark

of passion and interest to collect and enjoy each and every dispenser.

Of course, it is not possible to predict the future of the hobby or the future value of dispensers. As collector demand grows, so does price. Some prices have reached hundreds and even thousands of dollars for a single dispenser. At present, the hobby has two things in its favor: current demand is surpassing the supply of truly rare dispensers, and dispensers are still produced. If you're in it for the fun, you'll never go wrong.

I hope that you enjoy the history of a ninety-plus-year-old icon!

Chapter 1

The Beginning of a Dynasty

The story of PEZ begins more than a century ago with Eduard Haas. Haas was a doctor in St. Martin, Mühlkreis (Austria). As a family practitioner, Dr. Haas took a personal interest in his patients and worked on creative solutions to the health issues they presented to him. It was his desire to create solutions that (tragically) changed the course of his life, forced his son to divert from his intended path and ultimately resulted in the establishment of PEZ as a product and a company.

For example, Dr. Haas had patients who suffered from stomach complaints after eating yeast-based desserts. The complaints were common enough to prompt Dr. Haas to research. After many consultations and dietary research, he identified the leavened dough used in popular pastries as the source of the discomfort. Dr. Haas began to seek an alternative. He successfully experimented with a powder that was easily mixed by hand and would allow pastries to rise and be light and, most importantly, easily digestible. These experiments proved highly successful and resulted in a pioneering innovation in the field of baking and nutrition: a new form of cake powder, more commonly referred to as baking powder.

With one issue solved, Dr. Haas moved on to the next challenge and became more interested in introducing a crop that was new to certain areas of Austria: hops (primarily used as a flavoring and stability agent in beer, as well as other beverages and herbal medicine). It was the application of the crop to herbal remedies that was of interest to Dr. Haas. In addition to stomach-soothing baking powder, the doctor was now proud of his introduction of hops to the Mühlviertel region of Austria.

It was this pioneering spirit that ultimately became his downfall, but the legacy of innovation and solution-seeking would lead his family to success. Dr. Haas died a sudden death as a result of a medical injection, the result of one of many experiments he conducted on himself. His untimely death was a pivotal moment that ultimately changed the fate of the Haas family.

Dr. Haas had a son, Eduard II, who was in medical school at the time of his father's sudden death. Eduard II had planned to follow in his father's career path. For financial reasons, Eduard II left his studies as a doctor to find another trade. He turned his focus to the grocery wholesale business, a decision from which the descendants of the Haas family would benefit for generations to come.

Eduard II, like his father, sought innovative solutions to existing issues and found ways to be successful. The Ed. Haas Company was founded in Linz, Austria, in 1894. Eduard II paid close attention and studied the buying habits of his farming customers who came to town from remote villages on their way to market. He prepared and sold items that were pre-weighed and packed for easy sale. The service and convenience he provided his customers provided a modest standard of living but lacked the monetary success he sought. It did, however, create the groundwork and set an example. The next generation would build on his work.



Haas family photo, circa 1910. *Seated, front row, left to right:* Amalia Haas (b. 1876, daughter of Eduard I), Gusti Haas (son of August), Luise Haas (b. 1903, daughter of August), Luise Haas (1872–1946, wife of August), Greti Brachtel (b. 1909, daughter of August), Amalia Haas (1841–1933, wife of Eduard I), Rudolf Haas (1900–1975, son of Eduard II), Kathi Haas (1876–1966, wife of Eduard II) and Käthe Reitner (1895–1975, daughter of Eduard II). *Back row, standing, left to right:* Poldi Haas (1898–1977, daughter of August), Theresia Haas (b. 1871, daughter of Eduard I), August Haas (1867–1956, son of Eduard I), Karoline Haas (b. 1870, daughter of Eduard I), Eduard Haas II (1864–1914) and Eduard Haas III (1897–1986).



Fabriken und Niederlagen in
 Linz, Reichenberg, Zürich, Wien,
 Graz, Innsbruck, Klagenfurt, Prag

Öst. Postsparkassen-Konto 48.800
 Telegramm-Adresse: Edhaas
 Fernruf Nr. 468

Linz a. D., am

LETTERHEAD 1924

Early Ed. Haas letterhead, circa 1924.



Early employees of the Ed. Haas Company, Linz, Austria. This is one of the earliest known photos of Eduard Haas III (seated, front row, second from left).



An avant-garde newspaper ad for Haas baking powder, circa 1915.



A variety of Haas recipe books, circa 1930s (bottom), 1940s (right) and 1950s (left).

In 1897, Eduard II and his wife, Katharina, had a son, Eduard III. It was Eduard III who at age eighteen would take over management of the Ed. Haas Company in Linz and go on to create the beloved brand we know as PEZ.

The Ed. Haas Company manufactured the high-quality baking powder invented by Dr. Haas. His recipe for cake powder produced lighter and more easily digested baked products. The newfound product was a sensation, and demand was high. The news of this new baking powder spread rapidly. In an effort to expand his business even further, Eduard III tried a new and (for the time) revolutionary form of advertising; he advertised in a newspaper. The ad featured a man triumphantly holding up a sponge cake, surrounded by five ladies who gazed yearningly at this delicacy. It proclaimed, “Haas baking powder, the choice of the clever housewife!!!” Three exclamation marks would surely draw the attention of newspaper readers to the significance of this essential slogan. The avant-garde ad was seen by readers in July 1915.

Later that year, Eduard III’s mother, Katharina (Kathi), registered the trade name HASIN on behalf of her son. According to a Haas catalogue from the 1980s, it was the “first trademark entered in the Royal and Imperial Trademark Register.” The product was HASIN: “for the baking of healthy sponge cakes.” This was the first ready-prepared cake mix, and it helped save time as the ingredients did not have to be measured separately.

With a sure understanding of business and needs of the consumer, Eduard III cleverly offered and sold baking tips and recipe books along with his baking powder. These tips offered customers ways to serve up tasty pastries despite the poor-quality ingredients available at the time. The tips were published by the millions, in multiple languages on the backs of baking powder packets and Haas specialty cookbooks that were sold in more than eleven nations. During World War I (1914–18), it was Haas that supplied the entire Danubian monarchy with baking powder.

Soon, the original manufacturing location in Linz became too small, and additional locations were founded in Zittau (Germany), Bielitz (Poland) and Reichenberg, aka Liberec (Czechoslovakia). These factories not only made the original baking powder but also expanded to include other products, such as blancmange powder (pronounced “bla-monzh”). (Blancmange is a dessert pudding made from milk and thickened with starch; some describe it as a form of custard.) Vanilla and Quittin (a product that helps jam set) also found renowned market approval from consumers.

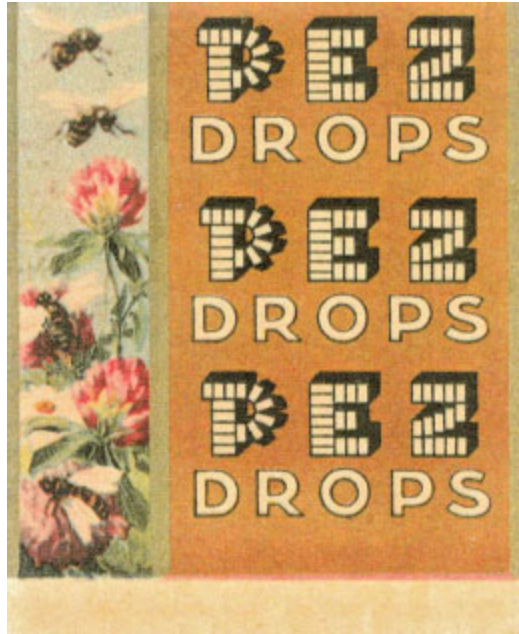
For many years, Eduard III was not content with his success; he wanted more. He applied himself to developing a tablet that would not only refresh one’s breath but could also help consumers who were anxious to cut down on smoking or overeating.

The Roaring Twenties saw three decisive events in Haas family history:

In 1921, at the age of twenty-four, Eduard III had a son, Eduard IV (Consul). It was Eduard IV who would go on to lead the ultimate success of a product his father would soon create to popularity and achievement once only dreamed of by the family before him.

With great-tasting flavors and collectible
dispensers, PEZ is more than just a candy ...
it’s the pioneer of “interactive candy.”

In 1927, after many years of careful thinking and hard research, Eduard III realized his dream of creating the finest peppermint tablet that could be made.



PEZ Drops wrapper, circa late 1920s. The original candy was round but quickly transitioned to the current brick shape in the early 1930s.

1 Kč 5 Kč 1 Kč

Kolik jednotlivých **PEE**-bonbonů jest obsaženo v každé z těchto tří obalůvek?

Název: Datum:

Typ:
 Napsal jsem do tří sklenic výšledek obalůvek po jednom draze **PEE**.
 Tyto sklenice byly naplněny nádobami a každá obsahovala 25 bonbonů 1931.

Pro nejlepší odhady jsou vypsány následující ceny:

1 první cena Kč 5.000.—
1 druhá cena " 3.000.—
3 třetí ceny po Kč 1000.— = 3.000.—
100 čtvrtých cen " 100.— = 10.000.—
1000 PEE -bonbonů v hodnotě Kč 50.— = 50.000.—
3000 cen pro účastníky v soutěži, specialní dárky za rozhodnutí poroty " 10.— = 30.000.—

4104 CEN v úhrnné hodnotě Kč 100.000.—

(za rozhodnutí)

Zúčastňuji se **PEE-SOUTĚŽE**

a s tímto jsem: málo, málo, málo, málo, málo (nechodí se křivdit), že v přirově
 nádobě jest obsaženo následující počet jednotlivých bonbonů:

PEE-peppermint **PEE**-speciál **PEE**-citron

Pro nádobu **PEE** s číselným předstí **PEE**

Jsou kufíky, ano, ne, a **PEE** bonbonů může obsahovat až pět kufíků. Ano, ne.
 (Nechodí se křivdit.)

Zašlejší tohoto listu není ani povolen jakýkoliv výdej. Rozhodnutí o rozdělení
 cen jest pro mne konečné a nepřevratné.

Jméno a příjmení:

Bydliště a ulice:

An early order sheet that offered candy three different ways: round drops, pocket tins and traditionally wrapped brick-shaped tablets, circa late 1920s–early 1930s.



An extremely rare PEZ Drops display box, circa late 1920s.

In 1928, Haas bought a former belt factory located at Ruprechická No. 32 in Liberec. Here is where he would launch the mechanized production program for his new pressed candy and sales organization under the name Továrna Poživatina (Foodstuff Factory), Eduard Haas Liberec.

At this time, peppermint lozenges were manufactured by adding flavoring material to a hot, boiled sugar substance and were only sold in chemist shops. The cost of these peppermint lozenges was not cheap. Haas sought to reduce waste in the process of using such costly ingredients in the same manner. Under the current process, he calculated, flavoring materials would evaporate before flavor fully developed on the taste buds.

A new manufacturing process permitting the natural effect of the additives had to evolve. As early as the 1920s, the research department of the Ed. Haas factory in Linz, under the direction of a chemist named Dr.

Ortner, started working on this problem and developed a cold pressing process that today has international recognition as the “PEZ processing method.”



A rare European PEZ Drops advertising sheet, circa 1920s.



An early PEZ advertisement, circa 1930s. The words above the couple translate to “Deliciously Fresh Breath!”

The results of the work were astounding. Visitors who were given samples of the then nameless round lozenges gave great reviews, and there

were many inquires. Demand dictated increased production. The company began to investigate production possibilities to capture the largest possible market and perhaps go global.

Eduard III saw this new product as the essential piece, the bridge he had been dreaming of since his youth, that would allow him to “assist people everywhere and thus be regarded as a friend by one and all.”

The product had to be refined. There were some challenges. The new tablet must be of a shape that would not need to be hand-packed and could be wrapped by machines. This demanded a flat-faced tablet. The round “PEZ Drops” tablets that were initially offered would soon switch to the familiar brick-shaped tablet we recognize today to better accommodate a mechanized manufacturing process.

Another problem was a name. What should this exciting new tablet be called? One can imagine the company chief who had already produced a number of well-known products sitting at his desk, experimenting with names, juggling words and letters. His product was a peppermint sweet. The German word for peppermint is *pfefferminz*. Shortening a bit here, discarding what he had assembled thus far and searching for something better, the master businessman arrived at just three letters: P-E-Z. Haas used the first, middle and last letter in the word *pfefferminz* to construct this new name. Short and striking, it seemed just right. It is a lucky coincidence that this name was free and available to be used in all countries of the world and that it was available for trademark. One can only wonder if, at that time, Haas had already envisioned an American market. The astonishingly sure touch of this man led him to discover a word that is pronounceable and easily understood the world over. Millions of people all over the world would soon be persuaded to accept PEZ as a new word in their vocabulary.

“Kicker” is the name of the part located on the back of the dispenser head that pushes a single piece of candy out when the head is tilted backward.

In the days of the Austro-Hungarian monarchy, eleven different language wrappings were required for a single article. To get around this difficulty and added expense, PEZ were labeled in English only. The fact that the peppermint oil used in these new peppermint tablets came from England facilitated the brand expansion considerably. Due to the cost of the expensive peppermint distillate, the price of PEZ was relatively high compared with that of other confectionery goods. From a confectionery point of view, PEZ was expensive. For the chemists, who were accustomed to the product's exclusivity, the price was a good value.

One of the earliest known traditional candy packs, circa 1930s. Notice the name “Reichenberg” is on the side panel.



A rare Gymnastik PEZ candy roll, circa 1920s. The wrapper was perforated and contained a picture so it could be used like a trading card.

When PEZ first appeared in the market, the Czechoslovakian chemist union put forward a motion in the Prague parliament proposing that the sale of PEZ in food and confectionery shops be prohibited because the *menthae piperitas* (peppermint) contained in PEZ should only be allowed for sale in chemist shops. The motion did not receive the required majority vote; it was rejected. PEZ was available for sale everywhere in the world. The initial price for fourteen bonbons (candies) was twenty groshen (at the time, one hundred groshen were equal to approximately one schilling; conversion rates are not readily available, but my estimate is that the price equated to about a penny, maybe a bit less).



Zdravotni is Czech for “healthy” or “for health.” This is a very rare candy wrapper, circa 1930s.

This new peppermint enjoyed a fast-growing demand and significant market base. Demand soon exceeded the Linz factory’s production capability, and other Haas factories were soon switched over to accommodate the high production needs. The majority of production took place in the newest factory installation in Reichenberg (Liberec), Czechoslovakia.

PEZ advertising began with the employment of attractive girls wearing stylish trousers—a sensation in the 1920s! This alone attracted attention and served as the catalyst of a very popular and successful advertising campaign. PEZ Girls were grass-roots marketers; they went where there were large crowds of people and offered samples of this refreshing new

peppermint. PEZ Girls would soon arrive at famous landmarks around the world, offering the public a new way to freshen breath and refrain from smoking.



Notice the large candy tablet just above the driver's head. This was likely part of a large advertisement that she could drive around.



PEZ Girls on the street in Vienna handing out candy samples, circa 1928.

Success would soon be halted when the Second World War brought about an abrupt and painful stop to manufacturing. All factories abroad were confiscated without compensation, and the Linz factory had no raw material to manufacture.

At war's end, Eduard IV (Consul) returned to Austria to begin reconstruction of the Linz factory. With a talent for organization and business tactics, he managed to obtain the necessary raw materials that were so difficult to acquire and improved the worker/management relationship. Ration cards, which allowed for meager portions, still

existed, and rigorous law was still in place by the occupational powers in Austria. Two main products of the Haas factories were now temporarily prohibited: Haas baking powder and Haas blancmange. During the years from 1945 to 1949, shortages were the rule and product that could be delivered immediately was the exception.



A painting of the Haas headquarters building located at 10 Parkring Circle, Vienna, Austria.

Franz Fellner worked for the company from the mid-1940s into the 1970s as the import-export manager in Linz. He was with Haas during the worst years of business the company experienced as a result of chaos caused by the war. He was part of the company's reconstruction effort in 1945. His recount of this time is taken from an interview that was conducted in January 1971 for the Haas family magazine:

Nothing existed at that time. Raw materials were practically impossible to obtain and in particular we had to struggle under the handicap of the Russian demarcation line. But within six years after the end of the war, in 1951, we were able to start building up the export business. At the start, only a few crates were dispatched to Switzerland. Nowadays 25–30 tons of PEZ are exported per week to the USA and other countries of the world.

PEZ peppermints were once again manufactured using the familiar blue-and-gold packaging. They represented the start of returning to normal conditions. For the younger generation, PEZ represented an exciting novelty, while for the older generation the familiar flavor conjured prewar memories and hopes for the future. If this peppermint sweet with the slogans “Are you a PEZzer too?” and “Smoking prohibited—PEZzing allowed” could be rescued from the chaos of war in the newly resurrected Austria, there was the hope that many other things would soon return to normal as well.



An extremely rare side panel from metal display, circa 1940s. To date, there are only two complete displays known.



A statue in the lobby depicting an eater, drinker, smoker and PEZer. The sign, done in candy tablet shapes, translates to "the free and the addicted."

Within a very short time, expansion resulted in increased demand for these tasty peppermint candies. Eduard III's desire to create an alternative to smoking well before the ill effects of this habit were known placed him solidly in confectionery history. There was doubt that such a product was needed, much less could be successful. Eduard proved otherwise.

Until this point, PEZ peppermints were only offered in paper- and foil-wrapped rolls or sold in metal tins that could be carried in your pocket. People had to place their fingers into the tin to retrieve a single piece of candy. Sharing would involve other people touching the candy. Eduard III decided that sharing could be a more hygienic event. In the late 1940s, Haas hired a freelance engineer named Oscar Uxa to create a dispenser for the tablets. It was required that this dispenser fit neatly in a trouser pocket, dispense one tablet at a time in a hygienic fashion and be easily operated with one hand. The snap-gadget that Oscar Uxa created and patented provided a huge leap in sales. The company applied for an Austrian patent on October 28, 1948. Nearly one year later, on October 14, 1949, the company filed for a U.S. patent. The item, the "pocket article dispensing container," was approved. The patent was registered for a thirty-dollar fee. On December 2, 1952, U.S. Patent number 2,620,061 was assigned.

6256

SO 30 (3-4-48) SOLE INVENTOR

Oath, Power of Attorney, and Petition

Being duly sworn, I, O S C A R U X A
 declare and say that I am a citizen of the Republic of Austria residing at
Vienna XIII., Pirlsengasse 31., Austria, that I have
 made the foregoing specification and claim and I verily believe I am the original, first, and sole inventor of the invention
 or discovery in: POCKET CONTAINER

described and claimed therein that I do not know and do not believe that this invention was ever known or used before
 my invention or discovery claimed, or patented or described, in any printed publication in any country before my inven-
 tion or discovery claimed, or made this one year prior to this application, or in public use or on sale in the United States
 for more than one year prior to this application; that this invention or discovery has not been patented in any country
 foreign to the United States on an application filed by me or my legal representatives or assigns more than twelve
 months before this application; and that no application for patent on this invention or discovery has been filed by me
 or my representatives or assigns in any country foreign to the United States, except as follows:
Austria, Ser., No. A 4050-48 Filed 10.5.1948
Italy " " 10.12.1948



And I hereby appoint
MAXWELL E. SPARROW, Registration No. 11,901
of 115 Park Avenue, New York 17, N. Y.
 my attorney with full powers of substitution and revocation, to prosecute this application and to transact all business in
 the Patent Office connected therewith.

Wherefore I pray that Letters Patent be granted to me for the invention or discovery described and claimed
 in the foregoing specification and claim, and I hereby subscribe my name to the foregoing specification and claim,
 oath, power of attorney, and two petitions, this 23rd day of SEPTEMBER, 1949.

Inventor: O S C A R U X A ☐ X ☐ A
 Pet Office Address: Vienna XIII., Pirlsengasse 31., Austria.

REPORT OF AUSTRIA
 Date: 23 9
 City: VIENNA
 County: FEDERAL STATE OF AUSTRIA

Before me personally appeared: OSCAR UXA
 known to be the person described in the above application for patent, who signed the foregoing instrument in my
 presence and before me to the allegations set forth therein as being under oath, on the day and year

  W. S. Anderson
 Notary Public
 American Vice Consul

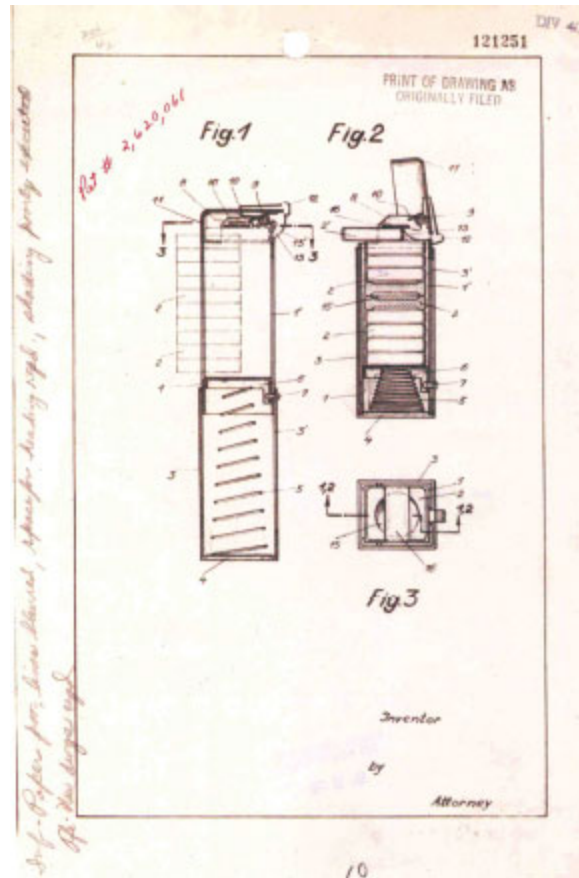
9

With Original Mr. Sparrow
 Notary Seal
 Conf. by Sparrow

This is the patent application, dated September 23, 1949, stating Oscar Uxa is the sole inventor of “pocket container.”

NUMBER (Series of 1948) **121251** PATENT NO. **2620061**
1949 DATED **DEC 2 1952**
 DIV. **40** (EXC'S BOOK)
 Inventor **OSCAR KRA**
Descr. to Edward Haas, Muhlack-Artner, Austria
 of **VIENNA**
 of **AUSTRIA**
 Invention *Article Dispensing Container*
POCKET CONTAINER
 ORIGINAL
 APPLICATION FILED COMPLETE **OCT 16 1952**
 Petition, Specification, **OCT 16 1952**
 Oath, First Fee \$50
 21 sheets Drawings
1 Sheet Sheet Dwg. June 21 1952
1 Sheet Dwg. cancelled A.D.
 Division of App. No. **40**
 Examined and passed for issue **JUL 14 1952**
 Notice of Allowance **JUL 14 1952**
 Final Fee **\$32 Oct. 24/52**
 Attorney **MAXWELL E. SPAFFORD 595 5TH AVE. NEW YORK 17, N.Y.**
 Associate Attorney
 No. of Claims Allowed **3** Total Claims **1** In O. O. Class **306-92**
 Title as allowed **POCKET ARTICLE DISPENSING CONTAINER**
 AUSTRIA **OCTOBER 28, 1948**

This is the original patent document. Notice the change in red ink from “Pocket Container” to “Article dispensing container.”



A mechanical drawing for the original dispenser. There is only one known original dispenser in a private collection, and it matches the drawing perfectly.

The Austrian factory in Linz was soon much too small to keep up with the demand of this new product. A new, fully automated factory in St. Martin, Austria, was established and the new PEZ BOXes were being sold by the millions. The small, brick-shaped white peppermint tablets (assembled and packaged in finger-length rolls) were packaged to prevent flavor loss. The rolls were shipped to the markets of the world along with their new PEZ BOX companion. One year later, in 1949, the PEZ BOX would debut at the Vienna Trade Fair. Participants gave the new product a positive review, and demand increased.

Jagoda (ja'goda) in Eastern Europe and erdbeer in Germany are the names for the popular candy flavor strawberry.

“BOX Trademark” was molded in raised letters near the base of the dispenser and was the first indication the new product was under patent. This would soon be followed by “BOX Patent”; both are the earliest designs and are only found on regulars. Once the patent number was awarded, subsequent versions would bear the mark “U.S. Patent 2.620.061.” During World War II upon the fall of Germany, the Allies occupied and sectioned off the country into four occupied zones. The occupation started in 1945 and lasted until 1952. During this time, the manufacturing facility that made regulars was in the zone controlled by the United States. These dispensers have the mark “U.S. Patent 2.620.061 Made in Germany U.S. Zone.” These regulars are referred to by collectors as “U.S. Zone regulars.” This was the first time transparent plastic was experimented with, and some of the dispensers from this time are quite beautiful. The four most common colors are red, blue, amber and green. Clear does exist, but they are quite rare. Mostly it was on the dispenser base that the transparent plastic was used, but some examples have transparent caps as well. BOX Patent and BOX Trademark dispensers are rare and quite difficult to find. U.S. Zone regulars turn up on a consistent basis and are more common. Likely, many were brought back to the United States by service members who were in Germany at that time.

On average, PEZ uses 100,000 pounds of sugar every week to make PEZ candy.

There has always been an association or assumption that the PEZ Box was designed to intentionally resemble a cigarette lighter. Although there

is definitely a similar appearance and it may have well been an intention, researchers have yet to find evidence to indicate this was done purposely. In fact, there is anecdotal evidence to suggest that it was not. The Bic lighter, most commonly associated with the look of an original dispenser, wasn't invented until 1973, well after the creation of the original dispenser. (Coincidentally, both PEZ and Bic are currently headquartered in Connecticut.)

Although one could argue the Zippo lighter was of the correct era and served as inspiration, there is no evidence to date connecting the two items. The shape of the tablets stacked one on top of the other likely dictated the shape and size of the dispenser. The finger-length roll of candy itself determined the ultimate design of the dispenser. It does make for a good story—a product created as an alternative to smoking is sold in a dispenser that resembles a cigarette lighter—but that seems to be all it is.

European sales in 1951 were strong. PEZ-Unimint GmbH was incorporated in Munich, Germany, and its own sales organization was established for western Germany. Dr. Ludwig Josef Meyer managed this division. Dr. Meyer was an expert with vending machines and would play a key part in the expansion of PEZ. Later in 1961, PEZ-Unimint GmbH would proudly announce the placement of the 40,000th PEZ vending machine in western Germany.

Chapter 2

Coming to America

Eduard Haas III had long considered expansion into the American market. He had applied for and received a patent. He traveled to the United States to explore possibilities; the result of this visit would lead to the incorporation of PEZ-Haas, Inc., in New York City and the establishment of a distribution network throughout the United States.

Eduard III selected Curtis J. Allina to lead the American operation. Allina was born on August 15, 1922, in Prague, Czechoslovakia, and moved to Vienna, Austria, as a child. In the early 1990s, collectors delighted in meeting Allina and hearing him speak at the first Annual National PEZ Collector Convention in June 1993 in St. Louis, Missouri.

When he was a child, Allina's family lived in Vienna at 18 Berg Gasse Street. Sigmund Freud happened to live at 19 Berg Gasse and was his neighbor. When asked if he ever spoke to Freud, he responded, "Why? I was a little boy, he was an old man, I had no reason to talk to him." While the story itself isn't remarkable, the fact that he lived next to such a worldly figure is an interesting side note. As an adult, Allina stated that he was imprisoned during World War II in a concentration camp for a time

but was removed and taken to England and trained by the OSS (Office of Strategic Services). He stated that he returned to Germany to do intelligence work for the Allies.

Allina came to the United States in 1948 and settled into private life, working for a food company in New York. Haas was looking for an individual who could speak German and was familiar with American business. He found Allina through a family member on Allina's side who had worked for the Haas Company in another part of the world.

Haas approached Allina with a proposal to lead U.S. operations and be the first executive vice-president of PEZ-Haas, Inc. The contract of employment was dated December 11, 1953, and lists the place of business as 75 West Street, in the city of New York (the New York Post building). The contract placed Allina's residence at 775 Riverside Drive in the borough of Manhattan. Allina would later move to 2727 Palisade Avenue in Riverdale, which would prove to be beneficial to business shortly thereafter.

According to Allina, Alfred Harvey (Harvey Comics founder) had an apartment in the same building, and the two would occasionally cross paths. They had a friendly relationship and would sometimes talk business. It was this relationship that led to an early licensing deal and appearance of Casper the Ghost on a PEZ dispenser.

The original American division of PEZ-Haas, Inc., included those listed below. Their years of service to PEZ are in parentheses.

Curtis J. Allina, executive vice-president (1952–79)

Dr. Whittenberg, attorney (exact time representing PEZ is unknown)

Joseph Graff, accountant (the Graff Agency remained with PEZ until 2014)

Ruth T. Urso, treasurer (1957–76)

Fred Blum, advertising manager (spent approximately twenty-five years with PEZ)

Marion Marx, office manager (exact time with PEZ unknown)

AUTHOR'S NOTE

During this time, candy distribution was typically handled by brokers and distributors who also represented tobacco products. The industries often shared the same customers, so it was common to offer the widest variety of products. The tobacco industry had its own trade magazines; these magazines now make great resources to find original PEZ advertising and new product line announcements. They have proved to be great resources when trying to determine release dates. These days, the industries have gone their separate ways, and the co-mingling of the two product lines by the same broker is now more the exception than the rule.

During this time, the offices were at the 75 West Street location. All aspects of managing the business were conducted from those offices. Warehouse space, however, was not present. For the duration of business in New York, PEZ-Haas, Inc., was essentially a distributor. All goods were imported from manufacturing facilities in Europe and sold through a network of brokers and distributors on the East Coast.

Storage and warehousing in the United States were done using public storage facilities. The initial warehouse location was a tattered building located on Washington Street in New York City. Shortly thereafter, warehousing moved to 330 Manhattan Avenue in Jersey City, New Jersey.

The first office location also moved from 75 West Street to a new, larger space uptown at 10 Columbus Circle, which was located in the

exhibition building. PEZ remained at the Columbus Circle address until 1968. That year the offices moved again, this time to 45 39th Street, Long Island City, New York. A few years later, the offices would move to their final New York address: 56-16 37th Street, Woodside, New York.

Some early PEZ inserts (items included in packaging for promotions, etc.) list another address: PEZ-HAAS, Inc. PO Box 702, Church Street Station, New York, New York. This address was established strictly as a collection point for the PEZ premium offers that were mailed in by customers.



A PEZ delivery wagon used at the first New York office address, 75 West Street, New York, New York, circa 1950s.



Left to right: Curt Allina (executive vice-president of PEZ USA), Eduard Haas III (founder and owner) and Werner Benzinger (head of marketing and advertising in Europe), circa 1950s.

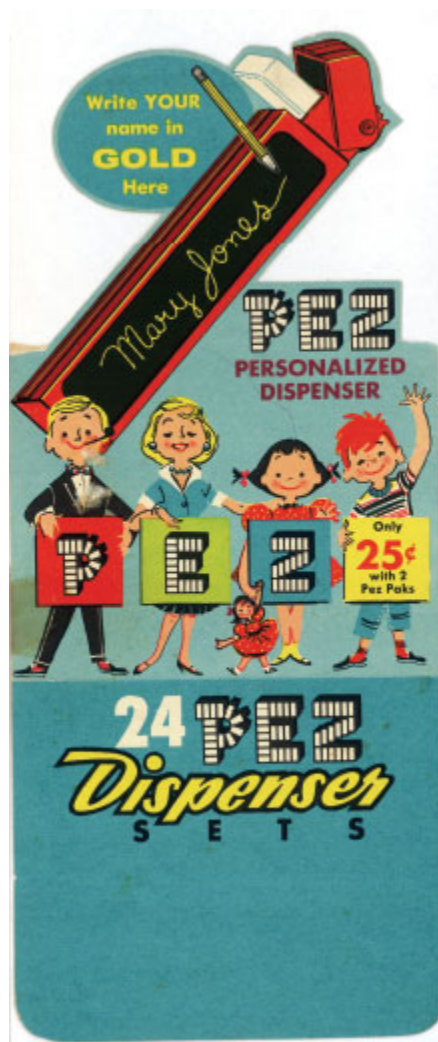
During the introduction of PEZ to the American consumer, advertising and marketing were done as they had been for years prior in Europe. PEZ was sold as an upscale product geared toward adults and marketed as an alternative to smoking. As we have learned, Haas had tremendous success for many years throughout Europe selling his product this way. It was the expansion to America that would forever change the PEZ brand.

The initial dispensers that were introduced in the early 1950s were called “regulars”—dispensers with a hinged cap and thumb grip on top. The first flavors advertised in the United States for these regulars were

peppermint, lemon and chlorophyll mint. Neither the dispenser nor the candy flavors were designed as a children's product.

Americans did not respond favorably to this new European product. Alternatives to smoking were not in high demand in the 1950s. Sales did not meet expectations. A new marketing strategy and perhaps a reinvention of the product were necessary. The marketing department ultimately decided on a new direction that would redefine the brand and, arguably, the candy industry. In 1955, the first full-body dispensers were offered (Santa and robot), and for the first time ever, the product was marketed toward children. Fruit flavors, such as orange, lime, grape and wild cherry, were added to the candy to appeal to children's taste.

The retail cost of these full-body dispensers was twenty-five cents and included two rolls of candy. The following year, a space gun dispenser was introduced that could actually shoot the candy tablets. Both of these new products were priced much higher than most other confections. After all, PEZ reasoned, the product was both a toy and a candy. The average price of a candy bar was just five cents; PEZ was priced five times that amount.



An early advertisement for the “personalized” regular, circa 1957. One side of the dispenser had a coating that consumers could scratch their name into.

Again, sales were disappointing and profits were unimpressive. The cost of manufacturing was high. The Santa and robot dispensers had internal parts and glue seams and used a lot of plastic. Space gun assembly was labor-intensive and also used a lot of expensive plastic. Assembly would have to be mechanized; cost to manufacture would need to be reduced.

Designers reconfigured the dispenser to include a figure on top of a thin rectangular form similar to the original regular. It was less costly to

manufacture and required less labor as well. It could be easily produced in a multitude of different colors. The following year (1957), the first traditional-looking PEZ dispenser that we know today was introduced: a witch for the Halloween season. Interest started to grow; sales started to climb. Allina recounted about this time: “Wholesalers and brokers started lining up outside their warehouses with money in hand” to buy whatever cases they could. PEZ was really on to something. PEZ introduced the first licensed character in 1958: Popeye. Sales increased even further.

THE CANDY DISPENSERS

U. S. Patent 2,620,041

Satisfy All Requirements of a True Advertising Specialty

YOUR NAME BEFORE YOUR CUSTOMERS' EYES AT ALL TIMES

- INEXPENSIVE
- GADGETY

- EYE-APPEALING
- USEFUL

PRICES

include 3 lines of copy on dispenser, 1 pack of peppermint in dispenser, and refill instructions.

No.	Description	Quantities						
		250	500	1,000	1,500	2,500	5,000	10,000
A. POCKET DISPENSERS								
AS-1	SPECIAL DISPENSER, assorted colors.	22¢	21¢	20½¢	20¢	19¢	18¢	17½¢
AS-2	DISPENSER WITH GOLD HEAD. Body in assorted colors.	26½¢	25¼¢	24¾¢	24¼¢	22½¢	21½¢	20¾¢
B. DESK AND TABLE DISPENSERS								
Add prices below to respective prices of pocket dispensers								
RF	With Round Base* — Assorted Colors	4¢	3¾¢	3¾¢	3¾¢	3½¢	3¼¢	3¼¢
RG	With Round Base* — Gold	5½¢	5¼¢	5¢	5¢	4¾¢	4½¢	4½¢
PF	With Square Base** — Ass'd Colors	4¢	3¾¢	3¾¢	3¾¢	3½¢	3¼¢	3¼¢
C. REFILLS: Peppermint, Lemon, Orange, Anise, Lime, Wild Cherry, Menthol, Chlorophyll.		Carton containing 50 refills of one flavor: \$2.25 (E) (Will ship peppermint flavor unless otherwise specified)						

*No imprint. **Imprint charge on request. Prices F.O.B. factory. Less-than-minimum charge: \$3.50. Change of copy: \$2.50. Personalizations: 25¢ each.

