

## Blast from the past as Menkind brings out the big guns with new product announcement

### Image Gallery



[Http://www.menkind.co.uk/](http://www.menkind.co.uk/)

***It was the subject of a massive craze in the 1980s and the toy you simply had to have. Now, decades later, Big Trak is making a comeback with the UK's favourite gifts and gadgets retailer, Menkind.***

***Online PR News – 15-March-2010*** It was the subject of a massive craze in the 1980s and the toy you simply had to have. Now, decades later, Big Trak is making a comeback with the UK's favourite gifts and gadgets retailer, Menkind.

This six-wheeled, high-tech monster was once roaming around houses all over the world and now it's about to do the same again. Punch instructions into Big Trak's keypad and the tank will obey, zooming across the lounge or lurking by a kitchen cupboard before pulling a sharp turn and firing its photon canon. Wives and girlfriends watch out!

There's loads of fun to be had with Big Trak including plotting routes around your office, ambushing friends and delivering the TV remote to someone else in the lounge if you just can't face moving.

Not content with releasing details of just one new product, Menkind has announced it is also about to start stocking the new official Doctor Who Sonic Screwdriver. Around in various forms since the 60s, the Doctor's most useful tool has broken locks, mended electrical faults and remotely controlled the TARDIS.

And while the new BBC licensed sonic screwdriver might not be too helpful if you find yourself in another dimension by accident, it certainly looks the business. The screen accurate, die-cast replica has lights and sound effects, and interchangeable heads with Philips and flathead screwdriver extensions.

You'll never be stuck for a screwdriver again or fail to impress a fan of the show with this in your pocket.

Paul Kraftman, managing director of Menkind, said: "We know full well that boys love their toys, and expect these two iconic products to go down a storm. Big Trak was a huge hit when it was released back in 1979 and the 21st century remake brings all those childhood memories flooding back.

"The Doctor uses the sonic screwdriver to open doors all over the universe and we know people are going to have fun trying to do the same! Would you ever want to use a normal screwdriver again after using

Doctor Who's?"

-Ends-

About Menkind Stores Ltd:

The company was established in 2001 with the aim of making the task of finding suitable presents for men easier than ever before. The company's extensive range of products, which includes remote control toys, drinking accessories, designer [mens watches](#) and novelty items, has proved a massive hit with customers and the firm has grown to have 20 stores across the UK as well as a major online presence making Menkind a big name in the [boys toys](#) and [gadgets for men](#) marketplace.

## Media Information

Felicia O'Brien

[felicia@menkind.co.uk](mailto:felicia@menkind.co.uk)

<http://www.menkind.co.uk/>

Menkind Stores Ltd

The Atrium

Curtis Road

Dorking

Surrey

RH4 1XA

United Kingdom