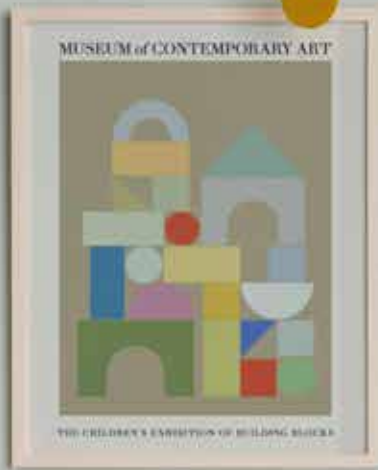




KID'S CONCEPT  
SWEDISH DESIGN



# KID'S CONCEPT

KID'S CONCEPT SPRING & SUMMER COLLECTION 2023

ENGLISH EDITION

**06.**

KID'S HUB - INSPIRED BY LIFE



**44.**

EDVIN - INTO THE WILD

**72.**

NEO - ENTER THE STONE AGE



**96.**

AIDEN - FULL SPEED IN THE CITY



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KID'S BASE - IT'S ALL ABOUT THE BASE



**112.**

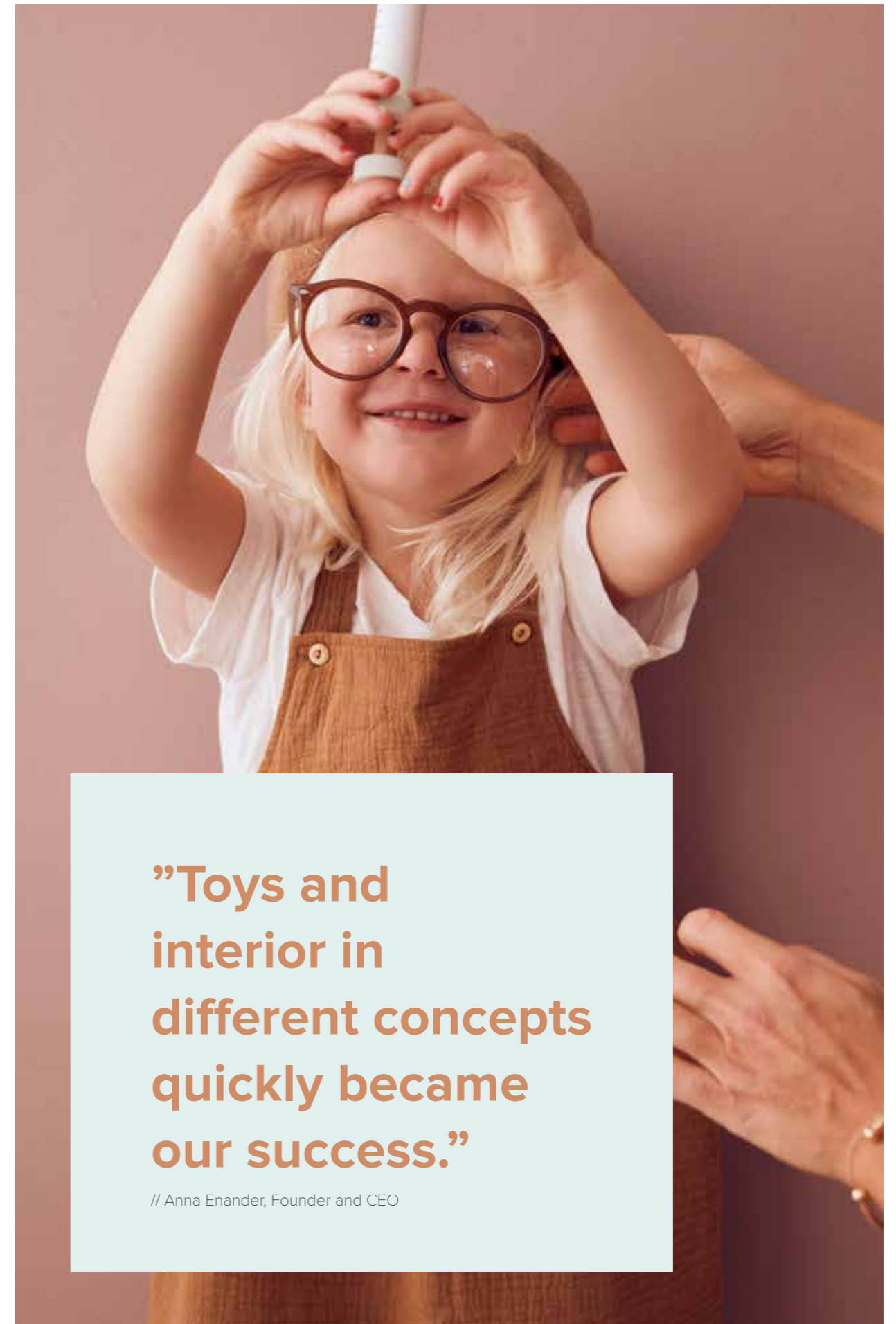
CARL LARSSON - OUR SWEDISH HERITAGE



**To help you find what you're looking for.**

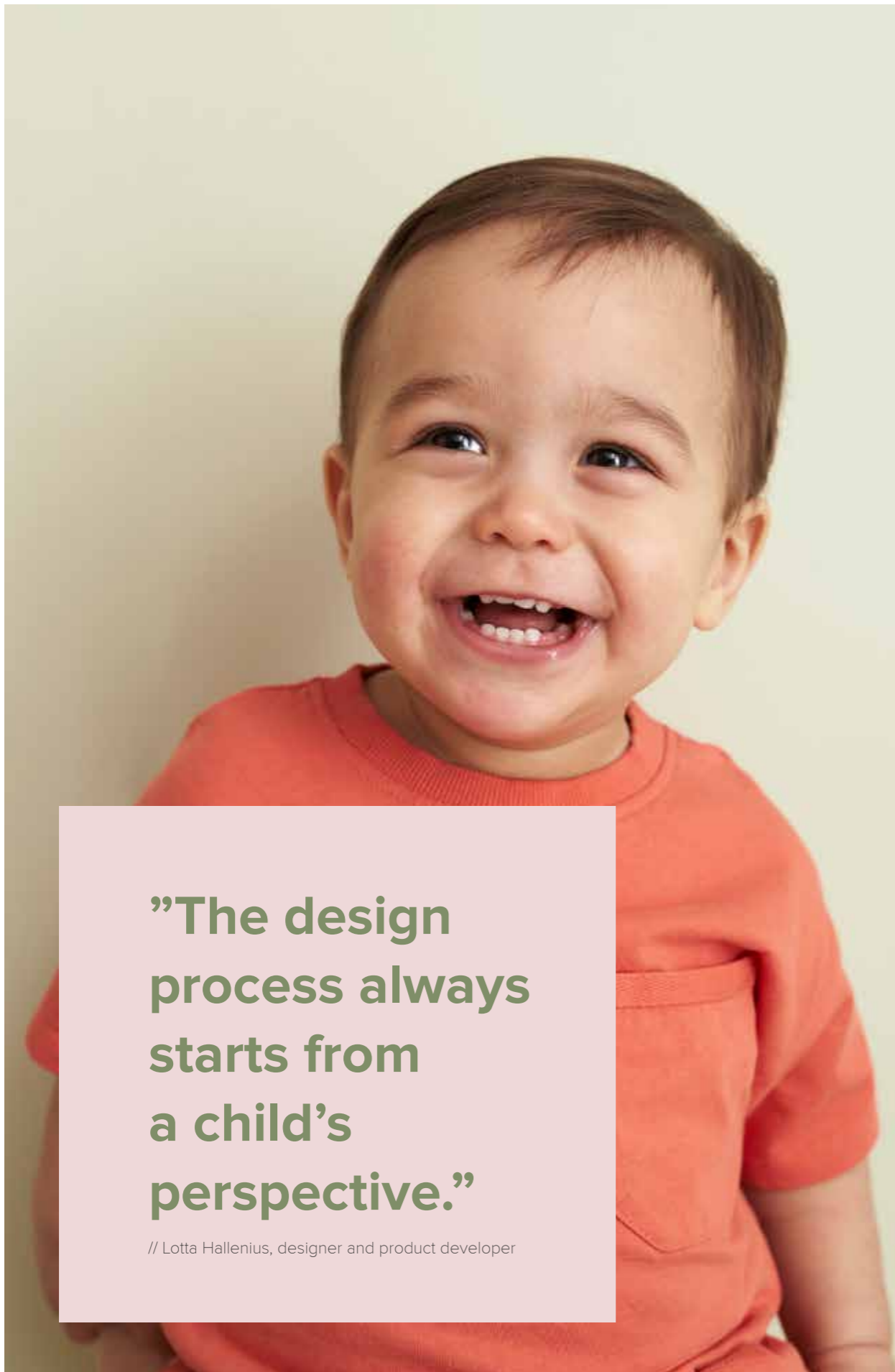
## Our concepts.

Kid's Concept is a Swedish design company established 2007. Our concepts are a success. With an emphasis on our own design, sustainability, and playfulness, the various concepts in co-ordinated colours emerged. By combining functional toys, practical children's furniture, and quality Scandinavian-style interior design products in wood and in different themes, it became easier to decorate children's rooms. It quickly became a success. The motto "Let kids be kids" has been around since the beginning. We'd like to be involved in creating great childhood memories and to contribute to active play in which children can come up with imaginative games using our products; anything from role-playing games, where our products stimulate them to build a hut, play shop, café, put cuddly animals to bed and form their first rock band, to our small furniture being used in the living room or kitchen. The Scandinavian style often helps our children's furniture to complement any room in the house.



**“Toys and interior in different concepts quickly became our success.”**

// Anna Enander, Founder and CEO



**”The design process always starts from a child’s perspective.”**

// Lotta Hallenius, designer and product developer

## Trust your gut.

We have a meaning that guides us in everything we do: it must feel right. So if our gut tells us something else, we need to change - until it feels good again. That is why we focus a lot on the environment and creating durable products that we want to last for generations.

In our collections you will find many products made from FSC-labeled wood. Our goal is that ALL our toys will be made of FSC Certified wood. We're always trying to be better than yesterday - and we can see the small changes every day. Ever since the start, we have chosen to make our toys, interior and furniture in wood.

At Kid's Concept we are proud of our supply chain partners that take incredible pride in their craftsmanship and high-quality work. We share common values and often a long history of cooperation.

It is part of our sustainability work to improve the social conditions and minimize our environmental impact in our supply chain. We want human rights to be respected, labor standards to be high and the environment to be protected. The Kid's Concept team has many years of experience with sourcing throughout the world and we know that high standards take systematic and hard work.



We are approved to be able to use the GOTS brand on selected products. GOTS is an organization and a brand that ensures good working conditions and products free of harmful chemicals as well as environmentally friendly production.



The OEKO-TEX® STANDARD 100 logo on products means that the product meets high human ecological requirements, i.e., does not contain chemicals at levels that are harmful to the health.



Our goal is that ALL our toys will be made of FSC Certified wood. Forest Stewardship Council® is an international membership organization that works for the responsible use of the world's forests.



Scan the QR code to read more about our responsibility and environment work.

THE KID'S HUB CONCEPT

**Inspired by life.**





#### THE STORY

## The world from a kid's view.

A "hub" is the center, or core of something. In the kid's world, their Hub involves their family and home, but also everything they do in their immediate surroundings. It can be a visit to the doctor or going to the store on the way home from kindergarten. That's why we created Kid's Hub. You'll find playful toys in miniature versions of things they can find in and around their home. Everything from a play shop and kitchen to a tool bench and doll's bed. In their roleplay, they can get inspired by their own hub and combine that with creativity to learn about the world around them. They learn good habits, such as how to take care about their home, themselves, and others.



1000339 | CHEF SET TEXTILE  
52,1x0,3 H 26,4 cm | Textile | 3Y+



Put in  
the dishes.