SPECIFICATIONS

- **COPY:** Up to 3 lines with up to 22 characters per line. Imprint parallel to long side of dispenser. Charge for trademarks, etc. [printed from brass die, or silk-screened]: At cost.
- **COLORS OF DISPENSER BODIES, HEADS AND BASES:** White, Black, Green, Blue, Red, Yellow, Pink. Will furnish assorted combinations. Special combinations supplied upon request if available.
- **COLOR OF IMPRINT:** Will select color to conform to color combination of dispenser. Specific colors (gold, silver, black, white, green, yellow, blue, red) can be used if desired.
- **PACKING:** Bulk. Bases packed separately. For insertion in cellophane bags add 1½¢ each. Wrapped in corrugated cardboard ready for mailing in No. 10 business envelopes: 1¾¢ each.
- **DELIVERY:** About 2 weeks factory time. Allow another week if artwork and die or screen is required.
- **DIMENSIONS:** Pocket Dispenser: 3½ x ¾ x ½". Round Base: 2½" dia. x ½". Square Base: 2¼ x 2½ x ¾".
- **APPROXIMATE SHIPPING WEIGHTS OF 250 UNITS:** Pocket Dispensers: 11 lbs. Desk and Table Dispensers with Round Bases: 13 lbs. Desk Dispensers with Square Bases: 15 lbs.

85C00E
2104-ASRP-55

An extremely rare sales sheet for “ad regulars,” circa mid-1950s.



A full-body robot, circa 1955. Most are found in either red, yellow, light blue or dark blue. The gold color is extremely rare.



Space Gun

ITEM No. 46



TERRIFIC SALES "REPEATER"
 DESIGNED FOR "SURE-FIRE" SELLING OF ALL PEZ FLAVORS!
 WHEN THE KIDS START SHOOTING PEZ, THEY'LL GIVE YOU THE BUSINESS!
 WHAT A WONDERFUL WAY TO EAT SUCH DELICIOUS CANDIES!





COLORFUL COUNTER DISPLAY
CARD HOLDS 4 SPACE GUNS



PRICES

	CARD	BOX
RETAIL PRICE	\$ 3.94	\$ 11.76
RETAILER'S COST	\$ 1.99	\$ 7.84

BE SURE TO STOCK ENOUGH PEZ AMMUNITION
TO CASH IN ON THE BOOM!

4 DISPLAY CARDS TO A BOX
12 BOXES (288 GUNS) TO A SHIPPING CASE

PEZ-HAAS, INC. • 72 West Street, NEW YORK 6, N.Y. • EDQuing Green, 9-3553

An original space gun advertisement, circa 1956.



An advertising sheet, circa late 1950s, showing the first witch dispenser for Halloween and the three other seasonal offerings for Valentine's Day, Easter and Christmas.



EDWARD HAAS, Pres.,
PEZ-HAAS, INCORPORATED



**WORLD-WIDE
IS NO BIGGER THAN THE
SMALLEST CANDY STORE!**

In thirty-four countries throughout the world, PEZ has earned its enviable position not only as a fast-selling quality confection, but also because it has brought to the consumer a new, practical idea in keeping candy clean and handy in the PEZ Pocket Dispenser.

What happens in one retail store in America is no different from what happens at the retail confectioner in England, the sweets supplier in Pakistan, the bazaar in India, the stalls in France, the market places in Africa. The sum total of profitable turnover at even the smallest retail location everywhere is what makes PEZ a truly international business. For this I am extremely grateful and proud.

PEZ has just completed its first year of distribution in a limited number of U.S. markets. From what has happened sales-wise, one can only gather that PEZ is destined to become one of the leading confections on the candy counters of America.

As the sole owner of PEZ, it is indeed a privilege for me to be so wholeheartedly accepted as a major source of supply to the Candy Distributors who have joined with me in rendering a better service in the candy needs of the American Family.

THANK YOU.

Ed. Haas

Edward Haas
President

PEZ-HAAS, INCORPORATED

CURT J. ALLINA, EXECUTIVE DIRECTOR

NEW YORK • CHICAGO

PEZ IS WORLD-WIDE IN AFGHANISTAN, AUSTRALIA, AUSTRIA, BELGIAN CONGO, BELGIUM, CANADA, CEYLON, COSTA RICA, CUBA, CUBA, ENGLAND, ETHIOPIA, FRANCE, HOLLAND, HONDURAS, ISRAEL, ITALY, LEBANON, LIBERIA, PAKISTAN, PANAMA, PORTUGAL, PUERTO RICO, SAN SALVADOR, SPAIN, SWEDEN, SWITZERLAND, TANGIERS, UNION SO. AFRICA, VENEZUELA, WESTERN GERMANY

A trade ad featuring a letter from Eduard Haas III, circa early 1950s.

In 1953, Eduard Haas III ran a full-page letter in candy industry publications. He stated, "As the sole owner of PEZ, it is indeed a privilege for me to be so wholeheartedly accepted as a major source of supply to the Candy Distributors who have joined me in rendering a better service in the candy needs of the American Family." The letter also stated at that time, "in thirty four countries throughout the world, PEZ has earned its enviable

position not only as a fast-selling quality confection, but also because it has brought to the consumer a new, practical idea in keeping candy clean and handy in the PEZ pocket dispenser... . PEZ has just completed its first year of distribution in a limited number of U.S. markets. From what has happened sales-wise, one can only gather that PEZ is destined to become one of the leading confections on the candy counters of America.”

The letter concluded by listing all thirty-four countries in which the confection was distributed.

DISPENSER TIMELINE: 1949–59

1949	PEZ BOX trademark regular, PEZ BOX patent regular, locking cap regular
1953	U.S. Zone Germany regulars
1954	Regulars and advertising regulars
1955	Golden Glow regular, full-body robot, full-body Santa
1956	Space Gun, witch regular
1957	Personalized regular, witch (first traditional-looking dispenser)
	1958 Easter Bunny, Popeye, Santa
1959	Spaceman

During the late 1950s and early '60s, PEZ leveraged its advertising on local and regional television programs based in or around the Northeast part of the United States. Product samples were sent to television programs as feature products on the show or samples for audience members. The candy, dispensers or both would be featured and talked about on the program. In addition to the Cocoa March Spaceman television commercial, shows like *Romper Room*, *The Bozo Show* and *Captain Kangaroo* featured PEZ. One of the most high-profile ad campaigns featured Jerry Lester. Lester, a performer himself, hosted the

first network late-night television program, called *Broadway Open House*, on NBC. The comedy/variety show he hosted lasted only a short time but was considered a success that led to the creation of *The Tonight Show*. Numerous promotional photos of Lester and PEZ featuring his unique toothy smile and surprised look were used to successfully promote the brand. As the advertising progressed, several national programs would feature PEZ. They included *Let's Make a Deal* on ABC, *Hollywood Squares* on NBC and *The Price Is Right* and *Beat the Clock* on CBS. A large advertising poster PEZ produced featuring the national ads was done and included the Woodside, New York address, indicating the television spots carried on until the late 1960s or early 1970s.

On December 30, 1957, Haas III was a high enough profile individual that he received a press mention for his visit to the United States. The article stated that he and Werner Benzinger (director of advertising for Ed. Haas Industries in Austria) had arrived in the United States and would be holding conferences with Curtis J. Allina, executive vice-president and American sales manager for the company. The introduction of new PEZ dispensers and other new merchandise would be top considerations in the discussions. The article went on to state, "Before leaving, Mr. Haas plans to examine American promotion strategies with special interest in the TV programs on which PEZ is advertised."

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Book more business
with the
SELL-SENSATIONAL
PEZ
SPACEMAN

Each set contains—Spaceman Dispenser and two
Pez candy refills. Comes complete with colorful
instruction booklet and special premium offers to
boost refill sales—Retail 25¢, Packed 24 Dispenser
sets to display box.

Get your **FULL MEASURE**
of **BACK-TO-SCHOOL PROFITS**

PEZ CANDY REFILL

Remember that kids love Pez and they will keep coming
back for those delicious Pez Candy Refills—so make sure
you have a good supply on hand to meet the profit demand.

Contact your PEZ REPRESENTATIVE or PEZ HAAS, INC., 75 WEST STREET, NEW YORK 6, NEW YORK

An early advertisement for the Spaceman dispenser, circa 1959.

PEZ-HAAS, CANDY TABLET FIRM, WILL LAUNCH VIDEO CAMPAIGN

Edward Haas, President, and C. J. Allina, Executive Vice President,
Announce Company's "Pez" Being Backed by Daily One-Hour
TV Program in New York — Operates Five Plants in Europe.

An intensive television advertising program will be launched this week by Pez-Haas, Inc., of 75 West street, New York, on behalf of the firm's candy

Vienna, Austria, and now widely popular in Europe, is a condensation of the German peppermint.

Starting on Wednesday, October 28,



Edward Haas

tablets and the pocket-size tablet dispenser, according to an announcement by Edward Haas, president and Curtis J. Allina, executive vice president.

The "Pez" product, originated in



Curtis J. Allina

and continuing daily thereafter, from 2 to 3 P. M. on Channel 7, WABC-TV, in New York, Jerry Lester, well-known entertainer, will present "Pez."

The program will serve as the spring-

board for the introduction and distribution of "Pez" in the United States. The advertising agency handling the campaign is Mann-Ellis, Inc., of New York.

A forerunner of the television promotional unveiling will be a breakfast party for the trade and press at the Park Sheraton Hotel, New York, on Wednesday, October 28.

Both Messrs. Haas and Allina are confident that "the combination of the clever pocket dispenser, good-tasting Pez candy tablets, strong advertising on the Jerry Lester show will result in the repetition of the popularity the candy enjoys all over the world."

Pez-Haas operates plants in five countries in Europe and maintains 29 sales branches in Europe, South America and Canada.

A news clipping announcing the PEZ television advertising campaign, circa early 1950s.



A promotional photo of Jerry Lester with a regular PEZ dispenser, circa early 1950s.

December 30, 1957

Pez-Haas President Arrives in the U. S. For Marketing Meets

Ed Haas, president of Pez-Haas, Inc., New York maker of plastic candy dispensers in various shapes containing several differently flavored candy tablets, arrived here recently from Austria for merchandising and marketing



Ed Haas (l.) Werner Benzinger (r.)
conferences with Curt J. Allina, executive vice president and American sales manager for the company.

The introduction of new Pez dispensers and other new merchandise, along with suggested package changes, will receive top consideration in scheduled discussions on 1958 merchandising plans for Pez candy.

Also high on the agenda are plans for a new supermarket package. This will be aired thoroughly for it opens a new channel of distribution for Pez.

Before leaving, Mr. Haas plans to examine American promotion strategies with special interest in the TV programs on which Pez is advertised.

Accompanying Mr. Haas is Werner Benzinger, director of advertising for Ed Haas Industries in Austria.

A press clipping announcing the arrival of Eduard Haas III and Werner Benziner to the United States for meetings at PEZ in New York.

An enthusiastic American public continued to embrace the brand throughout the 1960s, and wholesale orders were strong. Bozo the Clown and Casper the Ghost were introduced in 1960, followed in 1961 by Mickey Mouse. The Disney license would grow to become an important part of the success of PEZ. Over the years, PEZ has produced more Disney

dispensers than any other license. The man responsible for the initial partnership was Al Konetzni. He worked for Disney in product development and later worked in the licensing division. The combination would lead to a new business partnership. Konetzni worked directly with Curt Allina to secure the PEZ-Disney licensing agreement in 1961. The partnership forged a long-lasting relationship between the two companies that is still active today. It was Konetzni who approached PEZ about a cooperative venture. He was responsible for designing several iconic pieces of merchandise such as the yellow dome-top lunch box that looked like a school bus filled with Disney characters. His lunch box design alone sold over nine million units. He also designed the Donald Duck pencil sharper and the iconic tie Walt Disney wore.

Konetzni worked for Disney until his retirement in 1980. He celebrated his 100th birthday on May 19, 2015, and is considered a “Walt Disney legend” by the Disney Company. PEZ received an invitation to his birthday celebration and a personal letter from Konetzni himself recounting the relationship between Disney and PEZ:

February 24, 2015

PEZ Candy Inc.

35 Prindle Hill Road

Orange, CT 06477

Subject: Disney Legend Turns 100 years old

To Whom it May Concern:

This May 19, 2015, I will be celebrating my 100th birthday, making me the oldest living Disney Legend, and a century worth of wonderful memories. Recently, I have been reminiscing over my life, and Disney played a huge part.

During my many years as an “Idea Man” for Walt Disney, I had the opportunity of signing up numerous license accounts. I remember what a pleasure it was working with your company. I am happy to see that the PEZ dispensers are still selling strong.

I would like to thank you for allowing me to work on your Disney products that you so greatly manufactured. I may have received credit for signing up your company to be a Disney licensee. Thank you for the good memories and I wish you continued success with your company.

Sincerely,

Al Konetzni

Walt Disney Legend

The first die-cut dispenser, the Arithmetic, arrived in the 1960s. (Die-cut refers to the shapes or cutouts molded into the stem of the dispenser.) The Arithmetic is a unique dispenser. It is a regular with two rectangles die cut into the side of the stem. On the sleeve of the dispenser is a sticker with a series of numbers printed on it. The numbers were visible through the dispenser stem. When the dispenser sleeve is pushed out, the numbers change. This candy dispenser was effectively also a slide rule. It was the first and only PEZ dispenser that could do math. The idea was great; unfortunately, the interest was not.

The Arithmetic faded into obscurity. In fact, the early collector market was unaware of its existence. Even after it was rediscovered, the only known existence was on paper for many years. It wasn't until the early 1990s that a few examples started to surface in collector circles. Over the years, more have been found, but to this day, it remains a very difficult dispenser to find.

The following year (1961), PEZ introduced additional die-cut dispensers:

- Mouse: with Minnie Mouse die cut into the stem
- Easter Bunny: with a bunny die cut into the stem
- Donald Duck: with nephews Huey, Dewey and Louie die cut into the stem
- Bozo the Clown: with Bozo and Butch die cut into the stem

Despite being well received by the public, the die cuts were short-lived (due, in fact, to production costs that were higher than for traditional dispensers).

That same year, two of the rarest dispensers known were made but never sold to the public: a donkey and an elephant. The donkey's actual existence wasn't verified until the mid-2000s. Up to this point, the only hint of its existence was a PEZ press release dated June 13, 1961, announcing the visit of U.S. president John F. Kennedy to Vienna, Austria (first published in a PEZ collector newsletter). Pictured with the press release was an image showing three dispensers, each with three rolls of candy in a cigar-type box with an inscribed lid: a donkey (said to represent the Democratic Party) for the president, a Golden Glow regular for First Lady Jacqueline Kennedy and a Bozo dispenser for daughter Caroline Kennedy.

On average, PEZ makes about twelve million
candy tablets a day.

To date, this set has never been found, and no one can say for sure if it even still exists. (The donkey that was originally found has an unknown origin. It is unlikely that it was part of *the* presidential set.) President Kennedy's Library in Massachusetts was able to provide documentation stating the set was to be returned to sender: "Leather case with Pez candy (To be returned to the sender with thanks by order of the Secret Service)."

One can only make assumptions as to why the gift was not accepted; perhaps it was the candy that was included with the set that caused its immediate return. In fact, so little is known about the dispenser that in the mid-2000s, PEZ headquarters in Europe e-mailed the author of this book (who was not yet a PEZ employee) asking for information about the dispenser they had recently located in the PEZ archives in Linz, Austria. The political donkey was no longer just a rumor; it does exist! That donkey still resides in the Linz headquarters but is prominently featured along with a collection of other vintage dispensers in a conference room for everyone to enjoy.



Die-cut dispensers, circa 1962. *Left to right:* Arithmetic, Easter Bunny, Bozo the Clown, Donald Duck and Mickey Mouse.

NEWS ITEM

FOR IMMEDIATE RELEASE
JUNE 13, 1961

PRESIDENT KENNEDY RECEIVES PEZ SOUVENIRS ON HIS VISIT TO VIENNA

President Kennedy's famous visit to Vienna, the birth place of America's popular PEZ Candy, would have been incomplete, if the PEZ people had not thought of an attractive surprise for him, his lovely wife and his daughter Caroline.

A luxurious case containing a PEZ Dispenser with a Deakay head for the Democratic President, a Golden PEZ Dispenser for Jackie, a colorful Boco The Clown Dispenser for Caroline, and some PEZ Candy for the whole family was handed to the President during his stay in Vienna. The inside of the case bore the following inscription:

TO THE PRESIDENT OF THE UNITED STATES OF AMERICA
J. F. KENNEDY WITH THE COMPLIMENTS OF PEZ.



PEZ-HAAS, INC.

Fred Blum
Fred Blum
Advertising Manager

An original press release found in the PEZ archive announcing the gift to President John F. Kennedy during his visit to Vienna, circa 1961.




A promotional photo of the set presented to JFK during his visit to Vienna, Austria, circa 1961.

DEPARTMENT OF STATE
OFFICE OF THE CHIEF OF PROTOCOL

June 27, 1961

Dear Evelyn:

I am returning herewith your copy of the list of gifts received in Vienna. You will note that those marked with the letter P on the side should be answered personally by the President or Mrs. Kennedy. I am sure you know as much about answering these as I do. The gifts marked with the letter E may be acknowledged by our Embassy in Vienna. If you desire to have this done, please return to me and we will ask our Embassy in Vienna to make the proper acknowledgments.


Clement E. Conger

A letter from the Department of State with instructions to return certain gifts the president received during his visit.

Gifts II		
	Addressed to:	From: Description
P	Mrs. Kennedy	Oesterreichische Porzellan- manufaktur Augarten Wien II., Schloss Augarten 1 Vase
E	Mrs. Kennedy	Dipl. Psych. Walter Bruhns and Mrs. Erika Bruhns Wien Neuer Haynsgasse 19 1 rose
	The President	Anonymous (obviously by Hungarian) 1 bunch of yellow roses
E	Mrs. Kennedy	Sylvia Picard Wien XVI., Thalistrasse 132 1 bunch of red roses
E	Mrs. Kennedy	Julia H. Folk (unbekannt) Wien VII., Mythenstrasse 11-13 letterhead showing Spanish Riding School
P	Mrs. Kennedy	Austro-American Society Consul Manfred Mentzer Marktg. Wien I., Stallburggasse 2 Statue (Augarten Porcelain) showing Spanish Riding Horses
E	Pres. Kennedy	Pez International Wien I., Parkring 10 Leather case with Pez candy (To be returned to the sender with thanks by order of the Secret Service)
E	Mrs. Kennedy	Irma Varga Wien I., Vienna 13 Rittelberggasse 21/II Hungarian doll material for skirt letter in Hungarian

A document from the JFK Library listing gifts the president received during his visit to Vienna, including the PEZ gift set.



An extremely rare political elephant dispenser with gold-plated head and round base, circa early 1960s.

In 1963, PEZ partnered with the Taylor-Reed Company, makers of Cocoa Marsh, a Connecticut company that manufactured chocolate syrup mix for milk. At this time, PEZ was working with an advertising agency named Hicks & Griest; this ad agency also represented the Cocoa Marsh license, and a deal to partner was quickly formed. Select bottles of Cocoa Marsh would have a Spaceman PEZ dispenser attached to packages (a marketing effort to increase sales). This dispenser would be unique to the Cocoa Marsh promotion; PEZ created a special stem available only with Cocoa Marsh purchases. The Spaceman dispenser had the PEZ logo on one side of the stem and the Cocoa Marsh name in raised letters on the other side. The promotion was a hit with kids and inspired one of the first television commercials done featuring PEZ. (The original television commercial can be easily found and viewed on the Internet.)

On February 18, 1964, PEZ announced it would once again get back into the adult market with a new product called Smoke-Pause: “a completely new idea of refreshment developed for the adult taste. It is a

three way refresher—dextrose, Vitamin C combination with a spearmint flavor. While Smoke-Pause is a refreshment to suit everyone's taste, it is particularly desirable for pleasing breath between smokes.”

The candy would be offered in small boxes or a tall plastic device referred to as an “automat.” In this device, the candy was stacked flat, exposing the side panel of each pack, and the phrase “pleasing breath” was repeated for the

*AUTHOR’S NOTE: THE EMERGENCE OF A
SECOND DONKEY DISPENSER*

The task of recounting a history often leads to the discovery of lost or forgotten information. Such was my experience. As I began to research corporate history to include on the company website, I inquired as to the location of the corporate archives. There was no official archive room but, rather, a storage area that included a wide variety of materials: dispensers, photos, documents, etc. It was a commonly known area in the company, but with no official record-keeper, the room had become home to piles of unorganized records. I had quite a task ahead if I was to organize and reconstruct a corporate history. The story of the donkey illustrates this well. I spent a few weeks at the beginning of each year working on this archive/storage room, box by box, item by item. Searching, organizing and cataloguing, all the while hoping to find the original press release from 1961. Slowly this room started to take shape, but still no press release. It wasn't until the last couple of boxes

that the discovery was made: an original scrapbook with various newspaper clippings and other mentions of PEZ, including the original Kennedy press release! The document was framed and is now prominently displayed inside the PEZ Visitor Center.

Several years later, I received another e-mail, this time from a young man named Daniel Wright who lived in upstate New York. He had recently received a bag full of PEZ dispensers from his grandfather. His grandfather was moving, and the dispensers were in the pile of things to be discarded. He asked if he could have the dispensers, and his grandfather obliged. Using the Internet, Daniel was able to identify all of the dispensers except one. Attached to the e-mail was a photo of another political donkey!



Daniel Wright with his grandfather Mr. Carl Shapiro holding the famed political donkey dispenser he discovered circa 2013.

I shared the little information we had about the dispenser and explained he had possibly one of the rarest dispensers known to exist. We made arrangements for him to visit the PEZ offices; we could authenticate the dispenser, and he could share the story of how it was acquired. Soon after, he arrived in our office with his mother and grandfather. They shared the story of how they acquired the dispenser. His grandfather, Mr. Shapiro, recounted that many years ago, in the very early days of PEZ arriving State side, he was an accountant and worked for the firm that handled the PEZ account. He was friendly with Allina (executive vice-president of PEZ), and Allina would often give him dispensers to take home for his children. Daniel's mother said as kids, they were delighted when Dad would come home with new PEZ for them. She remembered the donkey dispenser quite well. She said, "We didn't think it looked like a donkey at all; with the long slender ears, it looked more like an Egyptian figure to us. We would flick the ends of those ears over and over again." Which explained how the chip and missing piece of plastic in the front of the stem came to be. Voila! A second donkey had been discovered!



All three known political donkeys, along with the political elephant dispenser. *Left to right*: the first found resides in the Austrian PEZ archives; the second found and third found.

The dispenser was loaned to the PEZ Visitor Center and was on display for a number of months. During this time, several press releases were issued mentioning the find and potential interest in selling the rarity. Daniel negotiated a sale for the single dispenser with a private collector on the East Coast. The final sale price: \$12,500!

Around 2013, a third donkey dispenser was found, along with other unusual PEZ items, including a rare elephant dispenser (thought to represent the Republican Party). This was the nicest donkey example found so far, near mint condition without any paint wear. Those two items sold as a pair, reportedly for the sum of \$20,000. They currently reside in a private collection on the West Coast. length of the

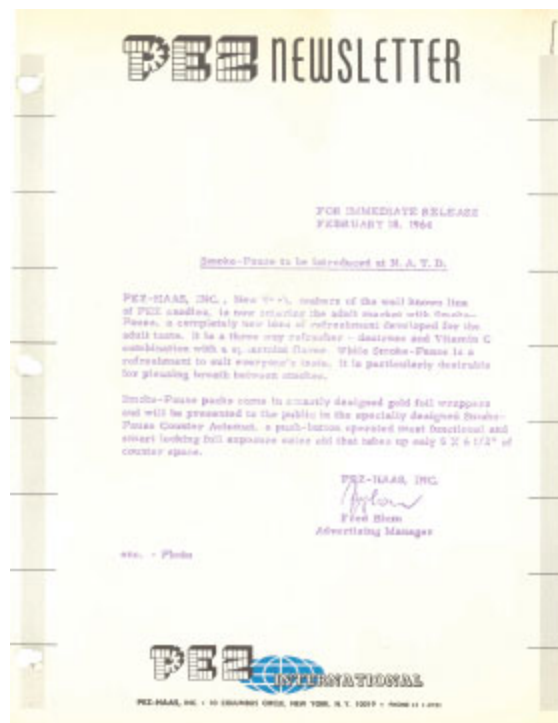
display. Each roll of candy sold for ten cents each. A lever in the tray receptacle was depressed, and a single roll of candy would be deposited in the tray for the consumer. In the end, it would be the core line of products (PEZ dispensers and candy) that would continue to be the primary source of business, and Smoke-Pause would be retired in a few short years.



This is the tooling die used to make the political donkey head.

In 1965, one of the most successful product lines was launched: PEZ Pals. A creation of Advertising Manager Fred Blum and his counterpart in Austria, Werner Benzinger, the Pals served the needs for low-cost production and product variety. The concept would allow for one standardized head to be produced for multiple different dispensers. The heads could be accessorized using smaller, low-cost parts like hats, beards and moustaches. The only limit to the variety of dispenser combinations would be a child's imagination. Structured characters were offered, but children were encouraged to mix and match the parts to come up with their own unique character. This helps explain why dispensers are missing parts or are found in configurations not originally intended.

The marketing approach also piqued imagination. PEZ created a character called “PEZi Boy.” The various iterations of him wearing different hats, mustaches, etc. were explained as “disguises.” PEZi Boy was a detective and would solve mysteries while in disguise. These mysteries were published in comic format and were packaged with the dispenser and candy. After reading the comics, there was usually an offer for a special mail-order item you could get directly from PEZ (for a nominal fee or by mailing in a certain number of candy wrappers). The initial three dispensers in the PEZ Pal line were boy with baseball cap, Mexican (boy with a sombrero, two earrings and a goatee) and a sailor (boy with a beard and sailor cap). The character line would start to expand a few years later in 1970.



A press release dated February 18, 1964, announcing the introduction of a new product called Smoke Pause.



A product shot of the new Smoke Pause display and optional header card, circa 1964.

In 1967, PEZ Intermint S.a.r.l. (in France, S.a.r.l. is the U.S. equivalent of a limited liability company) was incorporated in Strasbourg, France, to cover distribution to the French market. PEZ is still sold in France and across Europe.

The 1960s saw the introduction of two unusual concepts: psychedelic dispensers and candy flavors reflecting pop culture. In the late 1960s, psychedelic dispensers were introduced along with flower-flavored candy. Hippies were coming of age, and it was the time of “Peace, Love & PEZ.” The dispensers made for the time reflected the lifestyle shift in parts of society. You could now eat PEZ candy from a dispenser shaped like a hand holding an eyeball or a flower with an eyeball as the iris. Some of the flavors were a bit unusual as well: flower (for the psychedelics), chlorophyll and eucalyptus. None of these flavors saw sales strong enough to support long-term production, but they affirm the company’s ability to develop new products that reflect current trends and preferences.

Today, these flower-flavored candy packs are exceedingly rare. There are a few known in private collections, and when examples are offered for sale, they have traded hands in the \$300 to \$400 range for a single candy pack. These dispensers also hold the distinction of being one of the few dispensers ever offered with a unique stem. All of the original psychedelic dispensers have either one or both sides that are completely smooth and void of the usual raised PEZ logo(s). The smooth sides contained a sticker with “groovy”-looking psychedelic designs, such as “Luv PEZ,” “Mod PEZ” or “Go Go PEZ.” In the late 1990s, PEZ would reissue the psychedelics as a limited-edition item offered through a mail-order program. The re-make dispensers were nearly identical except for two differences; they had the raised PEZ logo on both sides of the stem and they carried the copyright date of 1967. Original dispensers did not have the copyright mark.



Advertising sheets announcing the new PEZ Pal line, circa 1965.



Assembly line work producing the PEZ Pal dispensers in Austria, circa 1960s.



Psychedelic hand and flower dispensers in the original packaging, circa 1968.

WHETHER YOU LUV
 SUPER FABULOUS
 GROOVY
 OUTASITE

OR
 JUST PLAIN, OLD FASHIONED
 PROFIT-PACKED SALES,
 YOU CAN BE SURE
 TO MAKE A

GO (GO)
 OF THE
 NEW MOD
 PSYCHEDELIC
 PEZ

36 CT. DISPLAY BOX CONTAINS
 24 PSYCHEDELIC DISPENSER
 SETS PLUS 12 PSYCHEDELIC
 FLOWER-FLAVORED SIX PAKS
 CASE: 12-36 CT.



IT'S HERE TO STAY

PEZ-HAAS, INC.,
 45-45 39th STREET, LONG ISLAND CITY, N. Y. 11104

Printed in America — 127-000-10 M Co.

An advertising sheet for the new psychedelic dispensers, circa 1968.



An extremely rare Lions Club dispenser created for the 1962 international meeting in Nice, France.

DISPENSER TIMELINE: 1960s

1960	Arithmetic, Bozo the Clown, Casper the Ghost, Casper die-cut, Popeye B
1961	Mickey Mouse (painted face, die-cut face, die-cut stem), Easter Bunny die-cut, Donald Duck, Donald Duck die-cut, Bozo the Clown die-cut, clown with collar, political donkey, political elephant
1962	Astronaut A, Bunny B, Lions Club, Pinocchio A
1963	Bullwinkle, Cocoa Marsh Spaceman, Pluto, fat-ear bunny
1964	baseball glove and home plate set, baseball glove, football player
1965	boy with cap, candy shooter pistol, Lil Bad Wolf, Mexican PEZ Pal, Sailor PEZ Pal, Practical Pig A, Universal Monsters (Frankenstein, Wolfman, Creature from the Black Lagoon), Zorro, Santa B
1966	Batman with cape, Brutus, Olive Oyl, Goofy
1967	Baloo, Dopey, King Louie, Mowgli, Snow White, Green Hornet,

	monkey sailor	
1968	psychedelic hand and psychedelic flower	1969 Captain Hook, Peter Pan, Tinkerbell

Chapter 3

Connecticut, Here We Come!

The 1970s ushered in a new era. Business continued to be successful, demand was high and for the first time ever, PEZ would find a permanent home and start manufacturing in the United States.

The PEZ Pal line was expanded to offer seven new characters in 1970 alone. Additional dispensers were developed that didn't require licensing, thus making the business even more profitable. The series would be carried out throughout the decade with new additions added on occasion. The sheik was added in 1972; the ringmaster, engineer and bride and groom in 1975; and the sheriff in 1977. During this time, artwork on a couple of different candy boxes depicted a colonial judge or admiral, a character wearing a tri-cornered hat and a rolled powder wig and bow tie alongside several other known characters from the PEZ Pal line. For years, that's all it seemed to be—an artistic depiction. Years later in the early 2000s, Silvia Biermayr, a well-known collector in Europe, found the only known parts for this character in an assortment of material she acquired from a former home worker. The dispenser was assembled and is the only known example of this character in the world.

AUTHOR'S NOTE

Years ago in Europe, local residents living near the PEZ factories could make extra money by assembling the dispensers. They were able to pick up bags of parts, take them to their homes and assemble the parts into completed dispensers. They were paid for each dispenser they completely assembled and returned to the factory. Enterprising collectors ran ads in local newspapers trying to locate former home workers in an effort to locate vintage dispensers and parts. Some have been successful in finding long-forgotten variations.



The admiral part of the PEZ Pal series and currently the only known example to exist, circa 1970s.

Several years later, in 1978, the niece of the office manager was getting married. PEZ created a couple hundred special bride-and-groom sets to commemorate the event. Each dispenser was packaged in clear cellophane with a special paper insert that read “CLAUDIA and ROBERT October 6, 1978.” The dispensers were given away to guests who attended the wedding. The original dispensers with the special insert are quite elusive and have sold for more than \$3,000.

The European side of business had shifted gears as well. Throughout the 1960s, '70s and beyond, the European divisions adapted to the American marketing style and replaced most of the PEZ product line with child-friendly candy flavors and three-dimensional character heads on the dispensers. Not only was this method successful in the United States, but consumers across Europe and Japan overwhelmingly showed interest as well, making what we regard as PEZ popular worldwide.

In 1970, a promotional dispenser was created for Austrian banks. The *Sparefroh* dispenser was offered to children who put money in their bank account on World Saving Day (October 31). The little character with the red pointed hat and “coin” attached to its torso was used throughout Germany and Austria as the advertising character to promote this annual event. There are two variations of the original dispenser; both are extremely difficult to find. Complete examples in pristine condition have sold for more than \$1,000 each. The Sparefroh would be introduced once again in 2010 for another European banking promotion.

AUTHOR'S NOTE

Fun fact: The hair used for the bride dispenser was not the same hair that was used for the nurse in 1970. They are in fact different. While similar in style, the bride has her own unique hair that is only found on this dispenser.

In 1971, the hippo dispenser was introduced. Up to this point, the top of a PEZ dispenser was only a head. This marked the first time an entire body was placed completely on top of a dispenser. It was done for the European bank Länderbank as a promotional item. The golden yellow hippo sat atop a green dispenser base. It was inscribed on one side of the stem with “HIPPO” and on the other “LANDERBANK,” both in raised capital letters. Today, these dispensers are highly sought after by collectors; pristine examples have sold for hundreds of dollars each.

As sales throughout Europe and the rest of the world continued to grow, the facility in Linz, Austria, struggled to keep up with demand. On October 28, 1971, the PEZ factory in Ljubljana, Yugoslavia, opened for business; it continued to produce PEZ dispensers for over two decades. The firm Joze Kerencic in Ormoz, Yugoslavia, was chosen to manufacture the dispensers. The candy was to be manufactured with cooperation between Ed. Haas Linz and the Kolinska Company. Apart from providing product to the Yugoslavian market, Kolinska would supply PEZ-Unimint Ltd. in Munich and was responsible for an extensive export program to other parts of the world. Dispensers made in Ljubljana during this era can be found with the IMC 5 (Injection Mold Code) and two spelling variations: “Made in Yugoslavia” and “Made in Jugoslavia.”



An original Sparefroth dispenser, circa 1970. These dispensers must still have the “coin” attached (as shown) to be considered complete.



Left to right: Eduard Haas IV (Consul), Eduard Haas III, Horst Schafelner (export manager, PEZ-Haas), Yoshiharu Mano (general manager, Morinaga) and Tamotsu Matsuzaki (vice-president and representative director, Morinaga).

At this same time, the desire to grow led to a very successful business partnership and the expansion of PEZ into the Japanese market. In May 1971, PEZ International contacted the Morinaga Company. This Japanese enterprise, founded in 1899, owned eight factories and seventy-two distribution branches throughout Japan. The comprehensive list of items it offered included such items as chocolates, biscuits, caramels, sweets, candy, ice cream, coffee and some canned goods. PEZ seemed to be a perfect fit to add to its extensive line of products. In fact, PEZ was the only foreign product accepted into its assortment after the October 1971 liberalization of confectionery imports into Japan. A trade agreement was

signed in 1972 between the Morinaga Company and PEZ-Haas. This was the deal that would introduce PEZ to Japan. In the spring of 1972, PEZ was introduced to areas of Tokyo, Nagoya and Osaka.

Japan, a country regarded as advertiser friendly, allowed all media to be utilized to the fullest for PEZ publicity. The Dentsu Advertising Agency partnered, and publicity began. In March 1972, two hundred of the leading wholesalers in Japan were introduced to PEZ during the PEZ reception at the Prince Hotel in Tokyo. Television spots were put into place, and retailers were supplied with point-of-purchase material such as hats, paper flags, beach balls and colorful printed plastic bags to give away in support of this new novelty.

The area covered by the publicity campaign was inhabited by approximately fifty million people, ten million of whom are children under the age of twelve. On the basis of PEZ sales during the first four months of introduction, it was found that every third child had received a PEZ dispenser and every child had received 1.3 candy refills. At nearly three hundred point-of-sale locations, Japanese consumers were introduced to the PEZ Girls at various stores and supermarkets.

The PEZ Girls were stylish young women who wore the familiar bright blue-and-yellow outfits emblazoned with the PEZ Candy logo. The girls would demonstrate the new dispensers, provide free samples and promotional items and host in-store competitions to see who could properly fill a PEZ dispenser the quickest. In the last several years, Japan has spawned a strong collector market, and conventions specifically for PEZ dispensers called “PEZ-a go-go” have been held in various parts of the country. To this day, PEZ continues to enjoy a strong presence with Japanese retailers and consumers alike.



