



KID'S CONCEPT
SWEDISH DESIGN



KID'S CONCEPT

KID'S CONCEPT SPRING & SUMMER COLLECTION 2024 // ENG EDITION

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 & Amelie Råberg, founders of Kid's Concept



”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.



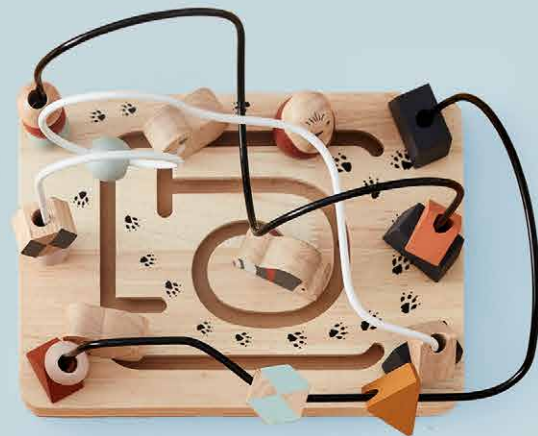
Scan the QR code to read more about our responsibility and environment work.

180.

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

106.

NEO - ENTER THE STONE AGE



72.

EDVIN - INTO THE WILD



06.

KID'S HUB - INSPIRED BY LIFE



156.

CARL LARSSON - OUR SWEDISH HERITAGE



132.

AIDEN - FULL SPEED IN THE CITY



To help you find
what you're looking for.

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.

Outdoor play - the recipe for happy, healthy kids.

It is a fact - children who spend more time outside and notice nature are generally happier, have better sleep, and exhibit increased levels of concentration and creativity. With both physical and mental benefits of being outdoors, we want to promote this by introducing our new outdoor collection. We aim to inspire happy outdoor time together and perhaps learn something about your local ecosystem while playing.





NEW



1000862 | POTS AND PAN SET KID'HUB
Ø 13 H 6 cm | Metal / wood | 2Y+



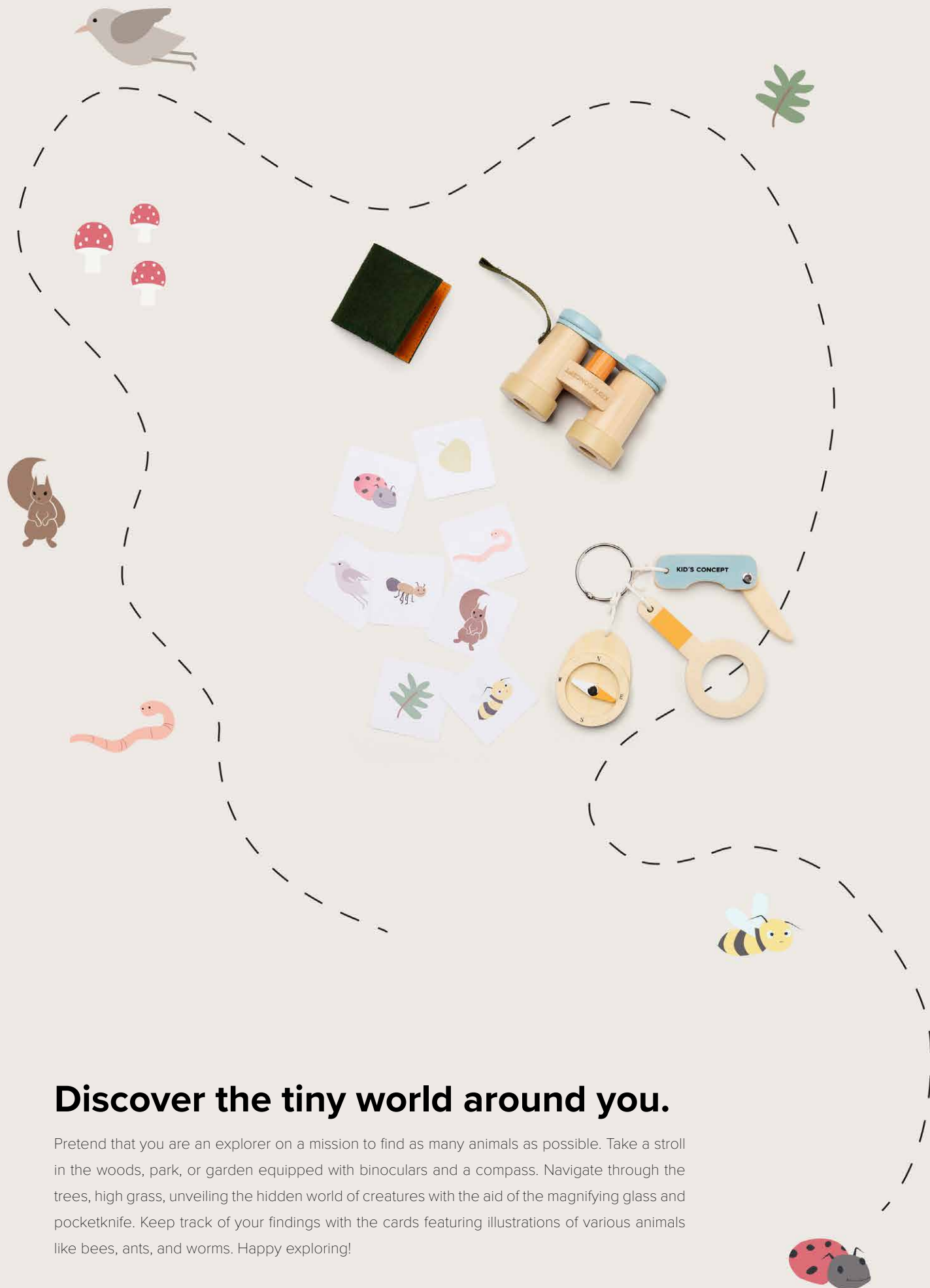
NEW

Removable water
container.