1000713 | KITCHEN WITH DISHWASHER  
60x34 H 58 cm | Wood | 3Y+





1000238 | MINI KITCHEN PORTABLE  
31x25 H 28 cm | Wood | 3Y+



1000281 | FRIDGE & FREEZER  
30x30 H 73 cm | Wood | 3Y+



1000511 | KITCHEN NATURAL/GREEN  
56,5x30 H 73 cm | Wood | 3Y+



1000161 | KITCHEN NATURAL/WHITE  
56,5x30 H 73 cm | Wood | 3Y+







1000260 | MIXER SET  
17x10 H 18,5 cm | Wood | 3Y+



1000261 | TOASTER  
20,5x10,5 H 10,5 cm | Wood | 3Y+



1000271 | BAKING SET  
19,5x14 H 1,3 cm | Wood | 3Y+



1000361 | EGGS 6 PCS  
15,5x10,5 H 7,5 cm | Wood | 3Y+



1000454 | SCALE  
26,7x10 H 25,7 cm | Wood/metal | 3Y+



1000414 | BLENDER  
12,5x12 H 20 cm | Wood | 3Y+



1000640 | FOOD PLAY SET  
24x19 H 5 cm | Wood | 3Y+



1000566 | COOKWARE PLAY SET  
24x18,5 H 1 cm | Wood | 2Y+



1000508 | STOVE WHITE  
34x30 H 47 cm | Wood | 3Y+



1000509 | STOVE RED  
34x30 H 47 cm | Wood | 3Y+



1000605 | PICNIC SET  
23x16,5 H 22,5 cm | Wood | 3Y+



1000604 | SALAD SET  
11x11 H 5 cm | Wood | 3Y+



1000510 | STOVE YELLOW  
34x30 H 47 cm | Wood | 3Y+



1000642 | TABLE GRILL  
31x20 H 20 cm | Wood | 3Y+



1000565 | DINNERWARE 4 PLAY SET  
14x14 H 1,5 cm | Wood | 2Y+



1000717 | BOTTLE AND CAN SET  
4x3 H 11 cm | Wood | 3Y+



1000267 | BOTTLE SET 5PCS  
4x4 H 11,5 cm | Wood | 3Y+



Tent is not included.



1000643 | TENT ADD ON PLAY SET  
88x56 H 1 cm | Textile/metal | 3Y+



1000714 | SHOPPING CART  
29,5x19 H 55 cm | Textile/wood | 2Y+



1000275 | MIXED FRUIT BOX  
18x12 H 5,5 cm | Wood | 3Y+



1000276 | MIXED VEGETABLE BOX  
18x12 H 5,5 cm | Wood | 3Y+





1000337 | MARKET STAND  
46x29 H 118 cm | Wood | 3Y+



1000259 | CASH REGISTER  
20x16,5 H 10 cm | Wood | 3Y+



1000273 | TROLLEY  
36x29,7 H 51 cm | Wood/textile | 2Y+



1000277 | CANDY SET  
8x3,5 H 1 cm | Wood | 3Y+



1000341 | ICE CREAM TABLE STAND  
30x19 H 30 cm | Wood | 3Y+



1000274 | GROCERY SHOPPING SET  
28x24 H 0,5 cm | Wood/textile | 3Y+



1000493 | BABY GYM FIGURES VEGGIES 5PCS  
10x4 H 4 cm | Textile | OM+



1000456 | WOODEN PLANT BOX  
15,2x14,2 H 9,5 cm | Wood | 2Y+



1000491 | BABY GYM TEXTILE OFF WHITE  
Ø 89 H 60 cm | Textile | OM+



1000365 | BABY GYM WOOD NATURE  
60x55 H 47,5 cm | Wood | OM+



1000415 | BABY GYM WOOD WHITE  
60x55 H 47,5 cm | Wood | OM+



Cash or  
card?



Turn on  
the heat.



First "me time"...



...then coffee.







1000716 | HAIR STYLING SET  
22x8 H 12 cm | Wood | 3Y+



1000607 | SPA KIT  
17,5x9,5 H 8 cm | Wood | 3Y+



1000257 | DOCTORS CASE WHITE  
20x7,5 H 15 cm | Wood | 3Y+



1000258 | DOCTORS CASE NATURE  
20x7,5 H 15 cm | Wood | 3Y+

NEW

NEW

NEW



1000786 | SKIPPING ROPE GREEN  
294x3 H 3 cm | Wood/textile | 5Y+



1000787 | SKIPPING ROPE TURQUOISE  
294x3 H 3 cm | Wood/textile | 5Y+



1000788 | SKIPPING ROPE APRICOT  
294x3 H 3 cm | Wood/textile | 5Y+







1000455 | TEA SET  
24,5x15 H 3 cm | Wood | 3Y+



1000262 | COFFEE MACHINE SET  
16x9 H 17,3 cm | Wood | 3Y+



1000270 | SWEDISH FIKA DRINKS  
10,5x8 H 12 cm | Wood | 3Y+



1000338 | WAFFLE IRON  
21,5x18 H 3,6 cm | Wood | 3Y+



1000272 | SWEDISH FIKA SWEETS  
4,5x4,5 H 4 cm | Wood | 3Y+



1000264 | PASTRIES 9PCS  
5x5 H 5 cm | Wood | 3Y+



1000263 | CAKE STAND  
Ø 17,5 H 23 cm | Wood | 3Y+







NEW



1000785 | SWEDISH PANCAKE SET  
23x14,5 H 3 cm | Wood | 2Y+



1000269 | ICE CREAM WITH RACK  
26x17 H 14 cm | Wood | 3Y+



1000340 | ICE LOLLIES  
14x10 H 4 cm | Wood | 3Y+



1000347 | PUZZLE ICE CREAM  
22x22 H 1,7 cm | Wood | 12M+



1000345 | PUZZLE SWEDISH FIKA  
22x22 H 1,7 cm | Wood | 12M+





**All the tools in place.**



**Take a break and move.**

**Pancakes, the Swedish way.**



NEW



NEW



1000789 | APRON SET GREY  
B 50 H 56 cm | Textile | 3Y+

1000790 | APRON SET LIGHT YELLOW  
B 50 H 56 cm | Textile | 3Y+



1000557 | IRON BOARD WITH IRON  
56x26 H 55 cm | Wood/textile | 3Y+



1000342 | BRUSH AND DUSTPAN  
15,5x11,5 H 52 cm | Wood | 3Y+





1000610 | TOOL BOX  
22,5x13,5 H 15 cm | Wood | 3Y+



1000608 | TOOL CASE  
25x7,5 H 14 cm | Wood | 3Y+



1000641 | VACUUM CLEANER  
31x18,5 H 54 cm | Wood | 3Y+



1000609 | TOOL BENCH  
55x36 H 80 cm | Wood | 3Y+



1000715 | CLEANING SET  
22x22 H 65 cm | Wood/textile | 3Y+





KID'S HUB

## Our packaging.



**We don't just want our packaging to look nice on a store shelf or protect the product when you shop online. We want to take it a step further.**

It's not just the kids who get to puzzle and build with Kid's Concept products. Our suppliers and we at Kid's work hard to stack and plan all the parts in our boxes. All to minimize the air so that they don't become unnecessarily large. Smaller package size = Fewer transport vehicles, from the factories to our end customer = Better for the environment.

We work to exclude unnecessary plastic in our boxes gradually. For some packages, we can remove it altogether. We also keep our eyes open to find new, renewable materials that can replace our plastic.

Most of our product packaging consists of cardboard or paper that is easy for you to recycle. If we need different materials, there are almost always separate parts to easily sort them correctly.

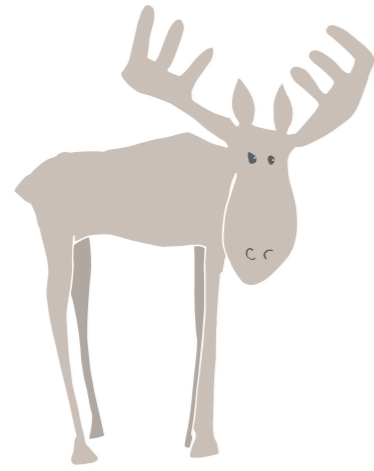
Did you know that some of our products come in a textile bag? So instead of just using materials that go directly to recycling, you as a customer can reuse the bag for other things. Why not pack some toys and keep them in your diaper bag? Or maybe use it as a shoe bag for the kids when it's time to travel?

THE EDVIN CONCEPT

**Into the wild.**







**Bo the Moose.**

"I KNOW I am the king, but I lay low"



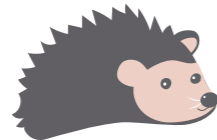
**Max the Bear.**

"I like you,  
just the way you are"



**Lo the Rabbit.**

"I try to stay positive -  
even in tough times"



**Stella the Hedgehog.**

"My eight children have changed  
my priorities in life"



**Edvin the Fox.**

"No one can catch me"



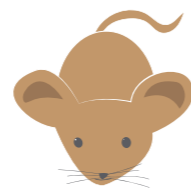
**Ove the Owl.**

"Upside down even the saddest  
mouth looks happy"



**Sus the Owl.**

"My best time is the nighttime"



**Tor the Mouse.**

"People say I am really smart"



**Lars the Ladybyg.**

"I feel cute as a bug"



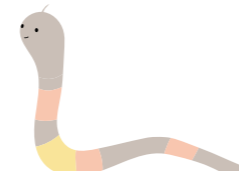
**My the Ant.**

"Be busy, but never stressed"



**Bea the Bee.**

"Honey! I'm home"



**Meta the Earthworm.**

"I love dirt and bad ass leaves"

THE STORY

# Discover the Swedish wildlife.

Tap into EDVIN, the Swedish wildlife, and check out the ones living there, no matter of size. From the biggest moose to the smallest ant. Each animal is equally important and have their own special role. And they all want to be your friend! Get to know Stella the hedgehog, Bo the moose, Lo the rabbit, Ed the fox, Tor the mouse, Max the bear and the owls Ove and Sus. And don't forget the coolest ones – the ever so tiny bees, ants, and worms! My, the ant, Bea the bee and Meta the earthworm. All these small bugs play a significant role. And they love to be your friend! All the animals love building, playing, and doing puzzles together. With the animal train, all the friends can travel around to each other and tell stories about their lives in the wilderness – Choo choo!



Choo choo! Up and down the hills.