A shopkeeper preparing for a promotional event in Kurokawa, Japan, on August 18, 1972.



Introducing PEZ to the Japanese consumer during an in-store promotional event, circa 1972.



Japanese children receiving promotional items during an event in Kurokawa, Japan, circa 1972.



Children learning to load a PEZ dispenser during an in-store promotion, circa 1972.



A Japanese advertising sheet featuring paper costumes for your dispenser, circa early 1970s.



Japanese consumers learning about the new PEZ dispenser line in Kurokawa, Japan, circa 1972.

In 1972, PEZ created a special dispenser exclusively for the summer Olympic Games that were held in Munich, Germany. The Alpine Man dispenser was a mustached PEZ Pal character that wore a bristled green Alpine hat. There are two variations known to exist: one with a green hat and an extremely rare brown hat version. Both versions are almost impossible to find. Previous sales in collector circles have seen prices for a single example sell in the \$3,000 range for the green hat and considerably more for the brown hat.

By this time, PEZ had nearly twenty successful years of doing business in the United States, all the while importing the dispensers and candy from

its manufacturing facilities in Europe. It was time to consider expanding operations and building a manufacturing headquarters stateside.

The man largely responsible for coordinating the expansion of PEZ manufacturing into Connecticut was Roger W. Boyd. Boyd was the Union Trust Company's vice-president for economic development and traveled throughout Europe with the New England Reverse Trade Mission. He was chairman of the Economic Development Commission of the town of Orange, Connecticut, where he and his family lived. Boyd made regular trips to Europe, meeting with various businesses and discussing opportunities to expand their operations to locations in Connecticut. The following redacted summary is from a document Boyd provided during a meeting on July 20, 2010. The original document is just over two full pages in length and was typewritten by Boyd himself. (The final part of the documents was omitted as it mainly talked about the financing details and monetary conversion rates.)



An extremely rare brown hat version of the Alpine man created for the 1972 Olympics in Germany.

In 1972, the PEZ-Haas Company headquartered in Vienna, Austria and with plants in Vienna and Linz, Austria desired to increase their penetration and their products in the U.S. market. They felt the way to do this was to put a production plant in the United States.

The Company

The PEZ-Haas Company is an old family company dating from pre-World War I. Initial products were products for the kitchen, baking soda, baking powders, mustard, etc. The product line had been expanded to where there were the main importer and wholesaler of many food products, some from the United States, for example Kellogg products, others from Great Britain, others from Sweden. The firm was headed up by a family dynasty, Mr. Edward Haas III, a gentleman currently 85 years of age; his son Edward Haas IV, approximately 55 years of age; and the younger generation just coming into the firm Edward Haas V, who is approximately 24 years of age. Active management consisted of the two elder Haas's, a business manager, Mr. Ludwig Kollman, and the manager of the U.S. operation, Mr. Curtis Allina. Behind the scenes the wife of Mr. Edward Haas IV, a very astute business manager, played a major role. Both the family and the firm were highly respected members of the Viennese business community.

The Situation

At a meeting in Vienna in August 1972, the two elder Haas's, Mr. Kollman, and Mr. Allina met with me to discuss their problem. Their predominate export to the United States was a small candy, commonly known as PEZ, which along with a unique dispenser was sold predominantly for children. Sales in the United States

of this product in 1972 approximated several million dollars. The company desired to produce this product and the plastic dispensers in the United States and increase their penetration in the U.S. market, as well as producing and importing additional products. In 1972, the company had a warehouse in Long Island City, Long Island, a corporate office in New York City, and utilized public warehouses in the Chicago area and the California area. Because of the access via Kennedy Airport to Vienna, a decision was made that any facility should be in greater New York region. The U.S. executive vice president, Mr. Allina, had recently purchased and refurbished a very nice home in Larchmont, New York, and was reluctant to give that up. As a result, any location had to be within commuting distance of Larchmont, New York.

The Solution

In November 1973, the company constructed a 35,000 sq. ft. facility employing approximately 90 individuals in the town of Orange, Connecticut.

The Problems

The basic problems started out with language. The elder Haas's while both conversant in English, refused to do business in English and, therefore, it was necessary to work through an interpreter. The second problem was one of understanding. Because of the confusion between language and the metric system, initially we started out looking for a 100,000 sq. ft. building. I might add that this process took several trips to this country by the younger Mr. Haas and Mr. Kollman, as well as several trips back to Vienna, during which a very pleasant working relationship was established. It was only after the PEZ

people looked at several potential facilities that the discrepancy between what they said they were looking for and what they were really looking for became apparent. An initial settlement was made on a site owned by a corporation in Norwalk. Everything was in order until a hearing was held by the Planning and Zoning Department in Norwalk, which was reported in the newspaper and headlined to the effect that a foreign company wished to build a plant in Norwalk which would be in an area not serviced by sewers and would pollute Norwalk's drinking water. The immediate response of the PEZ people to this adverse publicity was to cancel all contractual arrangements for the Norwalk site and look for a new site. Such a site was procured on a handshake in the town of Orange, which was also not serviced by sewers, a fact which is immaterial since only sanitary waste and no processed waste was to be disposed of.

AUTHOR'S NOTE

During our meeting, Boyd (who was ninety years old at the time) left quite an impression on me. He had an incredible memory and recounted stories from nearly forty years earlier like they had recently happened. I initially spoke to him over the phone. I remembered an interview that was conducted with him for a book that was written about PEZ in the early 1990s. It said that Boyd was a resident of Orange in the 1970s. I had recently moved to the area to work for PEZ, so I began to look for him. With phonebook in hand, I started down the list. It wasn't long until I found *the* Roger Boyd!

I explained why I was calling and that I had just moved to the area to work for PEZ. I asked if he would be interested in meeting with me and seeing what the company looked like today; after all, he was the man instrumental in bringing PEZ to Connecticut. To my pleasure, he agreed. Boyd arrived at the PEZ offices on the morning of July 20, 2010, driving his own car and looking very enthusiastic. He hopped out of the car, briefcase slung under his arm, and walked briskly across the parking lot. He was a tall man with a firm handshake and did not appear to be anywhere near his ninety years of age.



The author and Roger Boyd at the PEZ offices in Orange, Connecticut, July 20, 2010.



A rare candy tin belonging to Roger Boyd. Consul Haas gave this to Boyd as a gift during a business visit to Europe.

We met and talked for several hours. Boyd brought many of his personal files and photographs from his work with PEZ and offered them to me for the archive. He shared stories of meetings he had with Eduard III and the Haas family. The documents, news clippings and other related material he offered provided more detail of the formation and transition of PEZ from New York to Connecticut. We met again briefly later that year when he found a few more things in his records relating to PEZ that he wanted to share. Unfortunately, his health was declining at this time, and he commented how disappointed he was to be moving from his longtime residence in Orange. I was saddened to hear of his passing the following April. I'm honored to have met Boyd and proud that I can help share a small part of his story.

PEZ closed the deal on land in Orange, Connecticut, and the groundbreaking ceremony to begin construction took place on November 19, 1973. In attendance were the local bankers who provided financing for

the project Fred Kenny and Dave Tapley; the town of Orange first selectman Ralph Capecelatro; the builder, Richard Maconi; Orange Economic Board of Development member Roger Boyd; Curtis Allina, the man who would head up this new operation; and Fred Blum, advertising manager for PEZ Candy.

Construction moved quickly throughout the winter of 1973, and the building was complete and operational in early 1975. Candy presses and wrapping machines were brought in from Europe, along with an industrial engineer named Klaus Schultza from Austria. He was in charge of starting up the manufacturing process, positioning the equipment and establishing production procedures. By all accounts, he was a stern man.



The groundbreaking on November 19, 1973. *Left to right:* Fred Kenny (Union Trust vice-president), Dave Tapley (Union Trust senior vice-president), Ralph Capecelatro (first selectman of Orange), Curt Allina (PEZ Candy vice-president), Fred Blum (PEZ Candy advertising manager), Richard Maconi (builder) and Robert Wendler (architect).

Candy Company Will Construct Plant In Orange

Ground has been broken in Orange by the Haas Food Manufacturing Corp., an Austria-based firm, for a Pez Candy manufacturing plant from which the famous Pez Candy and Pez Candy Dispensers will be distributed to the entire Western Hemisphere. This marks the first time that this popular candy product will be manufactured in this country.

The design of the plant will make an important contribution to the environmental maintenance of the greater New Haven area according to Curtis J. Allina, company executive vice president and treasurer.

In addition, Mr. Allina said, "the plant will initially employ about 100 persons." He said it is a recognized business fact that for every 100 plant jobs a company provides, between 400 and 700

service and support jobs are created in the plant community.

"We are happy to be able to make that kind of economic contribution," Mr. Allina stated.

Mr. Allina projected that construction of the 30,000-square-foot plant and office complex, due for completion by mid-1974, would also benefit the nation's balance of payments position. Instead of importing from Europe, Haas will export Pez Candy.

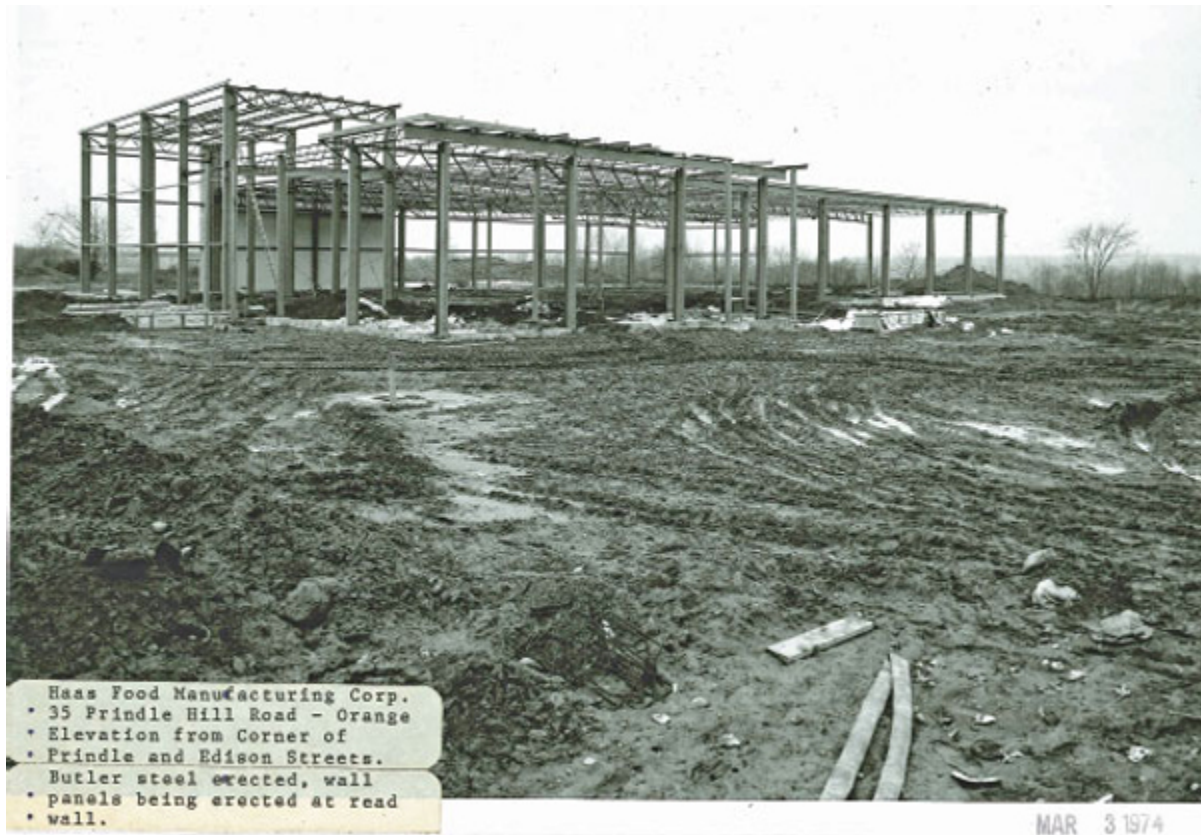
Pez Candy is manufactured in the form of small mints which are dispensed from a variety of colorful dispensers featuring heads, including seasonal ones such as Santa Claus, have proven to be one of the popular features of Pez Candy.

In addition to Pez Candy, HFMC will also manufacture a number of food products that have been made by the Haas

Food Company in Europe for the last 50 years.

The president of the Haas Food Manufacturing Co. is Edward Haas. Mr. Alina is also executive vice president of the Americas sales organization Pez-Haas, Inc., New York, the largest of the 48 worldwide Pez sales organizations.

A local newspaper clipping announcing the building of the PEZ factory in Orange, Connecticut, circa 1973.



The steel frame structure of what would become the first and only PEZ Candy factory in the United States, circa 1974.



Left to right: Curt Allina (PEZ USA), Ludwig Kollmann (PEZ International), Richard Maconi (builder) and Roger Boyd (Orange Economic Board of Development), circa early 1973.



Second from left: Curt Allina; middle: Richard Maconi; far right: Eduard (Consul) Haas IV. The other two men are not identified, circa 1974.



Curt Allina, first executive vice-president of PEZ USA, during the construction phase; his office would be at the top corner just to his right.

Documents from Roger Boyd recounted the initial start-up process:

An industrial engineer was sent from Austria for start-up operation. His management philosophy indicated that at 8:00 am the employees, consisting mainly of women, would take their places, start their jobs in wrapping, packaging, etc., and have no conversation until a break period of 15 minutes at 10:00 am. The philosophy that people could talk while they worked was completely foreign to his concept.

Needless to say, that process of work would quickly change.

As production got underway, business progressed nicely and sales continued to grow. By the middle of the decade, our country was planning and preparing to celebrate the bicentennial, and PEZ was no different. A series of patriotic bicentennial dispensers was planned that included several notable historic figures such as Betsy Ross, Paul Revere and Daniel Boone. Up to this point, the characters that had graced the tops of dispensers were either fanciful PEZ-created originals, licensed characters or cartoon-like depictions of people. This marked the first time real people or representations of real people were used. The trade marketing and advertising of this special event was expanded to include pull-out posters with bright, colorful graphics and special mail-order offers like T-shirts, all celebrating our two hundred years as a nation.

As the United States celebrated the bicentennial in 1976, the XII Winter Olympic Games were held in Innsbruck, Austria, on February 4–15. PEZ created a special, exclusive snowman dispenser for this event. *Schneemann* (“snowman” in German) was the first official mascot of the Winter Olympic Games. This friendly-looking, humanesque snowman with outstretched arms and a red Tyrolean hat was used on a wide variety of products and tchotchkes. *Schneemann* was exclusive to the Olympics and is difficult to find today. Examples in pristine condition have sold for several hundred dollars, but watch out for replacement parts. The hat was easily removed and often replaced with a rubber hat from a similar-sized *Schneemann* keychain that was also sold at the time.

AUTHOR’S NOTE

On February 9, 2016, one of these Olympic snowmen still in the original packaging sold on eBay for \$1,410 Euro (\$1,592 USD).

In the late 1970s, PEZ introduced two new concepts: dispensers that were made in the United States and dispensers made with rubber heads. Unfortunately, neither lasted very long. On paper, both seemed like wise decisions. Global circumstance had its effect, and despite best efforts, neither project could be made to work. In an effort to save on lead time and cost, dispensers were manufactured briefly in the United States in the mid-1970s to early 1980s. Reddy Plastic in Montpelier, Vermont, was selected to manufacture the dispensers. Reddy had been in business since 1951 and was already manufacturing a number of other plastic items for children and infants. It seemed a natural fit for it to make PEZ dispensers as well. Negotiations between Reddy president Gordon Wilkinson and PEZ Candy, Inc., led to a manufacturing agreement and additional equipment purchased by Reddy to meet the new demand. Reddy manufactured the stem, sleeve, candy buttons and accessories for heads such as hats, beards, mustaches, etc. It is believed some heads were also produced in the Reddy facility. Workers assembled the dispensers on site and then shipped them to the Orange, Connecticut facility for distribution.



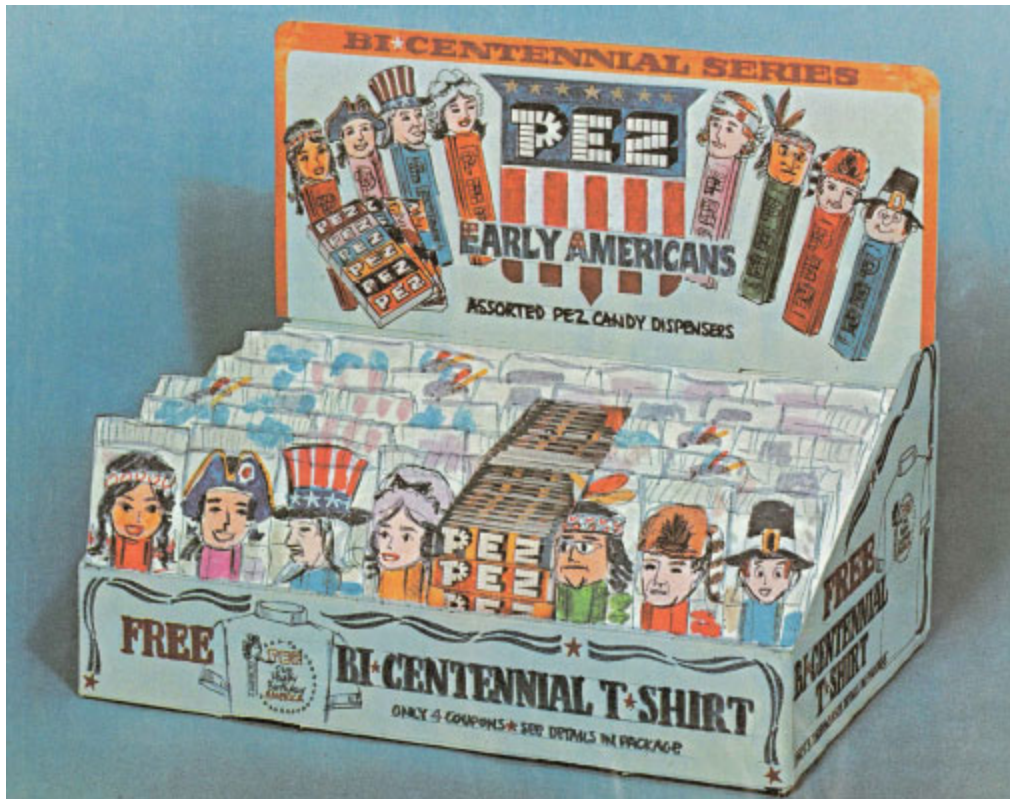
Early operations showing the candy press room inside the newly opened Orange, Connecticut factory, circa 1975.



The production line making vending machine refill boxes in the newly opened factory, circa 1975.



A candy wrapping machine in Orange, Connecticut, circa 1975.



An artist's rendering of the bicentennial series counter display and dispenser concepts, circa mid-1970s.



A promotional poster advertising the new bicentennial series, circa mid-1970s.



Artwork found on the back of the packaging for the Olympic snowman dispenser, circa 1976.

In theory, dispensers could be made, shipped and received faster coming from Vermont than they could shipping from Austria or Hong Kong, reducing cost and increasing response time. During this time, some of the more unusual color variations were introduced, like those found on the rare color ponies (green, purple and yellow heads). There were also a number of “Made in USA” stems produced in colors not previously found on dispensers that were imported. Today, “Made in USA” dispensers are of special interest for collectors and command a premium just because of the markings. In the late 1970s, a good part of Reddy’s other business slowly started to disappear. Products it had made for years started shifting to manufacturing facilities outside the United States. By 1982, the company was out of business.

The rubber heads were created in an effort to simplify the production process and increase response time in filling orders. It was thought a large number of dispenser bases could be warehoused and ready to

accommodate whatever character line was requested by the retailer. A generic cap was developed for the top of the dispenser base that had a post and ball. The inside of the rubber head had a hole that acted as the receiver, and any choice of heads could easily be snapped into place.

**On average, a single machine can wrap 360
candy rolls of candy per minute.**

It was thought these rubber heads would lower cost and increase efficiency. The heads could be manufactured in Hong Kong and ship in smaller boxes, reducing cargo space. The stems could be manufactured in the United States and assembled specifically per order received. This would lessen or reduce the need to have a large number of finished goods on hand that were just sitting waiting to be sold.

In 1979, the second oil crisis occurred in the United States due in large part to decreased oil production as a result of the Iranian revolution. The price of crude oil more than doubled, and long lines at the gas station appeared once again. Since crude oil is the principal raw material in the production of synthetic rubber, this meant that the cost to produce these rubber heads was now going to be prohibitive.



An industry trade show, circa late 1970s. Notice the floor shipper Eerie Specter dispensers in the center of the photo.



Rare Disney soft head dispensers never sold at retail, circa late 1970s. *Left to right:* Dumbo, Donald Duck, Captain Hook, Goofy, Pluto and Mickey Mouse.

Before the program ended, there were three different series of rubber heads created:

- Superheroes (Batman, Batgirl, Wonder Woman, Joker and Penguin)
- Erie Specters (Air Spirit, Diabolic, Spook, Vamp, Zombie and Scarewolf). These were the only two series that made it to retail distribution.
- Disney characters (Donald Duck, Mickey Mouse, Dumbo, Captain Hook, Pluto and Goofy). The Disney series was never sold at retail. Examples known today have all come from former employees, causing the prices for the few known to reach into the thousands of dollars each for these dispensers.

Some rumors have suggested Disney did not approve the likenesses of these characters and the line was dropped for lack of approval. Although this is possible, it was likely not the case. Mary Poppins was rejected a few years earlier in 1973 for this reason.

The plastic caps with the post and ball were intended for rubber-headed dispensers. The only plastic head dispenser that can be found that uses this cap to attach the head is the crocodile that was introduced in 1976—perhaps a method PEZ was considering on a much wider scale.

In 1979, two of the rarest dispensers were added to the line: pear and pineapple. Both are humanesque dispensers, with facial features that would be part of the “crazy fruit” line joining the orange dispenser first introduced in 1975. The pear, wearing a green visor with a bright red stem, featured a printed face consisting of two eyes and a wide smile. The pineapple wore a pair of white sunglasses and can be found with a short or tall green leafy top. There is a tiny nub that the bridge of the sunglasses should rest on; the nub is delicate and is often broken on examples. Examples of the pear have sold for almost \$1,000, and pineapples, when found, have sold for as much as \$3,000. This is a big difference from the orange, which can be found with relative ease and generally sells in

collector circles for about \$150. The pear and pineapple are both difficult to find in comparison to the orange, and no one can say for sure why. Paperwork found indicates there were ten thousand of each of these dispensers ordered in 1979, but two of the three are difficult to find at best.

HAAS FOOD
Manufacturing Corporation
25 Finkle Rd East, P.O. Box 967
Chgo, Ill. 60477
Phone (312) 761-0227

PURCHASE ORDER
No. 2658
Date February 7, 1979

To: Hochmuth & Fehrbach, Inc., Texas
Address: Valderramastrasse 16
City: 4022 Linz State: Austria Zip: _____

PLEASE NOTE
ALL INVOICES, PACKAGES,
ETC. MUST SHOW OUR
ORDER AND ITEM NUMBERS

Quantity	Item No.	Description	Unit Price	Total
10,000	304810	PEAR Dispenser "Purpura" (Kuerbis) ORS	133.35/100	
10,000	304810	PEAR Dispenser "Purpura" (Kuerbis) ORS	133.35/100	
10,000	304810	PEAR Dispenser "Purpura" (Kuerbis) ORS	133.35/100	

CONFIRMATION ORDER ONLY
DO NOT DUPLICATE
(Your letter HL 2, 2/2/79)

Importer: Within Certification Required ☐ Please Send Copies Of Your Invoice With Original Bill of Lading

Signature: _____

HAAS FOOD
Manufacturing Corporation
25 Finkle Rd East, P.O. Box 967
Chgo, Ill. 60477
Phone (312) 761-0227

PURCHASE ORDER
No. 2655
Date February 7, 1979

To: Hochmuth & Fehrbach, Inc., Texas
Address: Valderramastrasse 16
City: 4022 Linz State: Austria Zip: _____

PLEASE NOTE
ALL INVOICES, PACKAGES,
ETC. MUST SHOW OUR
ORDER AND ITEM NUMBERS

Quantity	Item No.	Description	Unit Price	Total
10,000	304870	PEAR Dispenser "Pineapple" (Kuerbis) ORS	9.71/100	

CONFIRMATION ORDER ONLY
DO NOT DUPLICATE
(Your letter HL 2, 2/2/79;
your order # 011129)

Importer: Within Certification Required ☐ Please Send Copies Of Your Invoice With Original Bill of Lading

Signature: _____

RECEIVING
RECEIVING

Purchase orders dated 1979 showing that ten thousand of the pear and pineapple were ordered. No one can say for sure why they are so rare today.



The only known example of the lemon dispenser.

Paperwork found in the PEZ archive lists a “Tropical Fruit” series that includes pineapple, orange, half-coconut and banana. There is no mention of the pear (which was actually made) or any evidence indicating the half-coconut or banana was ever produced. Years later, at a collector convention in Stamford, Connecticut, a previously unseen dispenser was unveiled for the first time. A lemon came from the collection of a former employee. The dispenser was fully functioning and appeared to be a production piece, not a lone handmade sample. The yellow, lemon-shaped head had a pair of tiny green transparent glasses on the end of its “nose” and a small, round blue hat with a white bow on top. Handwritten markings on the internal sleeve were consistent with other markings found

on early known prototypes. Experts were on hand to examine and authenticate the dispenser, and it remained on display for the duration of the show. Today, the dispenser resides in a private collection and is the only one known to exist.

AUTHOR'S NOTE

One plausible scenario that explains the pear and pineapple shortage comes from a story related by a longtime employee that recounts at some point around this time a container of goods arrived at the factory in Orange from overseas. When the container was opened, the entire contents had the strong smell of garlic. It was found that during the transport process, another container was loaded on top of the dispenser shipment and severely leaked, and garlic oil found its way inside the container. Nothing could be done to salvage the goods, and the entire container was sent to the landfill.

Major changes took place at PEZ in 1979. Longtime executive vice-president Curtis J. Allina left PEZ, followed shortly thereafter by other longtime senior leaders. The change in management personnel is likely why the rubber head program failed to move forward (coupled with an unexpectedly high production cost). The planned efficiency and cost savings would be lost, and the vision was now gone.

DISPENSER TIMELINE: 1970s

1970 angel with ornament loop, Santa with ornament loop, chick in egg
no hat, elephant with hair, Indian chief, lil' lion, Mr. Ugly,

	octopus, one-eye monster, pony, three-piece witch, Sparefroth and seven new PEZ Pals: doctor, fireman, girl, maharajah, nurse, pirate and policeman
1971	hippo, Indian brave, Mickey Mouse with removable nose
1972	Alpine Man, knight PEZ Pal, sheik PEZ Pal, skull, Make-a-Face
1973	raven, cowboy, panda, duck with flower, cat with derby, cow A, Pinocchio B, Mary Poppins, Jiminy Cricket
1974	snowman, Asterix, Obelix, Muselix
1975	cockatoo, gorilla, long face clown, Daniel Boone, Betsy Ross, Uncle Sam, Pilgrim, captain, wounded soldier, Indian maiden, stewardess, pilot, bride, groom, engineer PEZ Pal, ringmaster PEZ Pal, orange, practical pig B
1976	chick in egg, cow B, crocodile, elephant with flat hat, elephant with pointy hat, fishman, giraffe, lamb, lion with crown, Mimic the Monkey, rooster, Olympic Snowman, yappy dog
1977	astronaut B, sheriff PEZ Pal, duck nephew, Scrooge McDuck, Dumbo
1978	Bambi, Bugs Bunny, Chip, Captain America, Daffy Duck, Dalmatian, Hulk, Merlin Mouse, panther, Red Nose Reindeer, Speedy Gonzales, Spiderman, Sylvester, Thor, Thumper, Tweety Bird, Winnie the Pooh
1979	Soft Head Superheroes: Batman, Joker, Wonder Woman, Batgirl, Penguin; Soft Head Disney (not sold to the public): Captain Hook, Donald Duck, Dumbo, Goofy, Mickey Mouse, Pluto; Soft Head Monsters: Air Spirit, Spook, Vamp, Diabolic, Scarewolf, Zombie; Peter PEZ; pineapple; pear; A and B series trucks; Coach Whistles

In 1979, the suggested retail price for a dispenser with candy in a clear cellophane bag was fifty-nine cents; that usually included one dispenser

and two rolls of candy. The suggested retail price for the exclusive supermarket program introduced that year (featuring one dispenser and four rolls of candy on a blister card) was seventy-nine cents. This was referred to internally as a 1+4 (one dispenser and four rolls of candy) The same terminology is still used today; more commonly now though, most blister cards are 1+3 (one dispenser and three rolls of candy).

Chapter 4

Quiet Times

The 1980s ushered in a new era. Two longtime senior leaders who were key in development and vision for the company had left. Curt Allina and Fred Blum had retired or moved on to other opportunities. Andy Udvarhelyi was brought in to lead the company. Udvarhelyi took the executive vice-president position in the fall of 1979 and remained until 1982. Upon Udvarhelyi's departure, Frank Lundblad assumed the leadership role for a brief time through the remainder of 1982 into early 1983.

In 1983, Scott McWhinnie became president/CEO. McWhinnie had been vice-president of marketing for a toy company prior to working for PEZ and had just come from a leadership role at General Mills in the children's cereal division. His background seemed like a natural fit for PEZ. During McWhinnie's tenure, a couple of notable things happened: blister card packaging went from solid red, blue and green colors to the themed artwork we continue to see today, and feet were added to the dispenser bases in 1987 to help them stand upright. The latter of these two

changes is regarded by most collectors as the division between new and vintage dispensers.

Some of the dispensers offered in 1980 added a new layer of play value and entertainment: whistles. Merry Music Makers, as they were called, had a round tube inserted in the back of the head that made a kazoo-like sound. The initial line included camel, clown, dog, donkey, duck, lamb, pig, rhino and rooster. “MMMs,” as collectors often refer to them, offered a fun new product direction without the cost of licensing fees. The following year, the line was expanded to include a frog, koala, panda and owl. The whistle idea was smart; unfortunately, it added a layer of cost to the dispenser that ultimately led to them being retired.

ANDY J. UDVARHELYI IS CHIEF EXECUTIVE OFFICER OF PEZ-HAAS, INC.

Eduard Haas III, President of PEZ-HAAS, INC., and Eduard Haas IV, President of HAAS FOOD MANUFACTURING CORPORATION, have appointed Andy J. Udvarhelyi Executive Vice President of the two U.S. companies. Andy J. Udvarhelyi replaced Curtis J. Allina as of August 16, 1979. In addition to his managerial position, Andy J. Udvarhelyi will especially supervise the area of sales, marketing and product development.

Andy J. Udvarhelyi held a series of top management positions and had served as president of the Alpi Group of Companies in New York and Chicago since 1973.

PEZ Candy, which is manufactured and sold worldwide, has been distributed in the U.S. ever since 1953 and manufactured in Orange, CT since 1974.



PEZ-HAAS, INC.

F. Blum
F. Blum
Advertising Manager

PEZ-HAAS, INC. 35 Prindle Hill Rd., Orange, CT 06477

A press release, dated September 5, 1979, announcing Andy J. Udvarhelyi as the chief executive officer of PEZ-Haas, Inc.



Groundbreaking photo, circa mid-1980s. *Left to right:* Lisa Viera (computers), Carl Quaranta (vice-president, sales), Kathy Testa (sales), Scott McWhinnie (president/CEO), Dora Dwyer (treasurer) and Mark Morrissey (plant manager).

Most whistles can be found with or without feet. The owl whistle was the last dispenser in this line to be produced. The multiple-piece head required separate molds for each piece. The expense to produce, assemble and pad print along with the whistle tube exceeded cost estimates, and the dispenser was dropped from production. Few of these dispensers were made, and none that are known made it to retail. Examples today in excellent condition have sold for almost \$2,000 each.

During the 1980s, PEZ started moving away from the longtime, iconic PEZ Girl advertising and started using a clown mascot dubbed “Peter PEZ.” The girls had been a key part of advertisement from the inception of the brand. Their look and style evolved with the times, and dare I say, they

were as relatable to the brand as the candy itself. The Peter PEZ dispenser was first introduced in 1979, followed again in 1993 and again in 2001 but with a noticeable makeover. The '93 version was nearly identical to the '79 version with the exception of the name "PEZ" on the front of the clown hat and, of course, feet on the dispenser base. Both versions said "PEZ"; the remake would use the brick shape logo, and the original did not.

Advertising with the clown image would soon follow the initial Peter PEZ release and would remain in place for several years to follow. The majority of advertising used a photo of a person in costume dressed as the mascot. The clown would appear at industry events and special events such as supermarket promotions. The use of the clown mascot was not as widespread as that of the PEZ Girls; likely, the imagery didn't resonate with consumers quite the same. Perhaps the difficulty and added expense of hiring talent to portray the character was a factor in the decision as well. Once the remake dispenser was issued in 2001, the mascot, as well as any advertising associated with the clown, quietly faded into the background.

PEZ acquired two major licenses in 1980: MGM and Warner Brothers. The MGM licenses included such notable dispensers as Barney Bear, Tom & Jerry, Spike & Tyke and Droopy Dog. The license would be carried for most of the 1980s and would provide a wide variety of dispenser variations. The Warner Brothers license added new characters that included Cool Cat, Foghorn Leghorn, Henry Hawk, Wile E. Coyote and Petunia Pig.

On October 31, 2010, a rare elephant dispenser sold on eBay for \$6,254.89.



Peter PEZ mascot, circa early 1980s, with the PEZ sales team. *Left to right:* Jerry Deignan, Flora Tartaglia, Howard Cohen and Carl Quaranta.

The following year, in 1981, the DC Comics license was expanded to include Wonder Woman. Several versions of Wonder Woman would be offered over the years, including a soft head variation that is the most valuable. Most notably, the Wonder Woman dispenser was often used by people bootlegging KISS dispensers. Perhaps her long hair made it the easiest to convert from superhero to the painted-face band members. PEZ would go on to release an actual KISS set in 2012.

That same year, the Incredible Hulk was updated from the original 1978 release and added to the Marvel line, this time in a lime-green version. Seasonal offerings were updated with a new jack-o'-lantern and snowman

dispenser, and the trucks were updated with a new “C” series version. The “C” designation refers to the version or series; in this case, it was the third series. A was the first, B was the second and so on. The easiest way to tell the first three truck series apart is by the rear wheels. “A” series trucks only have one set of wheels with a single fender and axle on the trailer. “B” series trucks have two sets of wheels on two separate axles, and the fender has an indentation between the rear wheels that looks like the capital letter *B* on its side. “C” series trucks also have two sets of rear wheels and a smooth fender that coincidentally looks like an elongated letter *C* turned on its side.

In 1982, PEZ received a high-profile mention in the Steven Spielberg movie *E.T. the Extra Terrestrial*. The main character, Elliot, shows E.T. a variety of toys and action figures, including a PEZ dispenser, and describes them to the alien: “See this is PEZ, candy. See, you eat it. You put the candy in here, and then when you lift up the head, the candy comes out and you eat it. You want some?” It wasn’t for another twenty years, until 2002, that an E.T. PEZ dispenser would become reality.

In 1982, PEZ launched an Annie dispenser to coincide with the movie release of the same title. Unfortunately, the movie wasn’t a hit, and neither was the dispenser, making it somewhat difficult to find. That same year, PEZ produced another space gun to capitalize on the space craze caused a few years earlier with the *Star Wars* movie. The space guns could be loaded in similar fashion as a traditional dispenser; the “clip” worked like a dispenser base and was slid into the grip of the gun. When the trigger was pulled, the gun actually shot candy. Two versions of the gun exist, one “Made in Austria” and the other “Made in Hong Kong”; both could be found in either red or silver. The silver color is the harder of the two colors to find.

Production of the guns ceased soon after, and the tooling molds used to make the guns were sold to a company in Taiwan. The Taiwanese company

used them to produce the DSH Space Gun. The color of the gun was remolded in either white or black plastic, with the letters “DSH” now replacing the PEZ logo once found on the top of the grips. Instead of shooting candy, the gun shot black plastic pellets that happened to be similar in shape to that of a PEZ candy tablet. The packaging graphics depict an outer space theme with several astronauts on an alien planet fighting a serpent-like monster. There is no indication on the packaging or gun that offers a clue as to what “DSH” may stand for. The gun has interest with space gun collectors as well as PEZ collectors. Examples rarely show up for sale, and when they do, they have sold for several hundred dollars each.

