



THE EVOLUTION OF LEGO

Enough LEGO bricks were made in 2013 to circle the world more than 20 times! Wow! LEGO has gone a long way from what they were. They have delighted children and adults for ages. They have greatly impacted the world. But how?

How LEGO Has Changed the Generation

LEGO has given the world a new way to play. They were on of the most popular toys for ages. (That is what you expected). But, the LEGO company has also donated over million dollars all over the world! LEGO created the LEGO Foundation which gives LEGO products and money to families that are desperate.

How LEGO Started Out

LEGO was founded by Ole Kirk Christiansen in Billund, Denmark. He owned a small furniture and had 3 employees by then. Imagine a business now having 3 employees! Unfortunately, the Great Depression came in 1930's, and many people lost their money. Christiansen decide to make and sell cheap wooden toys to keep his business running. His toys were a major

Location of Billund, Denmark



hit. He decided to focus on toys only. The Great Depression was over soon after.

How LEGO Got to Where They Are Now

In the 1940's, Christiansen stumbled across plastic. He thought it would work well with his toy. (He turned out to be right). He thought plastic could basically be made to anything. He talked to plastic molding companies. As a result, he got sent a bag of hollow bricks from a London business. He liked how the bricks could be pushed together and apart for lots of fun.

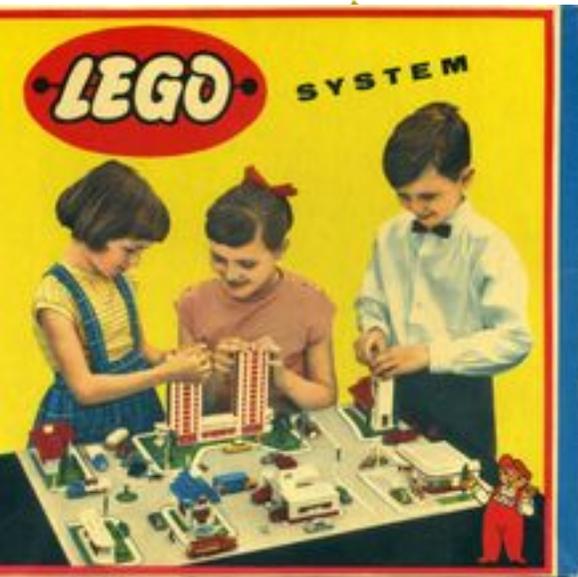
He bought his first plastic molding machine in 1947.

His company was now making plastic products.

However, they were not making the plastic bricks Christiansen liked. He knew the public were used to wooden blocks. (He was a very cautious man).So instead, he made interlocking wooden blocks. They were very popular, but they did not interlock very well.

He decided to start making an interlocking plastic bricks, put it in stores, and wait to see what happens. Little did he know, he created one of the most successful toys ever. They were a major hit. Christiansen called his invention Automatic binding bricks.(It was changed to LEGO bricks later).They were hollow with tubes on the top. Despite their popularity, Christiansen was still not happy. They did not stick great and their colors faded. (I do not blame them. Plastic was not great in the older days). Designers got to work. Unfortunately, that was the last thing Ole Kirk Christiansen would want to improve about LEGO. He died in 1958. His son Gotfred, who was a leader in the LEGO group by then, took over. It was time to fix the LEGO brick.

LEGO first fixed the interlocking problem by adding tubes on the bottom of the brick. This gave it more stability. By around that time, finally, better plastic came



An old LEGO set. This is what the box looked like.

out. LEGO used the new plastic, and the colors didn't fade.

Gotfred noticed something. There was no "system of play". This would include instructions. They started using a "system of play." One of the first sets using this system was called "Town Plan." LEGO bricks were now what the modern bricks are.

How LEGO Bricks Are Made

LEGO bricks are made from plastic chunks called granules. Trucks with granules drive to the LEGO factory and get transported to a storage system by pipes. From there they go to a molding machine. In the molding machines, the granules are heated. The melted plastic goo go into containers shaped like LEGO bricks. Much pressure is applied for accuracy. The LEGO bricks go onto a conveyor belt to get decorated. From there each brick kind gets put into a box. Each box goes by the set that needs that brick and then instructions are put in each set.

LEGO has gone a long way from 1940. Lego fits their slogan- "Only the best is good enough."