1000078 | ANIMAL WOOD TRAIN  
44,5x9,5 H 11 cm | Wood | 12M+



1000153 | WOODLAND RUG 130X170  
170x130 H 1 cm | Textile | 0M+



1000712 | PULL ALONG MOOSE FAMILY  
23x7,5 H 12,5 cm | Wood | 12M+

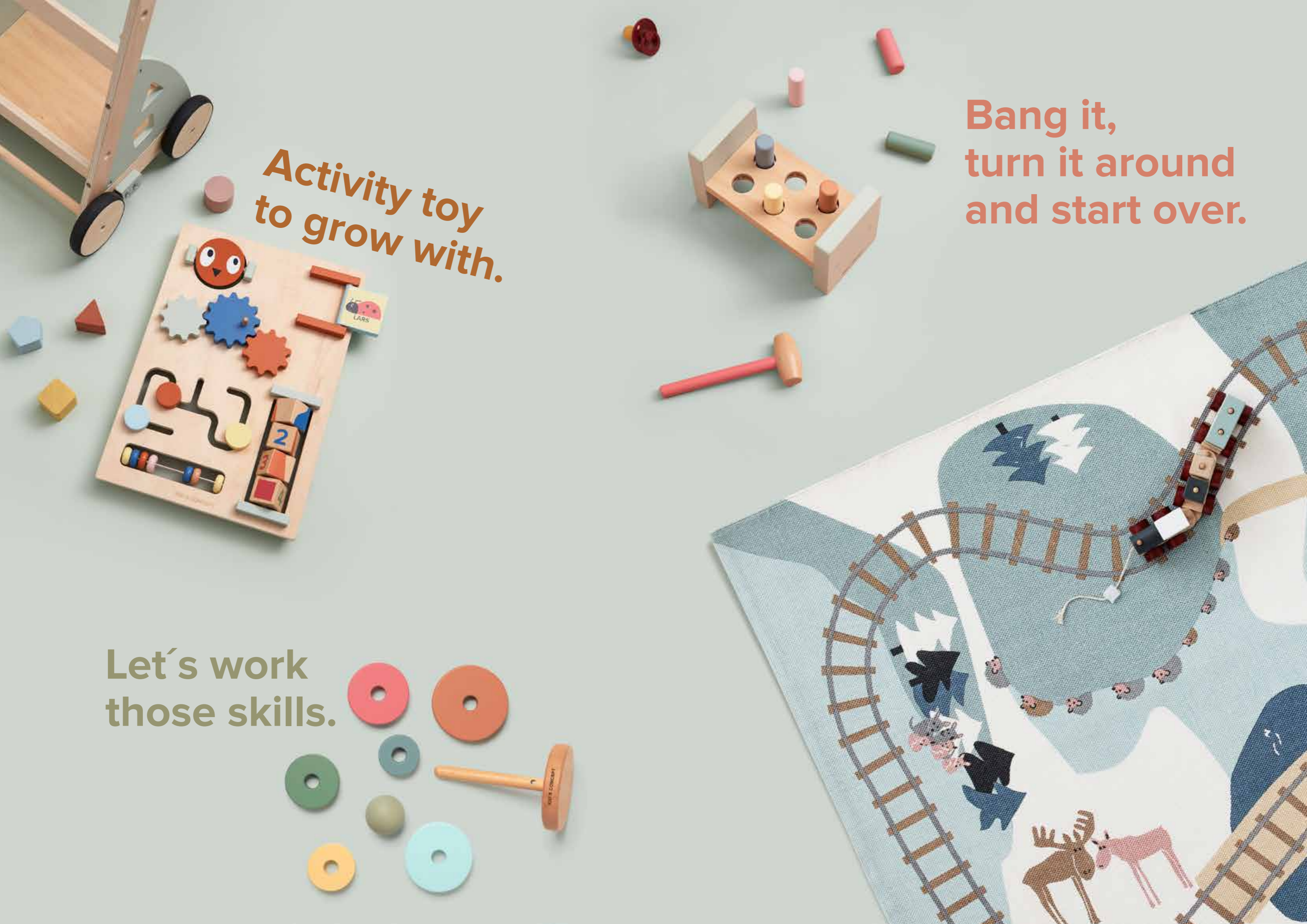


1000157 | ROCKING FOX  
82x28 H 54 cm | Textile/wood | 18M+

*Activity toy  
to grow with.*

**Bang it,  
turn it around  
and start over.**

Let's work  
those skills.





Activity toy  
to grow with.



1000709 | ACTIVITY WALKER  
34,5x32 H 51 cm | Wood | 12M+



NEW

1000759 | WAGON WITH BLOCKS  
22,5x23 H 7,5 cm | Wood | 18M+



1000710 | STACKING RINGS  
Ø 10 H 19 cm | Wood | 12M+



1000453 | STACKING RINGS  
Ø 10 H 19 cm | Wood | 12M+



1000408 | SORTER BOX  
15x15 H 8,3 cm | Wood | 12M+



1000711 | HAMMER BENCH  
20x10 H 12 cm | Wood | 12M+



1000407 | HAMMER BENCH  
22,2x8,5 H 12,1 cm | Wood | 12M+



1000450 | PUZZLE WITH KNOBS  
26x26 H 2,5 cm | Wood | 12M+







1000301 | ROCKING MOOSE  
70x38,5 H 50 cm | Textile/wood | 18M+



1000409 | PULL ALONG MOOSE  
24,5x16 H 22 cm | Textile/wood | 18M+



1000467 | CUBES WOOD 10 PCS  
25x10 H 5 cm | Wood | 12M+



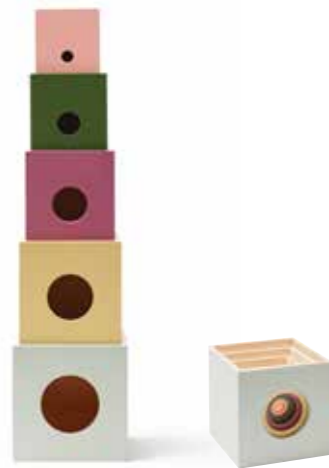
1000549 | HOOKS OWLS 3 SET  
4x5 H 5,5 cm | Wood | 0M+



1000465 | MINI MAZE GREEN  
9x9 H 12,5 cm | Wood/metal | 12M+



1000466 | MINI MAZE WHITE  
9x9 H 12,5 cm | Wood/metal | 12M+



1000451 | CUBES WOOD 5 PCS  
14x14 H 14 cm | Wood | 12M+



1000452 | CUBES PAPER 1-10  
15x15 H 15 cm | Paper | 12M+



1000076 | LUDO GAME  
20x20 H 1 cm | Wood | 3Y+



1000412 | MEMO GAME  
22,4x7,6 H 6,1 cm | Wood | 2Y+



High, padded sides for optimal comfort and protection. Sturdy carrying handles in cotton canvas.



Both the mattress, wooden bottom and the inner cushions can be removed so the cover can be washed.

THE BABY GUIDE

# The first tumbling steps as a parent.

Fascinating and fun things happen in the first years of a child's life. The first two months of a child's life are about their senses – **smell, taste, touch, hearing, and sight**. A newborn child reacts to smells and tastes. They quickly learn to recognize the smell of their parents. **Touch** is fully developed at birth. It's important for the child to have skin contact and be caressed. Massage the child's body with different soft blankets to make them aware that things can feel different. Most children perceive **sound** well from birth. Newborns turn their heads reflexively towards the sound. They do not like loud, sudden sounds, but are calmed by rhythmic and harmonious sounds. Music boxes with soft sounds can be soothing and distracting when placed above the bed or changing table. **Sight** is the least-developed of the child's senses. All they can see is clear contrasts and movements. Children enjoy looking at faces, eyes, and mouths. It's a nice idea to hang moving mobiles above the child. A newborn child has a large and heavy head. The development of **movement** goes from the top down, starting with the face and neck and then down to the arms, torso, and legs. The child can now start lifting their head for a short while when lying on their stomach. Place colourful toys or a mirror in front of the child so they can lie and look at themselves for a while.

Scan the code to read more:



NEW

Activity toy  
to grow with.



1000767 | BED SNAKE ED  
Ø 12 L 200 cm | Textile | 0M+



NEW



1000768 | BED SNAKE META  
Ø 12 L 200 cm | Textile | 0M+



NEW



1000783 | BABY NEST GREY  
80x41 Ø 0 H 15 cm | Textile, wood | 0M+



NEW



1000784 | BABY NEST WHITE  
80x41 Ø 0 H 15 cm | Textile, wood | 0M+



NEW



1000779 | MUSLIN BABY BLANKET BLUE MIX  
70x70 H 0,5 cm | Textile | 0M+



NEW



1000781 | MUSLIN BABY BLANKET PINK MIX  
70x70 H 0,5 cm | Textile | 0M+





**A long friend to hug  
and play with.**



**Toys for  
every time  
of the day.**

**A soft  
blanket when you need to  
rest your eyes.**



NEW

Stack them on top of each other - and see which face matches which feet!



1000761 | PLAY CUBES TEXTILE  
10x10 Ø 0 H 10 cm | Textile | 0M+



NEW



1000774 | MUSIC BOX BO  
25x20 Ø 0 H 6 cm | Textile | 0M+



NEW



1000772 | MUSIC BOX ED  
13x19 Ø 0 H 6 cm | Textile | 0M+



NEW



1000773 | MUSIC BOX LU  
13x5 Ø 0 H 20 cm | Textile | 0M+



NEW



1000770 | RATTLE BO  
6x2,5 Ø 0 H 13 cm | Textile | 0M+



NEW



1000771 | RATTLE MAX  
6x2,5 Ø 0 H 13 cm | Textile | 0M+



NEW



1000769 | RATTLE LU  
6x2,5 Ø 0 H 13 cm | Textile | 0M+



NEW



1000763 | ACTIVITY RING OVE  
20x8,5 Ø 0 H 2,5 cm | Textile, wood | 0M+



NEW



1000762 | ACTIVITY RING LU  
20x8,5 Ø 0 H 2,5 cm | Textile | 0M+





1000635 | ACTIVITY PLAY MAT  
100x100 H 3 cm | Textile | 0M+



1000636 | BABY MOBILE  
Ø 22,5 H 50 cm | Textile | 0M+

Small friends  
just waiting to  
be discovered.



1000365 | BABY GYM WOOD NATURE  
60x55 H 47,5 cm | Wood | 0M+



1000415 | BABY GYM WOOD WHITE  
60x55 H 47,5 cm | Wood | 0M+



1000491 | BABY GYM TEXTILE OFF WHITE  
Ø 89 H 60 cm | Textile | 0M+



1000632 | COMFORT BLANKET OLA THE OWL  
40x40 H 3 cm | Textile | 0M+



1000633 | COMFORT BLANKET BEA THE BEE  
40x43 H 4 cm | Textile | 0M+



1000634 | COMFORT BLANKET TOR THE MOUSE  
40x55 H 6,5 cm | Textile | 0M+



1000416 | BABY GYM FIGURES WOOD  
5,7x1,5 H 8 cm | Wood | 0M+



1000492 | BABY GYM FIGURES WOODLAND 5PCS  
12x9 H 4 cm | Textile | 0M+





1000560 | SOFT TOY OWL GREEN  
27x18 H 11 cm | Textile | 0M+



1000561 | SOFT TOY OWL RUST  
27x18 H 11 cm | Textile | 0M+



1000562 | MUSIC BOX OWL GREEN  
15x11 H 6 cm | Textile | 0M+



1000568 | MUSIC BOX OWL RUST  
15x11 H 6 cm | Textile | 0M+



1000563 | RATTLE OWL GREEN  
13x7 H 5 cm | Textile | 0M+



1000564 | RATTLE OWL RUST  
13x7 H 5 cm | Textile | 0M+



610010 | RATTLE FOX  
19x9,5 H 4 cm | Textile | 0M+



610034 | RATTLE MOOSE  
18x9,5 H 8 cm | Textile | 0M+



610041 | BABY BLANKET FOX  
35x35 H 5 cm | Textile | 0M+



610065 | BABY BLANKET MOOSE  
35x35 H 5 cm | Textile | 0M+



1000204 | PLUSH RATTLE RABBIT  
16x8 H 6 cm | Textile | 0M+



1000288 | BABY GYM  
77x77 H 50 cm | Textile | 0M+



1000206 | MUSIC BOX  
13x13 H 13 cm | Textile | 0M+

EDVIN

# Our packaging.



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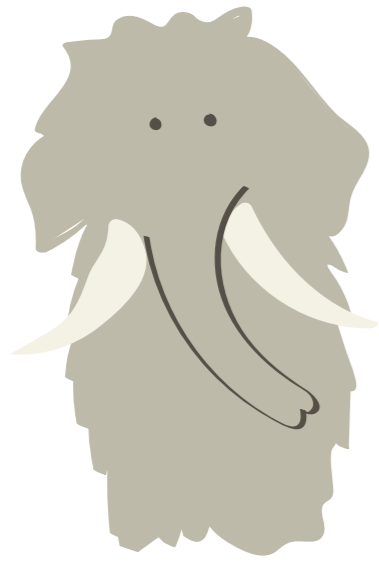
Most of our product packaging consists of cardboard or paper that is easy for you to recycle. If we need different materials, there are almost always separate parts to easily sort them correctly.

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THE NEO CONCEPT

**Enter the Stone age.**





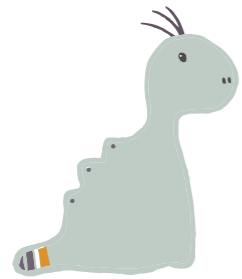
**Neo the Mammoth.**

"Be nice to the smallest ones"



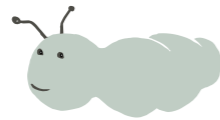
**Lisa the Bird.**

"Flying is overrated"



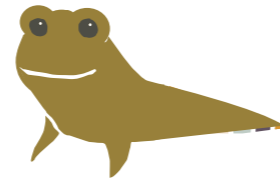
**Dino the Dinosaur.**

"I feel like Dinomite!"



**Sofi the Protoza.**

"I am one of the first ones"



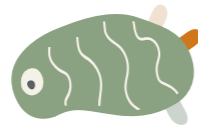
**Otto the Mudkeeper.**

"Properly trained,  
I can be your best friend!"