One of the rarest dispensers known has its roots in 1982 as well. The “World’s Fair Astronaut” was created but never offered to the public. The dispenser looked identical to the astronaut dispenser that was first released in 1977; the notable difference was the inscribed dispenser base. In raised letters on the side of the stem are the words “1982 World’s Fair Knoxville Tennessee.” There are two versions of the World’s Fair dispensers known; one astronaut has a teal-green stem and helmet, and the other has a green stem and white helmet. Both have the exact same inscription, and for those of you paying close attention, yes the name Tennessee was spelled incorrectly. No one can say for sure why this dispenser was made or how it was intended to be sold. Nothing to date has been found in corporate records that can shed light on this project. Anyone who worked on the project left the company years ago. One can only speculate as to why this project never made it; perhaps it was the misspelling that led to its demise.

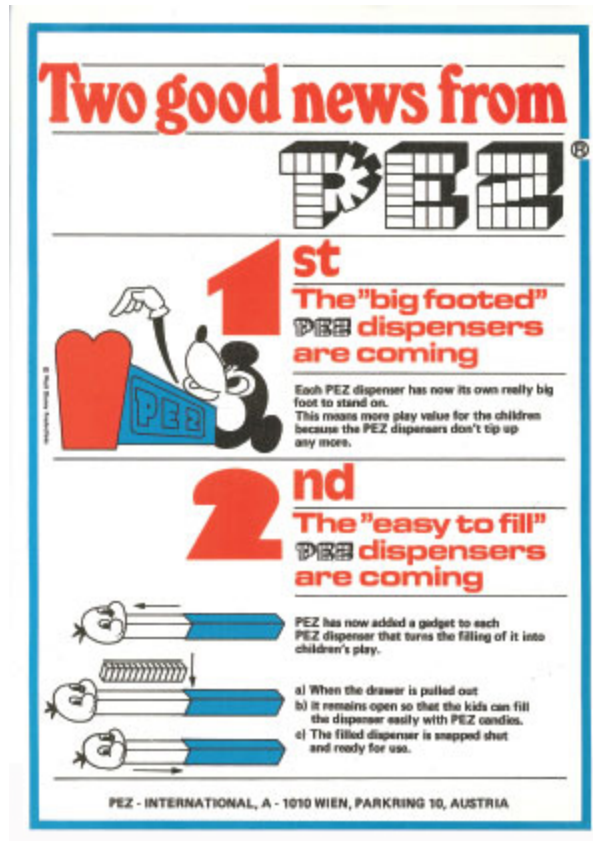
**PEZ was first introduced in 1927 as a breath
mint for adults and an alternative to smoking.**

Some years later, at a collector convention in Stamford, Connecticut, the owner of one of these World’s Fair dispensers agreed to have the item

on display and offered to sell it to anyone who was willing to pay the \$100,000 asking price. The dispenser was displayed for the duration of the show and was accompanied by its own uniformed security guard. The dispenser drew a lot of interest from the media and those attending the convention. In case you are wondering, even with all the attention, the dispenser did not sell.

As the '80s progressed, the yearly offerings shrank to the point of only one or two new dispensers being released per year. In 1984, PEZ partnered with Ralston Purina to offer a free roll of PEZ candy on select boxes of Donkey Kong Jr. cereal. The boxes included an offer that could be mailed in to receive a Donkey Kong Jr. dispenser. The same dispenser happened to have been released years earlier as the monkey sailor; the difference now was a very small transparent sticker with a single *J* that had been applied to the sailor cap of the monkey. Today, the monkey sailor can still be found with relative ease, but good luck finding the *J* version. For most examples, either the adhesive sticker has long since dried up, causing the sticker to fall off, or it was easily peeled off. Either way, finding one with the sticker intact is quite difficult. The cereal box with the PEZ promo has become quite collectible in itself. Box collectors (yes, there are people who collect cereal boxes) as well as PEZ collectors search for this coveted box. Original examples, when found, have sold for several hundred dollars each.

The year 1984 was a pivotal one for PEZ in Europe. It was this year when feet were first added to the dispenser bases to help them stand upright. The idea to be able to stand your dispenser up while on display was challenging because the narrow base and wider, usually heavier head on top caused the dispenser to tip over. The solution to the problem would be called “feet”: small, rounded tabs added to the base that would now give the dispenser added stability.



European advertisement, circa 1984, announcing feet would be added to the dispenser base.

A few years later, in 1987, feet would be added to all dispensers sold in the United States. The initial launch in both Europe and the United States was footed dispensers that are known by collectors as “thin feet.” The tabs weren’t very thick and, because of the delicate nature, could be broken rather easily. Dispensers were shipped in bulk boxes for packaging, and the feet were often damaged or broken in transport. After several years, the damage to new product became such a problem that PEZ reinvested in the tooling to come up with a solution. The remedy to this situation was to add more plastic. The thickness of the feet nearly doubled, creating a new variation among collectors: “thin feet” versus “thick feet.”

Thin-footed dispensers were sold for several years before transitioning into the footed version that is currently offered today. Recent time has

shown increased interest among collectors to find these thin-foot variations. Sale prices on the secondary market have shown a modest increase in value.

Many dispensers released during this time can be found with or without feet. They are known as transition pieces. Since PEZ usually keeps a good amount of finished goods on hand, anytime a change is made, it can take some time to filter through existing dispensers before the changed design is seen at retailers. This was a dramatic change and took longer to completely transition into the new footed design. It also marks the point in time when most collectors draw the distinction between vintage and modern dispensers.

In 1984, Sarajevo, Yugoslavia, hosted the XIV Winter Olympic Games. This was the first Winter Olympics held in a communist state. Readers of Yugoslav newspapers were asked to choose the mascot for the Winter Olympics from six potential finalists: a chipmunk, lamb, mountain goat, porcupine, snowball and wolf. The latter was the contest winner: a little wolf named Vučko (pronounced voo sh-co), designed by Slovenian illustrator Jože Trobec, would go on to represent the Olympic Games as its official mascot.

PEZ introduced the Olympic mascot as a dispenser exclusive to the games. Three main variations of the wolf were offered: no hat, stocking cap and bobsled helmet. Today, there are numerous variations of these three dispensers that can be found—some with black or gray heads, some with red or yellow hats and helmets, some with red or gray noses and of course feet or no-feet versions, to name a few. If you look closely at the back of their heads, you will find the Olympic Rings molded just under that hat.

These dispensers are difficult to find, and those that have surfaced recently generally come from European countries. Prices for more common versions have held fairly steady in the \$200 to \$300 range, with

unusual examples commanding an additional premium. The Olympic wolf is a more recent dispenser, or at least one from a time when production numbers should have been quite high. Collectors have often discussed the possibility of finding large stashes of this dispenser that have been stored away. Chances of that, however, are highly unlikely. Sarajevo was under siege and in the middle of war for nearly four years. The city was devastated by this war, and anything that was stored away was probably destroyed. This dispenser will likely remain difficult to find, and versions that do surface are often snapped up and put into private collections. The Vučko wolf has remained a symbol of Sarajevo ever since the Olympic Games.

In 1984, PIF the dog was released. PIF was the original creation of French comic artist Jose Cabrero Arnal and dates back to 1948. The humanized yellow dog, originally titled *Pif et Hercule*, was a regular part of the French newspaper *L'Humanité*. PIF later got his own magazine called *Pif Gadget*, which was very popular with children. The “gadget” part of the title referred to the free toy that came with each issue. The magazine spawned some international spinoffs such as *YPS* in Germany and *Jippo* in Scandinavia. It was the *YPS* spinoff that gave us the PIF PEZ dispenser.

AUTHOR'S NOTE

For most collectors, footless dispensers are usually more desirable. Desire doesn't always translate to value, and as we have learned, there are exceptions. When given a choice between a footed and non-footed dispenser with the same head, the preference is usually toward the non-footed version. When the overall condition of two dispensers is the same, a non-footed dispenser will almost always sell for more than the

same dispenser with feet. Footed dispensers that historically had the most interest (i.e., value) include the Vučko wolves, the owl whistle and rare variations with the original 2.620.061 patent number.

AUTHOR'S NOTE



Eduard Haas III, the man who created PEZ at the age of fifty-nine, circa 1956.

Eduard Haas III, the visionary and entrepreneur who founded the beloved brand PEZ, passed away on October 13, 1986, at the age of eighty-nine. His son Eduard IV (Consul) was heir to the PEZ-Haas business. Consul was now the managing director and would lead the company for more than a decade. In 2010, Eduard III was inducted into the Candy Hall of Fame as the founder of PEZ Candy and honored as an industry pioneer. The Candy Hall of Fame is an annual awards ceremony that recognizes the achievements of industry leaders drawn from across the world.

Induction into the Hall of Fame is the highest honor in the confectionery industry. It is bestowed on individuals who have dedicated their careers to the overall betterment of the candy category. Eduard III's vision to create an alternative to smoking and his pioneering spirit ultimately placed him forever in candy history.

The magazine for children was loosely based on the French *Pif Gadget* comics and enjoyed a run of over one thousand issues from 1975 to 2000. Copies of this comic always came with some type of toy or gadget. The August 1984 issue included the PIF PEZ dispenser, and artwork on the front cover depicted *Der Bonbon-spender* (the candy dispenser). Later YPS issues would also include PEZ dispensers but of other licensed characters. If you look at the dispenser closely, you can see the name *PIF* molded into the left ear of this bright yellow character.

In 1986, Rob Reiner directed a coming-of-age movie titled *Stand By Me*, set in the 1950s, that followed four boys on their quest to find the body of a missing boy. One version of the movie poster showed the silhouetted images of the four boys walking near a mountainous landscape. The text in the center of the poster is a quote from the movie: "If I could only have one food to eat for the rest of my life? That's easy. PEZ. Cherry flavor PEZ. No question about it." The line was from Vern Tessio, played by actor Jerry O'Connell. The high-profile mention was written into the script without payment or compensation. The writers felt the product fit well with the era and would be something a kid would say, so permission was given to allow the use of the brand name—something unheard of today in the era of product placement. Companies typically pay huge sums of money to have their product or brand prominently featured in television and movies. PEZ has never paid for product placement and

has done little in traditional advertising. Despite this counterintuitive method, PEZ enjoys one of the highest brand-name recognitions and continues to be a familiar part of childhood memories across the globe.

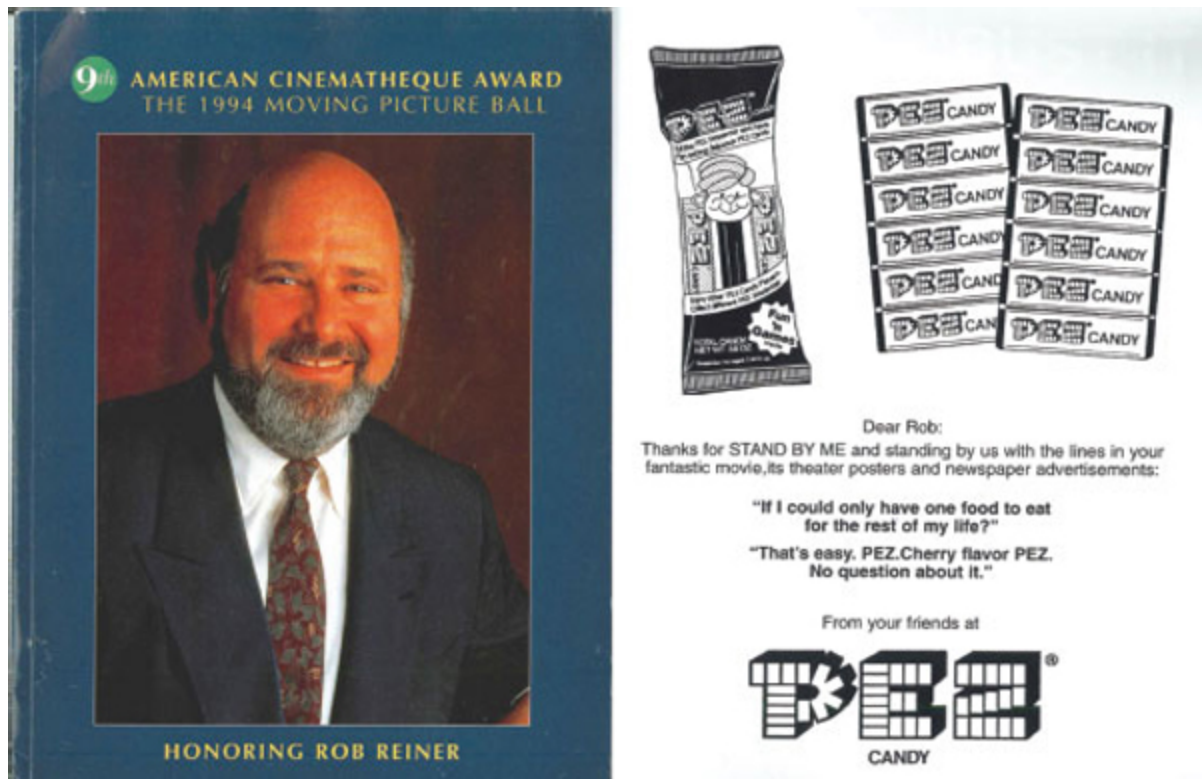
In 1994, the Ninth American Cinematheque Award honor was presented to Rob Reiner for his contributions to the movie industry. The award “is presented to an extraordinary artist currently making a significant contribution to the art of the moving picture.” Previous winners include such artists as Martin Scorsese, Ron Howard and Steven Spielberg, to name a few. The award ceremony was held on September 9, 1994, at the Beverly Hilton Hotel. The program featured congratulatory ads from numerous film studios, actors and a full-page note from PEZ: “Dear Rob: Thanks for the STAND BY ME and standing by us with the lines in your fantastic movie, its theatre posters and newspaper advertisement,” followed by the quote from the movie. “From your friends at PEZ Candy.”

**PEZ has been inspiring and innovating since
1927.**

The following year, the movie was released on videotape. To support the release, PEZ created a special promotion that was exclusive to video rental stores (remember those?). The promo contained a boy dispenser, one roll of assorted fruit candy and mini movie poster featuring the now famous quote. These promotional items are now extremely difficult to find. Although the dispenser is fairly common, examples still sealed in the original packaging with candy and the mini poster seldom become available and have sold for hundreds of dollars each.

As the decade came to a close, the man who invented the beloved brand passed. Two new Smurf dispensers were added, and the main Disney license included updates to Mickey Mouse, Donald Duck, Goofy and Pluto. PEZ received mention in two major motion pictures, but overall, it was a quiet time for the company. A major revision that included a design

change to the stem added feet to all dispenser bases. That change marks the point when most collectors draw the distinction between vintage and modern dispensers. The overall release schedule saw only a handful of new releases, and nothing verifiable was released in 1985 or 1988.



An award program from the Ninth Annual American Cinematheque Award ceremony honoring Rob Reiner, circa 1994.



Stand By Me video store promotional item, circa 1995.

DISPENSER TIMELINE: 1980s

1980	Barney Bear, Cool Cat, Droopy Dog, Henry Hawk, Foghorn Leghorn, Tom, Jerry, Petunia Pig, Road Runner, Spike, Tyke, Wile E. Coyote, camel whistle, clown whistle, dog whistle, donkey whistle, duck whistle, lamb whistle, pig whistle, rhino whistle, rooster whistle
1981	frog whistle, koala whistle, panda whistle, owl whistle, jack-o'-lantern, snowman B, Incredible Hulk, Wonder Woman
1982	space gun, Annie

1983	Mickey Mouse revision
1984	Donkey Kong Jr., Vučko wolf, PIF the dog
1985	n/a
1986	Smurf
1987	<i>Stand By Me</i> promotion
1988	n/a
1989	Papa Smurf, Smurfette, revisions to Mickey Mouse, Donald Duck, Pluto, Goofy

The year 1990 would start on a sad note and bring the end of an era: the managing director of PEZ-Haas, Eduard IV (Consul) Haas, son of the man who invented the brand, passed away on June 3, 1990. The visionary, the man who helped rebuild the company after the war and led it to new levels of fame and prosperity, was now gone. His strong business sense coupled with his passion and enthusiasm for the product his father created was key in the success PEZ enjoyed under his leadership.

His wife, Elisabeth “Sissi” Haas, had been in charge of the company since 1989. It would now be up to her to lead the company through the next decade. She would play an active role in the company until the late ’90s. On November 16, 1999, she appointed Manfred Födermayr as the managing director of PEZ-Haas. Sadly, soon after this appointment, on December 15, 1999, Elisabeth Haas passed away.



Manfred Födermayr, chairman and president of PEZ AG.



An aerial photo of the PEZ production facility in Jánossomorja, Hungary, circa 2010.



A global map showing the locations of PEZ manufacturing facilities and headquarters.

To this day, Mr. Födermayr continues to lead the global business as the CEO and president of PEZ AG. The two companies (PEZ USA and PEZ AG) continue to collaborate and share ideas. PEZ Candy, Inc., is headquartered in Orange, Connecticut, and is responsible for the entire U.S. and Canadian markets. PEZ AG, headquartered in Traun, Austria, is responsible for the rest of the world. Currently, PEZ AG enjoys strong market success throughout Europe, Australia and Japan. PEZ products are available in over eighty countries. To serve these markets, some 65 million dispensers and 4.2 billion candies are consumed every year. PEZ has approximately seven hundred employees worldwide. PEZ AG cites the top twenty countries in the world for PEZ sales as the United States, Germany, France, Japan, Denmark, Sweden, Norway, Spain, Australia, Canada, the United Kingdom, Austria, the Netherlands, Hungary, Russia, Belgium, Serbia, Switzerland, Finland and Portugal.

Chapter 5

Here Come the PEZ!

PEZ started 1990 with two new license deals: Peanuts and Garfield. They featured classic character assortments and gave collectors the opportunity to find some fun variations. Both Charlie Brown and Garfield could be found with various facial expressions. Each line included feature characters. Lucy, Woodstock and Snoopy completed the Peanuts line. Arlene and Nermal appeared in the Garfield line. The whistles (MMMs) were brought back for a brief time and included an Indian brave, monkey, penguin and tiger.

As the '90s progressed, dozens of new and revised dispensers were introduced—a vast contrast to the stark offering of the 1980s. In addition, PEZ began regularly experimenting again with translucent plastic (referred to as “crystals”), neon colors and glow-in-the-dark plastic. This provided a whole new layer of fun and interest and offered a smart way to maximize the use of the tooling molds. Dispensers could be made in a variety of different colors to maximize the return on investment and offer a multitude of variations for collectors to find.

In 1991, the Muppets were added to the dispenser family. The classic television show first appeared back in the mid-1970s and featured many high-profile veteran actors and performers as guest stars. Classic characters such as Kermit the Frog, Miss Piggy, Gonzo and Fozzy Bear would finally be immortalized as PEZ dispensers. The earliest version of Miss Piggy is generally the one with the most interest from collectors. The first version of her eyebrows contained separated, individual hairs. Later versions would quickly change to a thick, solid black line. The early version is difficult to find, and even if found, more times than not the head spring is broken.

A special Silver Glow dispenser was created in 1991 in Europe to celebrate the opening of a new production facility in Hungary. The Silver Glow dispenser was a nod to the original “regular” dispenser and had a chrome finish. The blister packaging for the commemorative Silver Glow could be found in several language variations featuring “cool and fresh” retro-style graphics with two rolls of peppermint candy. Even though the dispenser had the look of chromed metal, this dispenser and all dispensers that have been made to date have always been made of plastic. I’ve heard the comment many times over the years from people who claim to have owned a metal PEZ dispenser. Unfortunately, there is no evidence or paperwork to suggest that PEZ ever made or considered making a metal dispenser.

The early counterpart to the Silver Glow was the Golden Glow, a regular with a shiny gold finish. The plating did give the appearance of metal and tarnished like metal but was always made of plastic. Perhaps the confusion or memory of a metal dispenser was due to the metal pocket tins of the ’30s and ’40s that predate the PEZ dispenser. The pocket tins were just a metal container with a hinged lid.

They were about the size of a credit card and were used to hold the candy but could not dispense. The pocket tins or the shiny gold finish of

the Golden Glow regular are the only two plausible products that people may have associated with a metal dispenser.

The word PEZ was created using the first,
middle and last letter in the German word for
peppermint: *PfeffErminZ*.

In the early 1990s, the trucks received a makeover, and for the first time, the wheels would no longer move. The wheels were molded into the dispenser and were no longer designed to roll. Previous versions contained two wheels, joined by a fixed axle that snapped into a C-shaped receiver on the bottom side of the dispenser. This would allow the wheels to roll—not well, but they moved. The change to the new fixed version wheels was likely an increased safety measure to prevent the possibility of small parts from easily detaching. These are known by collectors as “D” series trucks. There are many various cab/trailer color combinations, as well as several different cab styles to collect.

In 1993, the Flintstones license was acquired; Fred, Barney, Pebbles and Dino became PEZ dispensers for the first time. Despite these classic characters often being associated with the '60s or '70s, these dispensers weren't offered until quite some time later and always have feet. The set contained four dispensers, each generally considered to be a single variation, except Pebbles. The vast majority of Pebbles dispensers have orange hair that comes to a pointed peak between her eyes; these are the common version and can be found with relative ease. There is an unusual hair variation that can be found where her front hair is rounded off and doesn't form the typical V shape. It's not known if the hair variation was an early design that was quickly revised or perhaps was a brief anomaly in the molding process that prevented plastic from fully filling the cavity of

the tooling mold. Whatever the case, this variation seldom turns up, and when it does, examples have sold for over \$100.

The year 1993 was also when PEZ revived the 1970s and '80s company mascot Peter PEZ. The iconic clown dispenser was released with nearly an identical head to the 1979 version but with a distinguishing change to the appearance of the PEZ name on the front of his hat. And, of course, this version had feet. In 2003, he would make his final appearance with a revised new look.

In 1994, the boy and girl PEZ Pals were offered in the Valentine's Day assortment. This would mark the last time PEZ Pals were offered in a retail assortment. Teenage Mutant Ninja Turtles (abbreviated TMNT by collectors) were also released in 1994. The Ninja Turtles offered collectors the largest number of variations that could be collected to date. Michelangelo, Raphael, Donatello and Leonardo were each offered with a smiling expression, an angry expression and on a number of different stem colors. If you tried to collect all the variations of head/stem colors, you could easily acquire over sixty different dispensers.

In the middle of the '90s, PEZ went back to its roots and relaunched the peppermint dispensers. The remake dispensers were offered in six different colors: red, white, blue, yellow, purple and silver. The thumb grip caps were modified to distinguish between original dispensers, and peppermint candy was again offered as part of the assortment for the first time in decades. The relaunch created a lot of interest from new consumers and those who remembered peppermint PEZ from their childhood. The relaunch was a success but didn't translate well into a long-term program.

The gum and mint category at retail had gotten extremely competitive, and retailers now expected to be paid for the prime placement locations in checkout lanes. The new added cost of selling this program coupled with

the fact that the candy cost more to produce caused the program to be retired a few years later.



A European peppermint candy display with metal pocket tins of sugar-free candy, circa 2014.

People often ask, “Why would peppermint candy cost more to produce?” The answer is in the strength of the peppermint flavor. PEZ makes candy in six-hundred-pound batches. Each batch yields approximately 400,000 individual candy tablets. Every time there is a flavor change, the equipment must be broken down and cleaned to make ready for the next flavor. There is always a purge process when changing flavors; with each new flavor, a portion of the initial next run is discarded to eliminate any cross-flavoring from the previous mix.

The peppermint flavor was so strong that it would take a full purge of an additional mix to fully eliminate. When you are mixing six hundred pounds at a time, that is a lot of waste. This would increase the cost to manufacture peppermint, doubling from that of any other flavor. Coupled with the fact that children generally prefer fruit flavors over peppermint, it no longer made good business sense to continue.

The year 1996 saw the introduction of the Valentine hearts. These four new designs would be the first in a long line of Valentine variations that would continue to be released for the next twenty-plus years. Various heart/ stem color combinations along with dozens of printed sayings such as “Happy Valentine’s Day,” “Be Mine,” “XOXO” and “Sweet,” to name a few, continue to be updated and refreshed on a regular basis.

This one dispenser is probably the line with the most variations. Trying to collect all of the color combinations, pad printings and sayings, one could easily acquire well over one hundred different dispensers. It’s important to note that this dispenser was introduced with no feet; it is the exception that often causes confusion. Dispensers made in 1987 and later all have the addition of feet, with the exception of Valentine hearts. This exception means that it is often mistaken as a vintage dispenser when, in fact, it’s not.

Bubbleman made his debut via a direct mail–order program that was offered in 1996. There is nothing especially interesting about that fact, but the story behind the dispenser is. Bubbleman first appeared a couple years earlier in collector circles. Only a few examples were known, and the asking price if you wanted one badly enough was around \$1,200. The story as it was told at the time said the character was developed to dispense gum; that is why it looks like a piece of chewing gum (hence the name). PEZ was working on a program to expand the product line, and gum seemed like a natural progression.

The difficulty with dispensing gum from a traditional-type dispenser lies in the product itself. Uncoated gum would be difficult, if not impossible; the pieces would stick together and could not be dispensed. Coated gum requires panning, a method used to create a hard coat shell around the gum. The problem with panning is it does not allow for exact replication. The shape could be approximated, but the inconsistency wouldn't allow for the precision size and fit required to work in a PEZ dispenser. For these reasons, the project didn't move forward, but the dispenser had already been developed.

The early samples had managed to get into collectors' hands, and the exorbitant asking price led to the manufacture of additional dispensers in an effort to lower the price on the collector market and make them available to anyone who wanted one. Scott McWhinnie (president/CEO at the time) didn't think it was fair for a few people to profit so highly from the dispenser, so he created a business to offer them to the general market. The mail-order program was launched in 1996 and featured eight different offers. Offer #7 included Bubbleman, a set of Muppets, a boy and girl and a yellow regular. Those with \$11.95 (plus \$3.95 shipping) and the patience to wait six to eight weeks for delivery could now own their very own Bubbleman dispenser.

**The first PEZ dispenser was invented by
Oscar Uxa in 1948.**

Two years later, in 1998, gum dispensers were offered, but it was through a licensing agreement with another company and had nothing to do with the original look of a traditional PEZ dispenser. Two different series of full figural animal dispensers were offered called PEZ Petz. Instead of dispensing gum like a classic PEZ dispenser, these holders had a sliding cover that held the gum inside. It was more of a gum container than a gum dispenser. Series 1 contained four different characters: a

penguin, dog, monkey and pig. Series 2 also contained four different characters: a cat, kangaroo, chipmunk and whale.



The original Bubbleman dispenser, circa 1996.

The year 1997 saw the launch of the most successful movie line of dispensers and arguably one of the most lucrative franchises in history: *Star Wars*. Despite the common belief that PEZ had a line of *Star Wars* dispensers in 1977 when the initial movie was launched, it would actually be twenty years before the first PEZ dispensers were developed. The lineup included Darth Vader, Stormtrooper, C3-PO, Yoda and Chewbacca. The dispensers were an immediate hit and continue to this day to be one of the largest, most successful lines of dispensers PEZ has ever offered. The following year, the line would grow to include Luke Skywalker, Princess Leia, Boba Fett and Ewok.

Many have asked, “Why no Han Solo?” He was a pivotal character throughout the franchise; why would PEZ not depict him as a dispenser?

The answer is simple: the basis of a successful dispenser lies in the head. The characters chosen are easily recognizable from the neck up. Yes, Han Solo was a key figure, but from the neck up, he just looks like a guy. One could argue that Luke Skywalker was just a guy and Princess Leia was just a girl. True, but Luke could be done wearing his X-Wing fighter helmet and Leia could be done with the iconic side buns hair, both distinguishing features that made the characters recognizable. Han never had a signature accessory he wore on his head to differentiate his look; for that reason, he never became a dispenser.

As the decade came to a close, two new exclusive dispensers could be found: FAO Schwarz bears and Jack, the Jack in the Box restaurant mascot. Both were high-profile promotions depicting iconic representations of the company. FAO Schwarz had a candy division called FAO Schweetz, small candy stores inside the FAO Schwarz stores. The dispensers were exclusive to the Schweetz stores and could be found with four different stem colors: teal blue, red, yellow or purple, all with the classic FAO Bear on top. The first bears appeared in stores in August 1999 and had a retail price of \$3.99 each.

The Jack in the Box promotion was exclusive to the restaurants, most of which are in the western part of the United States. The dispenser was done in the likeness of the company mascot, Jack, who was the fictitious chairman of the board. The ping-pong ball-like head, yellow clown hat, two blue eyes, pointy black nose and red linear smile were always part of the television campaigns and the other signature Jack in the Box promotion: antenna balls. The iconic mascot was a perfect fit as a PEZ dispenser.

For \$1.99 and the purchase of any menu item, guests could purchase one of five dispensers. The dispensers came on either a red, yellow or blue stem. The summer these dispensers were released, I spent several weekends making long road trips across the state of Missouri to buy a

small drink and my five PEZ dispensers. Looking back, the time I spent driving from restaurant to restaurant and money spent on gas was probably not the best use of my resources, but it sure was fun!

Most dispensers have the legal line molded into the back of the head as “Jack in the Box”; some rare variations instead have “Foodmaker.” Foodmaker is the holding company for Jack in the Box restaurants. Dispensers with this marking are hard to find and sell for a premium over their more common Jack in the Box counterparts. If you are searching for one of these unusual variations, you better have good eyes or a magnifying glass, as the markings are tiny.

The collateral materials used in the restaurants for the promotion were fun and collectible in and of themselves. Oversize counter cards and window stickers can be found featuring a large Jack dispenser surrounded by a border of PEZ candy tablets and the words “somebody call the PEZ Hall of Fame and tell them I’m on my way.—Jack” The promotion continued the following year; this time, the dispensers were ninety-nine cents each, and there was no longer the five-dispenser restriction. Presumably, these were left over from the previous year. The tagline on the promotional material this time said, “They almost retired, but I renegotiated their contracts.—Jack”

The final company mascot that year was done in Europe for a grocery chain called Zielpunkt. It commissioned PEZ International to immortalize its mascot, Smiley, in a unique and likeable dispenser. The personified, smiling, orange ball head featured a sideways blue baseball cap with arms and hands protruding from the side of the head, one hand giving thumbs up, the other pointing straight ahead. The orange card with vertical stripes featured a sideways Zielpunkt logo and the phrase *Gut & günstig leben!*, which translates roughly to “live well and inexpensively.” These dispensers were never offered in the United States and have become difficult to find.

DISPENSER TIMELINE: 1990s

1990	Easter Bunny; Peanuts: Charlie Brown, Lucy, Woodstock, Snoopy; Indian whistle; monkey whistle; parrot whistle; penguin whistle; tiger whistle; Garfield: Garfield, Arlene, Nermal
1991	winter bear; skull; pumpkin; Muppets: Fozzy Bear, Kermit the Frog, Miss Piggy, Gonzo; Daffy Duck; Scrooge McDuck; Spiderman revision; Silver Glow; D series trucks
1992	chick in eggshell revision; Droopy Dog revision; Spike revision; Ducktails: Gyro Gearloose, Bouncer Beagle, Webby
1993	Flintstones: Fred, Barney, Pebbles, Dino; Tom (Tom & Jerry) revision; Peter PEZ revision
1994	boy; girl; Teenage Mutant Ninja Turtles: Michelangelo, Raphael, Donatello, Leonardo
1995	Batman with black cowl; chick in egg revision; Jerry (Tom & Jerry) revisions; peppermint regulars; PEZ-a-saurs: She-saur, Fly-saur, He-saur, I-saur
1996	Batman (Dark Knight version); Bugs Bunny Playworld set: Bugs Bunny, Daffy Duck, Speedy Gonzales, Sylvester, Tasmanian Devil, Yosemite Sam; Santa revision (C version with painted eyes); Valentine hearts
1997	Star Wars: Darth Vader, Stormtrooper, C3-PO, Yoda, Chewbacca; Jerry; Daisy Duck; Donald Duck revision; Pluto revision; Mickey Mouse revision; Minnie Mouse; Miss Piggy; Disney duck nephews: Huey, Dewey, Louie; Bubbleman; Kooky Zoo remakes: Blinky Bill, lion, gator, hippo, elephant; Pink Panther: Pink Panther, Inspector Clousseau; aardvark; ant; Smurf series 2: Brainy Smurf, Papa Smurf, Smurfette, Smurf, Gargamel



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- 1998 Star Wars: Luke Skywalker, Princess Leia, Ewok, Boba Fett; Misfits: red and yellow snowman, black and yellow witch, pink elephant, tan lion, black skull, black bear, brown bear; Nintendo: Diddy Kong, Yoshi, Koopa Trooper, Mario; PEZ Pals with and without matching body parts: Alpine boy, shell boy, pilot boy; Shell Boys with body parts and six assorted hair colors; ARAL PEZ Pal boy with body parts and three different hair colors; PEZ Petz Series 1: Butler the Penguin, Zippy the Dog, Grinz the Monkey, Curly the Pig; PEZ Petz Series 2: Purrl the Cat, Sidney the Kangaroo, Cheeky the Chipmunk, Blubbers the Whale; psychedelic hand limited editions; Asterix: Asterix, Obelix, Muselix; Batman Dark Knight; Bubbleman neon; Garfield Series 2: Garfield, Chef Garfield, Sleepy Garfield, Aviator Garfield, Odie; glowing ghosts: Happy Henry, Naughty Neil, Slimy Sid, Polly Pumpkin; glow-in-the-dark neon PEZ Pals: pilot boy, shell boy, Alpine boy; mariner PEZ Pal boy with body parts; Kooky Zoo Crystals: lion, gator, hippo, elephant
-
- 1999 Jack in the Box restaurant: Jack; Muppet revision: Kermit, Miss Piggy; Looney Tunes: Sylvester with sunglasses, Taz with bicycle helmet, Daffy Duck with stocking cap, Tweety with sideways

baseball cap, Bugs Bunny with baseball cap; Zielpunkt; psychedelic flower remakes; psychedelic hand Misfits; winter bear; BP PEZ Pal boy with body parts; color crystal Bubbleman; Easter Bunny revision; lamb revision; chick in egg revision; clear crystal crazy animals: hippo, elephant, lion, gator; clear crystal ghosts: Happy Henry, Naughty Neil, Slimy Sid, Polly Pumpkin; clear crystal holiday: Santa, snowman, witch, skull; clear crystal PEZ-a-saurs: She-saur, Fly-saur, He-saur, I-saur; crazy animals: frog, shark, octopus, camel; FAO Schwarz Bears; non-glowing ghosts: Happy Henry, Slimy Sid, Naughty Neil; glowing D series trucks; peppermint regulars: gold, black, pink, silver, translucent white; Wolverine; Incredible Hulk revision

Chapter 6

Y2K

The new millennium, year 2000, was the start of a new decade and the start of PEZ plush dispensers. The year started with the release of a new product line called Fuzzy Friends. These were fully functioning dispensers wrapped in soft plush material with articulated arms and legs in the shape of cats, dogs and bears. Each had the PEZ logo embroidered on the side of the body and a backpack clip attached, making it easy to attach to a coat or school bag. The dispensers could each hold a full-size roll of candy and included the name of the character, hometown and birth date on the back of the packaging. A purple bear named Gilbert, brown bear named Buddy, orange bear named T.J. and black-and-white bear named Jade were the first to be released, followed soon by the cat and dog series. The new plush line would help create additional sales as well as additional placement in stores. The plush line would continue for years to come, offering a variety of non-licensed characters such as Safari Animals, Barnyard Babies and Winter Plush. The latter offerings were reduced in size to hold just a half roll of candy versus a full roll like the Fuzzy Friends.

A new PEZ line called Bugz was introduced. These fanciful dispensers included such adorable characters as ladybug, grasshopper, butterfly, worm, bee, baby bee, beetle, caterpillar, ant and fly. All of them could be found in traditional solid colors as well as clear crystal plastic and color crystal plastic. A select group with crystal heads and specific head stem color combinations was offered exclusively at select Walmart stores as a Kid Connection exclusive.

