

The world isn't all ones and zeroes, not yet. Plenty of Inc. 500 companies still make and sell physical objects. Stuff. Things. Here are some that caught our eye
By Stephanie Clifford Photographs by Mark Weiss

Here's the Thing



Giggle Head Candy

#322 CANDYRIFIC

Don't call it a lollipop: This hard candy is screwed onto the base of the toy, which chortles when it's shaken. The design challenge here involved getting the components in the toy to work while keeping it small enough to fit comfortably on a retail counter. A light-up airplane fan candy—complete with a motor and a battery-powered fan—is CandyRific's bestseller. *Number of units sold in 2006:* 10 million (including all versions of the toy). *Price:* \$2.99 retail for most versions.