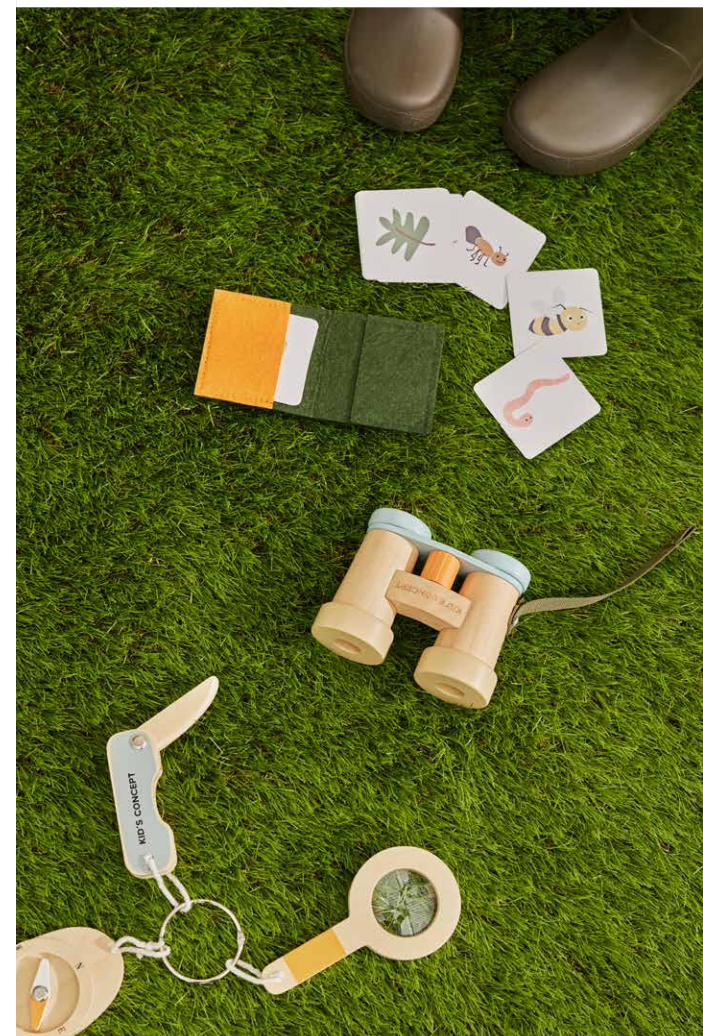
1000861 | OUTDOOR KITCHEN KID'S HUB
70x45 H 84 cm | Wood | 2Y+

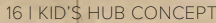




Discover the tiny world around you.

Pretend that you are an explorer on a mission to find as many animals as possible. Take a stroll in the woods, park, or garden equipped with binoculars and a compass. Navigate through the trees, high grass, unveiling the hidden world of creatures with the aid of the magnifying glass and pocketknife. Keep track of your findings with the cards featuring illustrations of various animals like bees, ants, and worms. Happy exploring!





NEW



1000867 | WHEELBARROW KID'S HUB
79x37 H 36 cm | Metal / PP | 3Y+

NEW



1000866 | GARDEN APRON KID'S HUB
50x56 cm | Textile / 100% Cotton | 2Y+



NEW



1000883 | SET WITH APRON AND TOOLS
50x56 cm | Textile / 100% Cotton | 2Y+



Let's get those
fingers dirty.



I love to cook
and eat
outdoors.



Where is the
squirrel?





NEW

Storage bag
included.



1000864 | GARDENING TOOL SET KID'S HUB
22x12 H 19 cm | Wood / 100% Cotton / metal | 2Y+





NEW

Suitable for outdoor and indoor use.

1000880 | GARDEN SOFA AND TABLE SET WHITE
90x33 H 55 cm | Wood | 3Y+





NEW



Storage bag
included.

1000869 | CROQUET SET EDVIN
72x25,5 H 4,5 cm | Wood / 100% Cotton | 3Y+



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+



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



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





NEW



1000904 | DOORWAY KIOSK STRIPE GREEN
L 85 H 295 cm | Texttile | 3Y+



1000934 | DOORWAY KIOSK STRIPE BEIGE
L 85 H 295 cm | Texttile | 3Y+



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+



30 | KID'S HUB CONCEPT



31 | KID'S HUB CONCEPT



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



1000281 | FRIDGE & FREEZER
30x30 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+



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



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



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



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





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



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



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



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



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



Cash or
card?



Spice up
your food.

Turn on
the heat.



...then coffee.



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+



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



Do you want milk or
lemon with your tea?



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



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

Turn the clicking knob at
the front and chose the
coffee of your taste.



1000840 | COFFEE SHOP
15x14,5 H 21,5 cm | Wood | 24M+



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

The back has
a black board.





1000718 | CAKE IN LAYERS
17x17 H 6,5 cm | Wood | 3 Y+



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



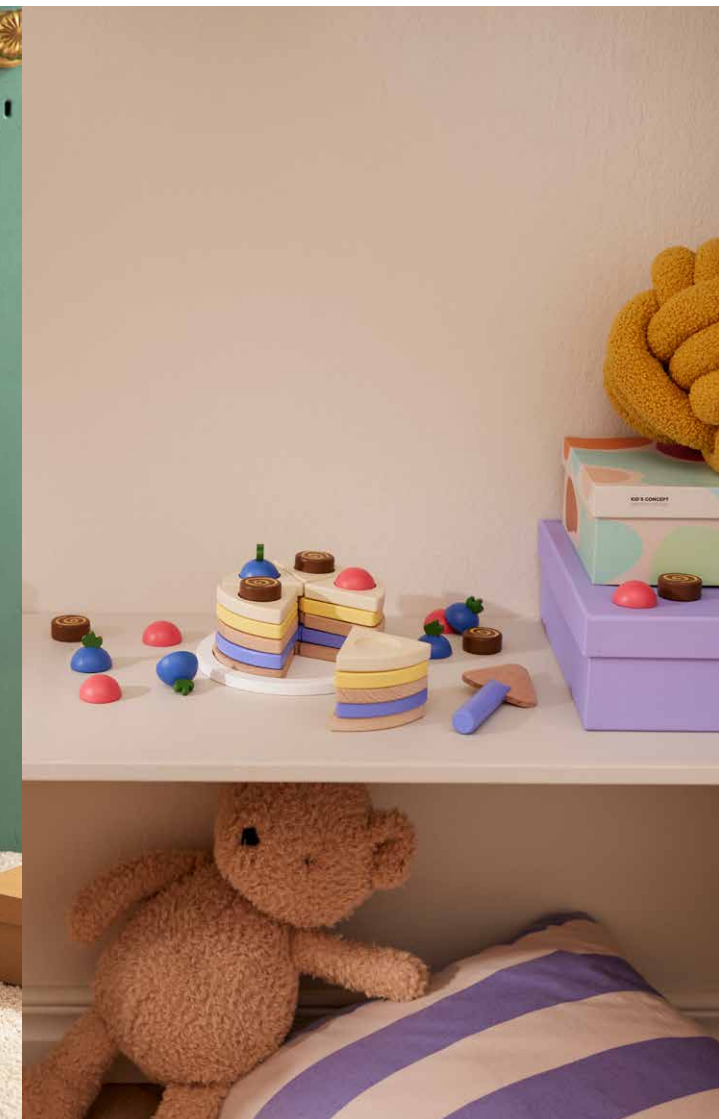
1000264 | PASTRIES 9PCS
5x5 H 5 cm | Wood | 3Y+



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



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



Become a cake master.