At the time, these Kid Connection locations were small candy shops within select Walmart stores that started showing up around 2002. They were usually located in the front of the building, strategically placed between the entry/exit doors, just the right place to catch shoppers with a sweet tooth. Unfortunately, the program lasted for only a couple of years, after which the shops were closed. Dispensers still on these exclusive cards were difficult to find then and rarely show up now.

The following year, a couple of new, more interactive dispensers were introduced: Jungle Mission flashlight and the Magic dispenser. The Magic dispensed candy and had a special compartment that held an extra pack of candy. By closing and reopening the special compartment, you could make the candy disappear and then magically reappear. The Jungle Mission was a flashlight that contained every accessory you might need the next time you were lost in the jungle: ruler, compass, backpack clip, magnifying glass and, most important: a PEZ dispenser!

The first dispensers were known as regulars.
Original dispensers have sold for more than
\$100 each.

In 2002, PEZ celebrated its golden anniversary—fifty years in America! To celebrate the milestone, PEZ re-created the Golden Glow dispenser. Looking very similar to the original, the remake included the

years “1952” and “2002” molded in raised numbers on opposite sides of the cap. The dispenser included a special base, also with the shiny gold finish with “50th Anniversary Special Edition Golden Glow” printed on top. The dispenser was offered exclusively through the direct mail-order program for the special price of \$19.52.

For the first time, a special dispenser was offered to U.S. convention hosts. The witch dispenser was intended to be an addition to the Misfits line and was molded in unusual colors. As early samples arrived, it was realized that the colors were not done as ordered, creating a surplus of several hundred dispensers. The dispensers could have been disposed of, but with such unusual colors, it was thought collectors might enjoy them. The witch had an orange hat, red hair and glow-in-the-dark face and stem. The dispensers were offered to convention hosts and included in registration packets at conventions that year. Collectors were thrilled to add such an unusual dispenser to their collections.

The initial dispenser was followed up one year later, this time purposely with an unusual snowman dispenser with blue crystal head, glow-in-the-dark top hat, green scarf and purple stem. A yellow crystal head bee dispenser with purple eyes and antenna and blue stem had the words “convention 2004” printed vertically down the front of the stem. The year 2005 offered a clear crystal chick with an orange bonnet, red shell and blue sparkle stem with “2005 convention dispenser” printed vertically on the front of the stem. This would be the last U.S. convention dispenser done in funky colors for many years. Other convention dispensers were offered, but they were stock, non-licensed dispensers with only a pad printed message to distinguish them.

In 2016, the unusual colors for a convention dispenser appeared once again in the form of PEZ Emojis that were offered exclusively to convention hosts. The U.S. dispensers were different than the convention dispensers offered to hosts in other parts of the world. At this time, there

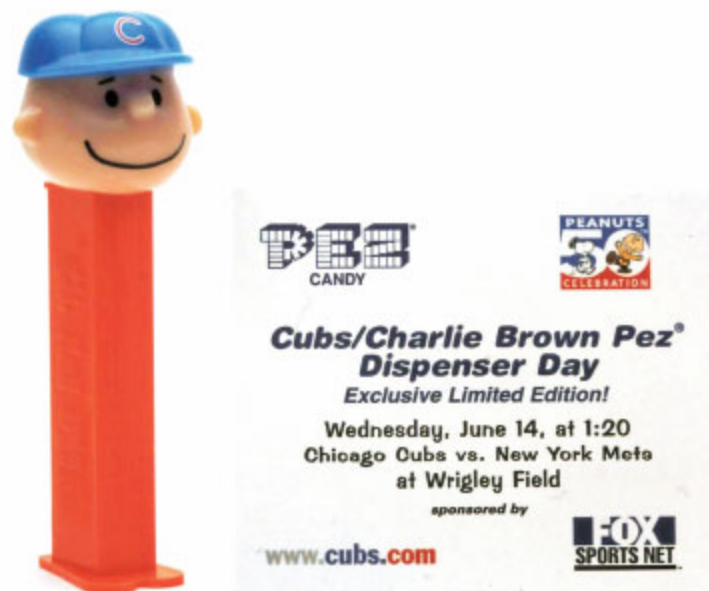
are three major conventions held in the United States: in California, Connecticut and Ohio. For the Southern California convention, 300 dispensers were made. The dispenser was a yellow crystal Emoji on a hot pink stem. For the Connecticut convention, 400 dispensers were made. The dispenser was a purple crystal Emoji with orange stem. For the Cleveland convention, 550 dispensers were made. The dispenser was a purple crystal Emoji with dark orange stem. All contained the name of the convention printed vertically in red ink on the front of the stem and were packaged on an exclusive blue blister card created specifically for these three shows.



The Golden Glow dispenser remake and stand, created to celebrate fifty years in America, circa 2002.

The 2000s would be the decade for sports promotions. The Chicago Cubs were the first to have a “PEZ dispenser day” at Wrigley Field in June 2000. The first fifteen thousand fans through the gate received a limited-edition Charlie Brown dispenser with a commemorative souvenir card. Other teams took notice of the Cubs’ huge success and started their own

“PEZ day” at the ballpark. This trend was not limited to just Major League Baseball; other teams, such as the Orlando Magic and Washington Wizards (basketball) and Philadelphia Kixx (soccer), followed suit as well. During most of these events, fifteen thousand dispensers were given away, a very small quantity in relation to the number PEZ normally makes of a specific dispenser sold at the retail level. Since these were offered to the general public as a promotional item rather than the collector market, locating certain examples has proven to be difficult.



The very first sports promotion done for the Chicago Cubs was Charlie Brown, circa 2000.

PROMOTIONAL SPORTS DISPENSERS GIVEN AWAY AT GAMES

June 14, 2000: Chicago Cubs, Charlie Brown with logo on cap

June 26, 2001: Chicago Cubs, Joe Cool with logo on baseball cap

July 8, 2001: Minnesota Twins, T.C. Bear

September 15, 2001: Chicago Cubs, Homer Simpson with sticker on bag

September 23, 2001: Philadelphia Phillies, baseball with team logo

October 6, 2001: Chicago Cubs, Homer Simpson

November 9, 2001: Orlando Magic, basketball with team logo
February 3, 2002: Washington Wizards, basketball with team logo
March 2–3, 2002: Philadelphia Kixx, white ball with team logo (only 2,500 were given out each day)
March 15, 2002: New Jersey Nets, basketball with team logo
June 27, 2002: Chicago Cubs, baseball with team logo
June 28, 2002: Columbus Clippers, baseball with team logo
July 5, 2002: New York Yankees, baseball with team logo
July 14, 2002: Minnesota Twins, baseball with team logo
August 2, 2002: Washington Mystics (WNBA), white basketball with team logo
August 14, 2002: Chicago Cubs, Charlie Brown
August 28, 2002: Yankees (Staten Island), baseball
September 14, 2002: Arizona Diamondbacks, baseball with team logo
October 30, 2002: Seattle Supersonics, basketball
April 21, 2003: LSU Tigers, baseball
June 16, 2003: Minnesota Twins, T.C. Bear (second release)
July 21, 2003: New York Yankees, Charlie Brown
2004: Sweden Soccer Team, soccer ball
April 18, 2004: LSU, football
2004: Metro Stars (European hockey team), puck
July 30, 2005: Connecticut Suns, basketball
2007: Metro Stars (European hockey team), DEG lion

PEZ experienced another change in leadership in late 2003: Scott McWhinnie, who had been on board since 1983 as the president/CEO, left the company. Upon his departure, a team of senior management ran the company until a new president could be found.

Business continued through the transition. A line of non-licensed emergency hero dispensers was released, along with Funky Face dispensers. The Funky Face line incorporated the same basic head design:

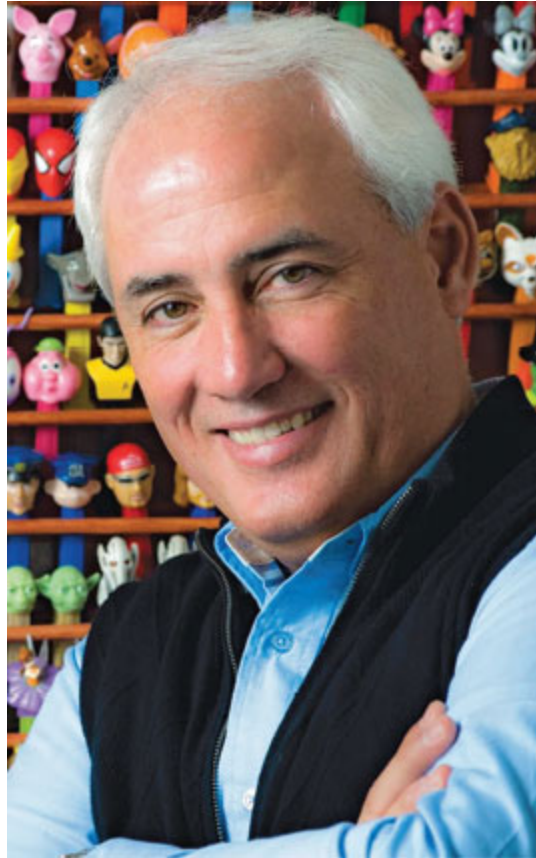
a ball molded in a variety of colors with thirteen various facial expressions. The heads were offered on many different stem color combinations and once again leveraged the PEZ brand with an exclusive design that didn't require licensing. The designs were popular and would serve as the precursor to the PEZ Emoji line introduced years later in 2016. Several new additions to the direct mail-order program were added, and licensing deals to include Looney Tunes and Sponge Bob were secured.

In the fall of 2004, Joseph Vittoria was brought to lead the company as president/CEO. Vittoria had business experience with such companies as J.A. Henckels Cutlery, PricewaterhouseCoopers and IBM. Business, as well as the company's relationship with the collector community, would improve under his leadership. Several of the first big initial licensing agreements included NASCAR, Hello Kitty and Sesame Street. The Walgreens truck was introduced; it would be the first in a long series of private label trucks that would be offered. A new piece of key business would also be developed under his direction: gift sets.

For the first time ever, in 2005, PEZ offered an assortment of dispensers packaged as a unit and sold as a numbered, limited edition. The first offering was a nine-piece Star Wars set that included Darth Vader, Boba Fett, General Grievous, Emperor Palpatine, R2-D2, C3-PO, Chewbacca, Yoda and the Death Star. Walmart stores would receive an exclusive edition in different packaging that contained a special glow-in-the-dark Emperor Palpatine dispenser. The sets, limited to 250,000 units, were an immediate hit and sold out quickly.

Under Vittoria's leadership, PEZ modernized internal infrastructures with modern computers and high-speed production equipment. While the internal workings were revamped, the front of the building and office areas received a much-needed facelift. Once again, PEZ had outgrown its limited warehouse space and was using offsite storage facilities to

warehouse product. The difficulty of managing inventory and shipping from multiple locations necessitated the addition of a new, modern warehouse as well.



Joseph Vittoria, president/CEO of PEZ USA from 2004 to 2014.



The first gift sets PEZ ever offered. The regular set is pictured at top, and the Walmart exclusive set is pictured at bottom, circa 2004.

In March 2004, the first set of mini dispensers was released to the Japanese market with a series of Ultraman dispensers. The sets would conclude forty-nine sets later in November 2008 with Pokemon 6. These sets, not actually made by PEZ, were created through a licensing agreement with Bandai. Throughout this work, little mention has been made regarding any licensed products, mainly because these products weren't actually made by PEZ and the scope of the topic is so vast that it would require a good deal of space to cover it all. Since these minis were actual dispensers, I felt they warranted mention.

When making a single piece of PEZ candy, it takes three thousand pounds of pressure to

compress the sugar into the familiar brick
shape.

The release schedule offered new sets every four to six weeks. The mini dispensers were only offered in Japan and were sold exclusively in vending machines. Sets included such series as Pokemon, Ultraman, Pingu, Dragon Ball Z and San-X. Most series would be unfamiliar to the average American collector. Each dispenser was packaged in an egg-shaped capsule. Completing a set had its challenges. The capsules were bulk filled into the machines and randomly dispensed with no hope of being able to select a particular character. The majority of sets had a capsule that was specific to the set. The capsules were sealed with a cellophane band that contained the name of the set and accompanying artwork. To find out what was inside, you had to tear away the band to open the capsule. Inside, there was one dispenser, a mini roll of PEZ candy and a paper fold-out insert that showed all the characters in that series. Even though the initial release was just over a decade ago, finding complete sets of dispensers with the vending capsules, inserts, bands and vending cards is difficult at best. Currently, there is strong interest in the collector community for these sets. Some sets consisting of only dispensers have recently sold for over \$100.



A vending machine display card for the first series of mini dispensers: Ultraman, circa 2004.

In 2005, PEZ was asked by the State of Connecticut to participate in the BIG E. For those of you—including myself at the time—who had never heard of the BIG E, it's the New England State Fair that is held annually in West Springfield, Massachusetts. As it turns out, this is a big deal in New England. The three-week event typically attracts more than one million people over the course of the show. PEZ agreed to participate for the first time and host a booth at the show. Each of the New England states—Rhode

Island, Connecticut, Massachusetts, Vermont and Maine—has a building on the grounds that is a replica of its statehouse. Each statehouse building is filled with attractions from that state showcasing its business. This would be the first time PEZ sold to the general public in a retail-type environment and would serve as the precursor to the Visitor Center that would open several years later.

The following year, licensing was acquired for the NCAA, which led to a host of college football dispensers. Also, PEZ once again got into the mint business. PEZ Mini Mints were launched, featuring works by such artists as Andy Warhol and Norman Rockwell reproduced on containers reminiscent of early dispensers. The line grew to include Elvis Presley and the famous PEZ Girl. The shakable container was a nod to previous PEZ designs and resembled a regular dispenser. The mint candy was unique in shape and had only a slight resemblance to the original PEZ candy tablet. Initial consumer interest was high, but competition at the retail level was fierce. Cost for prime placement in stores would ultimately lead to the decision to focus on the core business.

A set of four Hello Kitty dispensers was offered for the first time in a metal tin, similar to a small lunchbox with a swivel handle. This was the introduction to a progression of gift tins built on this basic concept. The initial offering was a success that continues today with numerous variations and a variety of additional licenses and dispensers.

The year 2006 was a notable one, marking the first time the long self-imposed rule of not depicting real people on a dispenser would be broken. The Teutels of Orange County Choppers (OCC) fame were the first living people to have their likeness made into a PEZ dispenser. They were the real-life motorcycle-building family on cable television that featured the father and his two sons. The show enjoyed great success and high ratings for a number of years. Each episode would feature the building process of

a custom-themed chopper and a wide variety of arguments and disagreements among the family members.

The inclusion of these dispensers provided a new demographic for the company: teens. The agreement to produce these dispensers came with a reciprocal agreement for OCC to build a custom-theme chopper for PEZ. The chopper build was not a feature bike shown on television, but it can be seen in the background during several other episodes. The chopper served as a brand beacon for many years, traveling to industry shows and special events. The unique features such as the candy pack gas tank, dispenser spoked wheels and Darth Vader oil tank were just a few custom features that accented the one-of-a-kind paint job. The longer you look at the bike, the more PEZ-related detail will begin to emerge, like the rear view mirrors shaped like PEZ candy tablets and the custom PEZ dispenser holders on either side of the seat (now that I think of it, not a bad feature for all motorcycles!).

Stretched out and just over twelve feet in length, the chopper presented its challenges to the rider. The broad stance of the handlebars coupled with the wide turning radius make navigating it a challenge for even seasoned riders. The hard tail rear end and open drive belt and primary make for a chopper that is way more fun to look at than to ride long distances. Most of the time, it remained off the road; it was instead the signature display hanging from the ceiling of the main corporate offices. Anyone driving by could catch a glimpse of the motorcycle hanging through the front windows of the atrium. Later, the bike was moved to the Visitor Center to hang high above the front entrance. Eventually, it moved to the second-floor mezzanine, where it could finally be viewed from eye level. The flashing LED lights on the wheels and engine and under the gas tank pulse to give the look of it being in motion even while sitting still.

In 2007, PEZ celebrated eighty years as a brand. This milestone event was celebrated around the world. Select items from the European archive

were sold, and special limited-edition sets were created and auctioned off. A percentage of proceeds from these sales was donated to a charity benefiting children. Peppermint candy was again offered in the European markets, this time exclusive to the special eightieth anniversary creations. The special retro-style candy packs were the lead-in to a regular line of peppermint candy offered several years later.

Disney was also celebrating an eightieth anniversary. To help celebrate, PEZ offered a special three-piece gift set featuring tiny, full-figured Mickey Mouse dispensers, each representing different eras: Steamboat Willy, pie-eyed Mickey and contemporary Mickey. The tiny Mickeys were small rubber figures set atop a round blue base. The dispensers were unique to anything that had been done before. The set included the remake of a vintage Mickey Mouse movie poster all set behind the silhouette window of the iconic Mickey Mouse ears.



The custom PEZ-themed chopper built by Orange County Choppers, circa 2006.

Do you know what licorice, coffee and chlorophyll all have in common? They were

all once PEZ candy flavors.

Elvis Presley became the next gift set. The three-piece set in a record-shaped tin included a three-song CD. Each Elvis dispenser was a depiction of a different decade of the King's career. The Elvis set was a huge success and finally offered consumers the chance to own a real Elvis Presley PEZ dispenser. The first mention of an Elvis dispenser came years earlier in a Tommy Lee Jones/Susan Sarandon legal thriller in 1994 titled *The Client*. In the movie, a young boy named Mark Sway witnesses the suicide of a mafia lawyer and is then tracked to help take down a mob family. One of the thugs sent to kidnap the boy tries to entice him by offering some candy from "Elvis PEZley." The boy refuses the candy, remarking, "I bet it's poisoned." He runs off, and a chase ensues. The movie dispenser was strictly a prop but played a prominent part in the scene. It would be more than a decade before the dispenser was actually produced.

In 2008, a licensing deal with Major League Baseball saw the release of almost a dozen new baseball teams. The dispensers, in the shape of a baseball with the team logo printed in the center of the ball, were a huge hit in regional markets but presented a challenge for collectors. These dispensers would mainly be offered to markets around that team. If you want to collect them all, chances are you will have to make some trades with other collectors or take to the Internet and buy online. The license was expanded later to include several additional teams and baseball caps, in addition to the baseballs with the team logo.

Some people have made the assumption that dispensers were made for all thirty MLB teams. In fact, only twenty-one of the thirty teams have been represented. The nine teams without dispensers are Kansas City, Tampa Bay, Toronto, Oakland, Washington, Milwaukee, Pittsburgh, San Diego and Arizona. Although there is an Arizona Diamondback dispenser,

it's from the game day promotion and not part of the regular release offered at retail.

To date, NFL teams have never been licensed. The only football dispensers that have been done are for a handful of college teams and a line of non-licensed PEZ Sports balls that include a football, baseball, basketball and hockey puck. Several college team basketballs have been offered for Syracuse, UConn, Ohio State, Kentucky, North Carolina and Fairfield. Several basketball teams for the NBA were offered but only for special game day promotions. They include the Washington Wizards, New Jersey Nets, Seattle Supersonics, Connecticut Sun and Washington Mystics (WNBA).

As the decade came to a close, licensing was moving as fast as ever, and products continued to expand with additions to the Star Wars line that included Ahsoka, Anakin Skywalker and Obi Wan Kenobi to coincide with the Star Wars franchise movie release of *Clone Wars*. Classic Disney characters were revamped and expanded to include Pete the Cat, Woody from *Toy Story* and classic animal friends Marie from *Aristocats*, one of the Dalmatians from *101 Dalmatians*, Bambi and Baloo from *Jungle Book*. Wizard of Oz was the gift set offered in 2009, and it sold out in record time. To date, it's been one of the bestselling gift sets PEZ has ever offered.

DISPENSER TIMELINE: 2000s

2000 Bugz: ladybug, grasshopper, worm, beetle, flutterfly, caterpillar, bee, baby bee, fly; Charlie Brown/Cubs promo; eBay dispensers; Crystal Easter: panda, chick, bunny, lamb; Fuzzy Friends Bears: Gilbert, Buddy, Jade, TJ; Fuzzy Friends Dogs; Fuzzy Friends Cats; Peanuts: Charlie Brown, Lucy, Snoopy, Woodstock, Peppermint Patty, Joe Cool; Simpsons: Marge, Homer, Bart, Lisa, Maggie; Spiderman large head

- 2001 bride and groom limited editions; Bubbleman glow-in-the-dark; psychedelic hands crystal remakes; Chicago Cubs Joe Cool; Chicago Cubs Homer Simpson; Jungle Mission; Magic Dispenser; Peter PEZ remake; Pokemon: Pikachu, Meowth, Mew, Psyduck, Koffing; Minnesota Twins TC Bear; Winnie the Pooh: Pooh, Piglet, Eeyore, Tigger
-
- 2002 Star Wars: Jango Fett, R2-D2, Clone Trooper; USA Heart; Arizona Diamondbacks (baseball); E.T.; Philadelphia Kixx (soccer ball); Washington Mystics (basketball); New Jersey Nets (basketball); Seattle Supersonics (basketball); Washington Wizards (basketball); Chicago Cubs Charlie Brown; 50th Anniversary Golden Glow; Pinky Pink Panther; Halloween remakes: witch, jack-o'-lantern; Skull Sourz: apple, pineapple, blue raspberry, watermelon; Tweenies: Jake, Fizz, Milo, Bella, Doodles, Zinnafant Elephant; Japanese convention heart; crystal ball; USA convention witch; Bob the Builder: Bob, Wendy, Pilchard the Cat, Spud the Scarecrow; Christmas remakes: Santa, reindeer, snowman, elf, polar bear with Santa hat
-
- 2003 Formula 1 pull-and-go cars; NASCAR pull-and-go cars; Disney Extreme: Mickey Mouse, Minnie Mouse, Pluto, Goofy, Donald Duck, Daisy Duck; Linz Convention heart; PEZ-A-Go Go 7 clowns; USA convention snowman; Scoop (Bob the Builder); Charlie Brown Yankees promo; fireman and policeman crystal limited editions; Planet Earth; emergency heroes: fireman, policeman, policewoman, construction worker, nurse, guardsman, K9 dog, jet pilot, scuba diver; Funky Faces: open smile, sunglass smile, nerdy face, smiley face, winking smile, mischievous smile, angry face, embarrassed face, smiley tongue, kissy face, cheeky eyelashes, crying face, baby face; LSU Tigers (baseball); PEZ Sportz: baseball, basketball, football, hockey puck; Retro

Regulars; Jungle Book: Shere Khan, Bagheera, Mowgli, Baloo, Kaa; School Tools; Star Wars limited editions: Darth Vader, C3-PO, Yoda

2004 Looney Tunes Back in Action: Bugs Bunny, Daffy Duck, Tweety Bird, Tasmanian Devil, Yosemite Sam; Metro Stars hockey puck; Easter remakes: pink bunny, lamb, chick in egg, egg baby; Novartis lion; Roo and Lumpy (Winnie the Pooh); Shrek: Shrek, Fiona, Donkey, Puss in Boots; Sponge Bob: Sponge Bob, Squidward, Patrick; PEZ stopwatch; Sweden soccer ball; Crystal Earth; USA convention bee; PEZ-A-Go Go 8 (Funky Faces); Boston Scientific; Breast Cancer Awareness hearts; Maximare Elephant; Incredibles: Dash, Helen Parr, Bob Parr, Jack Jack; Rigs; Lion King: Nala, Timon, Mufasa, Pumbaa, Simba; Jeffrey the Bunny (Dylan's Candy Bar mascot)

2005 Barky Brown; Barnyard Babies plush: cow, duck, pig, lamb, donkey; Mr. Bean: Irma Gobb, Mini Cooper, Mr. Bean; teddy bear; Bundesrat; Bratz: Jade, Chloe, Yasmine, Sasha; Connecticut Suns (basketball); USA convention chick; Christmas Crystal: reindeer, Santa, snowman, elf, polar bear with hat; Crazy Animals (color crystal): lion, octopus, shark, frog; FX Toy Show (psychedelic hand); Halloween remakes: skull, witch, pumpkin, mummy; Linz convention (crystal hand); Hello Kitty: Aloha Kitty, Kitty with Rabbit, Hello Kitty, My Melody; Hurricane Katrina; Maximare Elephant (crystal); Madagascar: Marty the Zebra, Gloria the Hippo, Alex the Lion; NASCAR helmets: #17 Matt Kenseth, #2 Rusty Wallace, #24 Jeff Gordon, #43 Richard Petty, #9 Kasey Kahne, #20 Tony Stewart, #18 Bobby LaBonte; Disney princesses: Jasmine from *Aladdin*, Belle from *Beauty and the Beast*, Cinderella; Safari Babies plush: hippo, tiger, alligator, monkey, elephant; Sesame Street: Cookie Monster, Zoe, Bert,

Ernie, Elmo, Big Bird; Star Wars: Emperor Palpatine, General Grievous, Death Star, Chewbacca; Star Wars gift sets; Sesame Street limited editions: Big Bird, Elmo, Cookie Monster; Teenage Mutant Ninja Turtles (series 2): Raphael, Michelangelo, Leonardo, Donatello; Walgreens trucks

2006 Mini Mints; Barky Brown (crystals); Disney Cars: Mater, Lightning McQueen, Doc Hudson, Sally Porsche; Chicken Little: Abby, Chicken Little, Fish Out of Water; NCAA college footballs: University of Florida, Louisiana State University, University of Texas, University of Georgia, University of Alabama, Penn State, University of Michigan, Florida State; FX Toy Show; Hard Rock Café; Hello Kitty gift tin; Hello Kitty (printed stems): Hello Kitty, My Melody, Kuririn, Hello Kitty with Rabbit; Ice Age 2: Scrat, Manny, Diego, Sid; Looney Tunes soccer balls: Bugs Bunny, Tasmanian Devil, Tweety Bird; Looney Tunes sports: Bugs Bunny, Tweety Bird, Tasmanian Devil; Mrs. Claus; Coach Whistles; Halloween black cat; Orange County Choppers gift set: Paul Sr., Paul Jr., Mikey; Open Season: Elliot, Mr. Weenie, Boog, McSquizzzy; Over the Hedge: Stella, Verne, RJ, Hammy; Cuddle Cubs plush; Walmart trucks; Linz convention (football); Disney princesses: Aurora from *Sleeping Beauty*, Ariel from *Little Mermaid*

2007 Disney princess gift set; Golden Compass: Golden Monkey, Pantalaimon “Pan,” Ragnar Sturlusson, Iorek Byrnison; Bee Movie: Adam Flayman, Barry B. Benson, Pollen Jock, Vanessa Blomme; eightieth anniversary Silver Glow; USA convention baby bee; Snow White; Best of Pixar: Mike, Sulley, Buzz Lightyear, Nemo; Crystal K9 Dogs; Elvis gift set; Choco Cat (Hello Kitty); Hello Kitty Crystals: Kuririn, Hello Kitty with Rabbit, Hello Kitty and My Melody; Kyoro Chan Birds; Meet the

Robinsons: Carl, Wilbur, Bowler Hat Guy, Lewis; Mickey and Minnie eightieth anniversary (gray and white); Mickey Mouse eightieth anniversary; Mozart & Sissi; NASCAR hauler sets: Dodge #9 Kasey Kahne, Dewalt #17 Matt Kenseth, Home Depot #20 Tony Stewart, STP #43 Richard Petty, Rusty's Last Call #2 Rusty Wallace, Dupont #24 Jeff Gordon; NASCAR haulers; NASCAR helmets: #48 Jimmy Johnson, #8 Dale Earnhardt Jr.; NCAA college footballs: Notre Dame, Ohio State; Party Animals plush: donkey, elephant; Ratatouille: Emile, Linguini, Remy, Skinner



2008 NASCAR Daytona 500 hauler, helmet, pull-and-go car; NASCAR All Star Race: hauler, helmet, pull-and-go car; Crystal Santa; Chick-fil-A cow; Crystal Valentine Hearts; Wall E; Eve; Easter remakes: bunny, lamb; Disney fairies: Tinkerbell, Silvermist, Iridessa; NCAA college footballs: Utah, University of North Carolina, University of Washington, Virginia Tech, Washington State, Nebraska, Brigham Young; NCAA college basketballs: University of North Carolina, Ohio State; Gary the Snail (Sponge Bob); Hello Kitty full body; Kung Fu Panda: Po, Tigress, Monkey, Shifu; Lightning McQueen play set; Goofy; Shinkansen trains; Mini Mints (Elvis); Looney Tunes: Tweety Bird, Tasmanian Devil with printed stems; Pirates of the Caribbean: Captain Jack Sparrow, Davy Jones, Will Turner; Bruce the Shark; cats and dogs

plush; Winnie the Pooh: Pooh Sleuth, Tigger; Darby; Buster; Star Trek gift set: Uhura, Chekov, McCoy, Kirk, USS *Enterprise*, Spock, Scotty, Sulu; Giant Eagle hauler; Walmart hauler; Major League Baseball: Cubs, LA Dodgers, San Francisco Giants, New York Mets, Boston Red Sox, Detroit Tigers, New York Yankees, Baltimore Orioles, St. Louis Cardinals, Atlanta Braves, Cleveland Indians; Batman play set: Batman, Joker, Riddler, Two-Face

2009 Star Wars: Ahsoka, Anakin Skywalker, Obi Wan Kenobi; Disney Animal Friends: Marie from *Aristocats*, Dalmatian from *101 Dalmatians*, Bambi, Baloo from *Jungle Book*; Disney Clubhouse: Minnie Mouse, Mickey Mouse, Donald Duck, Daisy Duck, Pluto, Goofy; Dylan's Candy Bar bunny set; Ice Age 3: Dino Mama, Scrat; Ironman; Spiderman; Wolverine; Monsters vs. Aliens: The Missing Link, Insectosaurus, B.O.B.; Pete the Cat; Woody (Toy Story); Rex (Toy Story); winter bear; custom haulers: Movie Gallery, Hollywood Video, Sheetz, Wegmans, Winn Dixie; Valentine cherub; Winx: Bloom, Flora, Stella; Wizard of Oz gift set: Cowardly Lion, Tin Man, Scarecrow, Dorothy, Glinda the Good Witch, Wizard of Oz, Wicked Witch of the West; Thomas & Friends: #6 Percy, #5 James, #1 Thomas; Major League Baseball: Boston Red Sox, Chicago Cubs, Philadelphia Phillies, Detroit Tigers, Yankee Stadium, New York Yankees; Easter: brown bunny, duck; Disney fairies: Fawn, Rosetta, Terrence; NCAA College Football: Missouri Tigers, Arkansas Razorbacks, LSU Tigers; Halloween bat; Hello Kitty pastels; NASCAR helmets: Darlington Race Track, Daytona Track, Talladega Track, Joey Logano; Incredible Hulk; Madagascar 2: Melman, Gloria, Skipper, Marty, Alex

Chapter 7

So What Do We Call This Decade?

Two more iconic advertising dispensers were offered in 2010: Chuck E. Cheese and the Geico Gecko. The Geico dispenser was first offered in the summer of 2010. Dispensers were offered on the Geico website and were given away at promotional events. Initial dispensers that found their way to collector circles were selling for as much as \$100 each. Prices have since leveled out and come down dramatically. Today, examples can be found for a few dollars each. Around that time, the dispenser promotion was coincidentally tied to a Geico radio ad where the tiny Gecko claimed to be at the PEZ factory. The ad said something along the lines of, “I’m at the PEZ factory in Orange, Connecticut, where it appears they have a lot of PEZ dispensers that look just like me.” Cute. The ad served as a welcome reminder that there was a PEZ factory and the public was welcome to visit. The Chuck E. Cheese dispenser was offered as a promotional prize available exclusively at the pizza/party chain.

The gift set of 2010 was Snow White and the Seven Dwarfs. This special set won several industry awards and marked the first time half-size, “mini” dispensers were offered in the United States. The dwarfs were

all done on smaller stems to make them shorter and depicted each character from the waist up—both unique features that hadn't been done before. The set was limited to 250,000 pieces and included a miniature Snow White storybook.

That same year, the first “Click and Play” dispensers were offered in Europe. Winnie the Pooh and friends were the first series represented by tiny, full-figured characters that were entirely on top of the dispenser base. The characters could be twisted to remove, making them available for play independent of the dispenser stem. The set included Piglet, Eeyore, Pooh, Pooh with honey pot, Tigger and Roo. Several years later, the Click and Play line would be expanded to include Disney Cuties, Mr. Men and Little Miss and Smurfs.

AUTHOR'S NOTE

For me, 2010 was a big year. It's the year I started my job with PEZ. My job was a dream come true and would lead to the development of something PEZ had never done before. More on that in another chapter.

On December 15, 2010, Curtis J. Allina, the man who was vice-president of PEZ USA and led the expansion of PEZ into the United States for almost three decades, passed away at the age of eighty-seven. Allina was the first executive vice-president when the Austrian company started operations in the United States in 1952. He remained with the company until 1979 and is widely regarded by most insiders as the person responsible for the character head placement on dispensers.

In 2010, PEZ expanded and joined the online retail business. The early version of the company website (PEZ.com) was a static, one-page website that had little information and nothing to click. The new website featured a

history section, a collector information area, a showcase of current products and an online store. For the first time, consumers could buy directly from the company website. The website would now also feature a wide variety of information that includes a dispenser archive by year, collector events, a list of retailers that carry PEZ products and educational material related to the presidential gift sets.

The following year, in 2011, the first Educational Series of dispensers was introduced with the presidents of the United States. Series one included the first five U.S. presidents: Washington, Adams, Jefferson, Madison and Monroe. The sets were offered in presentation boxes resembling an encyclopedia and contained a brief bio and photo of each president on the back of the box.

As the series continued, two new sets would be offered each subsequent year, each including five additional presidents. The series concluded in the fall of 2015 with sets VIII and IX that ended with Barack Obama. Because of the overall number of presidents, the last two sets in the series each included a presidential seal dispenser. Throughout the series, the sets were tied to the PEZ website with a link that was titled “For Educators”; teachers (or anyone) could log in and print presidential fun fact calendars and trading cards for use in the classroom that included information for every U.S. president. The cards and calendars offered journal prompts, a discussion question and research topic for students to learn more. They also offered a “Did you know” question for each president, such as, “Did you know—President Obama is an avid reader and collector of comic books. His favorites are *Conan the Barbarian* and *Spiderman*.”

Detachable, pull-and-go Disney Cars would be offered the following year. Finn McMissile, Mater and Lightning McQueen sat atop a “tire” that was attached to the dispenser. For the first time, the cars could be separated or attached to the base utilizing magnets, adding additional play value. The cars had spring-loaded rear wheels; when pulled backward and

released, the cars would race across the floor. The concept continued in 2012 with two licensed Hot Wheels cars, Twinduction and Fast Fish; the cars could be detached from the base via a patented twist and lock release mechanism. Two new candy flavors were introduced in 2011: strawberry/vanilla and raspberry/lemon. These two flavors marked the first new flavors since chocolate was introduced three years earlier and the first ever blend of two flavors in one candy.

Superman would make his long overdue appearance as a dispenser in 2011. I can't tell you how many conversations I have had with people over the years who claim to have owned a Superman dispenser as a child. I guess it's just the natural assumption that Superman was so popular that he *had* to have been a dispenser. The problem with Superman, just like Han Solo, is that from the neck up, he just looks like a man. There is nothing to distinguish who the character is supposed to be. PEZ solved this problem in 2005 when the Bratz were released. They were the first of many dispensers to be done from the bust up. The added features helped distinguish the character and how Superman would be created as a dispenser. Now, in addition to his signature hair curl, the S chest logo on his costume could be shown. Along with Superman came a revised Batman and first ever Green Lantern dispenser, all done from the bust up.

Do you know what anise, menthol-eucalyptus
and hot cinnamon all have in common? They
were once PEZ candy flavors.

The NHL license was acquired for the Canadian market. Two different goalie masks were created in 2011, known as the Fire and Ice set. One helmet is red and the other black, both containing the NHL logo on the top of the helmet and front of the stem. The following year, six additional hockey dispensers would be added, this time in the shape of the Stanley

Cup and all exclusive to Canadian distribution. The six teams included the initial six NHL franchises: Montreal Canadiens, Toronto Maple Leafs, Detroit Redwings, Chicago Blackhawks, New York Rangers and Boston Bruins. The year 2016 would see the release of seven additional hockey dispensers in Canada, this time in the shape of a zamboni (a machine used to resurface ice): Ottawa Senators, Vancouver Canucks, Montreal Canadiens, Edmonton Oilers, Toronto Maple Leafs, Calgary Flames and Winnipeg Jets.



