

# History Of Legos By Vansh and Neev

## Have you ever wondered about the History of Legos?

The Lego Company was made in Billund, Denmark at August 10, 1932. The Lego Company was made by a person named Ole Kirk Christiansen. Back then the company was named Lego. This name for the company came from the Danish phrase *leg godt* which means ("play well"). In 1947, Lego began to producing plastic toys. In 1949, Lego began producing, among other new products, an early version of the now familiar interlocking bricks, calling them "Automatic Binding Bricks." These bricks were based in part on the Kiddicraft Self-Locking Bricks, which were patented in the United Kingdom in 1939 and released in 1947. Lego modified the designs of the Kiddicraft brick after examining a sample, that they received from the supplier of an injection-molding machine that Lego purchased. The bricks, originally manufactured from thermoplastic polymer where a development of the traditional stackable wooden blocks of the time. The Lego Group's motto is *det bedste er ikke for godt* which means roughly "only the best is the best" (more literally "the best is never too good"). This motto, which is still used today, was created by Ole Kirk to encourage his employees never to skimp on quality, a value he believed in strongly. By 1951 plastic toys accounted for half of the Lego Company's output, even though the Danish trade magazine *Legetojs-Tidende* ("Toy-Times"), visiting the Lego factory in Billund in the early 1950s, felt that plastic would never be able to replace traditional wooden toys. Although a common sentiment, Lego toys seem to have become a significant exception to the dislike of plastic in children's toys, due in part to the high standards set by Ole Kirk. By 1954, Christiansen's son, Godtfred became a junior managing director of the Lego Group.



**This is a picture of the Lego Factory**