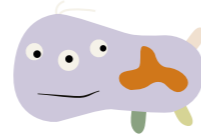
**Belensius.**

"I do small things in a great way"



**ChloroBo.**

"Just makin' some air"



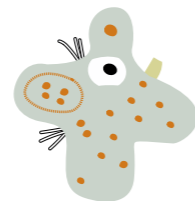
**LaCilla.**

"I make food taste delicious"



**Ocapus.**

"The roots of all goodness lie in the soil"



**MircoBella.**

"I clean - therefore I am"

THE STORY

# Have you heard about the ancient Neo land?

In the story about the ancient NEO land, you can meet everyone from the biggest animals; Neo the mammoth, the Dinos, Otto the mudskipper and Lisa the bird, to the smallest ones - the MicroNeos! Did you know that the MicroNeos are the oldest and smallest living species in Neo Land? They came here long before Neo and the other animals. In fact, without them, there would be no plants or animals. Some of them clean the air so everyone in Neo Land can breathe and get oxygen in their body. They make the soil healthier, so the plants can grow a little better, getting more nutrients. How great isn't that? All the friends love their land of volcanos, pebbles, and exciting trails.



1000134 | BEAD FRAME  
25x18 H 18,8 cm | Wood | 12M+



1000498 | MINI MAZE  
Ø 12 H 14 cm | Wood | 12M+



1000196 | LUDO GAME  
16x16 H 1,8 cm | Wood | 3Y+



1000140 | BLOCK TRAIN NATURAL  
36x7,5 H 11 cm | Wood | 12M+



1000494 | KNOB PUZZLE  
25,9x25,9 H 2,5 cm | Wood | 12M+



412775 | BLOCKS NATURAL  
22,5x22,5 H 6 cm | Wood | 12M+







1000135 | STACKING RINGS  
 Ø 10,3 H 19 cm | Wood | 12M+



1000194 | ABACUS  
 25x6,5 H 31 cm | Wood | 3Y+



413778 | PULL ALONG MAMMOTH  
 29x19 H 21 cm | Textile/wood | 18M+



1000197 | STONE AGE LAND RUG 130X170 CM  
 130x170 H 0 cm | Textile | 0M+



413761 | ROCKING HORSE MAMMOTH  
 60x30 H 47 cm | Textile/wood | 18M+



1000417 | COMFORT BLANKET DINO LINEN BLUE  
39x35,5 H 8 cm | Textile | 0M+



1000418 | COMFORT BLANKET DINO LINEN PINK  
39x35,5 H 8 cm | Textile | 0M+



1000419 | COMFORT BLANKET DINO LINEN BEIGE  
39x35,5 H 8 cm | Textile | 0M+



1000420 | COMFORT BLANKET KNOTS LINEN  
40x40 H 1,5 cm | Textile | 0M+

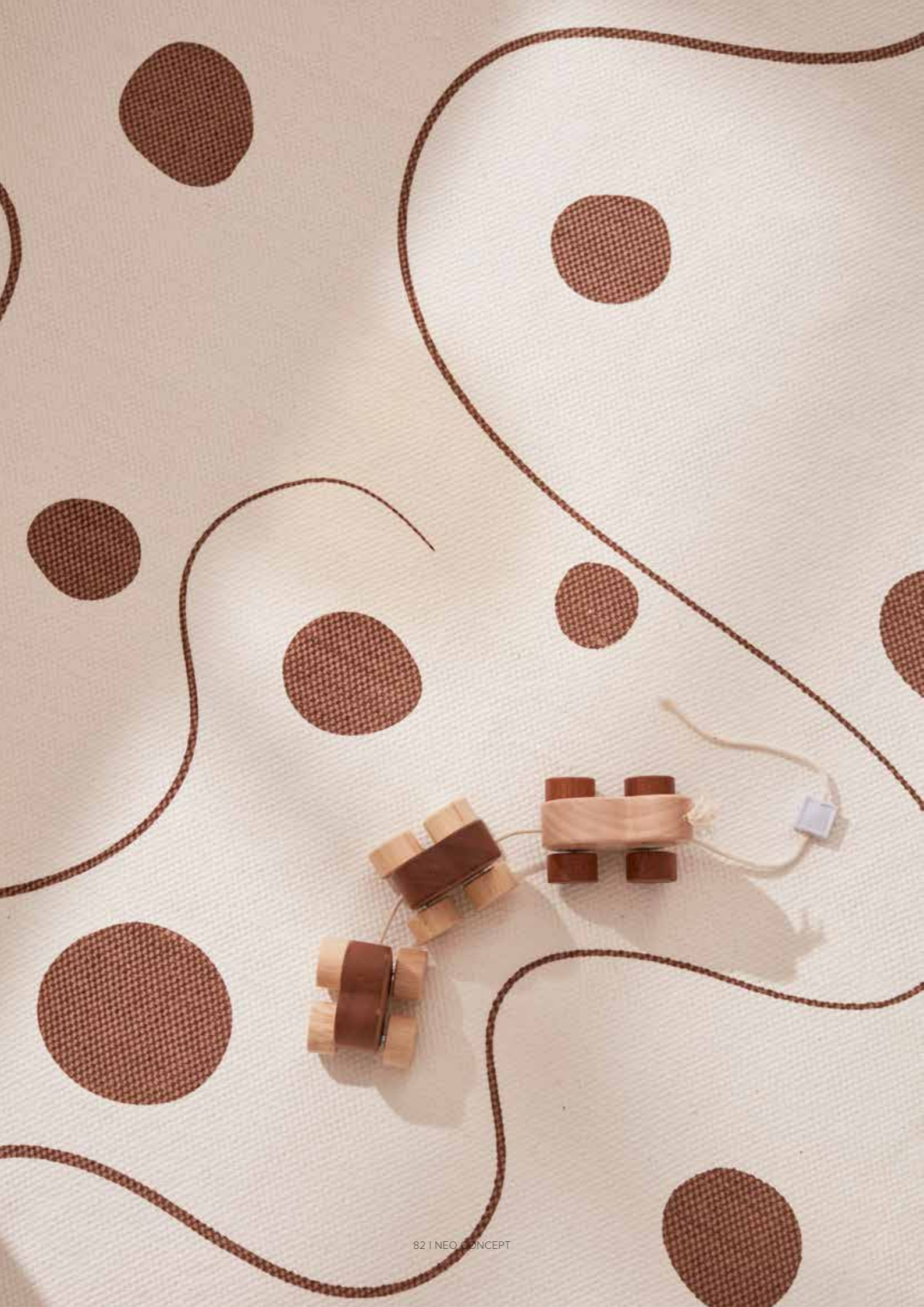


1000461 | BITE RING LINEN BEIGE  
18x13 H 4 cm | Textile/wood | 0M+



1000421 | SOFT TOY MAMMOTH LINEN  
15x6,4 H 10,5 cm | Textile | 0M+





1000500 | MAMMOTH PUSH TOY  
12x7 H 12 cm | Wood | 12M+



1000501 | MAMMOTH FAMILY PULL TOY  
32x7,5 H 11 cm | Wood | 12M+



NEW



1000795 | WAGON WITH BLOCKS MULTI  
22,5x23 H 7,5 cm | Wood | 18M+



1000675 | RUG 130X160  
130x160 H 1 cm | Textile | 0M+

NEW



1000497 | STACKING PYRAMID NATURAL  
10,5x10,5 H 19 cm | Wood | 12M+



1000793 | STACKING PYRAMIDE MULTI  
10,5x10,5 H 19 cm | Wood | 12M+





I will follow  
you're every  
step.



How high  
is the  
highest  
tower?



Discover the  
fun with numbers.



For curious  
little fingers.



1000496 | BUILDING BLOCKS NATURAL  
20x20 H 4 cm | Wood | 12M+



1000792 | BUILDING BLOCKS MULTI  
20x20 H 4 cm | Wood | 12M+



1000282 | HAMMER BENCH  
20x10 H 12 cm | Wood | 12M+



1000791 | HAMMERBENCH MULTI  
20x10 H 12 cm | Wood | 12M+



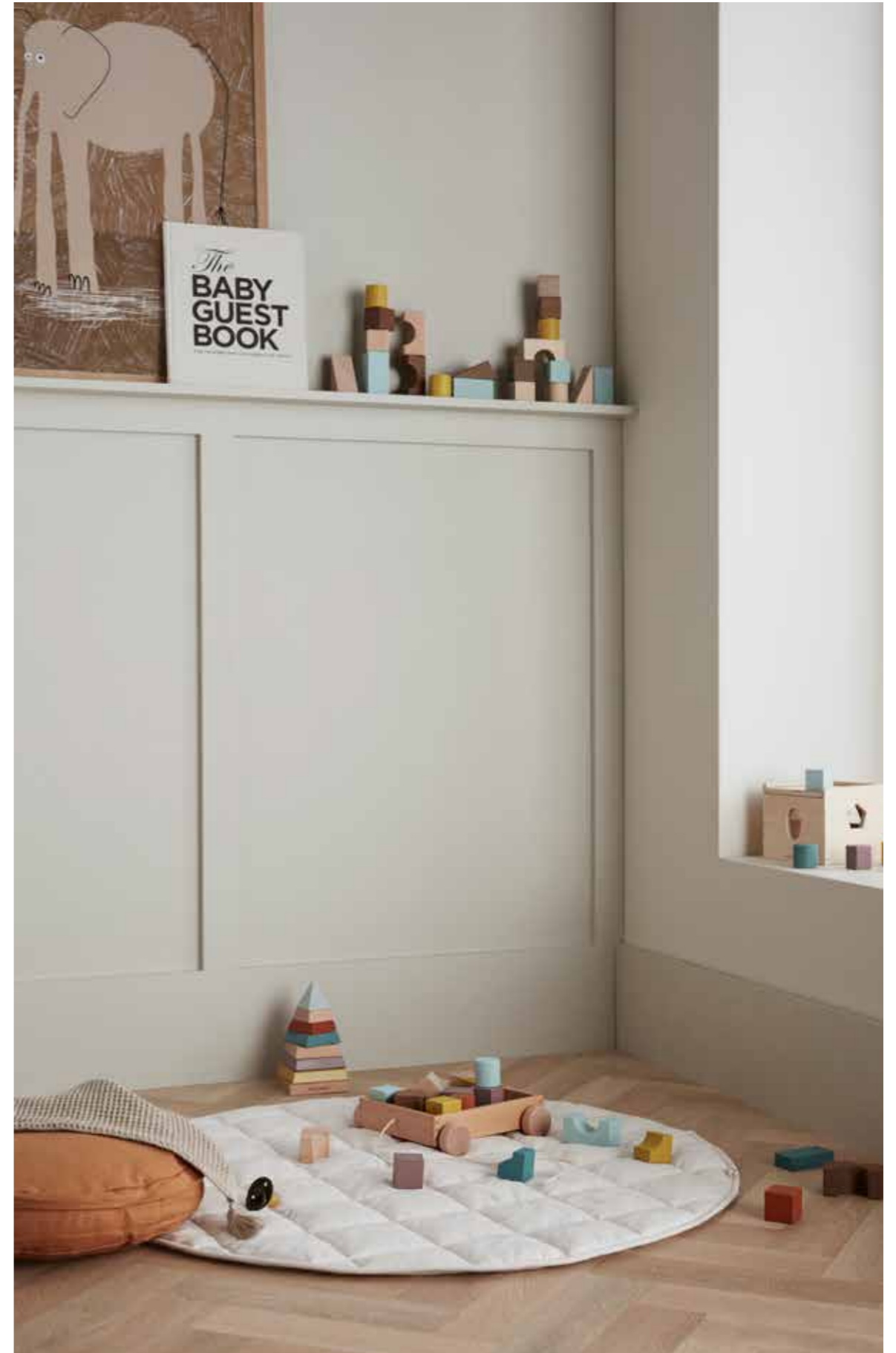
1000559 | SORTER BOX NATURAL  
15x15 H 13 cm | Wood | 12M+



1000794 | SORTER BOX MULTI  
15x15 H 13 cm | Wood | 12M+



1000599 | PUNCH AND DROP  
14x14 H 10 cm | Wood | 12M+





1000506 | ROCKING HORSE DINO  
74,5x32 H 59 cm | Textile/wood | 18M+



1000507 | OTTO PULL ALONG  
24x13 H 13 cm | Textile/wood | 18M+



1000505 | ROCKING HORSE DINO WOOD  
68x32,5 H 49 cm | Wood | 10M+



1000567 | SOFT TOY OTTO  
32x20 H 18 cm | Textile | 0M+



1000504 | DINO PUSH ALONG NATURAL  
13,5x7 H 14 cm | Wood | 12M+



1000503 | DINO PUSH ALONG PURPLE  
13,5x7 H 14 cm | Wood | 12M+



## MicroNeos is a magnificent story about our smallest helpers.

Imagine a living thing that's smaller than small — something tiny. I bet that the thing you're picturing looks a lot like a microbe. Microbes are vital little organisms that are everywhere around us. And all life on earth depends on them. There are tiny microbes on our hands, inside our bodies, in the soil where we grow crops, in the food we eat, and in the air we breathe. They are everywhere, but we can't see them, hear them, or even notice them.

