

BLU TRACK

ONE TRACK. ENDLESS PROGRAMS.

**Custom Blu Track® kits for libraries,
schools, and hands-on learning spaces.**

Blu Track® transforms curiosity into hands-on learning. From Storytime programs and STEM challenges to Library of Things lending collections and community events, our flexible gravity-fed track creates endless opportunities for discovery, creativity, and play.

Powered by gravity. Fueled by imagination.



WHAT IS BLU TRACK®?

THE ORIGINAL FLEXIBLE RACE TRACK

Blu Track is the original flexible, dual-lane, roll-up race track designed to turn everyday spaces into opportunities for discovery, creativity, and hands-on learning.

Invented by a dad looking for a better way to play with toy cars, Blu Track broke away from traditional rigid plastic tracks. Its flexible design allows children to build hills, curves, jumps, and custom raceways using books, furniture, playground equipment, and other everyday objects.

What started as a simple idea has grown into a learning tool used by families, libraries, schools, makerspaces, museums, and community organizations around the world.



Blu Track® pioneered the flexible, roll-up dual-lane race track concept and continues to be proudly made in the USA.



WHY LIBRARIES **LOVE BLU TRACK®**



Flexible and
quick to store



Durable for
repeated use



Supports
open-ended
exploration



Engages a
wide range
of ages



Works across
multiple
programming
areas



Easy to
customize for
your space
and goals



No small parts



Easy to clean
and disinfect

HOW LIBRARIES USE BLU TRACK



STORY TIME + PLAY

Pair books with hands-on building challenges inspired by motion, racing, creativity, and discovery.



STEM & MAKERSPACES

Kids explore gravity, engineering, problem-solving, and design through loops, jumps, ramps, and experiments.



LIBRARY OF THINGS

Durable, flexible, and easy to package as a STEM or early literacy take-home kit.



COMMUNITY EVENTS

Ideal for family STEM nights, kids' clubs, play spaces, and collaborative activities.



TEAM-BASED LEARNING

Enhance creativity, communication and shared problem-solving through partner builds and group challenges.



REAL LIBRARIES. REAL IMPACT.

See how Blu Track® is creating hands-on learning experiences in communities across the country.



Blu Track is a wonderful STEM activity. After a few straight runs on the track, create a small hill with a rolling pin or make a tunnel from a half gallon milk container to make other thrilling car rides. Pair the activity with *Oscar and the Cricket: a book about moving and rolling* by Geoff Waring and *Newton and Me* by Lynne Mayer.

ELIZABETH, STORM LAKE PUBLIC LIBRARY

Blu Track is great for library use because it's easy to set up, even in smaller spaces, and encourages creativity, problem-solving, and teamwork. It's a fun, hands-on way to explore STEM learning, with endless ways to play. You can even use a variety of materials with it, such as balls and building blocks!

TORI, CENTER POINT PUBLIC LIBRARY



INTERACTIVE PLAY SPACES: A New Adventure Every Visit

Create a dedicated Blu Track® exploration area and refresh it with seasonal themes, community topics, or STEM challenges throughout the year.



CONSTRUCTION & ENGINEERING

OVER, UNDER, THROUGH

Setup: Pair Blu Track with blocks, cardboard boxes, and magnetic tiles.

Challenge: Build a city where the track travels over, under, and through structures.

Skills: ■ Engineering ■ Design Thinking
■ Problem Solving

OBSERVATION & ROLLING

GRAVITY & ROLLING

Setup: Set up a simple incline and provide a variety of toy vehicles.

Challenge: Which cars roll fastest? Does a steeper hill make a difference?

Skills: ■ Observation ■ Prediction
■ Physics



LITERACY & SEASONAL FUN

STORYBOOK CHARACTER SLIDE

Setup: Set up a simple incline and provide a variety of toy vehicles.

Challenge: Which cars roll fastest? Does a steeper hill make a difference?

Skills: ■ Literacy ■ Creativity
■ Experimentation

Every library is unique. These examples show just a few ways Blu Track® can support literacy, STEM learning, creativity, and community engagement.

READY TO BUILD YOUR CUSTOM LIBRARY KIT?

Whether you're launching a Library of Things collection, expanding your makerspace, or planning your next community STEM event, we'll help create a Blu Track® kit tailored to your space, budget, and programming goals.

LET'S START THE CONVERSATION



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BLU TRACK

Powered by Gravity.
Fueled by Imagination.™

 PROUDLY MADE IN THE USA