Here's the crème de la crème of cakes. Build your own cake with up to five layers. Spread vanilla cream or blueberry mousse on the cake layers, and cover them with whipped cream. There's Velcro between the layers, which makes it easy to assemble and disassemble several different variants. In addition, you get a cardboard box that allows you to easily carry the cake with you when you play pâtisserie.



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



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



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



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



1000340 | ICE LOLLIES
14x10 H 4 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+



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



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



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

Never a bad
hair day again.

Take care of
yourself.

Say ahhh...







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



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



Let us prepare you for a
dentist visit with this
play kit.



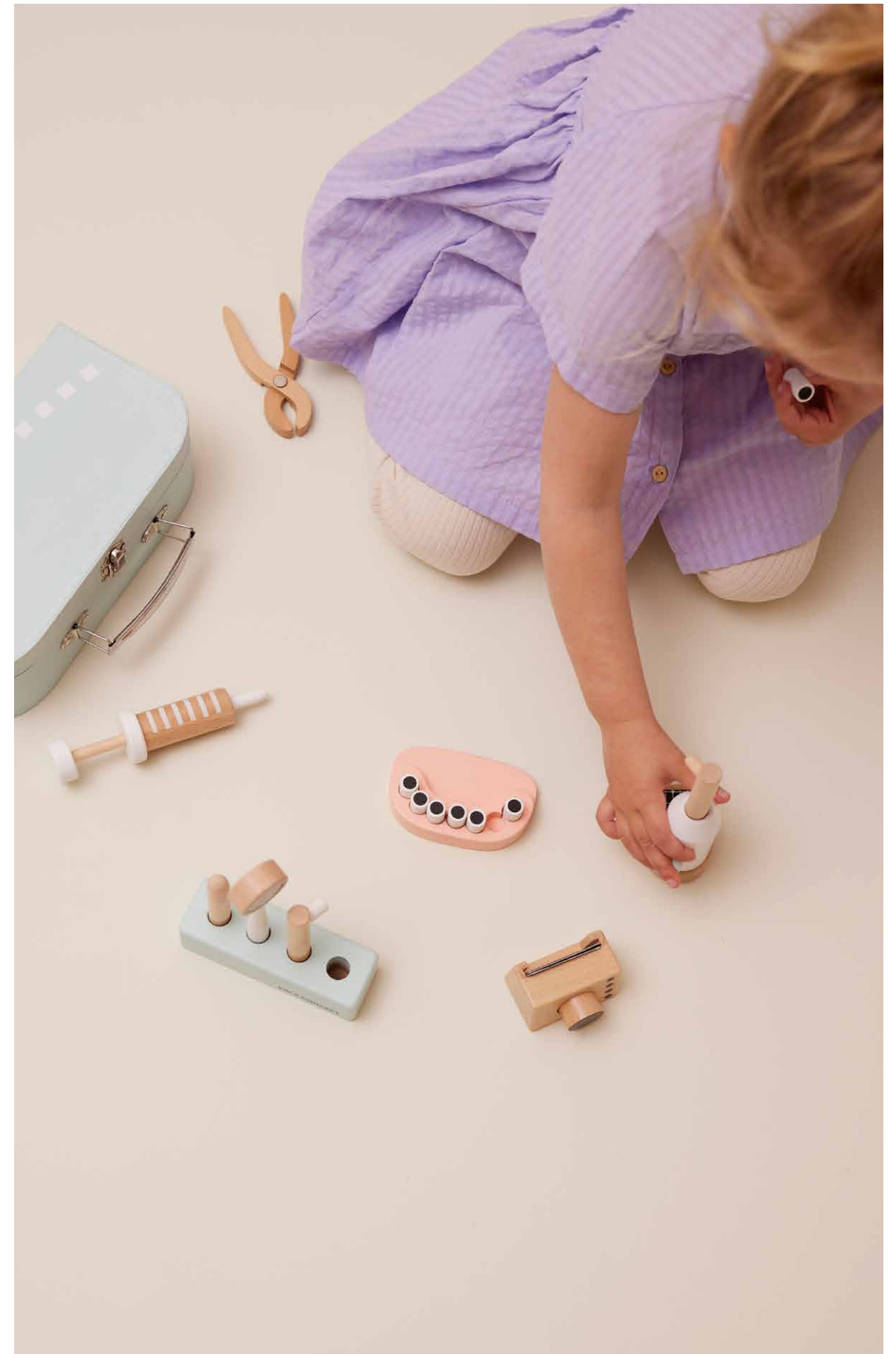
1000839 | DENTIST SET
23,5x7,5 H 13,5 cm | Wood / paper | 36M+



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



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







**All the
tools in place.**



**Take a break
and move.**

**Pancakes,
the Swedish way.**





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.

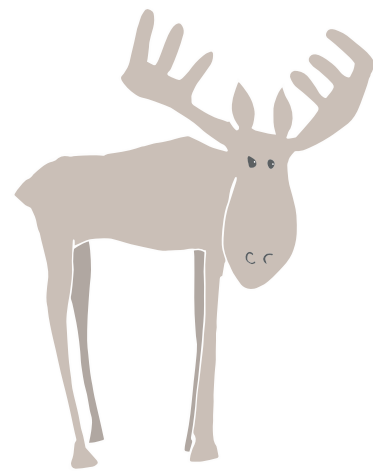
Most of our product packaging consists of cardboard or paper that is easy for you to recycle. If we need different materials, there are almost always separate parts to easily sort them correctly.

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"



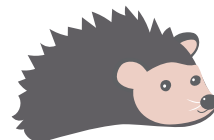
Max the Bear.

"I like you,
just the way you are"



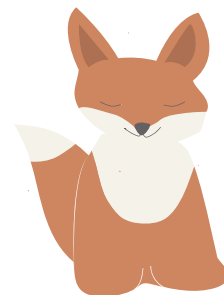
Lo the Rabbit.

"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"



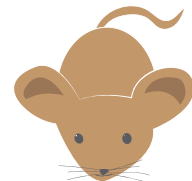
Ove the Owl.

"Upside down even the saddest
mouth looks happy"



Sus the Owl.

"My best time is the nighttime"



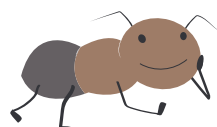
Tor the Mouse.

"People say I am really smart"



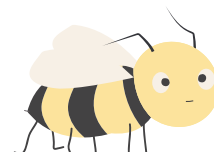
Lars the Ladybyg.

"I feel cute as a bug"



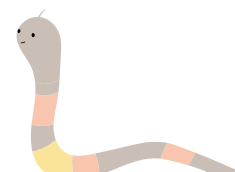
My the Ant.

"Be busy, but never stressed"



Bea the Bee.

"Honey! I'm home"



Meta the Earthworm.