MicroBella.



Head of the gang. This little fellow can clean up any dirt and residues and restore nutrients in soil. She likes to live in the soil, digging around and eating whatever comes his way. She makes the soil good and healthy again so we can grow veggies and harvest our plant food.

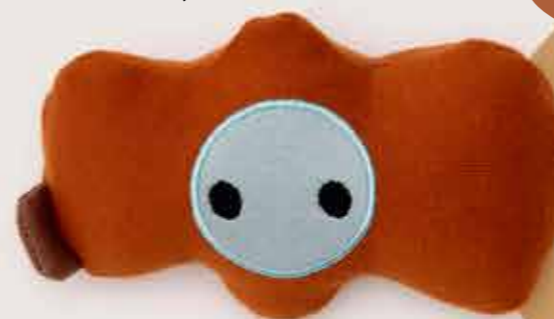
ChloroBo.



The green fellow that crawls around and makes the air clean again. ChloroBo especially likes polluted air and eats any carbon dioxide. A must in any room.

Repairs anything broken in the body and keeps it in balance. Belensius keeps track of things so you feel good and healthy.

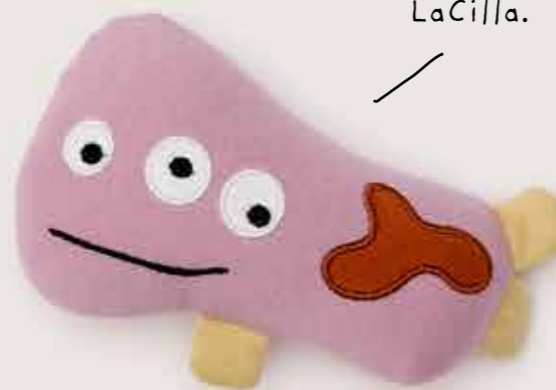
Belensius.



Ocapus.



LaCilla.



The pink wonder LaCilla makes all kind of food more healthy and delicious. By breaking down the food into smaller parts the body can benefit from the nutrients. What's more, the taste becomes simply wonderful.

Helps plants grow - this guy collects a secret gas (probably nitrogen) from the air and puts it inside the plants. The plants and veggies will grow like mad and Ocapus has a cosy home in the soil by the plants. This mutually beneficial partnership is called a symbiotic relationship.



1000637 | ACTIVITY PLAY MAT  
100x100 H 1 cm | Textile | 0M+



93 | NEO CONCEPT



1000595 | SOFT TOY LACILLA  
28x15 H 10 cm | Textile | 0M+

1000596 | SOFT TOY CHLOROBO  
26x14 H 10 cm | Textile | 0M+

1000597 | SOFT TOY MICROBELLA  
27x28 H 10 cm | Textile | 0M+

92 | NEO CONCEPT





1000639 | BEAD FRAME  
18x15 H 16 cm | Wood | 12M+



1000598 | PUZZLE  
30x20 H 2,5 cm | Wood | 12M+



1000638 | SORTER BOX  
14x14 H 12 cm | Wood | 12M+



1000594 | BABY GYM FIGURE  
13x8 H 4 cm | Textile | 0M+



1000365 | BABY GYM WOOD NATURAL  
60x55 H 47,5 cm | Wood | 0M+



NEO

# Our packaging.



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THE AIDEN CONCEPT

**Full speed in the city.**

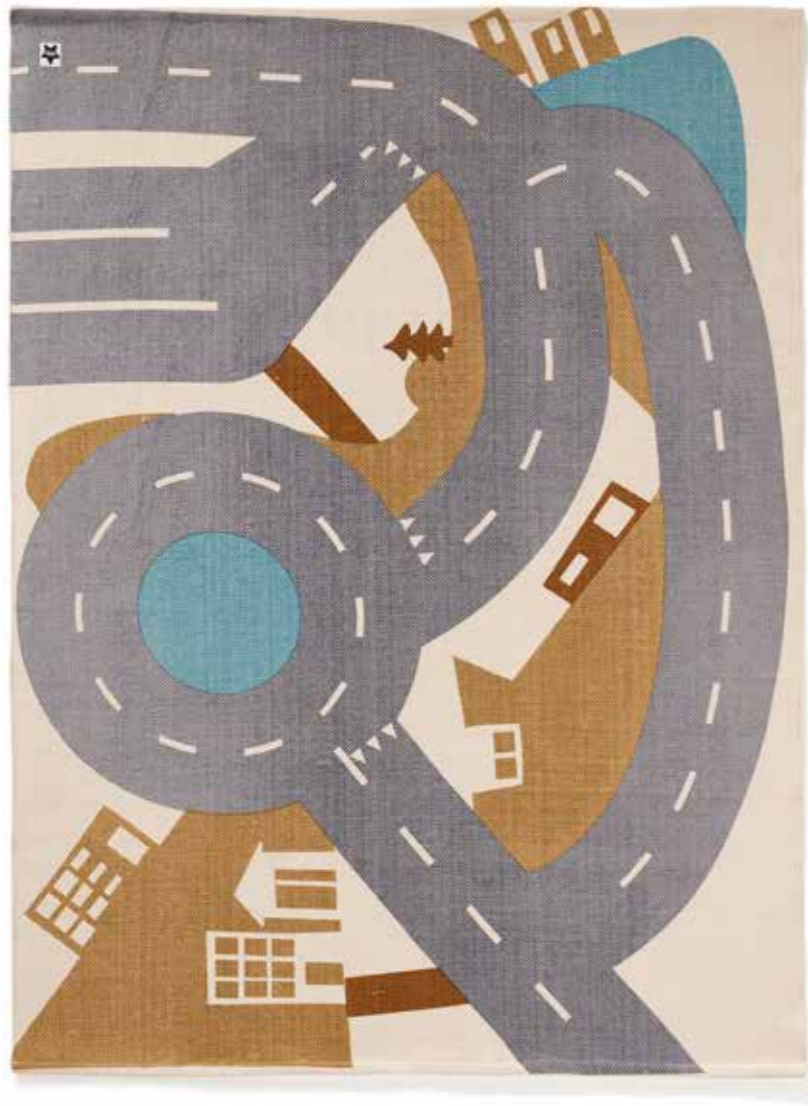




THE STORY

# Aiden, the small city with a big heart.

Full speed ahead! We like to fantasize about AIDEN to be an inspirational city - showing different ways of living the best life in the city. A friendly, caring community with sustainable and emission free vehicles and public transport. Full of green gardens and cultivating areas. The citizens in AIDEN share a common interest for a circular lifestyle. In recent years many inventions for a smarter energy consumption have evolved and the city is starting to get self-sufficient in many areas. For example transferring the fossil energy to more sustainable energy systems, starting to grow vegetables in their own home and learn how to recycle everything they use.



1000309 | CITY RUG 130X170  
130x170 H 1 cm | Textile | 0M+



1000531 | CAR TRACK NATURAL/GREY  
31x8 H 29 cm | Wood | 2Y+



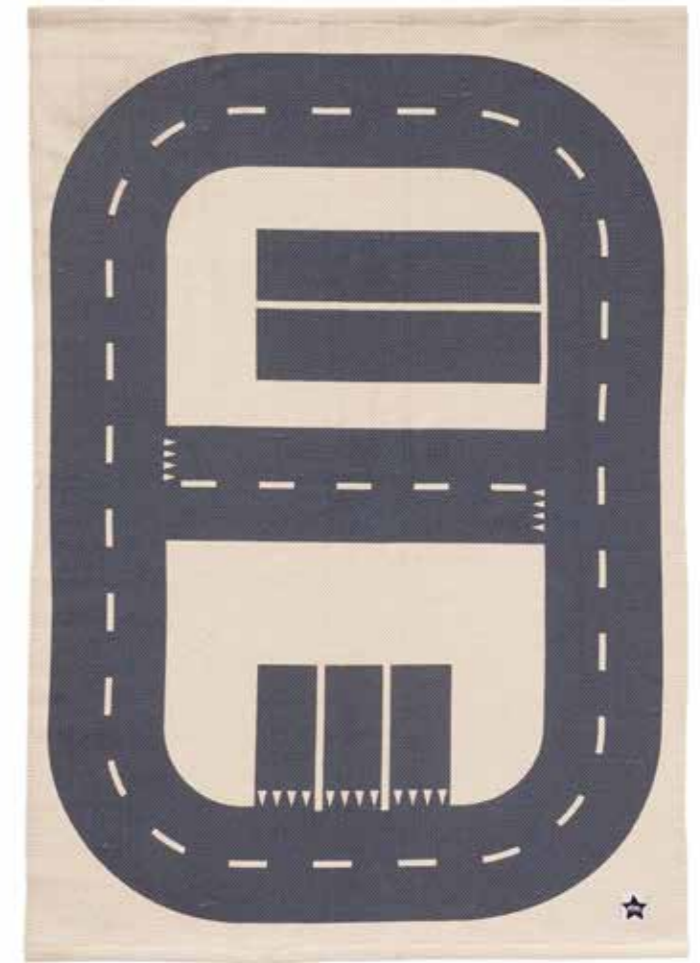
1000343 | TRAFFIC SIGNS 10PCS  
4,5x2 H 6 cm | Wood | 3Y+



1000346 | PUZZLE  
30x20 H 1,5 cm | Wood | 12M+



1000351 | SORTER BOX  
15x15 H 13 cm | Wood | 12M+



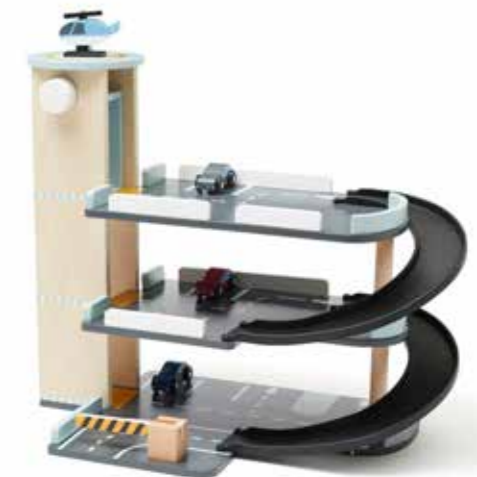
1000317 | PLAY RUG 90X130  
130x90 H 1 cm | Textile | 0M+



1000422 | STUDIO HOUSE WITH FURNITURES  
40x19 H 37 cm | Wood/textile | 3Y+



1000602 | LUDO GAME  
26,5x26,5 H 1,5 cm | Wood | 3Y+



1000308 | CAR PARK  
52x31 H 45 cm | Wood | 3Y+



NEW



1000427 | SORTER RING TRUCK  
37,6x10,2 H 14 cm | Wood | 12M+

1000428 | SORTER TRUCK  
30x13 H 14 cm | Wood | 12M+

1000797 | PULL BACK CARS  
8,5x4 H 4 cm | Wood | 18M+



1000424 | GARBAGE TRUCK  
28x10 H 14 cm | Wood | 18M+



1000514 | RIDE ALONG KART  
49x25 H 37 cm | Wood | 18M+



NEW



1000799 | CARS 2-PACK WITH GARAGE  
15,5x14 H 8 cm | Wood | 12M+



1000305 | TRUCK  
33,5x17 H 9,6 cm | Wood | 12M+



Are you  
a recycling  
expert?



Take a boat trip  
With captain Per.

Swoooosh -  
away it goes!