The complete educational series of U.S. Presidents, sets 1–9, circa 2011–15.

In 2011, PEZ AG released two new innovative products: PEZ Smart and PEZ Soft. The PEZ Smart dispensers were half-size, mini dispensers in the shape of a boy or girl “graduate.” Each dispenser came with a mini roll (six tablets) of vitamin-enriched candy. The graduate is wearing a mortar board graduation cap that can be flipped up to reveal a secret compartment.

The PEZ Soft line was described as a “fruit jelly candy” product that was made in the shape of a traditional PEZ candy tablet. The line offered a brand extension that had never been done before. The PEZ Soft gummies had a dispenser developed exclusively for this new product. The gummy dispenser was designed in the shape of a candy tablet and was slightly larger than a credit card. When the dispenser was loaded, individual gummies could be shot into the air via a spring-loaded release button.

In the 1960s, the psychedelic dispensers came
packaged with flower-flavored candy.

Another iconic mascot was offered in 2011: Bolo Bear. A full-figured, smiling teddy bear character sat atop the dispenser with his arms raised in the air, wearing his signature purple shirt. The dispenser was offered exclusively in Mexico at Liverpool department stores, the largest chain of department stores in that country.

In 2012, fans could finally “rock and roll all night and party every day” with the new KISS release. The special gift set was an overwhelming success and sold out in record speed. The set featured the revamped lineup of the band and included The Demon, Starchild, Catman and Spaceman dispensers. These are the first and only official KISS dispensers PEZ has ever done. Despite the band’s popularity, part of the decision to make these dispensers was to shut down the bootleg market. For years, collectors and fans eager to get their hands on KISS dispensers made their own, often converting a Wonder Woman dispenser into the iconic characters. Some

versions were better than others, and some bootlegs could even be found with custom packaging. Despite the legal issue, the bootlegs often confused consumers into thinking it was a line PEZ had actually done. To set the record straight, PEZ decided to finally offer an official set.

In 2013, PEZ giant dispensers were launched. For years prior, there were “giant” PEZ dispensers that were created by another company through a licensing deal with PEZ. These dispensers were just over twelve inches in height. Instead of dispensing giant pieces of candy (which is so often confused by consumers), they dispense single rolls of regular-size candy. The initial launch was the Peter PEZ dispenser, followed shortly by a multitude of additional dispensers that usually mirrored the traditional-size dispenser PEZ produced. The line grew to include many Star Wars dispensers, Barbie, Elvis and a host of Charlie Brown variations, to name a few. Additional licensing was secured with Major League Baseball and the NFL to produce dispensers for every major-league baseball and football team. The expansive product line was too much for demand, and the license to produce was retired. The product line was a natural extension for PEZ, so in 2013, there were three new offerings from PEZ: Santa, Hello Kitty and Darth Vader, followed in 2014 by Raphael (Teenage Mutant Ninja Turtles) and Snoopy from Peanuts in 2015. Many of the giant dispensers included sound; when the head was tipped, a notable sound or song would play.

Seventeen new baseball caps were introduced into the MLB line. The dispensers featured miniature hats with the team logo, just like the players wore. Series IV and V of the U.S. Presidents was released, and a special Sulley of *Monsters University* fame was found exclusively in select Best Buy locations. The exclusive dispenser featured a different color stem and Monsters U logos and school pennants printed on the front of the stem. The Hobbit was the gift set of that year, and a slew of custom haulers made their way to various retailers across the country.

PEZ offered three special dispensers to benefit the Red Nose charity. The UK-only release featured T-Spex, Triceytors and Dinomite, personified dinosaur characters chosen to represent the charity. Red Nose Day was Friday, March 15, 2013. It was held in the United States for the first time on May 21, 2015. Red Nose Day is a UK-wide fundraising event organized by Comic Relief every two years. On Red Nose Day, everyone is encouraged to cast inhibitions aside, put on a red nose and do something funny for money. Even celebrities participate. To raise money, PEZ International created several one-of-a-kind, hand-signed dispensers of celebrities: Jessie J, Ricky Gervais, Keith Lemon and boy band One Direction. One Direction also had a special message for fans: “We’re all big fans of PEZ and we were really happy when they approached us to create our own PEZ heads! We think it’s a great idea that will hopefully raise lots of cash for Comic Relief.” The unique dispensers were auctioned on eBay Europe. Auctions opened on Monday, March 4, 2013, and closed ten days later on Thursday, March 14, 2013. The One Direction set garnered forty-one bids and closed at \$2,679.73; Jessie J received thirty-two bids and sold for \$1,102.31; Keith Lemon received twenty-eight bids and sold for \$934.28; and Ricky Gervais received thirty-three bids and sold for \$1,173.29. Combined, the four auctions raised \$5,889.61. All proceeds were donated to the Red Nose charity.

Jinkies! It’s Scooby Doobie Doo! Finally, the longtime classic cartoon characters would be immortalized as PEZ in 2014. The gift set, done in bright colors and shaped to resemble the Mystery Machine van, contained five brand-new dispensers: Scooby, Shaggy, Fred, Velma and Daphne. Angry Birds was the other gift set offered. What started as a mobile app quickly turned into one of the most successful gaming franchises of all time. Four all-new dispensers were released in a metal gift tin in the shape of the red bird’s head.

The coolest name was the hottest Disney movie and the largest-grossing animation film ever: *Frozen*! Anna, Elsa and Olaf dispensers flew off shelves in 2014, becoming the bestselling dispensers of the year. Hello Kitty would celebrate forty years and have her own special gift set. For the first time, Mama, Papa, Mimmy and Hello Kitty were in a cute keepsake tin shaped like Hello Kitty herself.

Over the course of the next couple of years, PEZ would bring back such classics as the Teenage Mutant Ninja Turtles, Peanuts, My Little Pony and Transformers. Harry Potter would finally get the green light and was the hottest set of 2015, followed closely by the Star Wars gift tin done to coincide with the movie release of *The Force Awakens*. The special gift set featured four crystal dispensers inside a specially shaped tin resembling Darth Vader's head.

PEZ USA launched a new product in 2014 called PEZhedz. They are premium soft candy chews made in delicious flavors and fun designs, like those you would find on top of a PEZ dispenser. PEZ partnered with European manufacturer Katjes (based in Germany) to manufacture these premium confectionery products. Hello Kitty and PEZ Bears can be found in a variety of fruit flavors; both are 99 percent fat free, gluten free, gelatin free and vegetarian. The candy offers a unique new product line and candy not widely seen before in the U.S. market.

At the close of 2014, longtime president/CEO Joseph Vittoria left the company. He had been in charge for the past decade and was behind numerous initiatives, including modernization of the factory, offices and warehouse and construction of the Visitor Center. During his tenure, he expanded product lines, added numerous new licenses and introduced gift sets to the business portfolio. He was behind the Educational Series of U.S. Presidents and was key in the Orange County Choppers project.

In January 2015, Christian Jegen signed on to lead PEZ Candy as its new president and CEO. Jegen, who has a long history in the candy

industry, was former president of Haribo of America. Under his leadership, several new projects are slated for consumers, such as PEZ Connectibles (accessories that attach to the dispenser base, creating a full-figure character) and the new Finding Dory set that will utilize transparent stem bases for the first time on a wide scale. It will be offered in a reuseable fish bowl.

“I am excited to be a part of the PEZ family and plan on bringing highly innovative ideas and strategies in order to grow this iconic brand even further in the United States,” Jegen said. “PEZ has a beloved line of products, a loyal fan base and works with the most respected licensors in the industry, and I am eager to move the PEZ brand to the next level.”

DISPENSER TIMELINE: 2010s

2010 Sparefroth; Ben 10: Ben 10, Heatblast, Waybig; Chuck E. Cheese; Geico Gecko; Christmas stocking; brown Easter Bunny; custom haulers: ACE Hardware, CVS, Bottom Dollar, Food Lion, Giant Eagle, Rite Aid, Stewarts, WaWa, Wegmans; PEZ Power Trucks; Princess Tiana; NASCAR helmets: Chicagoland Track, Phoenix Track; Hello Kitty gift tin; Hello Kitty plush: Hello Kitty in pink, My Melody, Hello Kitty in blue; Snow White gift set: Grumpy, Sneezzy, Sleepy, Happy, Doc, Dopey, Bashful, Snow White; Thomas & Friends gift tin: #3 Henry, #1 Thomas, #5 James, #4 Gordon; Disney Toy Story: Hamm, Slinky Dog, Jesse; Major League Baseball: Chicago White Sox, Florida Marlins, New York Yankees 27th Championship, Philadelphia Phillies Phanatic, San Francisco Giants, Seattle Mariners; NCAA College Basketball: Syracuse, University of North Carolina, University of Connecticut; NCAA College Football: Brigham Young; Halloween vampire; Mickey and Minnie/Donald and Daisy couples gift set; Winnie the Pooh click and play: Piglet, Eeyore,

Pooh, Pooh with honey pot, Tigger, Roo; Winter Plush: penguin, reindeer, snowman, bear; Nickelback (one-of-a-kind set): Chad Kroeger, Mike Kroeger, Daniel Adair, Ryane Peake

2011 Halloween witch; U.S. Presidents series 1: George Washington, John Adams, Thomas Jefferson, James Madison, James Monroe; Lord of the Rings gift set: Bilbo, Frodo, Samwise, Gandalf, Aragorn, Legolas, Gimli, Gollum; Cars 2 pull and go: Lightning McQueen, Mater, Finn McMissile; custom haulers: Walmart, Craftsman, Price Chopper; Phineas; Ferb; Agent P; Visitor Center boy; Visitor Center blanks: truck, puck, ball; Handy Manny gift set: Dusty, Pat, Handy Manny, Flicker; Cars 2: Lightning McQueen, Mater, Finn McMissile; Batman; Green Lantern; Superman; NCAA College Football: Texas Tech, Boise State, Texas A&M, Hawaii; Valentine bear; Toby (Thomas & Friends); Valentine plush bears; Major League Baseball: Houston Astros, Cincinnati Reds, Colorado Rockies, Red Sox Wally, Los Angeles Angels, Texas Rangers, St. Louis Cardinals, LA Dodgers; Mickey and Minnie twin pack; Lightning McQueen and Sally twin pack; Rapunzel; Keroppi plush; Thor; Captain America; NHL fire and ice goalie masks; Mr. Men and Little Miss: Mr. Rude, Little Miss Sunshine, Mr. Bump, Mr. Happy, Mr. Strong; PEZ Smart; PEZ Soft; Littlest Pet Shop: dog, monkey, cat; BOLO Bear

2012 NCAA College Football: Ohio State, Ohio State Brutus; Halloween pumpkin; Easter egg; Christmas Crystal: Santa, snowman; Wegmans custom hauler; Mickey and Minnie twin pack; Donald and Daisy twin pack; Muppets: Kermit, Miss Piggy, Animal; Star Wars: Darth Maul, Yoda, Valentine hugs and kisses bears; Crystal Valentine hearts; Spiderman; Lizardman; Catwoman; Ironman; Christmas: Santa, snowman, reindeer; Strawberry Shortcake: Strawberry Shortcake, Lemon Meringue,

Orange Blossom; KISS gift set: Starchild, Demon, Catman, Spaceman; Barbie gift set; Hot Wheels pull and go: Twinduction, Fastfish; U.S. Presidents Series 2: John Quincy Adams, Andrew Jackson, Martin Van Buren, William Henry Harrison, John Tyler; U.S. Presidents Series 3: James Polk, Zachary Taylor, Millard Fillmore, Franklin Pierce, James Buchanan; Star Trek Next Generation gift set: Beverly Crusher, Data, Geordi LaForge, Jean-Luc Picard, USS *Enterprise* NCC-1701-D, William T. Riker, Worf, Deanna Troi; custom haulers: Hy-Vee, Safeway, Toys R Us, Shop Rite; Mickey and Minnie remakes; NICI Sheep: Lucy, Bob, Rosa; UK Football (soccer): Rangers Football Club, Tottenham Hotspurs, Arsenal Football Club, Celtic Football Club, Newcastle United, Chelsea Football Club; Paul Frank: Julius the Monkey; Moshi Monsters: Furi, Katsuma, Poppet; skull and crossbones puck; Disney Cuties (click and play): Mickey Mouse, Minnie Mouse, Pluto, Donald Duck; Disney Dwarfs: Dopey, Grumpy, Happy; NHL Stanley Cup: Montreal Canadiens, Toronto Maple Leafs, Detroit Redwings, Chicago Blackhawks, New York Rangers, Boston Bruins; Hello Kitty mini plush; Hello Kitty gift tin; Indy pull and go cars; Race Car pull and go cars



2013 Major League Baseball caps: Los Angeles Angels, Atlanta Braves, St. Louis Cardinals, Chicago Cubs, LA Dodgers, San Francisco

Giants, Cleveland Indians, Seattle Mariners, New York Mets, Huston Astros, Philadelphia Phillies, Texas Rangers, Boston Red Sox, Cincinnati Reds, Colorado Rockies, Detroit Tigers, New York Yankees; U.S. Presidents Series 4: Abraham Lincoln, Rutherford B. Hayes, Andrew Johnson, James A. Garfield, Ulysses S. Grant; U.S. Presidents Series 5: Chester Arthur, William McKinley, Grover Cleveland, Theodore Roosevelt, Benjamin Harrison; Cinderella; Boba Fett; Candace (Phineas & Ferb); snowman; ghost; penguin; Giants: Darth Vader, Hello Kitty, Santa; Hello Kitty Easter plush; Hello Kitty plush, Monster University: Mike, Sulley, Squishy, Randall; Hobbit gift set: Bofur, Bilbo Baggins, Dwalin, Gandalf, Fimbul, Radagast, Kili, Thorin Oakenshield; Winnie the Pooh; Halloween vampire; Nintendo Super Mario: Mario, Kinopio, Yoshi; Target Dog promo; Christmas twin pack; Dory (Finding Nemo); floppy ear bunny; duck Easter egg; Merida; custom haulers: Market Basket, Vons, Duane Reade, Dominick's, Carrs, Tom Thumb, Randall's, Pavillion, Safeway, Havoline, Nice!, Walgreens, Up Market, WaWa, Wegmans; Red Nose Day: T-Spex, Triceytops, Dinomite; Red Nose Charity Dispensers (one-of-a-kind): Jesse J, Ricky Gervais, Keith Lemon, One Direction; Ferdinand the Policeman

2014 Giant Raphael (Teenage Mutant Ninja Turtles); Angry Birds gift set: Red Bird, Stella, Green Pig, Black Bird; U.S. Presidents Series 6: William Taft, Calvin Coolidge, Woodrow Wilson, Herbert Hoover, Warren G Harding; U.S. Presidents Series 7: Franklin D. Roosevelt, John F. Kennedy, Harry S Truman, Lyndon B. Johnson, Dwight D. Eisenhower; Scooby Doo gift set: Thelma, Fred, Scooby, Daphne, Shaggy; Fozzie Bear (Muppets); Captain America; Flash; Dr. Doofenschmirtz (Phineas & Ferb); Easter twin pack; Frozen: Anna, Elsa, Olaf; Teenage Mutant Ninja

Turtles: Michelangelo, Donatello, Raphael, Leonardo; Valentine monkey; NCAA College Basketball: UConn National Championship, Fairfield; Disney World of Cars: Dusty, El Chupacabra, Mater; Sponge Bob: Sponge Bob, Squidward, Patrick; Disney Junior; Jake, Skully, Sophia the First; Minnie Mouse; Rio 2: Jewel, Blu, Raphael; Green Alien (Toy Story); Hello Kitty 40th anniversary tin: Hello Kitty, Mama, Papa, Mimmy; Nintendo: Yoshi, Mario, Kinopio; Keroppi (Hello Kitty); Office Depot custom hauler; PEZ Heroes: policeman, nurse, fireman, army man



Christian Jegen, president/CEO of PEZ USA, circa 2015.

2015 Gary the Snail (Sponge Bob); Crystal Valentine hearts; PEZ Sports: soccer ball, baseball, football, basketball, hockey puck;

Despicable Me: Stuart, Dave, Agnes; Wildlife Plush: giraffe, white tiger, gorilla, elephant; Mickey and Minnie twin pack; Skipper (Madagascar); Marvel Avengers: Ironman, Thor, Captain America, Hulk; My Little Pony: Pinkie Pie, Twilight Sparkle, Rainbow Dash; Minnie Mouse stylish; Hello Kitty; Penguins of Madagascar: Skipper, Private, Rico, Kowalski; Transformers: Bumblebee, Megatron, Optimus Prime; Peanuts gift set: Charlie Brown, Lucy, Snoopy, Woodstock; Giant Snoopy; Star Wars gift tin: Darth Vader, R2-D2, C3-PO, Yoda; Harry Potter gift set: Ron, Hermione, Harry, Dumbledore, Hagrid, Voldemort; U.S. Presidents Series 8: Richard Nixon, Gerald Ford, Jimmy Carter, Ronald Reagan, Presidential Seal; U.S. Presidents Series 9: George H.W. Bush, William Clinton, George W. Bush, Barack Obama, Presidential Seal; Winter Plush: Santa, snowman, reindeer; PEZ Emojis: love, happy, winking, silly, kissing, LOLing

Chapter 8

Collecting and Collectors

Throughout the 1990s, the collecting aspect of PEZ was peaking at a feverish rate. Never before had so many people been interested in collecting these cute character pieces. The media was taking notice, and more and more mentions of PEZ could be seen in television, movies and print. PEZ landed front and center on the December 1993 cover of *Forbes* magazine. The three dispensers featured were Daffy Duck, a rare soft head Donald Duck dispenser and Spiderman. The article, titled “Revenge of the Philistines” by Christine Brown, wasn’t focused on PEZ but rather what collectibles were hot and the money that could be made by investing in the right thing at the right time. It stated, “Miscellany—which ranges from expensive and truly beautiful jewelry down to everyday objects like Pez dispensers—has been, until very lately, the biggest category at Sotheby’s replacing fine art. As recently as 1990, paintings, mostly done by big-name artists, accounted for 62% of revenues but last year made up just 43%; collectible miscellany brought in 57% of revenues.”

The article provided a synopsis and rating of various collectibles such as movie posters, Hawaiian shirts, baseball cards, comic books and, of

course, PEZ, to name a few. So what did it have to say about PEZ? “At a recent sale, all lots exceeded estimates. Record paid was \$1,150 for lot of 19 Disney characters, including Mickey Mouse and Donald Duck. Prices the same with or without stale candy. Christie’s to hold another sale in December, but don’t expect much action on PEZ dispensers after that.”

The December auction to which the *Forbes* article refers was widely publicized by Christie’s auction house in New York City. One of the ads prominently featured the rare bride and groom dispensers spotlighted against a dark background and the words “A special event ...” to introduce the auction. Kosher PEZ, the Green Hornet and a full-body Santa dispenser were the other featured PEZ items. In all, eight lots of vintage dispensers would go across the block. The auction took place on December 18, 1993, and took the awareness of PEZ to a whole new level.



The advertisement placed in *Toy Shop* magazine promoting the Christie’s PEZ auction, circa 1993.

As the auctions closed, a couple lots sold within estimates:
Kosher lot: pre-auction estimate, \$100–\$200; realized, \$161

Thor: pre-auction estimate, \$125–\$200, realized, \$173

A few lots exceeded estimates:

Batman with cape: pre-auction estimate, \$125–\$175, realized, \$196

Pilot and stewardess: pre-auction estimate, \$145–\$180, realized, \$207

Green Hornet: pre-auction estimate, \$275–\$350, realized, \$518

A couple missed their mark:

Trio of Popeye dispensers: pre-auction estimate, \$275–\$300, realized, \$253

Christmas lot: pre-auction estimates, \$180–\$225, realized, \$127

The featured couple came in right on target:

Bride and groom: pre-auction estimate, \$850–\$1000, realized, \$978

Collectors were becoming more and more interested not only in PEZ but also in meeting one another and finding others who shared in this passion. The first ever PEZ collector convention was held in Mentor, Ohio, on Saturday, June 15, 1991. Several other conventions around the country soon followed, and the hobby was becoming more organized than ever. Collectors finally had a chance to meet one another, buy and sell PEZ and view rare and unusual dispensers on display. Conventions have quickly become must-attend events for addicted collectors, drawing people from all over the United States, Canada, Europe and Japan and making PEZ a truly international phenomenon.

These conventions have always been hosted by collectors, for collectors. PEZ, the company, has never sponsored or had an official presence at these events. PEZ has opted to leave the shows as they are—fan-based events—citing the concern that company involvement would create the feeling of a commercialized corporate event.

The locations of the events are generally determined by where the host happens to live. The first convention was hosted by three collector friends who lived in the Greater Cleveland, Ohio area in 1991. Jill Cohen, Pat Barnes and Richard Geary shared an interest in collecting and decided to

see how many other people they could get together to celebrate their love of PEZ. Richard worked in radio, so he had the means to help publicize the event; Jill and Pat organized and promoted. The first convention was called Dispenser-O-Rama and had fourteen dealers and nearly one hundred people in attendance—a modest start to what would eventually become the largest PEZ convention in the world. The event has continued every year since, usually in July in or around the Cleveland area.

A Tweety Bird PEZ dispenser was featured
on an episode of the popular television show
Seinfeld.

The original founders moved on. The name was changed to PEZ-A-Mania, and the reins were handed to others who have successfully grown the convention into arguably *the* must-attend event of the year. In 2015, the convention celebrated its twenty-fifth anniversary in Independence, Ohio. The event drew such a crowd that the hotel was booked to capacity and additional guests had to stay at other hotels near the event.

That event twenty-five years ago was the seed that started all other PEZ conventions. Two years later, in 1992, a second convention would start in St. Louis, Missouri, hosted by John “CoolPEZman” Devlin. This summertime tradition would continue every June for another twenty-three years. It remains the longest-running convention hosted by the same person to date. Other conventions were established in California, Minnesota and Connecticut, along with numerous less formal gatherings. At this time, conventions such as these were *the* place to buy and sell PEZ dispensers. It would be another two years before eBay was even founded and a few years after that before the auction site would become mainstream.

It seems like a lifetime ago as it's now so commonplace, but it wasn't until 2001 that approximately 50 percent of U.S. households had Internet access. Prior to this, you had to find PEZ by happenstance at flea markets, tag sales or antique stores. Someone who might be interested in an old PEZ dispenser (or any other item for that matter) could only hope that the person selling it knew information about it and was honest. Detailed information required labor-intensive investigation that required car trips, personal visits, written communication or multiple phone calls. There was no e-mail. There was no texting, and there was no eBay App.

AUTHOR'S NOTE

It was during this time that I made connections with people who are to this day still considered friends and mentors for me in this hobby. Luckily, being a collector sometimes comes with a packrat sort of mentality of never wanting to throw anything away. I saved much of the early correspondence and letters I received from notable people in the hobby such as Maryann Kennedy, John LaSpina and David Welch.

SPOTLIGHT ON COLLECTORS

Maryann Kennedy was nicknamed "PEZhead Zero," meaning she was quietly collecting PEZ by herself for years, waiting for the rest of us to show up and join in the fun. She and her late husband, Paul, were devoted collectors, not only of PEZ but of other nostalgic items as well. Each room of their house is filled with one wonderful collection after another. Each had their favorite collections, but both enjoyed vintage glass candy

containers. Their collection of glass containers is one of the finest anyone has ever assembled. In the 1970s, their children, eager to help add to the collection, would try to find something new. To their dismay, there weren't any glass candy containers they could find that weren't already in the collection. One day her son brought home a plastic candy dispenser to offer his mother. This single dispenser would become the start of the PEZ collection and the beginning of a whole new interest.

Maryann's early research contributed immensely to the hobby's growth. As more people became interested and eager to learn more, she was the go-to person. Her early interest and pursuit of information led her to write many letters requesting information. She was featured in the *National Enquirer* for a story about treasures in your attic. Maryann was shown with a handful of her collection and the high value of what just a few old PEZ dispensers could be worth. The article was sensationalized, but it brought positive attention to the hobby.

David Welch was an early pioneer of the hobby and the first person to ever write a book about PEZ. His business of buying and selling childhood memorabilia led him to PEZ and the opportunity early on to buy a collection of vintage dispensers for \$1,000. At the time, this was a crazy amount of money to spend on something that had no solid history of sales or, for that matter, established interest. The gamble paid off. Individual dispensers were auctioned, and his investment was returned five times over. At this point, he knew he was on to something, and the pursuit to find more was on. The search for PEZ led him to write a basic pictorial guide to plastic candy dispensers that featured PEZ. The book, published in 1991, was fascinating to me and was the hook that pulled me into the hobby.

Several years later, David released his second book, *Collecting PEZ*. It set the benchmark for information. Nothing like this book had been done before. The painstaking hours of research were done before the ease of

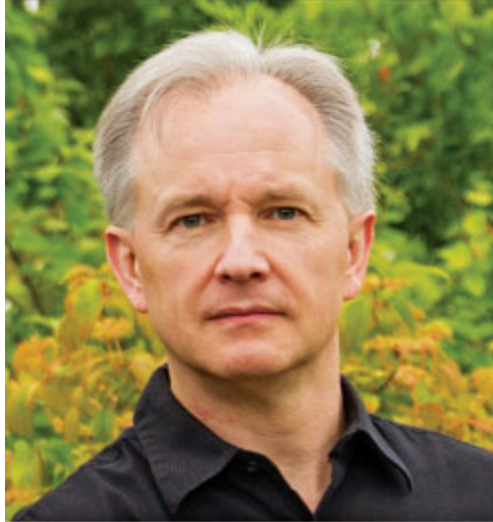
Internet access, which makes his work even more remarkable. He has owned and sold many of the rarest dispensers and PEZ memorabilia known. His experience in brokering these many transactions has helped establish what is now regarded as common knowledge throughout the hobby.

John LaSpina was the human eBay of PEZ collecting, before there was an eBay. Throughout the early to mid-'90s, he hosted several phone auctions. These were the premier events of the time; if someone wanted to add a rare or unusual example to his collection, this was the opportunity. John gathered these PEZ items, described them, photographed them and created an auction catalogue. The auction started on a specified date, always a Friday or Saturday. People had to call John to place a bid. He would confirm the current bid price, and you then had the opportunity to raise the bid. This process would continue until ten uninterrupted minutes would pass without a phone call. At that time, the auction would be considered closed. These auctions would last well into the early hours of the next day (hence the reason they were held on Fridays or Saturdays). I would venture to say there were probably a few items that sold to the person who could just stay awake the longest! Some rare items were sold, establishing new benchmarks for prices never realized before.

AUTHOR'S NOTE

I credit Maryann as the person who gave me the opportunity to write my first book. She allowed me, along with a professional photographer, to visit her home and disrupt their quiet routine for a weekend back in 1999. She allowed me to photograph key parts of her collection for use in my book. Without her help and generosity, I may not have ever written a book. That was a pivotal project for me that created the

foundation for two more books and helped build a relationship with the PEZ Company that was a lead-in to the position I have now. Funny how one kind gesture can have such a life-changing effect. Thank you, Maryann.



Maryann Kennedy, David Welch and John LaSpina, circa 2015.

As these auctions gave way to more modern methods, John established himself as a reliable dealer who often had one of the best selections of vintage PEZ to choose from. It was through these many transactions that John helped establish values for vintage dispensers and the creation of his price guide, now in its twenty-seventh edition. It's widely regarded throughout the hobby as the go-to book for pricing. John has amassed one of the finest collections of PEZ memorabilia ever assembled. He remains very active in collector circles and is the only person to have attended all twenty-five PEZ-A-Mania conventions.

Over the years, especially before the Internet, one of the best resources for information has been the newsletters. They are similar to conventions in that the newsletters were written by collectors for collectors. Over the years, they have provided some of the best product information and "what's happening" information in the hobby.

The first newsletter to appear was called *The Toy Candy Container and Food Premium Collector* in 1987. For the third issue, the name was changed to *The Old Variety Store*. It lasted until late 1989 and had a run of about fifteen issues.

In January 1990, the *Optimistic Pezzimist* came on board. It was published by Mike Robertson and had a run of just fifteen issues, lasting until July 1992.

The premiere issue of *The Plastic Candy Dispenser Newsletter* was launched with the November–December issue in 1992. Just three issues later, the name would change to *Positively PEZ*. Published by Crystal and Larry LaFoe, it had a slightly longer run with nineteen issues and ended with the January–February 1996 edition. The fun thing about these newsletters is looking back now and realizing how little was known and how much was yet to be discovered. There were no databases or Internet to search; the early information was traded one collector to another.

The *Fliptop Pezervation Society (FPS)* newsletter, published by Dennis Martin, premiered with the September–October 1995 issue, billing itself as “the first national club for PEZ collectors.” Pedro PEZ, a boy PEZ Pal dispenser, was adopted as the club mascot and was sent around the world to various collectors, visiting interesting places and having his picture taken. Collectors would send in the pictures, and his world travels would be documented in the newsletter.

The first PEZ candy flavors advertised in the United States were peppermint, lemon and chlorophyll mint.

One month later, *PEZ Collectors’ News* made its first appearance with the October–November 1995 issue. The two newsletters worked well together; both were bimonthly newsletters and published on opposite months. If you subscribed to both, you could get your fill of PEZ news on a monthly basis.

In December 1999, the *Fliptop Pezervation Society* announced the September–October 1999 issue was its last and the newsletter would combine efforts with *PEZ Collectors’ News*. The *FPS* enjoyed a run of twenty-four issues; at that time, it was the longest-running newsletter.

PEZ Collectors’ News was now the lone newsletter. Twenty-one years (yes, years!) and well over 125 issues later, it’s still going strong and is currently the only printed newsletter. Since its inception, the newsletter has been published by Richie Belyski on a bimonthly basis. The wealth of knowledge it has provided collectors over the years has been invaluable. Belyski was the first collector to foster a relationship between the PEZ Company and collectors. It was through his newsletter that then PEZ president/CEO Scott McWhinnie would provide information to collectors on the latest news and happenings. Belyski would go on to host numerous

PEZ gatherings in Myrtle Beach, South Carolina, as well as host the Connecticut convention known as the North East PEZ Collectors' Gathering, which celebrated its eighteenth year in 2016.

Chapter 9

Hey Bidder, Hey Bidder ... Sold!

As I mentioned earlier, eBay has been a key player and powerful force in the evolution of the PEZ hobby. For years, eBay was associated with PEZ, and many in the PEZ hobby would argue that's how eBay got its start. Turns out, it may not have been just an assumption; eBay helped foster this rumor for years. Being associated this closely with a powerhouse brand like eBay isn't necessarily a bad thing. In fact, it probably helped bring interest to the hobby and perhaps add a few more collectors to the ranks.

The following news article was published on June 17, 2002, by AP Business writer Brian Bergstein:

During eBay's rapid rise to Internet commerce powerhouse, the company nurtured a quaint tale of its origins, saying founder Pierre Omidyar created the site in 1995 so his fiancée could trade PEZ candy dispensers with other collectors.

It seemed to embody a seminal Silicon Valley moment as humble as the garage births of Hewlett-Packard Co. and Apple

Computer Inc.

The story was so tied to eBay's identity that chief executive Meg Whitman often was photographed with PEZ collections, and 121 dispensers are on display in the lobby at company headquarters.

Too bad the story isn't true.

According to a new book on eBay, "The Perfect Store" by Adam Cohen, the PEZ myth was fabricated to interest reporters in the site in 1997.

The truth was merely that Omidyar had realized an auction-based marketplace would be a great use of the Internet. But Mary Lou Song, eBay's first public-relations manager, discovered that the real story didn't excite reporters.

After she heard Omidyar's wife, Pam Wesley, say she had been having a tough time finding fellow PEZ collectors in Silicon Valley, Song decided to tell journalists that Omidyar had developed eBay to help Wesley's PEZ woes. Omidyar gave his blessing, and the legend was born.

eBay spokesman Kevin Pursglove, who joined the company in 1999, said Omidyar did use eBay to buy and sell his wife's PEZ collectibles but acknowledged that the site wasn't born that way.

"It has been slightly blown out of proportion," Pursglove said.

Another aspect of eBay shrouded in the fog of recent history is the company name. Conventional wisdom around headquarters has been that "Bay" referred to a safe harbor for trading goods, or was a tribute to nearby San Francisco Bay, according to Pursglove.

The truth is not so elegant, according to Cohen's book. Before starting AuctionWeb, the site that became eBay, Omidyar had a

one-man consulting firm he called Echo Bay Technology Group because he thought the name sounded cool.

When it came time to register the Internet address, EchoBay.com was taken, so he shortened it to eBay.

In the year 2000, PEZ partnered with eBay to create an exclusive dispenser for the eBay online store. For a brief period around this time, eBay had a store on the website where you could buy a variety of eBay-branded merchandise. Everything from umbrellas to hats, key chains and coffee mugs could be found with the now famous eBay logo.

Four different dispensers were created exclusively for the store: a yellow crystal heart with green footless stem, a blue crystal heart with yellow footless stem, a red crystal heart with blue footless stem and a green crystal heart with red footless stem. All hearts were printed with the eBay logo in white letters and mounted to a green, stylized blister card also containing the eBay logo and included three rolls of candy. Five thousand sets of these exclusive dispensers were created and sold for ten dollars per set. The sets sold out with record speed. Today, complete sets typically sell for as much as five or six times the original sale price.

The other eBay dispenser that can be found is on a black footless stem with a glow-in-the-dark heart and black eBay logo. These dispensers were given to eBay employees, who then had the option to keep or resell the item (on eBay). The first examples were scarce and often sold for several hundred dollars each. Today, the employee dispensers do turn up on occasion, but prices have come down a bit; examples still sell for over \$100 each.



The exclusive eBay dispenser set, circa 2000.



The front and back of the original card containing a rare Make-A-Face dispenser, circa 1972.

Depending on your perspective as a collector, since its inception, eBay has either helped or hurt the hobby. It has certainly leveled the playing field by identifying what is truly rare and what is more common than once thought.

It's also brought attention to the hobby and flushed things out of attics, garages and storage buildings that have been packed away for years. Money is always a motivator for someone to dig through piles of old junk because there might be something valuable buried in the mess.

From the early 1950s to the late 1960s, the price of a PEZ dispenser with two rolls of candy was only twenty-five cents.

Certain things once thought to be extremely rare (such as a Make-A-Face dispensers) actually turn up with a high degree of frequency on eBay. This was once thought of as “the holy grail,” but if you really want one, give it a few weeks and one will likely show up for auction. That’s not to say there are that many out there; occasionally one will turn up that hasn’t been seen, but generally speaking, the ones that are out there just keep changing hands and recirculating through the hobby. The Make-A-Face, first introduced in 1972, wasn’t available for long. The large head and tiny parts often broke away from the card, rendering them unsellable. It’s rumored that all remaining stock was re-melted and used to mold the Indian chief headdress that would be introduced just a few short years later, explaining the wide variety of swirled headdresses.

EBay has also helped level the resale values of many dispensers. Why pay a premium for something at a convention when if you are patient it might end up available again and at a much better price on eBay? This makes sense, but be prepared to get something that may be less than your expectations. Condition is everything when placing value on a dispenser.

Dispensers are small and do not hide flaws or damage very well. What one person may call “mint” is in reality far from it. I’ve often read descriptions online where the seller describes the item as “in perfect condition but it has a crack on the side of the stem, a small melt on the head and the hat is missing.” What? How is that perfect condition? It’s kind of like saying, “My car is in perfect condition except for the dented door panels, missing fender and two flat tires.” Unlike coins, comic books or trading cards, there is no established grading system or company that will grade dispensers. Beauty or condition, as it turns out, is in the mind of the describer.

Photos don’t always show the tiny flaws such as hairline cracks or parts that have been glued. If it’s mentioned at all, credit goes to the seller for pointing out the flaws, but that doesn’t always happen. Granted, there are

processes in place to help buyers get a refund when such scenarios occur, but sometimes the headache and hassle can really take the fun out of it. There is no mistaking that there are some great deals and some extremely rare items made available on eBay. Just use caution and always remember, buyer beware!