"I love dirt and bad ass leaves"

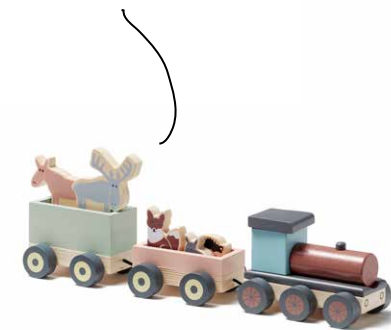
THE STORY

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+
127,60 DKK (319 DKK) | 6 MOQ



1000712 | PULL ALONG MOOSE FAMILY
23x7,5 H 12,5 cm | Wood | 12M+
99,60 DKK (249 DKK) | 4 MOQ



1000153 | WOODLAND RUG 130X170
170x130 H 1 cm | Textile | 0M+
277,83 DKK (639 DKK) | 4 MOQ



1000157 | ROCKING FOX
82x28 H 54 cm | Textile/wood | 18M+
517,73 DKK (1139 DKK) | 2 MOQ

Activity toy
to grow with.

Knock down,
turn around
and start over.

Go fish?!





Get one of the Edwin figurines on the hook using the hidden magnet on the fishing rod.

1000837 | FISHING GAME
22,5x17 H 2 cm | Textile / wood | 24M+
59,67 DKK (179 DKK) | 6 MOQ



1000408 | SORTER BOX
15x15 H 8,3 cm | Wood | 12M+
87,60 DKK (219 DKK) | 6 MOQ



1000450 | PUZZLE WITH KNOBS
26x26 H 2,5 cm | Wood | 12M+
46,33 DKK (139 DKK) | 6 MOQ





Activity toy
to grow with.



1000709 | ACTIVITY WALKER
34,5x32 H 51 cm | Wood | 12M+
308,26 DKK (709 DKK) | 1 MOQ



1000759 | WAGON WITH BLOCKS
22,5x23 H 7,5 cm | Wood | 18M+
216,96 DKK (499 DKK) | 2 MOQ



1000711 | HAMMER BENCH
20x10 H 12 cm | Wood | 12M+
87,60 DKK (219 DKK) | 6 MOQ



1000710 | STACKING RINGS
Ø 10 H 19 cm | Wood | 12M+
71,60 DKK (179 DKK) | 6 MOQ



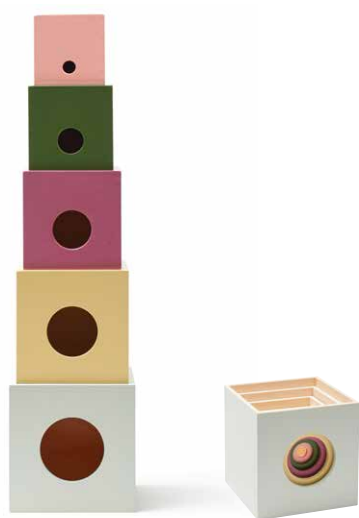




1000301 | ROCKING MOOSE
70x38,5 H 50 cm | Textile/wood | 18M+
517,73 DKK (1139 DKK) | 2 MOQ



1000409 | PULL ALONG MOOSE
24,5x16 H 22 cm | Textile/wood | 18M+
71,80 DKK (359 DKK) | 4 MOQ



1000451 | CUBES WOOD 5 PCS
14x14 H 14 cm | Wood | 12M+
63,80 DKK (319 DKK) | 4 MOQ



1000452 | CUBES PAPER 1-10
15x15 H 15 cm | Paper | 12M+
71,60 DKK (179 DKK) | 6 MOQ



1000467 | CUBES WOOD 10 PCS
25x10 H 5 cm | Wood | 12M+
124 DKK (309 DKK) | 5 MOQ



1000465 | MINI MAZE GREEN
9x9 H 12,5 cm | Wood/metal | 12M+
55 DKK (139 DKK) | 6 MOQ



1000549 | HOOKS OWLS 3 SET
4x5 H 5,5 cm | Wood | 0M+
61 DKK (159 DKK) | 4 MOQ



1000466 | MINI MAZE WHITE
9x9 H 12,5 cm | Wood/metal | 12M+
55 DKK (139 DKK) | 6 MOQ



1000076 | LUDO GAME
20x20 H 1 cm | Wood | 3Y+
61 DKK (159 DKK) | 4 MOQ



1000412 | MEMO GAME
22,4x7,6 H 6,1 cm | Wood | 2Y+
77 DKK (199 DKK) | 6 MOQ



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:

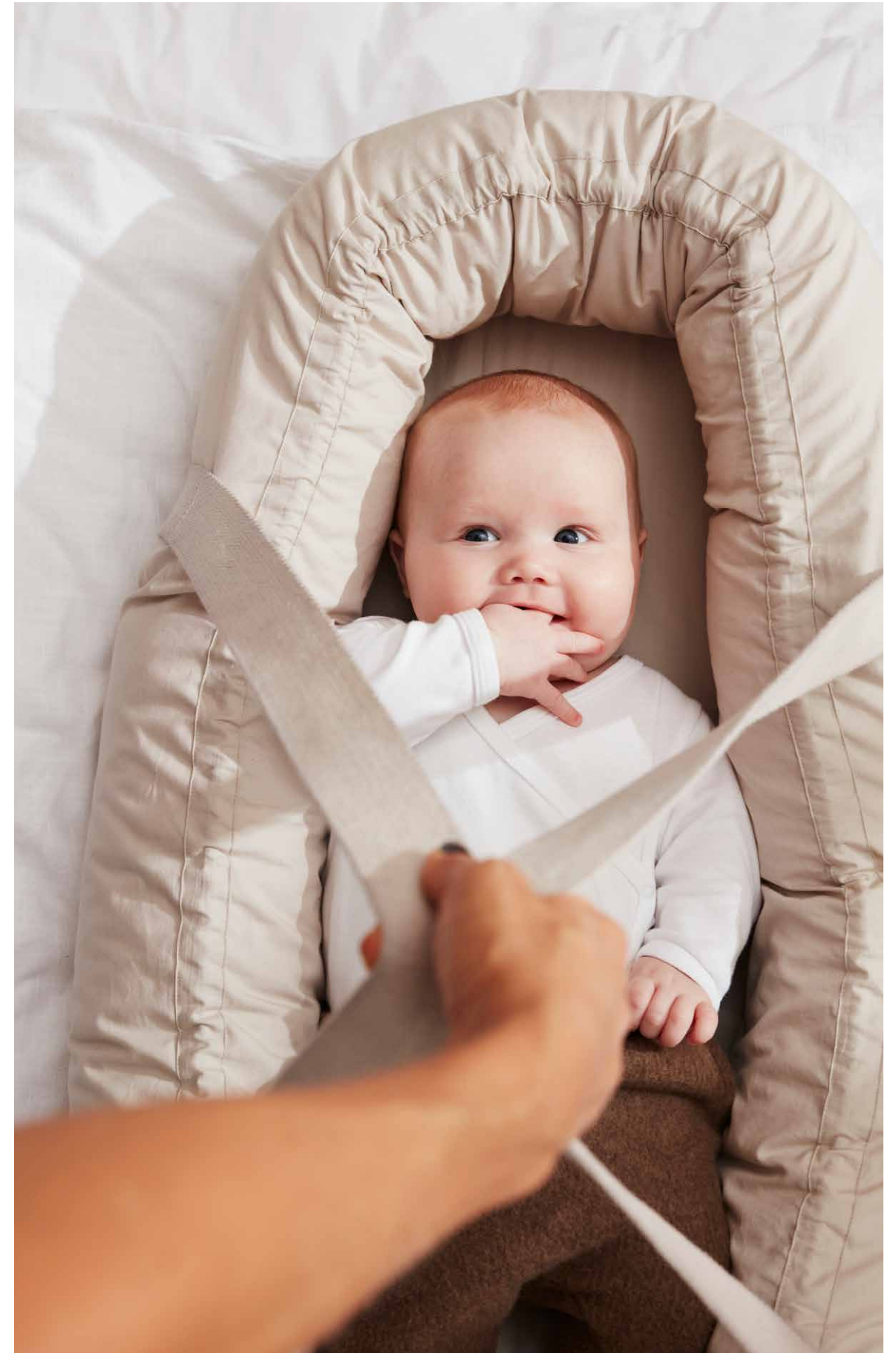


Washable cover in 30°.



1000783 | BABY NEST GREY
80x41 Ø 0 H 15 cm | Textile, wood | 0M+
390,45 DKK (859 DKK) | 1 MOQ

1000784 | BABY NEST WHITE
80x41 Ø 0 H 15 cm | Textile, wood | 0M+
390,45 DKK (859 DKK) | 1 MOQ





A soft toy to
grow with.



1000767 | BED SNAKE ED
Ø 12 L 200 cm | Textile | 0M+
216,96 DKK (499 DKK) | 2 MOQ



1000768 | BED SNAKE META
Ø 12 L 200 cm | Textile | 0M+
216,96 DKK (499 DKK) | 2 MOQ



Removable, padded seat
that can be washed in 30 °.



1000835 | ROCKING TOY
32x68 H 45,5 cm | Wood / textile | 12M+
485,91 DKK (1069 DKK) | 2 MOQ



GOTS Certified cotton.



1000779 | MUSLIN BABY BLANKET BLUE MIX
70x70 H 0,5 cm | Textile | 0M+
71,60 DKK (179 DKK) | 4 MOQ



1000781 | MUSLIN BABY BLANKET PINK MIX
70x70 H 0,5 cm | Textile | 0M+
71,60 DKK (179 DKK) | 4 MOQ



1000845 | STORAGE BOXES 3 SET PINK
29x20 H 9,5 cm | Cardboard
87,60 DKK (219 DKK) | 4 MOQ



1000844 | STORAGE BOXES 3 SET BLUE
29x20 H 9,5 cm | Cardboard
87,60 DKK (219 DKK) | 4 MOQ



**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.**



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+
115,60 DKK (289 DKK) | 4 MOQ



1000774 | MUSIC BOX BO
25x20 Ø 0 H 6 cm | Textile | 0M+
87,60 DKK (219 DKK) | 4 MOQ



1000772 | MUSIC BOX ED
13x19 Ø 0 H 6 cm | Textile | 0M+
87,60 DKK (219 DKK) | 4 MOQ



1000773 | MUSIC BOX LU
13x5 Ø 0 H 20 cm | Textile | 0M+
87,60 DKK (219 DKK) | 4 MOQ



1000770 | RATTLE BO
6x2,5 Ø 0 H 13 cm | Textile | 0M+
35,60 DKK (89 DKK) | 6 MOQ



1000771 | RATTLE MAX
6x2,5 Ø 0 H 13 cm | Textile | 0M+
35,60 DKK (89 DKK) | 6 MOQ



1000769 | RATTLE LU
6x2,5 Ø 0 H 13 cm | Textile | 0M+
35,60 DKK (89 DKK) | 6 MOQ



1000763 | ACTIVITY RING OVE
20x8,5 Ø 0 H 2,5 cm | Textile, wood | 0M+
71,60 DKK (179 DKK) | 4 MOQ



1000762 | ACTIVITY RING LU
20x8,5 Ø 0 H 2,5 cm | Textile | 0M+
71,60 DKK (179 DKK) | 4 MOQ





1000635 | ACTIVITY PLAY MAT
100x100 H 3 cm | Textile | 0M+
277,83 DKK (639 DKK) | 2 MOQ



1000636 | BABY MOBILE
Ø 22,5 H 50 cm | Textile | 0M+
127,60 DKK (319 DKK) | 4 MOQ

Small friends
just waiting to
be discovered.



1000365 | BABY GYM WOOD NATURE
60x55 H 47,5 cm | Wood | 0M+
154 DKK (399 DKK) | 4 MOQ



1000415 | BABY GYM WOOD WHITE
60x55 H 47,5 cm | Wood | 0M+
154 DKK (399 DKK) | 4 MOQ



1000491 | BABY GYM TEXTILE OFF WHITE
Ø 89 H 60 cm | Textile | 0M+
314 DKK (799 DKK) | 2 MOQ



1000632 | COMFORT BLANKET OLA THE OWL
40x40 H 3 cm | Textile | 0M+
71,60 DKK (179 DKK) | 4 MOQ



1000633 | COMFORT BLANKET BEA THE BEE
40x43 H 4 cm | Textile | 0M+
71,60 DKK (179 DKK) | 4 MOQ



1000634 | COMFORT BLANKET TOR THE MOUSE
40x55 H 6,5 cm | Textile | 0M+
71,60 DKK (179 DKK) | 4 MOQ



1000416 | BABY GYM FIGURES WOOD
5,7x1,5 H 8 cm | Wood | 0M+
61 DKK (159 DKK) | 6 MOQ



1000492 | BABY GYM FIGURES WOODLAND 5PCS
12x9 H 4 cm | Textile | 0M+
124 DKK (309 DKK) | 4 MOQ





1000560 | SOFT TOY OWL GREEN
27x18 H 11 cm | Textile | 0M+
64,40 DKK (239 DKK) | 4 MOQ



1000561 | SOFT TOY OWL RUST
27x18 H 11 cm | Textile | 0M+
64,40 DKK (239 DKK) | 4 MOQ



1000562 | MUSIC BOX OWL GREEN
15x11 H 6 cm | Textile | 0M+
53,90 DKK (199 DKK) | 4 MOQ