1000516 | FIRE TRUCK  
30x11 H 16 cm | Wood | 3Y+



1000719 | POLICE CAR  
17,5x10 H 11 cm | Wood | 3Y+



1000515 | DOUBLE DECKER  
25x12 H 20 cm | Wood | 3Y+



1000601 | AMBULANCE  
17,5x10,5 H 13,5 cm | Wood | 3Y+



1000600 | HOSPITAL  
30x18 H 27,5 cm | Wood/textile | 3Y+



NEW



1000796 | RECYCLING STATION  
22x13 H 7 cm | Wood | 3Y+



Moa the recycling  
engineer working hard  
every day at the recycling  
station in Aiden city.





Ship ohoy! Steer the ferry to safely take all the passengers over to the other side of the lake.



1000720 | CAR FERRY  
30,5x14,5 H 27 cm | Wood | 3Y+



1000735 | RUG 130X160  
170x130 H 1 cm | Textile | 0M+

Build the green city with electrical power generated from solar panels and windmills.

NEW



1000798 | THE CITY BLOCKS  
31,5x25,5 H 5 cm | Wood | 2Y+



1000306 | SERVICE CENTER  
43,5x28,7 H 28,5 cm | Wood | 3Y+





1000425 | CAR TRACK  
112x68 H 9,5 cm | Wood | 12M+



1000304 | CITY BUS  
14,5x6,5 H 9,5 cm | Wood | 12M+



1000302 | SEDAN CAR  
14,2x6,7 H 5,1 cm | Wood | 12M+



1000513 | CAR TRACK EXTENSION  
28,5x21 H 0,8 cm | Wood | 12M+



1000362 | CAR SPORT  
14x5,8 H 5,5 cm | Wood | 12M+



1000363 | CAR PICKUP  
19x5,8 H 7 cm | Wood | 12M+



1000364 | CAR CABRIOLET  
14x5,8 H 5,5 cm | Wood | 12M+



# AIDEN

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THE CARL LARSSON CONCEPT

# Our Swedish heritage.





#### THE STORY

## Welcome to Sweden's most famous home.

It's great that you've come across our lovely Carl Larsson collection! We're very proud of it. Our hope is to pass on a bit of Swedish cultural heritage to future generations, in our own way. This is our designer Lotta Hallenius's interpretation of the bold colour palette, design language, and the fine details that can be found on the Carl Larsson estate and in his paintings.

Karin and Carl Larsson's home was open to everyone in the family. There were no rooms closed off or "kept for best". This was a home where everyone was allowed to be themselves, play, work, and relax. This interior design ideal feels just as contemporary today and is one that we're only too happy to put our names to, just as we do when developing our toys and interior design details: playful, beautiful, and sustainable, in colours and patterns that both children and adults can love for generation after generation.



Shoulder straps and buttons  
at the back to adjust the size .



1000749 | APRON 3-6Y  
0x30 H 68 cm | Textile | 0M+



1000745 | PULL HORSE STRIPE  
16x7,5 H 11,5 cm | Wood | 12M+



1000746 | PULL HORSE PINK  
16x7,5 H 11,5 cm | Wood | 12M+



1000747 | ROCKING HORSE ORANGE RED  
74x24 H 50 cm | Wood | 18M+





1000742 | ABACUS  
30x6,5 H 25 cm | Wood | 3Y+



1000750 | LUDO GAME  
20x20 H 1 cm | Wood | 3Y+



1000744 | DOLL WAGON BLUE  
45x22,5 H 52 cm | Wood | 2Y+



1000743 | DOLL WAGON DARK RED  
45x22,5 H 52 cm | Wood | 2Y+





**Spend some  
time together.**



**Protect your clothes  
the Carl Larsson style.**



NEW



1000819 | DOLL BED RED  
52,5x34 H 50 cm | Wood | 3Y+



NEW



1000820 | DOLL BED GREEN  
52,5x34 H 50 cm | Wood | 3Y+



NEW



1000827 | SOFA WITH STORAGE DARK GREEN  
85x34 H 50 cm | Wood | 3Y+



CARL LARSSON

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KID'S BASE

**It's all about the base.**





#### THE STORY

## It's all about the base.

Mix & match. It should be easy to make a good functional children's room to fit your kid's needs. Kid's base is a collection of furniture, toys and games, storage, and interior decorations that fits to any of our concepts. With the concept KID'S BASE, you can get even more opportunities to shape the room you need.

**I think I'm  
gonna start  
a band.**



**I'll keep your  
stuff.**

**Spend some  
time together.**

**Decorate  
your walls.**







1000473 | PLAY HOUSE TENT OFF WHITE  
110x80 H 124 cm | Textile/wood | 3Y+



1000689 | PLAY HOUSE TENT BEIGE  
110x80 H 124 cm | Textile/wood | 3Y+



Put the play mat in  
the play house tent.



1000475 | PLAY MAT FOLDABLE OFF WHITE  
105x75 H 5 cm | Textile | 18M+



1000705 | PLAY MAT FOLDABLE BEIGE  
105x75 H 5 cm | Textile | 18M+



1000690 | PLAY HOUSE TENT LIGHT PINK  
110x80 H 124 cm | Textile/wood | 3Y+



1000691 | PLAY HOUSE TENT LIGHT GREEN  
110x80 H 124 cm | Textile/wood | 3Y+



1000706 | PLAY MAT FOLDABLE LIGHT PINK  
105x75 H 5 cm | Textile | 18M+



1000707 | PLAY MAT FOLDABLE LIGHT GREEN  
105x75 H 5 cm | Textile | 18M+



1000474 | PAVILION TENT OFF WHITE  
Ø 122 H 142 cm | Textile/wood | 2Y+



1000686 | PAVILION TENT BEIGE  
Ø 122 H 142 cm | Textile/wood | 2Y+



1000687 | PAVILION TENT LIGHT PINK  
Ø 122 H 142 cm | Textile/wood | 2Y+



1000688 | PAVILION TENT LIGHT GREEN  
Ø 122 H 142 cm | Textile/wood | 2Y+





1000483 | PLAY MAT OFF WHITE  
Ø 98 H 1 cm | Textile | OM+



1000701 | PLAY MAT BEIGE  
Ø 98 H 1 cm | Textile | OM+



1000702 | PLAY MAT LIGHT PINK  
Ø 98 H 1 cm | Textile | OM+



1000703 | PLAY MAT LIGHT GREEN  
Ø 98 H 1 cm | Textile | OM+

Use the play mat as a soft floor cushion or place them in the pavilion or tipi tent.



1000704 | PLAY MAT GREY  
Ø 98 H 1 cm | Textile | OM+

Tent is not included.



1000643 | TENT ADD ON PLAY SET  
88x56 H 1 cm | Textile/metal | 3Y+



140 | KID'S BASE



	3		5
			10
	10		
			5

141 | KID'S BASE





1000470 | TIPI TENT OFF WHITE  
110x110 H 160 cm | Textile/wood | 2Y+



142 | KID'S BASE



201928 | TIPI TENT GREY  
110x110 H 160 cm | Textile/wood | 2Y+



1000573 | TIPI TENT YELLOW  
110x110 H 160 cm | Textile/wood | 2Y+



1000692 | TIPI TENT BEIGE  
110x110 H 160 cm | Textile/wood | 2Y+



1000693 | TIPI TENT LIGHT PINK  
110x110 H 160 cm | Textile/wood | 2Y+



1000694 | TIPI TENT LIGHT GREEN  
110x110 H 160 cm | Textile/wood | 2Y+



143 | KID'S BASE



1000128 | TIPI TENT MINI GREY  
53x53 H 75 cm | Textile/wood | 3Y+



1000471 | TIPI TENT MINI OFF WHITE  
53x53 H 75 cm | Textile/wood | 3Y+



1000699 | TIPI TENT MINI LIGHT PINK  
53x53 H 75 cm | Textile/wood | 3Y+



1000575 | TIPI TENT MINI YELLOW  
53x53 H 75 cm | Textile/wood | 3Y+



1000698 | TIPI TENT MINI BEIGE  
53x53 H 75 cm | Textile/wood | 3Y+



1000700 | TIPI TENT MINI LIGHT GREEN  
53x53 H 75 cm | Textile/wood | 3Y+





1000065 | PLAY TUNNEL GREY  
Ø 47 L 150 cm | Textile/metal | 3Y+



1000574 | PLAY TUNNEL YELLOW  
Ø 47 L 150 cm | Textile/metal | 3Y+



1000472 | PLAY TUNNEL OFF WHITE  
Ø 47 L 150 cm | Textile/metal | 3Y+



1000695 | PLAY TUNNEL BEIGE  
Ø 47 L 150 cm | Textile/metal | 3Y+



1000696 | PLAY TUNNEL LIGHT PINK  
Ø 47 L 150 cm | Textile/metal | 3Y+



1000697 | PLAY TUNNEL LIGHT GREEN  
Ø 47 L 150 cm | Textile/metal | 3Y+





1000189 | PLAY TENT GREY  
Ø 100 H 130 cm | Textile/metal | 3Y+



1000187 | PLAY TENT PINK  
Ø 100 H 130 cm | Textile/metal | 3Y+



1000186 | PLAY TENT BLUE  
Ø 100 H 130 cm | Textile/metal | 3Y+



1000569 | PLAY TENT LILAC  
Ø 100 H 130 cm | Textile/metal | 3Y+



1000570 | PLAY TENT RUST  
Ø 100 H 130 cm | Textile/metal | 3Y+





1000193 | PLAY TUNNEL GREY  
Ø 47 L 180 cm | Textile/metal | 3Y+



1000191 | PLAY TUNNEL PINK  
Ø 47 L 180 cm | Textile/metal | 3Y+



1000190 | PLAY TUNNEL BLUE  
Ø 47 L 180 cm | Textile/metal | 3Y+



1000571 | PLAY TUNNEL LILAC  
Ø 47 L 180 cm | Textile/metal | 3Y+



1000572 | PLAY TUNNEL RUST  
Ø 47 L 180 cm | Textile/metal | 3Y+



1000554 | BUNTING YELLOW/PINK  
290x0,5 H 14,8 cm | Textile | 0M+



1000553 | BUNTING BROWN  
290x0,5 H 14,8 cm | Textile | 0M+

NEW



1000778 | BUNTINGS POMPOMS LILAC MULTI  
350x7 H 7 cm | Textile | 0M+

NEW



1000775 | BUNTINGS LIGHTS BULBS GREEN MULTI  
35H 0 cm | Textile | 0M+



1000529 | MOBILE ORANGE  
Ø 16 H 45 cm | Wood | 0M+



1000530 | MOBILE GREEN  
Ø 16 H 45 cm | Wood | 0M+



NEW



1000727 | FLOOR MATTRESS LUDO GAME  
Ø 110 H 5 cm | Textile | 0M+

Fits the pavilion  
and tipi tent.