For the newbie, this is all a lot to take in. What do I need to know? Who do I need to talk to?

Sure, it's easy to buy from home and never get out and meet other collectors or travel to a convention. To me, never attending a convention takes something away from the enjoyment of the hobby. The advantage the conventions will always have over any online sales site is the ability to see and inspect the item you are interested in buying in person. Read that last sentence again because it's really key.

In PEZ terms, a “regular” refers to a
dispenser with only a cap and no character
head.

It does take more effort to get out to a convention than to shop online, but no computer replaces the positive side effect of attending: the friendships you make. The people around you share the same passion and enthusiasm. Most are eager to share their knowledge and experience. The camaraderie alone is worth the trip. The first step in collecting is education. Knowing the product and the prices are important. As with any other area where buying and selling is involved, there have been a few unscrupulous sellers, some fake dispensers and bait-and-switch scams. Any time money is involved, it can bring out those looking to take advantage of others.

Chapter 10

Collecting 101

WHAT DO I NEED TO KNOW?

Want to go all-in on PEZ collecting? There are some considerations and terms to know. Use the jargon and you'll become part of the community. Identify the characteristics and you'll be able to determine value. Determine value and you can buy, trade and sell to your benefit.

The "head flop" (actually a misnomer) is a recent addition to the vocabulary. As it is used now, it refers to the amount of movement the head of the dispenser makes when tipped backward and gravity pulls it back. If the head moves, some people think this is head flop or a floppy head when, in fact, it's not. A true floppy head dispenser (or head flop) is one in which the spring is broken or no longer engaged. Larger heads are going to have movement to some degree when tipped back just because of the weight of the head. You can't stop physics, and it doesn't mean the dispenser is damaged. The head flop may or may not be a measure of functionality.

When referring to dispensers, “alignment” refers to the ease with which a dispenser functions. Some people assume that old dispensers all operate precisely and any irregularity or misalignment means it’s damaged. While in some cases that is true, it is also true that dispensers were never intended to be precision instruments. They were made in mass, and sometimes, especially with older dispensers, the parts don’t quite align perfectly. Another point to remember: price does not equate to ease of function. A \$500 dispenser will not function any better than a \$5 dispenser. Sometimes the opposite is true: the poorer the quality, the more value it potentially has because fewer may have survived.

The concern overall should be with the condition of the dispenser and whether all the parts are correct. Ideally, it should function easily. The plastic blade springs, especially those made in Hong Kong, are notorious for leaving a gap between the head and part of the spring it engages (which allows for some degree of head movement or flop). It doesn’t mean it is broken! Look for cracked, broken or missing parts. Be aware that part switching is more rampant now than it ever has been in my twenty-five-plus years of collecting.

Parts can be switched with a correct replacement, and most in the hobby regard this as acceptable practice. For it to be acceptable, it has to be the exact same part, not something close. For stems, this means the same IMC number, same country of origin and same color. The problem comes from those who switch with parts that aren’t correct or use something “close enough.” Dispensers like this are often found on eBay. Some people will find damaged dispensers and, in effort to sell them at a profit, will replace a broken part from another dispenser. Unless the swap is done correctly, it actually causes more harm than good.

There are a handful of individuals who make regular practice of swapping parts to make color combinations they think look better or were never in fact offered by PEZ. Some do look nice when the stem matches

the head or other parts, but it actually dilutes the integrity of the hobby when enough of these pieces get into circulation. One individual in particular likes to take apart ponies and create head, mane, bridle and eye and stem combos that were never done and list them for sale on eBay. These have been dubbed “Franken-ponies.” If you buy one, knowingly or not, the value will likely never go up because it’s been altered. They are just cobbled together works that, in my opinion, should be avoided.

AUTHOR’S NOTE

It is every collector’s responsibility and ultimately in his best interest to preserve and protect the integrity of his or her collection. It is important to maintain value by preserving authenticity. Investment return, however, should not be the motivating factor to collect. Collect for the fun!

As a collector, there are other aspects to the hobby and facets that expand beyond the dispensers themselves. Some collectors, however, are purists and only have interest in dispensers. There are many PEZ items in addition to dispensers that are collectible: advertisements, display boxes, candy packs, licensed products, etc. Dozens of entirely different PEZ product lines and memorabilia are for sale or on display at conventions, gatherings, online and, of course, at the Visitor Center in Orange, Connecticut.

**The Halloween witch was the first dispenser
in the classic character head/stem format.**

Original packaging is a consideration for collectors. One could easily wonder, “Should I leave it in the package or open it up?” “Will it lose its

value if I open it?” Opening the dispenser is often a matter of preference. If the dispenser is old, popular opinion is to leave it in the package. As most people know, anything with the original box or packaging is generally worth more than an item without. Sometimes it’s the packaging itself that has the value. Remember, this material was never meant to be kept; it was completely disposable and had one purpose: hold the product until it was sold and then be immediately disposed of. Those that survive still packaged can be rare. Display boxes and advertising sheets, which we will talk about, are quite collectible on their own.

With new or more recent dispensers, the choice is yours. Many advanced collectors buy at least three of each new release: one in the (poly) bag, one on the blister card for the art and one to open for display. It’s true that a carded or bagged dispenser is traditionally worth more than one that is loose, but a dispenser out of package is more fun to display (and play with).

NOW THAT I KNOW SOME BASICS, HOW DO I START?

If you are a new collector, you may be wondering how to get started. A good suggestion is to start slowly—look for as many of the current release dispensers you can. You can build a nice size collection this way without spending a lot of money. Next, move on to the current European dispensers or recently retired dispensers. Most of these can be had for just a few dollars each. Acquire all of these, and the size of your collection will easily double.

When it comes to vintage dispensers (footless/pre-1987), one suggestion is to decide what your first benchmark will be and start from there. For example, there is still a good number of footless dispensers that can be found for twenty-five dollars or less. Another suggestion is to focus

on a specific genre. For example, some collectors collect only the PEZ Pals or animals; others focus on a specific dispenser and all of its variations. Some collectors focus on stem variations. A good example of stem variations is with the Teenage Mutant Ninja Turtles. In the original set, there are eight different dispensers that come on eight different stem colors; if you were to collect all of the head/stem combinations, you would have sixty-four turtles alone in your collection!

Although some of the old dispensers reach into the hundreds and even thousands of dollars for a single dispenser, you don't have to spend your life savings to enjoy the hobby. Collect within your means. The most important thing to remember about collecting PEZ is to collect what you enjoy and enjoy what you collect. But most importantly: it's a hobby—have fun!

WHAT IS THERE TO COLLECT IN ADDITION TO THE TRADITIONAL DISPENSER?

Ad sheets were only distributed to people in the business—salesmen, brokers, dealers, etc. They were not meant for the general public, making them difficult to find. Some collectors pursue only the dispensers and have little interest in these sheets. Others enjoy collecting anything related to PEZ.

You can learn a lot by studying ad sheets, such as how dispensers were packaged, who distributed them and how much they cost. Rare and unusual color variations of some dispensers have been verified using information and pictures provided on vintage sheets. Depending on the dispenser(s) pictured, size of the ad and artwork, prices for these ad sheets can go from a couple of dollars for a current ad to several hundred dollars for a vintage ad of popular character(s) like the Universal Studios movie monsters.

Around 2005, PEZ stopped producing these sheets, opting to distribute the information electronically. The days of cool old paperwork with bright illustrated graphics have become a thing of the past.

As mentioned earlier, niche items, such as vintage packaging, ad sheets, displays and counter boxes, can be expensive and difficult to find. These kinds of paper items are also known as “ephemera,” which refers to printed matter not meant to be retained or saved. By that nature, it could also imply collectability. Items like this were and still are considered disposable items. When the product was gone, the shopkeeper threw it away and ordered another—it was never meant to be kept. Most of the vintage boxes contained twenty-four or thirty-six dispensers, which means there was only one box for every two or three dozen dispensers. Of those dispensers, think about the relative small quantity of boxes that may have survived compared to the number that was once produced.

The dispenser, made of plastic, was more durable, was meant to be played with and likely ended up in a toy box or bottom of the junk drawer, meaning its chances for survival were far greater than the packaging it came in. The boxes, on the other hand, made of cardboard and paper, were designed for the express purpose of merchandise display and discarded when empty. For example, a dispenser is valued at \$100. In theory, that should dictate that the price of the box it came in would be twenty-four to thirty-six times that of the dispenser. Current prices for rare boxes are expensive but nowhere near that range. When you look at it this way, it's easy to see how scarce some of these boxes really are.



A selection of rare and unusual candy boxes, circa 1940s–70s.

Pricing for any of these kinds of items depends on the condition, size, rarity, characters or theme depicted and artwork. Boxes, like ad sheets, inserts and other paper-related items, are not popular with all collectors. Boxes that were produced for a specific group are much harder to find and usually bring more money than generic boxes. Most of these produced in the early 1960s through the late '70s are called “single-theme boxes”

because they had one specific purpose. Single-theme boxes include such art and characters as *The Jungle Book*, Popeye, Batman and Green Hornet. These are also known as “cross-over” collectibles because there is another group of hobbyists entirely dedicated to collecting memorabilia from that character or television show.

As a child growing up in Vienna, Austria, the first executive vice-president of PEZ was neighbors with Sigmund Freud.

Boxes showing a generic character allowed more flexibility in what was placed inside them and quickly became more common in the 1980s through the mid-2000s. Around 2005, the company switched from a generic blue twenty-four-count box to a single-theme twelve-count box for bagged dispensers. Given the fact that these newer boxes are theme specific, there is good potential for them to increase in value down the road.

CANDY PACKS

While the candy itself has always been at the core of the business, collecting the individual candy packs is gaining interest with some collectors. The desire to find odd and unusual candy packs has piqued interest, causing prices to rise into the hundred-dollar-plus range for some rare packs. Examples of rare candy packs include those that have pictures of a regular on the back (dating to the 1950s), small sample packs from a tradeshow that only contained three or four pieces of candy or simply a flavor that did not sell well, such as flower flavors from the 1960s. These kinds of packs are very difficult to find and, therefore, command higher

prices. Flower flavor packs, when found, have sold for as much as \$300 to \$400 each for a single candy roll.

Condition, flavor and language are the three most important factors when determining the value of a candy pack. Age also plays a part; generally, the older the pack, the higher the price. The ingredient list on the side also plays a part but is generally considered more of a variation than a value factor.

In the late 1990s, candy packs were modified and manufactured with the label printed right on the foil. Currently, these trade for around original retail price. Value and collectability usually begin when the flavor or wrapper design is no longer available. Earlier packs that were made using a separate paper label wrapped around a foil paper insert are more desirable as candy pack collecting gains interest. Prices for candy packs can vary as widely as the many variations that can be found.



A promotional photograph showing a selection of very rare candy boxes, circa 1960s.

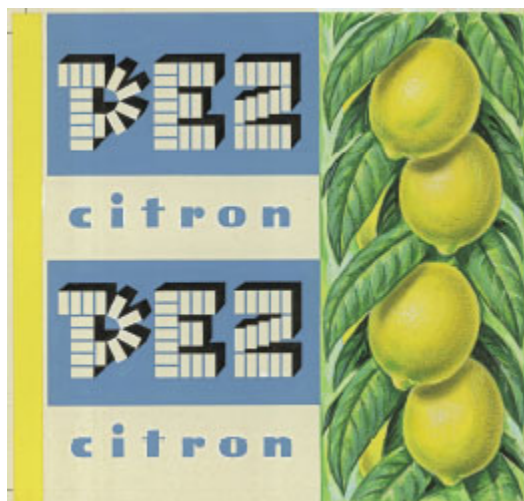


A recent candy pack assortment. U.S. candy packs are shown on the left, and European candy packs are shown on the right, circa 2015.

Known PEZ flavors include anise, apple, assorted fruit, cherry, chlorophyll, chocolate, coffee, cola, eucalyptus-menthol, fizzy, flower, grape, hot cinnamon, IZO (vitamins), lemon, licorice, lime, mango, mint, orange, peppermint, raspberry, raspberry/lemon, sour blue raspberry, sour green apple, sour pineapple, sour watermelon, strawberry, strawberry/vanilla, sugar-free lemon, sugar-free orange, sugar-free peppermint, sugar-free strawberry, tangerine, wild cherry and yogurt. Most can be found in a wide variety of wrapper variations and numerous different languages.

Many of the less popular flavors, such as flower and chlorophyll, were quickly discontinued, making the candy packs quite scarce. Of the old candy packs that have survived, much of it has held up very well. The exception seems to be European candies from the late '80s and '90s. U.S. candy is sugar based, while European candy is Dextrose based. The U.S. candy, with the exception of sour flavors, tends to get harder over time.

Flavor and color will dissipate but sugar will not mold, so if stored correctly, it can last indefinitely. Despite best efforts, ingredients used in the sour flavors will eventually reverse engineer themselves and start to soften and eventually liquefy. This process takes years, but it's something to consider when storing collections or displaying candy packs.



A very rare citron candy wrapper, circa 1950s.

Most every collector who has been at this a while will have the same story to relate. Many European packs from this era have softened and leaked onto the card, leaving a stained, sticky mess behind. Climate plays a big factor in preservation, so if you plan on collecting candy, keep it stored in a cool, dark place that has a consistent temperature and low humidity.

A good way to reuse those small desiccant packages (silica gel) found in the pockets of some clothing or packed with some pieces of electronic equipment is to store them with the candy packs you are collecting. They are great for absorbing excess moisture and help to preserve the candy.

The first national gathering of PEZ collectors
was held on Saturday, June 15, 1991, in

Mentor, Ohio. Since then, collector conventions have popped up all over the world.

Chapter 11

The Deal Is in the Details

This hobby is the perfect avenue for those who love nuance and variation; some of the dispenser variations are quite rare and can dramatically affect the value. Knowing some of these variations adds a layer of excitement when searching for dispensers. What could seemingly be a regular version could in fact be something unusual to the knowledgeable collector with a keen eye.

For example, in the mid-1950s when the original witch was released, the vast majority were all a single variation. Around the same time, a minor variation of the same dispenser was released. Both looked nearly the same, but the head is shaped slightly different and the picture on the stem is slightly different. The most noticeable difference is in the hat. The hat of the variation is just a little bit taller but significantly larger and rounder at the topmost point. This is known as “witch B.” Witch B is extremely difficult to find, and the few that have turned up, more times than not, have a broken head spring. There are photos in the company archive that show the variation but nothing to indicate why production may have been limited, resulting in so few examples existing today. Both

witch versions have a unique stem found only on this dispenser. One side contains the PEZ logo, and the other side has a raised art design that shows a witch flying on a broomstick. The art designs are similar, but each is unique to that particular version.

Original witch dispensers can be found and do turn up on a regular basis. In excellent condition, examples have sold in collector circles between \$100 and \$200. If you are lucky enough to find the rare variation, you should know examples have sold for as much as \$3,000.

Other fun examples to look for are color variations. Color can be a major factor in determining value of certain dispensers. The cat with derby is a fairly common vintage dispenser. The usual color combination is a black head with a pink mouth and red hat. This version has sold for around \$100, give or take, depending on the market at the time. The rare version of this dispenser has a yellow head, black mouth and red hat. If you can find one, examples have sold for almost \$2,000.

**Glow-in-the-dark PEZ dispensers were first
sold in the United States in 2002.**

Pandas are fairly common dispensers with several variations to look for and collect. Some have removable eyes, some have feet and some are also whistles. Most can be found for \$20 or less. Find a footless version with a yellow or red head and it could be worth between \$400 and \$500.

Stems and patent numbers do play a part in value but are generally considered variations. Some dispenser bases are specific to certain dispensers, such as the witch discussed earlier in this chapter. All psychedelic dispensers have at least one and possibly two smooth sides with no PEZ logo where a sticker that covers the entire stem would have been applied. The football player always has a unique stem that has the logo on one side and a pennant-shaped triangle that points down molded into the other side. “Made in USA” stems have particular interest from

most collectors, as they were made for a relatively short period of time and some are unique in color as well. Dispensers “Made in Spain” or “Made in Brasileira” (Brazil) are extremely difficult to find and factor into the value, as usually the character will be completely unique from its counterpart made in another country. Common variations of the fireman dispenser are usually found with either a red or yellow stem, red hat and black mustache and generally sell for less than \$100. If you find one made in Brazil with a black hat, it could be worth almost \$3,000.

Patent numbers provide a vague indication of when a dispenser was produced but not enough to narrow it to a particular year. Patent numbers were issued on specific dates and are used for years before the next revision is made. For that reason, they cannot be used to date a dispenser with any degree of certainty. Exceptions with value would be thin-footed dispensers with the original 2.620.061 patent number or those marked “BOX Patent” or “BOX Trademark”; both are the earliest versions and are very difficult to find.

The unusual variation is not limited to only vintage dispensers. Some modern dispensers with feet can be quite valuable if the right variation is found. In the early 1990s, the skull dispenser with a purple stem, ivory head and black collar was the typical version offered in the Halloween assortment. Most of these skulls had a missing tooth as part of the design and usually sell for less than \$10. Find a rare variation that has a full set of teeth, known as the Colgate skull (presumably because he brushed his teeth, preventing tooth loss), and the price goes up significantly. Examples with a full set of teeth have sold for almost \$200.

In the 2000s, when the Bugz line was introduced, the original ladybug in the series contained red antenna. It was thought the dispenser looked better with black antenna, and the change was quickly made, resulting in a true rarity. If you can find a red antenna version, examples have sold for as much as \$200. Examples like these are subtle yet have a profound price

difference. Because the variations are so slight, it may be worth your time to pick through boxes of “common” dispensers looking for that one unique feature.

Other things to be aware of are bootlegs or remanufactured parts. While not widespread, there are a few out there, and knowing what to look for can save a lot of headaches. Sometime in the mid-1990s, a person remanufactured the flocked vac-u-form displays that PEZ originally first offered as mail-in premiums back in the 1960s. These displays, as well as the originals, were great to show off vintage dispensers but, unfortunately, very difficult to tell apart.

In 2007, PEZ celebrated eighty years as a
brand and continues to introduce new
characters all the time.

For a number of years, PEZ offered these displays as exclusive mail-order premiums. You could send in X number of wrappers, a nominal amount of money or a combination of both, and PEZ would send you one of these displays to encourage collecting. Original displays were red flocked plastic with either six or twelve display compartments. An eight-compartment version included a horizontal indentation that was designed as a pen rest. (PEZ also offered a special three-sided pen as a promo that could be used with the display.)

Some original six- and twelve-compartment versions included the name P-E-Z molded into the front of the display. Other original examples were plain white plastic without any flocking material and also contained the molded P-E-Z name in the front. The flocked finishes of the remakes were the same, and the plastic was identical to the originals. The molded P-E-Z name on the front of the displays is the best and only way to distinguish between an original and a remake.



Flocked display stands like this were offered as part of the mail-order program, circa 1960s and 1970s.

The remakes were all six-compartment designs offered in maroon red, blue or green. They were designed to accommodate either footed or no-footed dispensers. The way to tell the difference between an original and a remake lies with the letter *E*: in all original displays, the middle extension of the letter is not as long as the top or bottom extensions. With the remakes, the horizontal extensions in the letter *E* are the same length. It's a subtle difference but the only way to tell. Unlike the remakes, none of the original displays could accommodate a footed dispenser (because they did not exist yet).

These displays show up on Internet auction sites on occasion and are most always misrepresented as "vintage." Likely the misrepresentation is not intentional in most cases; information on these displays has been limited at best. The hobby itself was still pretty young when these were introduced, so a lot of today's collectors weren't around to see or hear of them firsthand.

As the hobby continues to grow and more money is spent, the more incentive there will be by those looking to take advantage. There have been at least a couple of individuals who manufactured for dispensers replacement parts such as hats and mustaches. It's difficult sometimes to track these parts. Communication with other collectors is key to knowing who is selling or making bootleg items. Red hats for the original PEZ Pal boy are notorious for being remanufactured, as are mustaches for ringmasters, capes for Batman and home plates for the baseball glove set (to name a few). The remanufactured red hats are very similar in appearance to the originals and difficult at best to distinguish in a photograph. Most experienced collectors can differentiate between the two when examined in person. The best solution, if you're not sure, is to buy from a reputable dealer who will stand behind what he is selling.

Some remanufactured parts were made in colors that PEZ never produced, so it makes them easy to spot and distinguish from an original. Other parts are done so crudely that it's easy to spot the difference to the experienced eye. The advancement of technology and ease of finding information on the Internet has made it much easier to figure out how to make parts. Some parts or heads made with 3D printers have shown up on Internet auction sites, but so far, the quality and appearance is quite noticeable from that of the original.



A disassembled clear 1950s space gun believed to be one of two examples known to exist.

Several years ago, a complete '50s space gun was remade and sold for a record amount (over \$11,000). The person who sold the gun allegedly used a real '50s gun to make the molds and then cast the fake in clear transparent plastic. When the sale took place, there was only one verifiable example of this gun known to exist; it is part of a private collection in Austria. Since then, I believe there was a second clear '50s gun found around 2013 that is real, along with a number of extremely rare items that included a political donkey and elephant dispenser.

The person who bought the clear '50s gun discovered the fraud when the gun started to warp because of the internal tension from the rubber band that was attached to the trigger mechanism. That tension put enough pressure on the plastic shell of the gun that it began to warp. This kind of issue would not happen with an actual space gun. Later, it was discovered that several other '50s guns had been remanufactured in various colors.

The only way to tell the difference with some degree of certainty is to examine them in person.

An actual space gun from the 1950s was made with styrene plastic. That plastic will make a certain sound when tapped with your fingernail or other solid object. Remanufactured guns will have a different sound that is more “rubbery.” I know that may sound unscientific at best, but it seems to be the best way to distinguish between the two. Think of it like the sound a dinner plate will make when tapped with your finger or an object. If that plate has an internal crack, it will make a much different sound than one that does not. Same with the ’50s PEZ guns; the remanufactured guns will have a different feel and much different sound to them versus an original.

More recently, in the last couple of years, there was a series of advertising regulars offered in large quantities that had questionable characteristics. Upon initial inspection, the dispensers appeared to be legitimate and the screen printing replicated art and printing from some of the rarer ad regulars. It was suggested by experts who examined the dispensers that parts of the dispenser or perhaps even the entire dispenser, which should date to the 1950s, had been manufactured decades later. The printing appeared to have been replicated using pictures from books. The regulars were given to a highly reputable collector for inspection to compare with known examples that are authentic. He concluded that there were too many inconsistencies with the group and returned them to the potential seller. To date, it’s not known what happened to the group, but some did make their way into collections before the revelation could be shared.

**PEZ dispensers are sold in more than eighty
countries worldwide.**

Another example to be cautious of involved several dispensers that were sold from various eBay sellers who were located in Hong Kong.

Around 2010, several dispensers appeared on the auction site on a regular basis, and all appeared to have the exact same markings or mold characteristics. The questionable dispensers were always the same group consisting of Indian chiefs, one-eyed monsters, ponies and Mimic the Monkey. It's difficult at best, even for an experienced person, to distinguish dispensers from this group. The finish, mold lines and texture of the stems were similar but different enough to cause concern. Upon further, detailed examination and collectors sharing information, it was concluded that these dispensers were likely remanufactured.

**Eduard Haas III first invented PEZ candy as
an alternative to smoking in 1927.**

None of this is meant to discourage collectors or scare away those who may be interested in starting to collect. It's provided to help bring an awareness of potential pitfalls and things to look for along the way. It's unfortunate; money, as they say, is the root of all evil and the motivation by some to take advantage of others. Taking time to learn about this hobby and meeting the good people involved are the best ways to avoid being taken advantage of. As we have seen, some of the prices for certain dispensers or color variations can be well into the hundreds, if not thousands, of dollars each. If you are ready to spend that much to add to your collection, take time to educate yourself and be confident in your purchase.

Chapter 12

Mom, Can I Have a Quarter?

Throughout the later part of the 1950s and for the following two decades, vending machines were a key part of the PEZ business and played an important part in expansion of the brand both in Europe and the United States. The PEZ vending machine first appeared in Europe in the late 1950s. The machines were slender, wall-mounted units, approximately thirty inches tall and ten inches wide. They were made extremely well, with the heaviest-gauge metal and few moving external parts. The machines were most always located outdoors, so they were made to withstand the elements as well as potential vandals.

The boxes were painted bright yellow and featured colorful graphics on the front and two sides. The side art almost always featured the familiar brick font PEZ Candy logo along with a list of potential products the machine could offer. The front art usually featured the PEZ lady, cheerfully smiling, arm outstretched, offering a familiar piece of candy from a classic PEZ regular, along with colorful graphic renderings of the candy packages being offered.

The vending choices always included PEZ but often also included other candy or gum items such as Chiclets (gum), TOMBY (a caramel candy distributed exclusively by PEZ-Unimint in Germany) or Doppel PEZ, which was a double pack of candy. The machines typically offered a choice of four different products. A coin was deposited into the machine, and the choice of candy was determined by pushing the metal knob directly under the picture of your selection. PEZ briefly offered several different types of chewing gum called *kaugummi* that were available exclusively as vending machine choices. In addition, there was *Pezi riesendoppelstück* (PEZ giant double stick), PEZ gum fruit (four pieces of stick chewing gum offered in a bright yellow wrapper with a colorful fruit rendering depicting a lemon, cherry, orange and grapes) and PEZ Gum (four *stück*, or sticks, of spearmint-flavored gum in a silver and pale blue foil wrapper). The right side of the PEZ Gum wrapper had a dark blue band with white stars and red and white horizontal stripes—very patriotic looking for a product that was never sold in the United States.

By 1961, PEZ Unimint GmbH Munich (the acronym GmbH written after the name of the company in Germany designates the company is privately owned; the letters stand for Gesellschaft mit beschränkter Haftung, which, when translated, means a “company with limited liability”) had announced the placement of forty thousand PEZ vending machines in western Germany. The majority of these machines were found in train stations or on train platforms. The slender design of the machine allowed them to be hung on the exposed vertical steel beams used to construct the building without being obtrusive. Other machines were simply mounted to the side of a building, usually in a place that would find large numbers of people congregating or passing by, such as fairs or amusement parks.



A vintage European vending machine, circa 1950s.

These machines were used well into the 1980s and some into the mid-1990s. During a trip to Austria around 2007, I spotted a yellow PEZ vending machine still mounted to a building in Prater Park, which is a large amusement park in Vienna. The machine, with Peter PEZ clown graphics, was more recent but appeared to have been abandoned, a memory of what once was.

Most of these machines were made to operate on schillings. When the conversion to the Euro happened in the early 2000s, any machines that remained would have required conversion. By then, most were out of service, stolen, scrapped or had simply faded away as a memory of a bygone era.

Smaller European machines can be found but are far more rare. There is a small white version approximately eighteen inches square. It consists of a single red knob and one vending choice of a *traubenzucker* candy roll. The bottom right corner has a small window into which a product card could be inserted. This particular version featured a smiling dark-haired woman, with what appears to be a soccer (football) stadium in the background and in large letters “TRAUBENZUCKER.” No picture or actual product can be seen. The machine says “*PEZ Traubenzucker Autofahrer Sortiment.*” The instructions, roughly translated from German, state that the user should insert one deutsche mark and turn the red handle. Presumably, this machine was mounted on a stand in a location convenient for drivers to access. The Traubenzucker candy translates to “glucose,” which was considered an energy source or presumably a pick-me-up for weary drivers. Another small vending machine was a slender version of the typical yellow machines described above. This machine was designed to sell *PEZi kaugummi* (PEZ gum) exclusively. The art rendering featured a smiling blond-haired boy wearing a striped shirt and pink cap with both arms raised above his head holding the “PEZI” gum pack.

A “PEZhead“ is someone who collects PEZ
dispensers. Are you a PEZhead?

All of these machines have gotten to be quite collectible. There are a wide variety of variations, styles and artwork. Some unusual models only had three slots; others had as many as six. Later models like the six-slot machine were used to vend dispensers and were no longer exclusive to just candy. Condition plays a big part in value; currently, the preference among collectors is for unrestored models in nice condition. Restored models do come up for sale on a regular basis, as reproduction stickers and graphics have been made available by those who restore the machines. A word of caution when considering purchasing a restored machine: not all restored

machines are actual PEZ machines. Machines of similar style were also used to vend such things as feminine hygiene products or condoms. These machines have been stripped down, repainted and had PEZ graphics applied. The other factor to consider is shipping. Since these machines were exclusive to Europe, getting them to the United States can be quite costly. For something compact in size, the machines are quite heavy, and in some instances, the internal working has been removed and shipped separately to meet the weight requirements of some package carriers.

In the 1960s, vending machines were part of the U.S. business. Instead of the compact wall-mounted version of their European counterparts, U.S. machines were much larger and freestanding. The U.S. machines were always set up to vend dispensers and candy. There were three different machines; the first, model #602, was a red framed version with a white center and small chrome legs with a large, centrally located window with eight vending options. Real dispenser examples were placed against a geometric background consisting of alternating red and blue triangle shapes. The sign featured a smiling boy and girl rendered in childlike artwork, one holding a dispenser and the other a single candy pack. The message said, "It's fun to eat delicious PEZ candy from the PEZ pop out dispenser. Ideal 'take-home' for the youngsters." It is thought this was a stock machine that could be utilized to sell a wide variety of novelties and was not exclusive to PEZ. These machines were distributed by Vendible Sales at 20 Main Street, Belleville, New Jersey, and are the scarcest of the three U.S. machines.



A vending machine advertisement for the model #602, circa 1960s.

The other two machines were both solid red except for the chrome legs and colorful signage. The second red machine is noticeably taller and slightly thinner than its counterpart. It consisted of a large rectangular box sitting on top of a chrome angle iron frame that served as legs. A narrow viewing window featured actual product examples and consisted of four possible vending options just above four chrome gumball machine-style turn handles. The large metal sign in portrait format that occupied the top two-thirds of the machine featured an art rendering of a little brown-haired PEZ Girl carrying three oversized PEZ dispensers—a lion, clown and monkey—along with several packs of PEZ candy. The text read, “It’s fun to eat PEZ from PEZ pop-out candy dispensers.” A yellow circular callout indicated the price was twenty-five cents. This was a model L-220

machine that could hold 220 vending units. The machine was made by Vendor Equipment Company Inc. at 19 Meriden Road, Edison, New Jersey.

The third machine was manufactured by Bloomfield Manufacturing. An agreement was signed and a vending machine was developed and patented for the exclusive purpose of vending PEZ dispensers. Patent number 3,432,074 was awarded on March 11, 1969, with credit to Angus M. Brown as the inventor. This machine is noticeably shorter in stance and slightly wider than its counterpart. It has the same red paint job and narrow viewing window, same four chrome gumball machine-style turn handles and chrome angle iron legs. The most noticeable difference lies with the landscape-format sign that occupies the top half of the machine. The artwork boldly features the PEZ logo front and center with the stylized words “pop-out” candy. The lower left corner shows a hand holding a regular with a series of candy tablets shooting across the sign in an arching pattern toward a series of Disney dispensers that are arranged in a vertical column format. At the top right corner of the sign to the bottom right corner is Mickey Mouse followed by Donald Duck, Pluto, Lil Bad Wolf, Practical Pig and Pinocchio. A round callout on the top left says, “from the PEZ family of candy dispensers.” This machine could hold 160 vending units. The Bloomfield machine is the more common, perhaps because it is the most recent of the two, although both are difficult to find.

AUTHOR’S NOTE

Several years ago, a large lot of original paperwork was auctioned pertaining to the Bloomfield machines. It mainly consisted of some technical drawings and legal documents related to the patent applications. The seller included a 1960s brochure booklet from Bloomfield highlighting some of its manufacturing capabilities. The man pictured inside the brochure

happened to be the individual selling the paperwork. During our correspondence, he shared the reason why the PEZ vending machines were painted red. He said Bloomfield also manufactured the metal canisters for fire extinguishers, and it was required they be painted red. Since Bloomfield had an abundance of red paint on hand, the vending machines were also painted red.

Bloomfield manufactured the machines; Vendible Sales & Service of New Jersey, which was the largest vending company in the United States at the time, distributed them, along with the model #602 machines, across forty-six states. Later, Inter-County Industries of Reading, Pennsylvania, would be the “exclusive domestic distributor for PEZ vending merchandise.” It would now distribute both the Bloomfield and Vendor machines. An April 27, 1968 article in *Billboard* magazine announced that Inter-County Industries would be at the National Vendors Association Vendorama show in St. Charles, Illinois. President Larry Wurman and Vice-President Ed Tiefer would be showing two expanded PEZ vending machine models, saying they had been asked by vendors to expand the capacity of the vending units. Inter-County had an assortment of twenty-five different vendible PEZ packages.

On June 14, 2000, the Chicago Cubs were the first Major League Baseball team to host PEZ dispenser day at the ballpark.

The majority of these machines were placed in the front vestibules of supermarkets, five-and-ten stores and discount stores like Kmart. The machines competed against other novelties such as toy rings, rub-on tattoos and rubber balls. The price of a dispenser and two rolls of candy

was twenty-five cents. Once a selection was made, the dispenser dropped to the retrieval tray in a small cardboard box.

Early boxes were plain in design, consisting of a white background with the name of the character printed in dark blue on each side of the box. The ends were stamped in black ink with the name of the character and the item number. Later boxes would feature bright colors, artwork and premium offers for display stands or other similar offers. The vending boxes are scarce and quite collectible. Several finds of old stock have been made in the last couple of decades. None of the finds has been large enough to saturate the collector market or lower the price of that particular dispenser.

Today, these vending machines are very difficult to find. Their size and sheer weight make them quite obtrusive. Presumably, most were either scrapped or simply discarded because they took up so much storage space. Some stores had the signs removed or used them for other purposes. One machine on display in the Visitor Center had been used until the early '90s. The sign had been reversed, and a poorly rendered "surprise toy" message was painted on the reverse side of the original sign. An observant collector recognized the machine, tracked down the owner and offered to buy the machine. That find led to two other PEZ machines.

Chapter 13

From Sugar to Shipping

PEZ has manufactured candy from the factory in Orange, Connecticut, continuously since the facility started operations in early 1975. When the factory was opened, the equipment was brought over from Europe and remained in use until the mid-2000s. Around 2006, PEZ invested heavily in new, more state-of-the-art equipment that would dramatically increase productivity.

The start of the candy-making process begins with sugar. White, granulated table-grade sugar is delivered by tanker truck approximately twice a week and pumped into a large silo. The silo holds approximately 70,000 pounds of sugar; on average, the company uses about 100,000 pounds of sugar per week to make PEZ Candy. The sugar is moved inside by conveyor, where it's milled into smaller pieces and becomes powdery, like confectioner's sugar. There are three reasons the sugar is milled:

- It's cheaper if done on site versus purchasing the finished product.
- An even, more consistent color is attained throughout the batch.
- Most importantly, the tablets compress much easier and better using a powder as opposed to a granular sugar.

The sugar is then lifted by a series of trays into the air and dropped into a large stainless steel mixing bowl that holds six hundred pounds of sugar per batch. The bowl is mounted on a dolly that sits on top of a large scale that is computer controlled. When the correct amount of sugar has been deposited, the conveyor shuts off and a worker will remove the bowl and push it to the mixing station. A new bowl is put into place, and the process begins again.



The sugar silo at the Orange, Connecticut factory holds seventy thousand pounds of granulated sugar.



The stainless steel mixing bowl sits on a computer-monitored scale and holds six hundred pounds of confectioner's sugar.

The next step is the mixer. There are two; each is nearly fifteen feet tall, and both operate almost continually. The operator will lock in the bowl and begin to add the flavor and the color. A light mist of liquid corn syrup and flavorings is carefully weighed and added to the sugar, where they will mix for fifty minutes. Compressed air is used to circulate the candy. Each mixer is equipped with a series of air hoses that blow the mixture around to circulate the ingredients. Even though a mist of liquid corn syrup is introduced during the mixing process, so little is added overall that when the mix is complete, it's still considered a dry mix. At this point, a batch of candy mix has been created that is now ready to be pressed into the familiar brick-shaped candy tablets.

The mixing bowl and its contents are placed on a rotator that flip the bowl, releasing the contents into a “tote.” Two bowls are placed into one tote, each weighing 1,200 pounds. The tote is then transported to the tablet press and lifted into place. Once the tote is in place on top of the press, gravity goes to work to feed the sugar mixture into the machine. Each tote will yield approximately 800,000 individual tablets of PEZ candy.