1000568 | MUSIC BOX OWL RUST
15x11 H 6 cm | Textile | 0M+
53,90 DKK (199 DKK) | 4 MOQ



1000563 | RATTLE OWL GREEN
13x7 H 5 cm | Textile | 0M+
21 DKK (99 DKK) | 6 MOQ



1000564 | RATTLE OWL RUST
13x7 H 5 cm | Textile | 0M+
21 DKK (99 DKK) | 6 MOQ



610010 | RATTLE FOX
19x9,5 H 4 cm | Textile | 0M+
35 DKK (99 DKK) | 6 MOQ



610034 | RATTLE MOOSE
18x9,5 H 8 cm | Textile | 0M+
35 DKK (99 DKK) | 6 MOQ



1000204 | PLUSH RATTLE RABBIT
16x8 H 6 cm | Textile | 0M+
29 DKK (79 DKK) | 6 MOQ



610041 | BABY BLANKET FOX
35x35 H 5 cm | Textile | 0M+
55,60 DKK (139 DKK) | 6 MOQ



610065 | BABY BLANKET MOOSE
35x35 H 5 cm | Textile | 0M+
55,60 DKK (139 DKK) | 6 MOQ



1000288 | BABY GYM
77x77 H 50 cm | Textile | 0M+
308,26 DKK (709 DKK) | 2 MOQ



1000206 | MUSIC BOX
13x13 H 13 cm | Textile | 0M+
53 DKK (269 DKK) | 4 MOQ

EDVIN

Our packaging.



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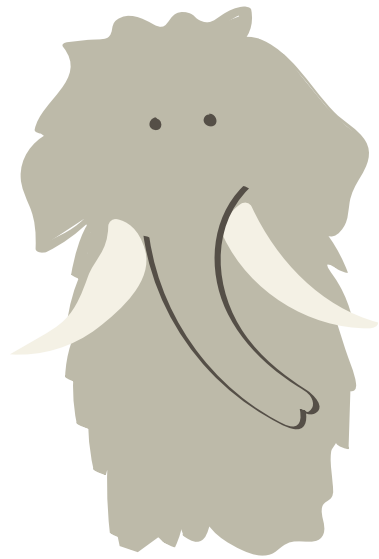
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THE NEO CONCEPT

Enter the Stone age.





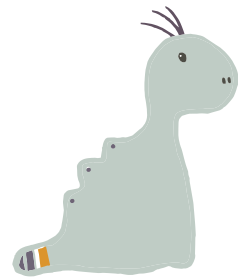
Neo the Mammoth.

"Be nice to the smallest ones"



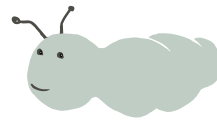
Lisa the Bird.

"Flying is overrated"



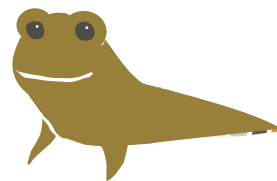
Dino the Dinosaur.

"I feel like Dinomite!"



Sofi the Protoza.

"I am one of the first ones"



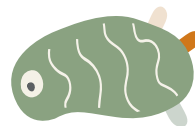
Otto the Mudkeeper.

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



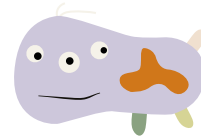
Belensius.

"I do small things in a great way"



ChloroBo.

"Just makin' some air"



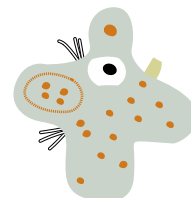
LaCilla.

"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 largest 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+



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



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



GOTS Certified cotton.



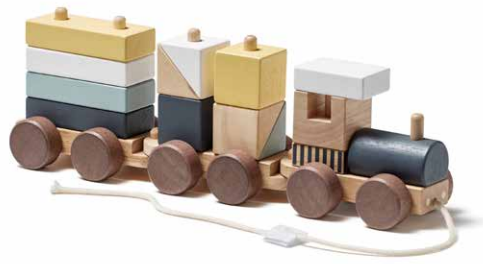
1000779 | MUSLIN BABY BLANKET BLUE MIX
70x70 H 0,5 cm | Textile | 0M+



1000844 | STORAGE BOXES 3 SET BLUE
29x20 H 9,5 cm | Cardboard



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



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





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



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



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



My name is Neo.



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



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+

Strong and long lasting.

Producing linen is a more eco-friendly process, meaning its life cycle has a smaller impact on the environment compared to cotton.

The products, the material and the fabric are made in Europe, which reduces the transport distance to our warehouse. We plan our purchases so that they have the smallest possible impact on the environment, which is important for our commitment to sustainability.

We are made of 100%
linen from Europe.



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+



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



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





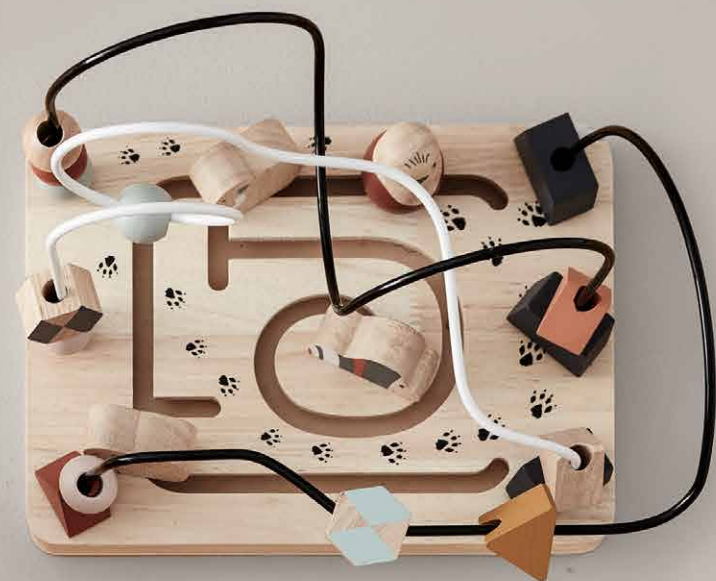
I will follow
you're every
step.



How high
is the
highest
tower?



Discover the
fun with numbers.



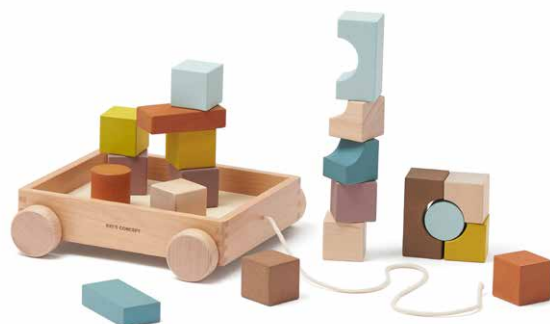
For curious
little fingers.