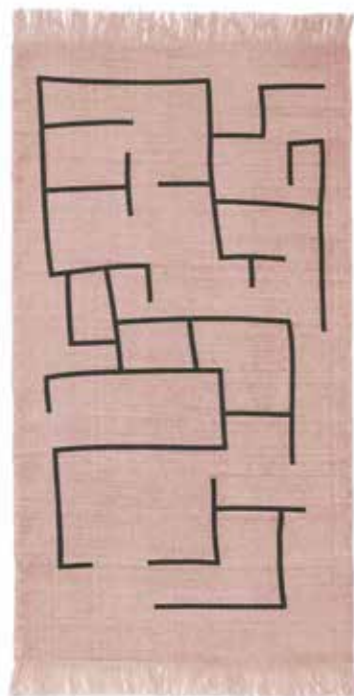
1000384 | RUG COTTON JUTE 70X140 BLUE/GREY  
140x70 H 1 cm | Textile | 0M+



1000383 | RUG COTTON JUTE 70X140 PINK  
140x70 H 1 cm | Textile | 0M+



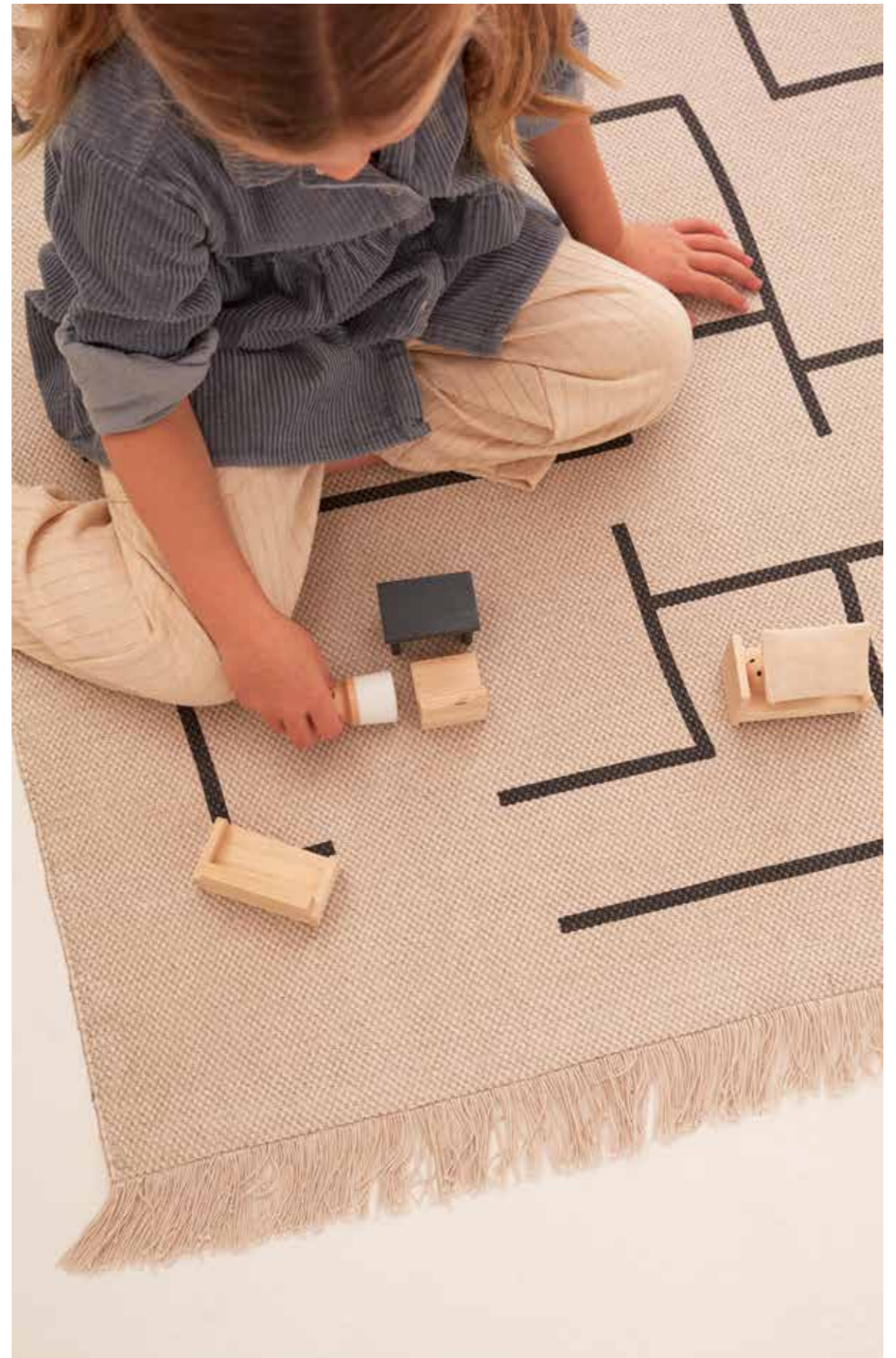
1000385 | RUG COTTON JUTE 70X140 GREEN  
140x70 H 1 cm | Textile | 0M+



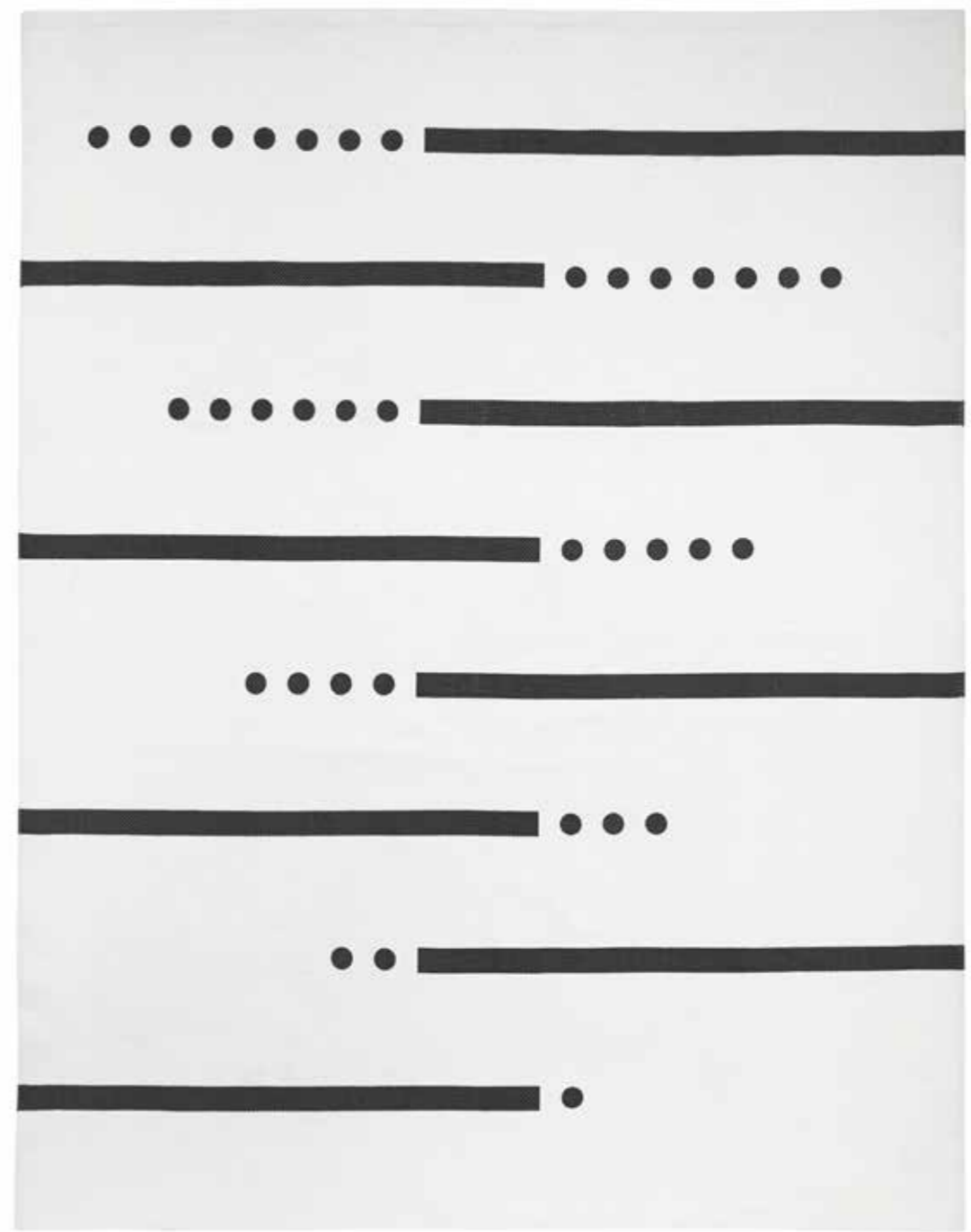
1000672 | RUG GEOMETRIC PINK 90X130 CM  
90x130 H 1 cm | Textile | 0M+



