

Company Profiles



Phil Nannay

Co-founder and CEO, Applehead Factory Design Studio

His boyish good looks are deceiving. Behind that clean-cut exterior is a sharp business mind; and one that's slightly demented. Phil is obsessed with mannequins, intolerant of animals and boasts a chicken scratch that caused a handwriting analyst to retract in horror.

Phil took his marketing degree from West Chester University and got a secure job at an insurance company. But something inside him, along with his childhood friend, Joe DiDomenico, led him down that dark path to self-employment... and the birth of TeddyScares.™

"I know we've hit a nerve when you see the look on people's faces. Seeing their reaction makes all the hard work worthwhile."

Joe DiDomenico

Co-founder and Creative Director, Applehead Factory Design Studio

An insatiable appetite for horror movies, combined with a love of design, led Joe to co-founding Applehead Factory — the design studio behind the new bizarre collectibles, Teddy Scares™

"These bears are like my childhood... thrown into a blender."

To know Joe is to know his passion. This graduate of Philadelphia's University of the Arts has a sketchbook filled with creepy creatures of all kinds. It's something he's been doing since childhood. And never stopped.

Joe is quick to thank his wife, Connie, for putting up with his horror obsession and his passion for the putrid.



Applehead Factory Design Studio

Applehead Factory's mission is to creep into the dark crevices of our customer's mind...and live there. We intend to do it over and over again. To achieve our goals, we will employ boundless imagination, unprecedented novelty and an undying fascination with the macabre. We will not be satisfied until our customer's vast — and eccentric appetites are totally sated.