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



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



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



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+





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+



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.

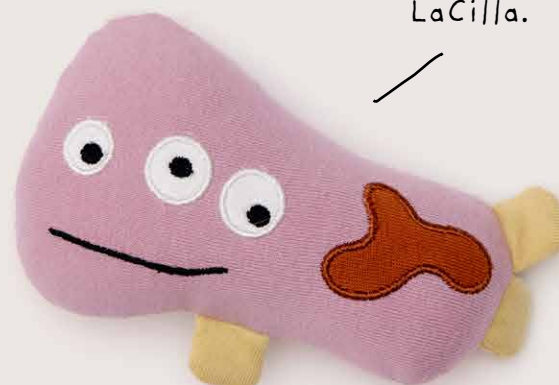


Ocapus.



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.

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.



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



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



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





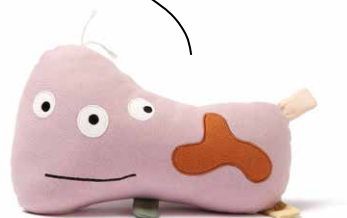
1000639 | BEAD FRAME
18x15 H 16 cm | Wood | 12M+



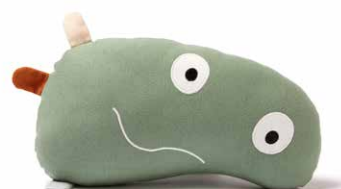
1000598 | PUZZLE
30x20 H 2,5 cm | Wood | 12M+



Flip us over, we have
to different sides.



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+



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



NEO

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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 a inspirational place - 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.



Fishing, grilling,
surfin' & turfin'.

Welcome to
the green city.

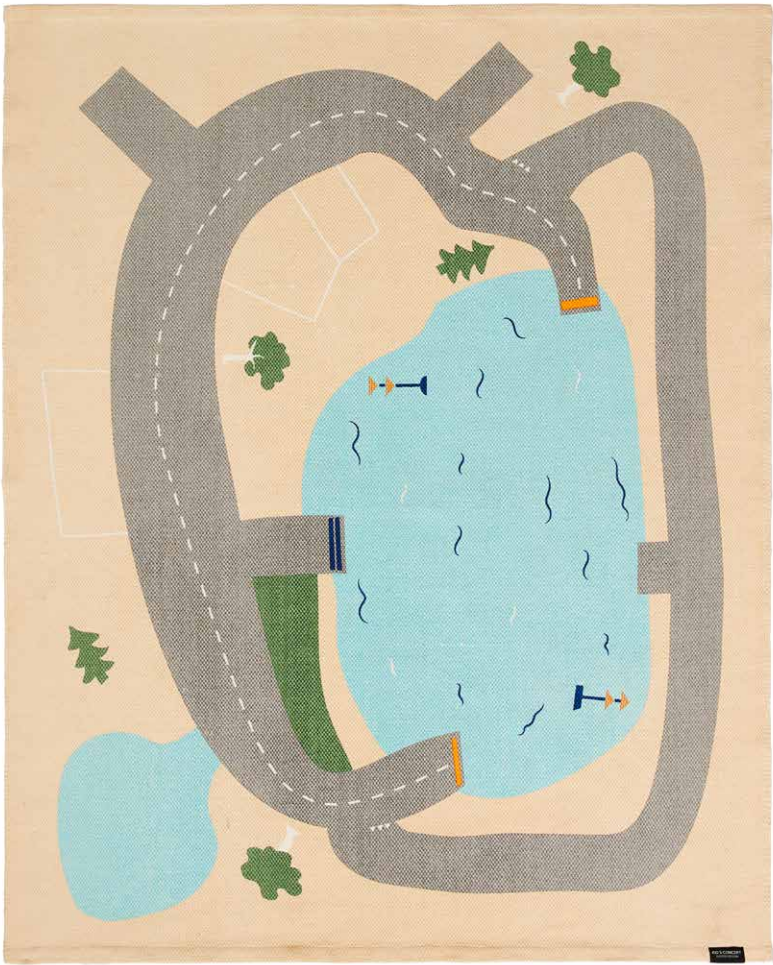
In our world - the first
induction-charged
container ship, driven
by solar power.



Ship ohoy! The captain steer the ferry safely over the lake with all the passengers onboard.



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



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

Rotate and steer.

Lift the containers with the magnet.



1000842 | CONTAINER PORT
23,5x19,5 H 19 cm | Wood | 24M+



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



Home is where our van is.

The modern nomads Joel and Saga are living the best life traveling around the world. They have renovated and re-built an old van and painted it with happy, sunny colours. Saga loves to surf and takes every opportunity she gets to catch the perfect wave. Joel is the master of chillin' and grillin'. They have created an oasis with their van - something they can take with them wherever they go in the world.



I am Saga,
the surf pro.


Hi, I am Joel,
the chill and
grill master.

"Keep your face in to the sun, and you will never see the shadow."




Scan the QR-code to print
new adventures.







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+




Need some extra space?
Open the back door.




1000841 | CAMPER VAN
22,5x11 H 13 cm | Wood / metal | 24M+




Flip the solar panel and get a beach.







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



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





143 | AIDEN CONCEPT

Are you
a recycling
expert?

Take a boat trip
with captain Per.

Swoooooosh -
away it goes!





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



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



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



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



Moa, the recycling engineer, works hard every day at the recycling station in Aiden City.





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



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



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



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



Three cars and one
helicopter included.