1000673 | RUG GEOMETRIC GREY 90X130 CM  
90x130 H 1 cm | Textile | 0M+







1000674 | RUG GREY WHITE 130X160 CM  
130x160 H 1 cm | Textile | 0M+





1000654 | STORAGE TEXTILE OFF WHITE  
30x30 H 30 cm | Textile | 0M+



1000655 | STORAGE TEXTILE LILAC  
30x30 H 30 cm | Textile | 0M+



1000664 | HANG STORAGE TEXTILE OFF WHITE  
36,5x1 H 50 cm | Textile | 0M+



1000665 | HANG STORAGE TEXTILE LILAC  
36,5x1 H 50 cm | Textile | 0M+



1000656 | STORAGE TEXTILE BROWN  
30x30 H 30 cm | Textile | 0M+



1000657 | STORAGE TEXTILE MANGO  
30x30 H 30 cm | Textile | 0M+



1000667 | HANG STORAGE TEXTILE BROWN  
36,5x1 H 50 cm | Textile | 0M+



1000666 | HANG STORAGE TEXTILE MANGO  
36,5x1 H 50 cm | Textile | 0M+





1000668 | STORAGE TEXTILE CYLINDER 2PCS OFF WHITE  
Ø 20 H 20 cm | Textile | 0M+



1000669 | STORAGE TEXTILE CYLINDER 2PCS LILAC  
Ø 20 H 20 cm | Textile | 0M+



1000670 | STORAGE TEXTILE CYLINDER 2PCS MANGO  
Ø 20 H 20 cm | Textile | 0M+



1000671 | STORAGE TEXTILE CYLINDER 2PCS BROWN  
Ø 20 H 20 cm | Textile | 0M+





1000660 | FLOOR CUSHION OFF WHITE  
 Ø 40 H 12 cm | Textile | 0M+



1000661 | FLOOR CUSHION LILAC  
 Ø 40 H 12 cm | Textile | 0M+



1000662 | FLOOR CUSHION MANGO  
 Ø 40 H 12 cm | Textile | 0M+



1000663 | FLOOR CUSHION BROWN  
 Ø 40 H 12 cm | Textile | 0M+







1000721 | ROCKING SCOOTER RUST  
74x24 H 54 cm | Wood | 18M+



1000722 | ROCKING SCOOTER LIGHT BEIGE  
74x24 H 54 cm | Wood | 18M+



1000160 | ROCKING SCOOTER GREY/WHITE  
73x24 H 53 cm | Wood | 18M+



1000159 | ROCKING SCOOTER PINK/WHITE  
73x24 H 53 cm | Wood | 18M+



1000739 | ROCKING SCOOTER WHITE  
74x24 H 54 cm | Wood | 18M+



1000740 | ROCKING SCOOTER LIGHT BLUE  
74x24 H 54 cm | Wood | 18M+



1000279 | WALKER BLUE  
44x29 H 45,5 cm | Wood | 12M+



1000280 | WALKER RUST  
44x29 H 45,5 cm | Wood | 12M+



1000429 | XYLOPHONE PLYWOOD WHITE  
36x11,5 H 6,5 cm | Wood/metal | 18M+



1000430 | XYLOPHONE PLYWOOD BLUE  
36,3x11,5 H 6,6 cm | Wood/metal | 18M+



1000431 | XYLOPHONE PLYWOOD PINK  
36,3x11,5 H 6,5 cm | Wood/metal | 18M+



1000737 | DRUM WHITE  
16,5x16,5 H 9 cm | Wood | 18M+



1000728 | DRUM LIGHT RED  
16,5x16,5 H 9 cm | Wood | 18M+



1000729 | DRUM ORANGE  
16,5x16,5 H 9 cm | Wood | 18M+



1000730 | DRUM TURQUOISE  
16,5x16,5 H 9 cm | Wood | 18M+



1000731 | DRUM LIGHT GREEN  
16,5x16,5 H 9 cm | Wood | 18M+







1000146 | GUITAR WHITE  
18x5 H 53,5 cm | Wood/metal | 3Y+



1000518 | GUITAR YELLOW  
18x5 H 53,5 cm | Wood/metal | 3Y+



1000519 | GUITAR GREEN  
18x5 H 53,5 cm | Wood/metal | 3Y+



1000520 | GUITAR LILAC  
18x5 H 53,5 cm | Wood/metal | 3Y+



1000517 | GUITAR RED  
18x5 H 53,5 cm | Wood/metal | 3Y+



1000521 | GUITAR BLUE  
18x5 H 53,5 cm | Wood/metal | 3Y+



1000522 | GUITAR DARK GREY  
18x5 H 53,5 cm | Wood/metal | 3Y+





1000163 | ABC PUZZLE SWE  
26x26 H 2,5 cm | Wood | 3Y+



1000164 | ABC PUZZLE ENG  
26x26 H 2,5 cm | Wood | 3Y+



1000413 | PUZZLE GEO  
21,8x21,8 H 2,5 cm | Wood | 18M+



1000344 | BUILDING BLOCKS  
9,5x7,8 H 28,5 cm | Wood | 3Y+



1000644 | COLOUR AND SHAPE SORTER BOARD  
17x18,5 H 4 cm | Wood | 3Y+



1000469 | TIC TAC TOE VEGGIE  
17x17 H 5,3 cm | Wood | 3Y+





1000613 | MIKADO SPRING GAME  
31,5x18 H 3 cm | Wood | 5Y+



1000283 | 4 IN A ROW GAME  
24x16,5 H 3,5 cm | Wood | 3Y+



1000615 | PICKUP STICKS  
24x5 H 4 cm | Wood | 5Y+



1000725 | PICKUP STICK STRIPE  
24x5 H 4 cm | Wood | 5Y+

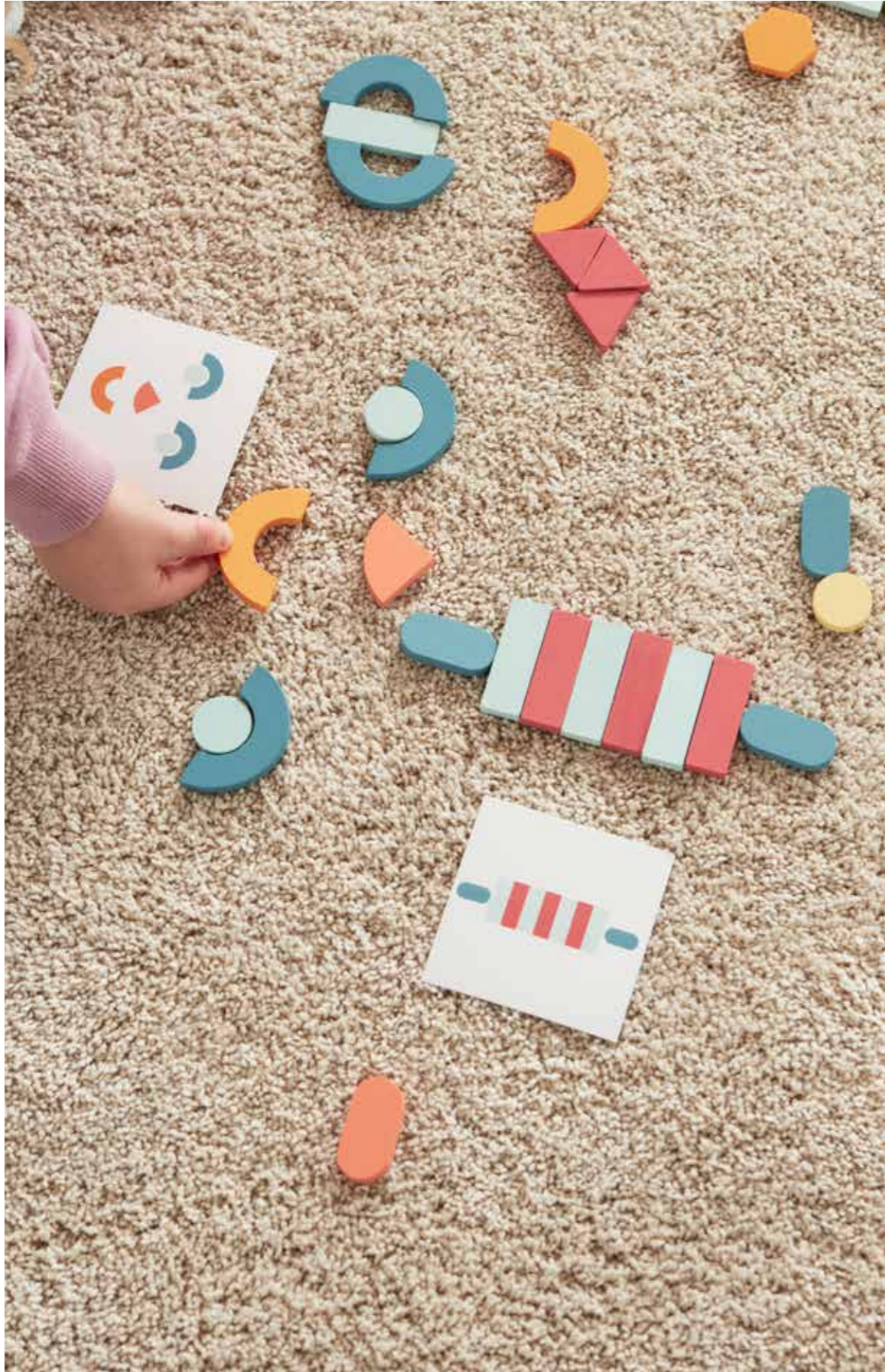


1000646 | RING TOSS GAME  
37x37 H 17 cm | Wood/textile | 3Y+



1000468 | BOCCIA  
21x19,5 H 6,5 cm | Wood | 3Y+





NEW



1000756 | MOSAIC PUZZLE BOX  
17x17 H 5 cm | Wood | 3Y+



1000647 | 6-IN-ONE GAME  
17x17 H 5 cm | Wood | 3Y+



1000724 | CALCULUS BOARD  
26x26 H 1,5 cm | Wood | 3Y+



1000723 | KALAH  
48x14 H 1,5 cm | Wood | 3Y+





1000403 | DOLL BED NATURE INCL BEDSET  
50x33 H 50 cm | Wood/textile | 3Y+



1000476 | STROLLER  
43,5x30,4 H 50,5 cm | Wood/textile | 3Y+



1000558 | DOLL PRAM NATURAL INCL BEDSET  
42x26 H 43 cm | Wood/textile | 18M+



1000404 | DOLL PRAM WHITE INCL BEDSET  
41,4x21,8 H 29,9 cm | Wood | 18M+



1000406 | DOLL CRIB NATURE INCL BEDSET  
42x32 H 30 cm | Wood | 3Y+



1000433 | DOLLBED INCL BEDSET  
40x24 H 27 cm | Wood/textile | 3Y+





1000491 | BABY GYM TEXTILE OFF WHITE  
Ø 89 H 60 cm | Textile | OM+



1000365 | BABY GYM WOODEN NATURE  
60x55 H 47,5 cm | Wood | OM+



1000415 | BABY GYM WOOD WHITE  
60x55 H 47,5 cm | Wood | OM+



1000550 | SUITCASE PAPER 2-SET BLUE  
35x10 H 23,5 cm | Paper/metal | 3Y+



1000552 | SUITCASE PAPER 2-SET LIGHT GREEN  
35x10 H 23,5 cm | Paper/metal | 3Y+



1000551 | SUITCASE PAPER 2-SET RUST  
35x10 H 23,5 cm | Paper/metal | 3Y+



1000485 | STORAGE BOX 2-SET DARK BLUE  
Ø 25,5 H 16,5 cm | Textile | 0M+



1000487 | STORAGE BOX 2-SET LIGHT GREEN  
Ø 25,5 H 16,5 cm | Textile | 0M+



1000442 | STORAGE BOXES CARDBOARD 2-SET  
30x30 H 30 cm | Textile | 0M+



1000536 | STORAGE BOX YELLOW/BEIGE  
30x30 H 30 cm | Textile | 0M+







1000753 | SOFA CHESTERFIELD SMALL BEIGE  
83x43 H 39 cm | Textile/wood | OM+



1000733 | SOFA CHESTERFIELD SMALL PINK  
83x43 H 39 cm | Textile/wood | OM+



1000732 | SOFA CHESTERFIELD SMALL RED  
83x43 H 39 cm | Textile/wood | OM+



FSC certified wood.

THE FURNITURE

## Saga, timeless furniture in Scandinavian design.

Our Saga furniture provides a neutral base for the kid's room. By adding or replacing other interior details, you can easily change the feel of the room. Storage in the playroom is very important, as toys and games can easily put the room in chaos. The clothes rack keeps clothes and shoes in order. And the spacious chest is both seating and storage. All toys can be easily stowed away for the night and taken out again the next day for more play!

### **Made in Europe.**

The entire furniture series is manufactured in Bosnia and are made in FSC® certified "white beech" wood. This type of wood is lighter than conventional beech, with a nice, even colour and structure. To give the material a lighter colour, it is treated with water vapor, immediately after felling. The wood grows and is harvested near the factory, in the central and northern parts of Bosnia.





1000586 | CHAIR  
27x32 H 46 cm | Wood | OM+



Adjustable seat.



1000584 | ADJUSTABLE STOOL  
32x30 H 30 cm | Wood | OM+



1000580 | CHEST  
50,5x29 H 36,5 cm | Wood | OM+



1000629 | TABLE  
45x45 H 48,5 cm | Wood | OM+





1000626 | WALL SHELF  
70x15 H 70 cm | Wood | OM+



1000627 | HOOK BOARD 5  
50x6,5 H 5,5 cm | Wood | OM+



1000582 | CLOTHING RACK  
51x34,5 H 125,5 cm | Wood | OM+



1000585 | COATHANGER 3 PCS  
29,5x1 H 14 cm | Wood | OM+



1000581 | LOW SEATER  
90x44 H 46 cm | Wood/textile | OM+



THE FURNITURE

# Star, our success story is now a classic.

Our Star furniture concept is a neutral foundation for a baby's or kids' room. You can add a variety of interior elements to easily make the room your own. The series have straight, stylish lines to suit any room of the house. Our Star concept is both attractive and practical.





1000376 | CHAIR WHITE  
34x34 H 56 cm | Wood | 3Y+



700535 | TABLE WHITE  
58x40 H 45 cm | Wood | OM+



700929 | CLOTHES RAIL WHITE  
60x30 H 119 cm | Wood | OM+



120936 | HANGER WHITE  
30x1,5 H 16,5 cm | Wood | OM+



120699 | SINGLE HOOK WHITE  
14,5x14,5 H 6 cm | Wood | OM+



1000441 | WALL SHELF METAL/WOOD GREEN  
5x15,3 H 19,3 cm | Wood/metal | OM+





1000438 | WALL SHELF 3 LEVEL WHITE  
70x15 H 70 cm | Wood | 0M+

1000439 | WALL SHELF 3 LEVEL LIGHT GREEN  
70x15 H 70 cm | Wood | 0M+

1000813 | WALL SHELF 3 LEVEL GREY  
70x15 Ø 0 H 70 cm. | Wood. | 0M+.



1000447 | CHEST WHITE  
50x29 H 34 cm | Wood | 0M+

1000448 | CHEST LIGHT GREEN  
50x29 H 34 cm | Wood | 0M+



1000810 | CHEST GREY  
50x29 Ø 0 H 34 cm. | Wood. | 0M+.

1000826 | CHEST APRICOT  
50x29 Ø 0 H 34 cm. | Wood. | 0M+.





1000541 | SOFA WITH STORAGE WHITE  
85x34 H 50 cm | Wood | 0M+



1000542 | SOFA WITH STORAGE LIGHT GREEN  
85x34 H 50 cm | Wood | 0M+



1000618 | CABINET LIGHT GREEN  
60x30 H 60 cm | Wood | 0M+



1000620 | CABINET WHITE  
60x30 H 60 cm | Wood | 0M+



1000622 | CABINET YELLOW  
60x30 H 60 cm | Wood | 0M+





1000650 | SHELF WITH HOOKS WHITE  
60x9 H 10 cm | Wood | 0M+



1000807 | SHELF WITH HOOKS LIGHT GREEN  
60x9 H 10 cm | Wood | 0M+



1000806 | SHELF WITH HOOKS GREY  
60x9 H 10 cm | Wood | 0M+



1000651 | SHELF WITH HOOKS LILAC  
60x9 H 10 cm | Wood | 0M+



1000652 | SHELF WITH HOOKS MANGO  
60x9 H 10 cm | Wood | 0M+



1000649 | SHELF WITH HOOKS TURQOISE  
60x9 H 10 cm | Wood | 0M+





**KID'S CONCEPT**  
SWEDISH DESIGN

**Kid's Concept by SWEDEN Concepts AB**

Prognosgatan 8a | S-504 64 BORÅS | SWEDEN | +46 (0)33 430 23 00°

**Vertrieb in Deutschland durch:**

**T&K ScandicToys**  
**Weidenmühle 1**  
**67229 Laumersheim**  
**[www.scandictoys.com](http://www.scandictoys.com)**  
**[service@scandictoys.com](mailto:service@scandictoys.com)**  
**+49 6233 325686**