When running at full capacity, each candy press is capable of making nearly half a million candy tablets in one hour. Generally, production doesn’t run at that pace. What ends up being created on an average day is approximately twelve million tablets over the course of two shifts. This process repeats itself five days a week, Monday through Friday. Twelve million tablets a day are made, and there are twelve tablets per roll of candy; that equates to an average of five million rolls of candy each week.

Santa Claus is the bestselling PEZ dispenser of all time.

It takes three thousand pounds of pressure between the two candy dies to compress one single tablet. These tablets pour into bins that are coded for that particular flavor. Once the bin is full, it’s released automatically and travels by conveyor to the wrapping room.

An operator will pour the bins of tablets into the hopper, where individual tablets are vibrated down a narrow conveyor that lines up the tablets on edge and groups them into rows of twelve. These rows pass through the machine, where they are wrapped, and a lot code number is printed on each individual roll. The wrapped rolls are stored in large tubs and moved to the production floor, where they will be packaged with a dispenser.

There are two basic types of candy/dispenser packaging done in the factory: blister cards (refers to the clear plastic bubble that is placed on a

thick paper backer) or poly bags (refers to the type of material used to make the bag).



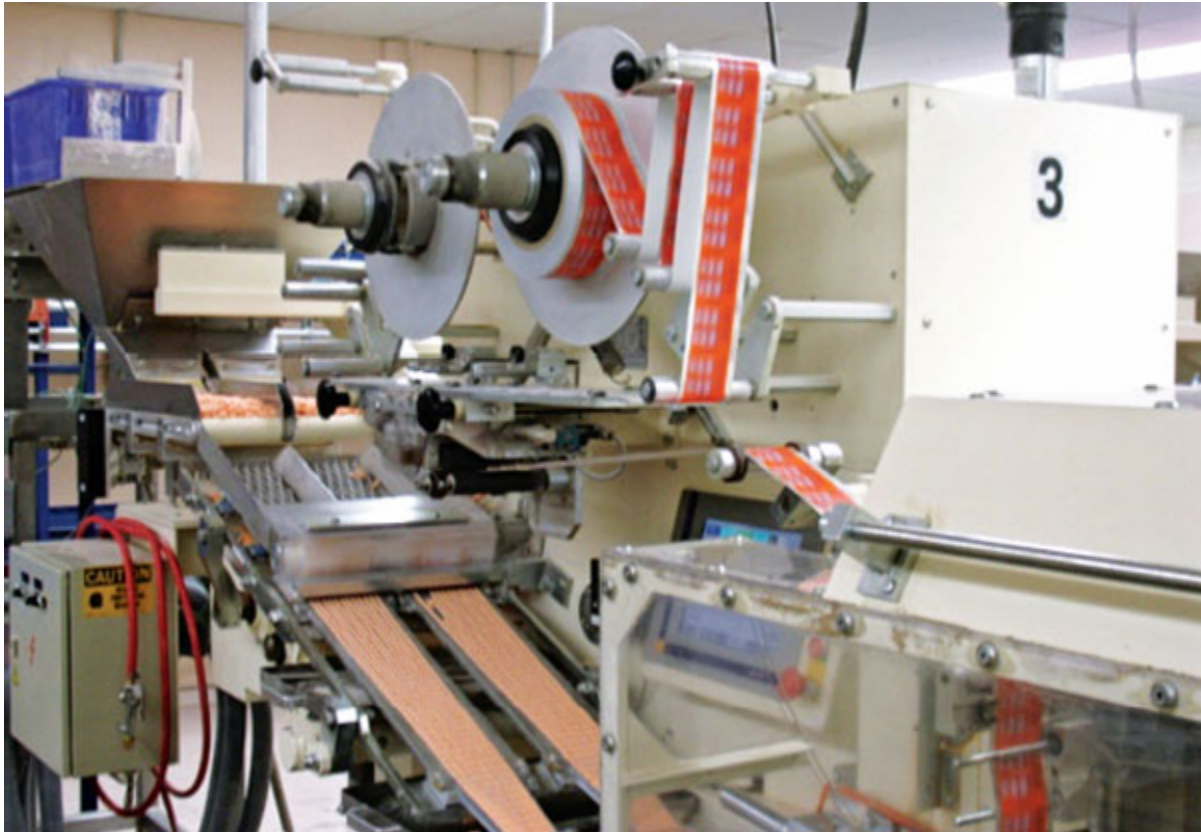
One of the fifteen-foot-tall mixers that are used to blend batches of PEZ Candy at the factory in Orange, Connecticut.

The blister machines have three bulk bins at the beginning machine. These bins are separated by flavor and are filled with the candy fresh from

the wrapping room. The candy packs are lifted by machine from the bins to a narrow conveyor. It's important for each retail package to be consistent in appearance, so the candy should all face the same direction.



The three high-speed tablet presses used to make PEZ candy tablets.



The candy wrapping machine can wrap approximately three hundred rolls of candy per minute.

To achieve this, each candy pack passes by a camera that will detect which way the candy roll is facing. The camera reads the orientation of the letter “P” on the package logo; if it’s backward, it shifts lanes and changes direction to face the proper way. At the other end, clear film is pulled into the machine where a thermal form shapes each individual blister. The blisters are made six at a time and then cut into individual trays.

Small suction cups lift and place three rolls of candy into the newly formed blister tray. Workers will then place the candy dispenser by hand into the tray. The card back is placed over the blister, rotated 180 degrees and heat sealed. Workers remove the blister packages and place them in the appropriate display box. Display boxes are then packed into cases and loaded onto a pallet for shipment.

The poly bag machine works similar to the blister machine. There are two bulk bins at opposite ends of the conveyor that feed individual rolls of candy into the machine one at a time. They, too, travel by conveyor, but for this process, there isn't a camera to detect the orientation of the logo. The candy rolls will be loose packed, and there is no way to control which direction they are in the packaging. Since it has no bearing on the retail appearance, adjusting the direction of the candy logo is not necessary for this machine.

In the center of the conveyor, a machine feeds a glossy paper insert into each of the conveyor trays. The insert provides additional advertising and instructions on how to load your dispenser. Most importantly, it's the tool that allows the poly film to wrap around the dispenser and candy for packaging.

The workers will place the dispensers by hand into each individual compartment on the conveyor, where it is wrapped with film, heat sealed on each end and cut into individual units. Another worker will place the newly made dispensers into a counter display box, where it is put into a case and sealed. The finished cases are then palletized and moved to the warehouse.

Peach has never been offered as a PEZ candy flavor.

Once all the finished goods are made, they are moved to the dock area and either placed directly on a truck for shipment or moved to the warehouse for storage. These days, nearly everything is made because an order has been placed for that item. Some orders are so large that they must be stored while the remainder of the order is being created.



This machine packages a dispenser and candy to create a finished product know as a “poly bag.”



A section of the PEZ warehouse in Orange, Connecticut. There are approximately 6,500 pallet locations that house an average of fifteen million dispensers.

Some retailers require that their entire order reach each of its distribution points on the same day or within a few days of each other, depending on location. It sounds easy enough, but it actually requires careful planning. If the customer has distribution points in various parts of the country, it's necessary to calculate how many days it will take for a truck to deliver to each of these points. Some shipments need to leave days ahead of others depending on how far they go just so everything can arrive at the same time.

The warehouse that is currently in use was built onto the side of the factory in 2008. There are approximately 6,500 pallet locations in the warehouse. The automated system can help workers locate and retrieve

goods using a giant forklift that is computer controlled using a wire that is embedded in the floor. The warehouse is divided into four sections: finished goods, components (labels, blister cards, packaging material, header cards, etc.—i.e., everything it takes to make the retail goods), raw dispensers (dispensers that are fully functioning but have not been packaged) and raw ingredient material.

Restaurant chain Jack in the Box featured its mascot as a PEZ dispenser and used the phrase in its advertisements: “Somebody call the PEZ hall of fame and tell them I’m on my way.”

Finished goods are transported from this facility to all parts of the United States and Canada. PEZ can be found in over eighty countries worldwide. European counterparts do essentially the same process for goods sold in other parts of the world. Over the years, dispensers have been made in almost a dozen different countries around the world, including the United States. Currently, there are two factories that produce dispensers for the entire world: one in China and the other in Hungary. The dispensers from these two locations are imported into the United States for packaging or sent to European facilities for packaging and distribution to other parts of the world. All PEZ Candy sold in the United States and Canada is proudly made in the United States at the factory in Orange, Connecticut.

Chapter 14

Come Visit Us!

After nearly forty years of business in the United States, PEZ now has a Visitor Center that is open to the public. Since opening its doors in December 2011, more than 300,000 admission tickets have been sold.

After the design team finished plans for the Visitor Center, construction started in October 2010. Despite a record amount of snow, construction kept moving and continued through most of 2011.

Fixtures, such as benches shaped like candy packs and a fourteen-foot-tall dispenser, were ordered and specially produced for PEZ. The giant dispenser and other larger-than-life scale versions of our products were created by some very talented folks in Texas and shipped to Connecticut. The giant archways in the center of the exhibit were done by a company in Kansas City. The wall graphics were installed by a company based in Chicago. There were people in many parts of the country helping to bring this vision to reality.

As construction and design began to enter the final phases, it was time to unpack my collection and find a home for everything. From the built-in vault to the free-standing displays, each piece in the center is catalogued

and displayed with purpose. The displays date to the very first year of the company. Every dispenser that was ever sold at retail, and a lot more, is available for view.

The Visitor Center did a soft launch and opened in December 2011 to local residents. An official ribbon-cutting ceremony was planned for March 12, 2012. This would be the grand opening event. On hand for the event were Connecticut governor Dannel Malloy; several state representatives, including Rosa DeLauro, Tony Hwang, Paul Davis and Themis Klarides; Orange first selectman Jim Zeoli; and a host of regional and local businesspeople and members of PEZ senior management.

AUTHOR'S NOTE

I conceived the idea of a visitor center for PEZ after researching other businesses and my experience at Hallmark Cards in Kansas City, Missouri. I established a couple of contacts with the PEZ company through research for my earlier book. They helped me to contact senior management and initiate a meeting with Joseph Vittoria, president/CEO, to propose the idea.

During the spring of 2005, I was traveling to Stamford, Connecticut, to attend the Northeast PEZ Collector Convention. To my surprise, the meeting would also be shared with fellow collector Richie Belyski, publisher of *PEZ Collector News*, who was there to conduct an interview with the new CEO for the newsletter. Upon arrival at PEZ, we were brought up to the president's office, and introductions were made. Vittoria said he liked the concept of a Visitor Center but the company didn't have an archive of

material that vast to use in a museum. Fortunately, I did!

In the fall of 2009, I received a phone call for which I had hoped for years and that would ultimately change the course of my life. It was Vittoria asking if I still had interest in this museum project—of course! In just a few short months, a move was made. I called Connecticut home in January 2010.

Since then, tens of thousands of people have found their way to the center each year. Young and old, die-hard collectors and the curious have all stopped in for a look. Guests from all fifty states and more than fifty different countries visited in 2015 alone. The PEZ Visitor Center is a four-thousand-plus-square-foot multi-function facility. Part museum, part retail store, part activity center and part party venue, it is a whole world of all things PEZ. Guests can see the world's largest PEZ dispenser, play PEZ trivia, learn how a dispenser is made, shop the factory store, taste any of our twelve different candy flavors, view the production area and enjoy the largest, most comprehensive collection of PEZ memorabilia on public display in the world. There are interactive exhibits and scavenger hunt-type games for children. Everyone who plays the featured game wins a free PEZ dispenser. The Visitor Center hosts birthday parties and special events by reservation.



Installing one of three giant candy packs that will become the exterior sign of the Visitor Center, circa 2011.



Left to right: Joseph Vittoria, PEZ president/CEO; state representatives Tony Hwang, Themis Klarides, Paul Davis and Rosa DeLauro; and First Selectman of Orange Jim Zeoli.



The front lobby of the Visitor Center and main floor exhibit featuring the world's largest PEZ dispenser.



Installation of the archways inside the Visitor Center that represent an exaggerated version of an assorted fruit candy pack, circa 2011.



The front entrance of the PEZ Visitor Center in Orange, Connecticut, circa 2013.

Want to learn more about the candy-making process? Schools and groups of ten or more can schedule a candy demo with one of the experts. Groups are provided hair nets and taken into a special room adjacent to the actual production floor where they learn step by step how the candy is made, and at the conclusion, a fresh batch of PEZ candy is made for everyone to sample.

There are twelve candy tablets in a regular-size roll of PEZ candy.

The Visitor Center is open seven days a week. Admission tickets can be purchased on arrival, and every paid admission receives a store credit good toward any purchase. Come learn about the brand that has been inspiring and innovating since 1927!

Chapter 15

Know Your PEZ

BODY PARTS: Introduced in the mid-1990s, “body parts” are amusing attachable parts with which you can dress up your PEZ dispensers. The pieces snap on around the stem of the dispenser. The arms are movable and the hands are designed to hold various accessories.

BUTTON: When the head is tilted back, it’s the rectangular piece inside the stem, usually red but sometimes white, opaque or pale yellow, on which the candy actually sits. There are a couple versions: a rectangle with square corners and a rectangle with rounded corners. The square corner version is the oldest.

CHANNEL: The groove on the front of the dispenser that runs the length of the stem.

CLUB MED: A term used to distinguish flesh tone variations. Example: when a character’s face appears very tan, as if they have been in the sun or at Club Med. This can also be considered a color variation.

COLOR VARIATION: Refers to the comparison of like dispensers in which one has a different color to the entire head or to one or more of the parts found on the head. Example: a cow may have a head that is yellow, blue, orange, green, etc. These are color variations. The possibilities and variations are almost infinite.

COUNTRY OF ORIGIN: Refers to the country in which the dispenser was made; will be indicated in raised letters molded in the base of the stem. USA, DBP, Spain, Mexico, Brazil and Yugoslavia stems with half flowers are all highly desirable among collectors.

DBP: The German patent number on a dispenser. It means “Deutsches Bundes Patent” and will be accompanied by the numbers 818 829.

FEET: Small, rounded plastic protrusions or tabs at the base of the stem to help the dispenser stand upright. Feet were added to dispensers in the United States around 1987. Currently, there are two different styles. The earlier version is known as “thin feet,” referring to the fact that the plastic of the feet is not as thick as the plastic feet found on current dispensers. Beware: some people try to cut off the feet and pass them off as a footless dispenser. Some dispensers were produced both ways, with feet and without. Look to the spine of the stem as an indicator to tell if the feet have been removed. If the spine is considerably deeper than the channel, it’s likely the feet have been removed. Closely inspect the base of the stem for uneven edges or indications of stress marks for evidence the dispenser has been altered.

HEAD: The top-most part of the dispenser that tilts back to dispense the candy.

IMC: Injection Mold Code. A single-digit number molded into the stem found on the outside top corner of the dispenser base. It identifies in which

plastic factory the dispenser was molded. Not all dispensers have IMCs. Here is a list to help identify which number goes with which country:

1 and 3: Austria/Hungary

2: Austria/Hong Kong

4 and 8: Austria

5: Yugoslavia/Slovenia

6: Hong Kong/China

7: Hong Kong/Austria/Czech Republic

9 :United States

V: Yugoslavia (changed to Slovenia in 1993)

KICKER: Sometimes referred to as the “pusher,” this is the small plastic piece that extends down from the back of the head and pushes out a single piece of candy when the head is tilted back.

LOOSE: The dispenser is out of its original packaging.

MARBLEIZED: A term used when two or more colors of plastic are combined and not thoroughly mixed, causing a swirling pattern to appear in the finished product. This is a sought-after variation by some collectors.

MELT MARK: Refers to damage on the dispenser, sometimes caused by direct heat or a chemical reaction between the plastic of the dispenser and certain types of rubber or other plastics. Some types of rubber bands or other rubber toys and items like rubber fishing worms have been known to cause melt marks when left in contact with a dispenser.

MIB: **Mint In Bag**. The bag will have colored ends and writing as well as the PEZ logo. These are the newer-style bags currently being used and have been in use since the mid-1980s. This packaging is also known as a “poly bag.”

MIC: Mint In Cellophane or Mint In Cello. The bag will be clear with no writing.

MOC: Mint On Card.

MOMC: Mint On Mint Card. Both dispenser and card are in pristine condition.

N/F: No feet.

PATENT NUMBER: A seven-digit number located on the side of the stem. Currently, there are seven different U.S. patent numbers on PEZ dispensers: 2,620,061 is the earliest, followed by 3,410,455; 3,845,882; 3,942,683; 4,966,305; 5,984,285; and 7,523,841. Patent number 3,370,746 was issued for the candy shooter and appears on the 1980s space gun as well. Patent numbers can help identify the age of a dispenser but generally do not play a part in its value. Not all dispensers have a patent number on them; certain dispensers have no patent numbers, and this does not affect the value of those dispensers. Feet first started to appear on dispenser bases when the 3,942,683 number was issued, but some exceptions can be found with feet and earlier issue patent numbers. These dispensers are difficult to find and carry a little more value with some collectors. Rare Italian-made dispensers carry the patent number BREV. ITAL No.461637. Mexico dispensers have the mark Mexico Patent NR 141 242. Both are extremely difficult to find.

PEZHEAD: A term used to describe someone who collects PEZ.

PIN: A steel pin that hinges the head. It is made of metal and found only in older dispensers. The pin runs through the side of the head and the sleeve, attaching it to the dispenser base.

PVC: PEZ Visitor Center.

REGULAR: The earliest PEZ dispensers. These didn't have a character head; instead, they had only a thumb grip at the top and were marketed for adults. These were remade in the late 1990s but with a noticeable difference. Vintage regulars will have a raised thumb grip on the top of the cap. The remakes will have a square cap with no raised grip, and the spine will be deeper than the channel.

SHOES: An accessory for your dispenser that fits on the base of the stem. They are similar to feet in that their purpose is to give the dispenser more stability when standing upright. Originally made to be used with the Make-A-Face dispenser. Reproduction shoes have been made with a rounded toe in the front and can be found in multiple color variations. There is also a reproduction glow-in-the-dark version. An original shoe will always be black and have a "B" shape to the end.

SLEEVE: The part of the dispenser the head is attached to and pulls out of the stem to hold the candy. The United States patent description refers to this part as the magazine.

SOFTHEAD: The head is made of a rubber, eraser-like material that is pliable and softer than traditional plastic head dispensers, hence the name. Softheads can be found in the Erie Specter and Superhero series along with a very rare Disney set that never made it to mass production.

SPINE: The groove on the back of the dispenser that runs the length of the stem. On a vintage footless dispenser, the spine should be the same depth as the channel. Some unscrupulous people will try to pass off a dispenser as footless by cutting off the feet and claiming that it is old. To detect tampering, turn the dispenser upside down and compare the spine to the channel. The spine on a footed dispenser should be deeper than its channel.

SPRING: Refers to either the spring inside the stem directly under the button *or* the spring in the top of the dispenser that keeps tension on the character head. There are three basic types of springs in the top of the dispenser: the classic wire mechanism, the “blade” spring and currently a “leaf spring” mechanism.

STEM: The lower part of the dispenser. It usually has the PEZ logo on at least one side and possibly country of origin, patent number and injection mold code. The front raised groove is known as the channel, and the back raised groove is known as the spine. Depending on the dispenser, the stem may also be die-cut or be completely smooth on one or both sides. It may or may not have feet.

TRANSITION PIECE: A dispenser that has characteristics of a previous model but also has features of a current dispenser. These pieces must still be in their original packaging to show they are void of alterations. Example: an old style character head that is on a footed stem.

W/F: With feet.

Fred Blum

I talked with Mrs. Fred Blum (Gene) at her home in Stamford, Connecticut, along with her daughter, Phyllis, on January 9, 2016. Mrs. Blum was ninety-two years old and still had quite a memory for the time her husband spent with PEZ. She shared stories of her husband's work and some of the people he used to work with.

Fred Blum was the first advertising manager for PEZ Candy. He was part of the original management team for PEZ when it was founded in New York City in 1952. Fred lived with his wife, Gene, in Queens, New York, and saw an ad in the newspaper for an advertising man; he applied and got the job. He was responsible for many things, including all advertising for the brand, trade shows, press releases and some product development. He was originally from Germany; when he came to the United States in 1938, he was twenty-three years old. He would start working for PEZ at the age of thirty-seven and, with the exception of a few years in the middle of his tenure, would continue until 1980, when he retired.

Fred attended many industry events and trade shows as part of his job with PEZ. During one such event, he was seated at the same table with a

popular television actress at that time, Agnes Moorhead. If that name isn't familiar, you may remember her as the mother-in-law Endora on the 1960s show *Bewitched*. In the photo on [page 184](#), she is the woman in the group with Blum seated fourth from the right with red hair.

In 1956, the Blums had one child, a daughter named Phyllis. As she grew up, Phyllis would become the sounding board for Dad and his many ideas for new dispensers. During our conversation, Phyllis remarked, "He always tried the new ones on me. He showed me his drawings and always had my input... I was the test market kid." Some of these ideas would lead to the development of the PEZ Pal line, which Blum created along with his counterpart in Austria, Werner Benzinger. The PEZ Pals would go on to be one of the most successful and brilliant lines PEZ ever produced. Fred is also credited as the person who came up with the idea for the Make-A-Face dispenser.



An industry dinner, circa 1960. The man seated second from left is Fred Blum.

Blum would continue with PEZ for another eleven years. In 1963, the family moved back to Germany and lived in Munich for several years. During this time, Fred worked for Radio Free Europe as a German-to-English translator. Mrs. Blum remarked, “We had a wonderful time in Munich. He got all of the German holidays, the American holidays. We were constantly traveling, but he didn’t like the job. It was 9-to-5 with no creativity... . Allina came to see us in Munich; he brought us things we couldn’t find in Germany.” Blum missed his job with PEZ. Just a few short years later, the family moved back to the United States, and Fred continued his work with PEZ.

Upon his return, Blum was instrumental in the original mail-order program. Children could save their candy wrappers and send them back to

PEZ to receive a special premium offer such as a flashlight (secret code flasher), clicker and dispenser stand, to name a few. Fred enjoyed the letters he received from kids. Mrs. Blum remembered, “He was very good with children. They would write notes, and he would write back.” It was important to Fred that any child who sent a letter to the company would get a letter back.

In conjunction with the mail-order program, PEZ also offered a variety of promotional items. To keep track of these items in an era before computers, booklets were created with small thumbnail images of the items. A brief description was also included and a notation describing the type of material it was made from. These booklets are quite rare; only a handful are known to still exist. Several were found in the PEZ archive, some containing handwritten notes in pencil on the pages with the date and quantity that item was last ordered. One of the books was marked to indicate it belonged to Werner Benzinger, Blum’s counterpart in Austria. The other book was not marked but may have been Fred’s personal copy.

Fred “was a perfectionist.” He preferred the Dewey Decimal system and required office staff to file everything by this system. It was his precision work and meticulous cataloguing that would benefit me later. As I researched information for this book, I found a number of binders stored away in the PEZ archive. It’s my belief that it was Fred who assembled these binders and made the notations on photos identifying the people and the places. I showed one of these binders to Fred’s family during our interview, and they, too, thought it looked like his work. The information he provided proved to be invaluable years later. I like to think Fred unknowingly helped contribute to this book by providing such wonderful information that would be discovered years later.

Fred passed away in 1985 at the age of seventy. His meticulous work and contributions were instrumental in PEZ becoming the brand it is today. Thanks, Fred.

PEZ Girls

The PEZ Girls have been an iconic part of the brand since its inception in 1927. From the beginning, they were used to create an attraction to this then unknown brand. Beautiful women were the focus of advertisements, always with a playful smile and eager to offer a sample of this delicious new sweet. Created in the 1920s, the outfits were avant-garde and a bit sexy for the time. A woman wearing trousers was edgy and controversial. The tray the PEZ Girl carried (with samples of candy) was reminiscent of the cigarette girl, strengthening the message of the original marketing strategy that PEZ was an alternative to smoking.

Upon its initial introduction and for the next several decades, PEZ was intended for and marketed to adults. Marketing the candy using sex appeal was a purposeful strategy to leverage an interest with the core male consumer. As fashion changed, so did the look of the PEZ Girl. Early outfits (consisting of long sleeves and pants), considered edgy for their time but conservative by today's standards, gave way to more form-fitting, low-cut styled outfits reflective of the times.

The artist who painted one of the earliest works for PEZ was Manasee. (Information about the artist remains a mystery.) His work, titled *Classic*

PEZ Girl, depicts a cheerful young woman using both hands to hold an open box of peppermint just under her chin. She is wearing a pillbox hat with a short bob hairstyle peeking from one side. Her big dark eyes and friendly smile are a focal point of the ad. The phrase *Bitte sich zu bedienen* (translated as “Please help yourself to”) is cast in bold letters across the bottom of the ad.

Soon after, PEZ worked almost exclusively with artist Gerhard Brause. It was Brause who would go on to solidify the advertisements into the sexy, iconic imagery that was the staple of ad campaigns for years to come. His work in the '40s and '50s was already known throughout Europe. He was the artist who created many of the leggy advertisements for Palmers Stockings. Upon comparison, one can see the influence his work there had on his work for PEZ. The paintings were a reflection of popular American pin-up art. No doubt the iconic imagery he created through his paintings is in some way responsible for the success PEZ enjoyed.



An artistic rendering of the classic PEZ Girl, circa 1960s.

The real-life versions of these girls were used as brand ambassadors. They staffed booths at industry shows and often attended events dressed in the familiar blue outfits and signature pillbox hat. The shoulder-supported product tray that often accompanied the ladies was how many people got their first taste of a PEZ peppermint. The ladies were always where a crowd was gathered, or (it could be argued) they were the reason there was a crowd. The samples and the smiles were always plentiful. The global awareness of the brand was in no small part due to the association of the girls. Promotional photos often depicted the ladies mingling among the crowd, sharing samples in front of some of the most recognizable landmarks in the world such as the Eiffel Tower, Arc de Triomphe and the Atomium at the Brussels World's Fair.

As the decades progressed and gave way to the next “hip” style, so did the PEZ Girls’ outfits. Skirts became the norm, in various length and styles, sometimes accompanied by large pockets accented with the PEZ logo that were used to hold candy samples. The artistic style was always fun, bright and full of life. The appearance changed, but the persona remained: the cute, girl-next-door type playfully offered a variety flavors.

As PEZ expanded the candy line to include new flavors, the ladies came to be known as the “flavor girls.” Each depiction cleverly tied to the candy she was advertising. The colors or style of her outfit were closely associated with the color or flavor of the candy itself.



An original PEZ Girl painting by Manasee, circa 1930s.



A PEZ lady posing in front of the Arc de Triomphe in Paris, France, circa 1953.



PEZ ladies at the International Sample Fair in Barcelona, Spain, June 15, 1969.



Outtakes of a conceptual outfit, circa 1970s, for PEZ Supergirl.



PEZ ladies in Brussels, Belgium, handing out candy samples during the World's Fair in front of the Atomium, circa 1958.



A progression of styles and outfits, circa 1920s, 1950s, 1960s and 1970s.

A woman with a golden, tropical tan, a wholesome smile and who was using her skirt to carry an abundance of oranges that were spilling out, revealing a hint of her thigh, was the imagery that accompanied the orange flavor. Similar in style (and equally revealing) was the woman in the tight, form-fitting blouse and Caribbean style carrying the large platter of lemons.

Couples were also included in some advertisements, but not to the extent of the single pin- up-style woman. The couples were regularly pictured in an exotic, tropical locale and were often shown sharing a PEZ. The woman was curious, leaning in to find out more. The man confidently held open the dispenser in an outreached fashion to share a single tablet of candy. The poster encouraged the interpretation that ladies are drawn to a man with PEZ, or, from the male perspective, you can actually meet a lady by offering her a PEZ candy.

One of the most well-known PEZ models is Gerda Jahn of Austria. In her teens, she responded to a print ad looking for a model who could be photographed. The ads were for PEZ, and the artist was Brause. The photos she posed for were the basis for several of his works depicting the iconic PEZ Girl.

AUTHOR'S NOTE

During a trip to Austria in the mid-2000s to do research and take photographs of a collection for my next book, in my files I had retained a note from years earlier mentioning Gerda Jahn as a PEZ model. All I had was a name and nothing else to go by. During the visit, I asked my friend Johann Patek if he could help locate this person. It was his collection we were there to photograph, and the look he gave based on my request said, "You're crazy." Apparently the surname

Jahn is fairly common in Austria. Chances of finding her were slim; chances she still lived in Vienna after all these years even slimmer. Even so, Johann obliged the request and began making phone calls to every Jahn in Vienna. I don't speak a word of German, but I could tell it was the same basic conversation met time after time with the wrong number. Finally, after dozens of calls, I noticed a conversation taking place with the word "PEZ" mentioned several times; perhaps he had found her? My suspicions were correct; not only had he located *the* Gerda Jahn, but we had an appointment to meet her that afternoon!

Away we went. The photographer, Johann and I set off across Vienna to find the hair salon where she worked. I believe she was a bit surprised to have our group so eager to meet her. Johann graciously acted as interpreter and explained who I was and why I wanted to meet her. She took time out to share the story of her early involvement and how she had won a contest years earlier to be chosen for the modeling gig. We posed for photos and went on our way. Now in her seventies, she still makes the occasional appearance at European collector conventions. Jahn has continued her modeling career and enjoyed much success to this day in various print advertisement and television commercials.



PEZ model Gerda Jahn and the author in Vienna, circa 2007.



A conceptual painting by artist Gerhard Brause, circa 1960s.



PEZ ladies and a host of costumed Disney characters, circa 1960s.

The PEZ Girl advertisements would continue as a marketing staple until the early 1980s. At that time, the iconic imagery faded to the background, and the new focus and mascot became Peter PEZ. Advertising with the clown image would soon follow the initial Peter PEZ release in 1979 and would remain in place for several years to follow. The use of the clown was not as widespread as that of the PEZ Girls; likely the imagery didn't resonate with consumers quite the same. PEZ issued several Peter PEZ dispensers; the most recent version of the dispenser was issued in 2001. The mascot, as well as any advertising associated with the clown, slowly faded into the background.

Currently, the PEZ Girl is enjoying quite a resurgence in the United States and Europe. Her likeness in the United States has been prominently featured on a variety of merchandise such as T-shirts, coffee mugs and posters, to name a few. European marketing has used several contemporary and classic depictions as the feature images on the sugar-free peppermint advertising.

The Royal PEZ Set

The marriage of Prince William and Catherine (Kate) Middleton in 2011 generated mass media coverage and captured the interest of millions around the world. The wedding took place on April 29, 2011, at Westminster Abbey in London, England. Some estimates place one million people along the procession route between Westminster Abbey and Buckingham Palace to catch a glimpse of the couple. The ceremony was broadcast and viewed live by tens of millions more people around the world, including seventy-two million live streams on the Internet. Television audiences peaked at over thirty-six million people watching all or at least some part of the coverage.

To commemorate this global event, PEZ International created a special set of dispensers to auction for charity. The dispenser set depicted a bust of each member of the couple. PEZ Prince William wears a dark jacket and red neck tie, and the current Duchess of Cambridge wears a simple blue dress and necklace. Both dispensers were placed in an elegantly detailed window box featuring the PEZ logo across the middle and the names “William & Catherine” in script font, along with the date of the wedding

on each side of the box. To announce the creation of the set, the following redacted press release was issued by PEZ International:

PEZ Charity Auction:

William and Kate Go Under the Hammer

Unique PEZ sweet-dispenser to be auctioned for charity

(TRAUN, Austria—March 29th, 2011)

For the forthcoming wedding-of-the-year in the British royal family, the world-famous Austrian sweet manufacturer PEZ has created a pair of PEZ dispensers representing the happy couple Prince William and Catherine Middleton. This unique item will be auctioned on ebay.co.uk to raise money for charity. For collectors of the much-loved PEZ sweet-dispensers, as well as for fans of William and Kate, this is a unique opportunity to own a wholly original collector's item.

Offers can be made for the royal PEZ couple on the “eBay for Charity” auction platform from 7 to 17 April 2011. The proceeds will all go to a charity supported by Prince William and Kate Middleton.

“The excitement worldwide about William and Kate’s forthcoming wedding was the perfect opportunity for us to create this uniquely designed PEZ sweet-dispenser. This wholly original item will symbolize appreciation for our extensive community of collectors as well as serving a charitable purpose. The ‘eBay for Charity’ auction enables us to achieve both these aims,” comments head of marketing Gabriele Hofinger on the background of the initiative.

All royal fans and PEZ collectors can find more information about the auction as well as images of the “William &

Catherine” PEZ dispenser via PEZ’s Web 2.0 sites; on the PEZ-Blog, on the Facebook site and on Twitter.

“The social media platforms enable us to do what was unthinkable only a few years ago; to be really close to our client and fans all over the world. This is a thrilling prospect, and the feedback we’re receiving from around the world is fantastic,” points out an enraptured Gabriele Hofinger. “It was through our social media channels that we got the idea to sponsor this charity auction.”

PEZ was founded in 1927 and has since become active worldwide. Around 80 million sweet-dispensers and 4.6 billion sweets are produced annually. Besides Europe and the USA, Japan and Australia are among the most important markets.

The auction garnered thousands of views on eBay and generated a frenzy among bidders. American media took notice of the set, and numerous news stories about the sale were talked about on programs such as CNN and *The Today Show*. At the close of the action, the final bid was £8,200 British (at the time, \$13,300 USD). The proud new owner was an American who agreed to loan the special set to PEZ for display in its Visitor Center. The set remained on display for about one year and then returned to the owner. It has been part of a private collection ever since.



The royal couple immortalized in a one-of-a-kind PEZ dispenser set, circa 2011.

The Making of a Dispenser

All dispensers start with an idea. Sometimes that idea is something PEZ creates on its own, such as seasonal dispensers like Santa Claus, bunnies, pumpkins and witches. Sometimes it's an everyday assortment like Circus Animals, PEZ Pals, Emergency Heroes or Emojis. Other times, they create iconic characters with our various license partners like Disney, Marvel, DC Comics and Sanrio, to name a few. If it's a self-created character, PEZ designers will sketch various concepts for internal review. Once a final concept is decided, the art is sent to a sculptor to create a three-dimensional design. The sculpts are hand painted and offer the best example of what the actual dispenser will look like. The designs are sent back to PEZ for internal review. If no changes are needed, the sculpts are sent to the factory to begin the tool making process. If changes are needed, the process loops back around until a final design is complete. Licensed designs follow the same process except the licensor provides the character assets, called a "style guide," that are used to create the character.

Tooling dies have to be created in reverse design so when the dispenser is created the printing or logo is in the correct orientation. Some vintage dispensers had unique designs molded into the stem such as the Cocoa

Marsh, Zorro, hippo and football player or die-cuts such as Donald Duck and Casper.

Once all the tooling is complete, the production process can begin. Dispensers are injection molded, meaning plastic pellets are melted and injected into a steel mold, where it will form into the shape of the die. A high-pressure press will squeeze the liquid plastic, forcing it into all the nooks and crannies of the mold. The press will eject the newly molded pieces and the process begins again, all at high speed. Dispenser heads, stems and candy buttons are all molded in multiples. The individual parts are pad printed if necessary to enhance the details and then hand assembled to create a finished dispenser. The completed dispensers are then shipped to the factory in Orange, Connecticut, where they will be packaged with candy and shipped to retailers across the country.



Pad printing head detail on a Darth Vader dispenser.



Pad printing details on a stormtrooper head during the production of *Star Wars* dispensers.



Numerous stormtrooper heads being boxed for the next step in the production process.



Recently printed stormtrooper heads drying before the next step in production.



Vintage tooling dies used to mold unique stem bases and candy buttons, circa 1960s.

“Feet” is the term for the small tabs located on the bottom of the dispenser base to help it stand upright.

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About the Author



Shawn Peterson is a project manager for PEZ Candy Inc. in Orange, Connecticut. Currently, he manages the Visitor Center and acts as the company archivist and historian. He also manages content for the company website and is responsible for the creative content in the Visitor Center. Prior to working for PEZ, he authored the *Collector's Guide to PEZ*, which has three versions/updates. He has been a collector since 1990. This book is the result of research, interviews and firsthand experience. This book occasionally includes personal narrative of his research into the corporate history.

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