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



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





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+

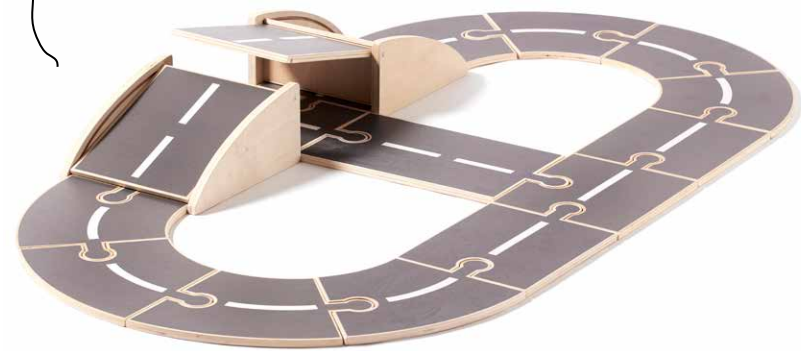


1000600 | HOSPITAL
30x18 H 27,5 cm | Wood/textile | 3Y+

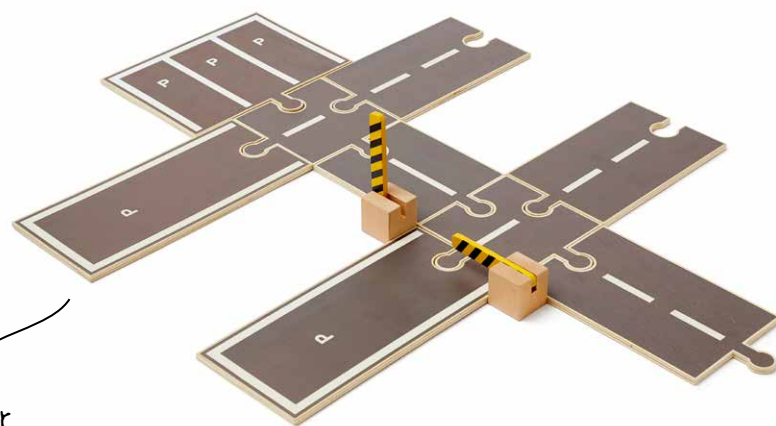


1000306 | SERVICE CENTER
43,5x28,7 H 28,5 cm | Wood | 3Y+

Buildable car track
with 18 pcs.



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



Extend the car
track with 11 pcs.

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



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



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

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.





1000880 | GARDEN SOFA AND TABLE SET WHITE
90x33 H 55 cm | Wood | 3Y+







Discover the joy of weaving.

See those little hands dive into a world of colors! Weaving isn't just about boosting their creativity and making patterns; it's a fun way for kids to enhance hand-eye coordination. Let your child create mini masterpieces and have a blast doing it!

NEW

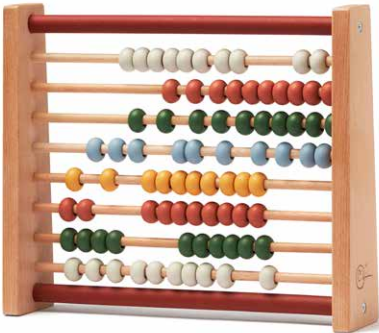


4 different colours of yarn is included.

1000871 | HANDLOOM CARL LARSSON
28x23 H 4 cm | Wood / 100% Cotton | 3Y+



1000848 | 4 IN A ROW GAME
12,5x15 H 3 cm | Wood | 36M+

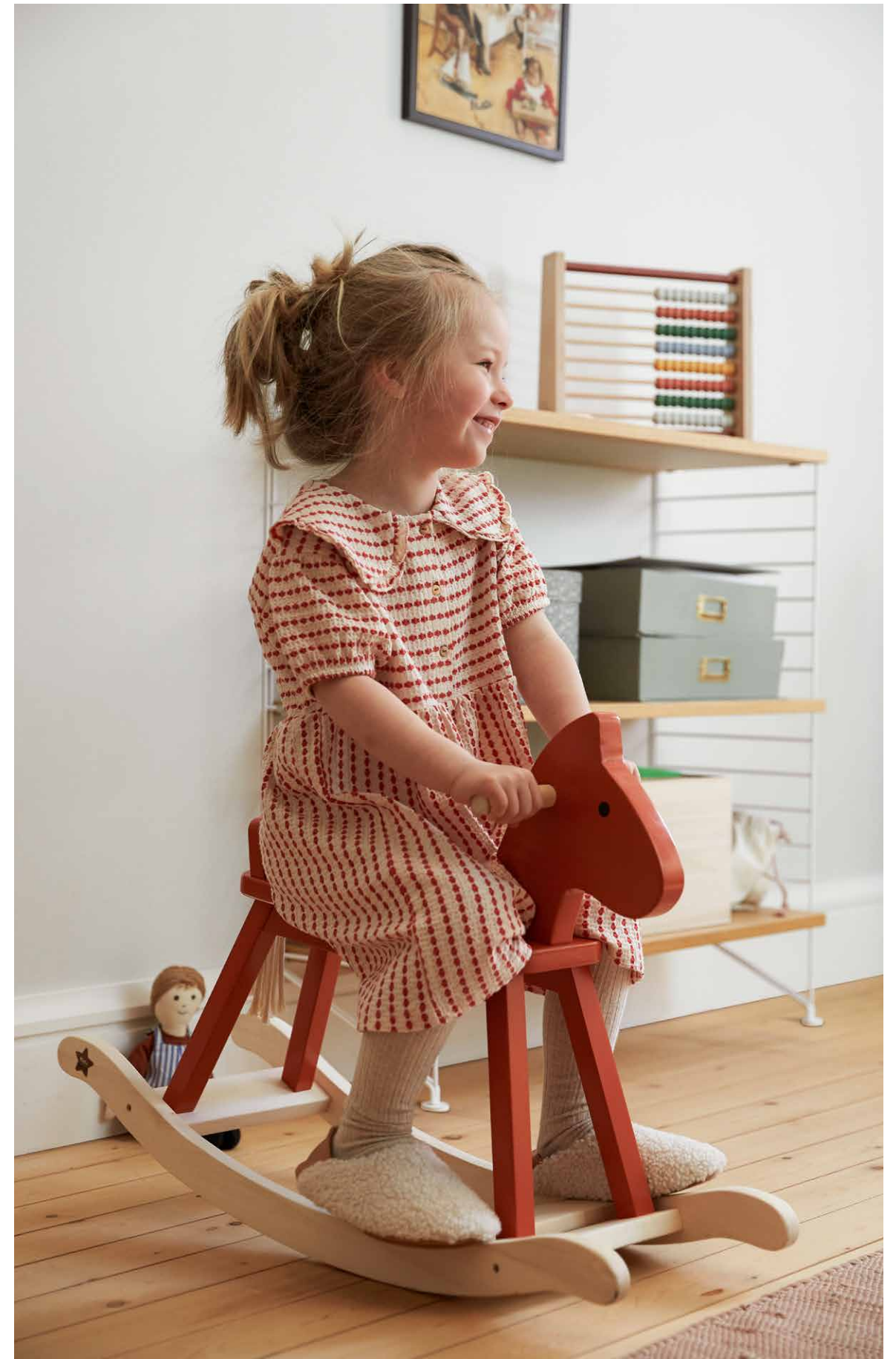


1000742 | ABACUS
30x6,5 H 25 cm | Wood | 3Y+



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







NEW



1000873 | DOLL INGRID
H 33 cm | Textile / 100% Cotton | 0M+

NEW



Mjauuuu!
I'm Socks, please pet me.



1000872 | DOLL NILS
H 33 cm | Textile / 100% Cotton | 0M+



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



1000820 | DOLL BED GREEN
52,5x34 H 50 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+





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



1000749 | APRON 3-6Y
W 30 H 68 cm | Textile | OM+



Spend some
time together.

A fun
interior piece.



Play with us.



1000851 | ROCKING CHAIR
60x35 H 60 cm | Wood / textile | 0M+



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.

Decorate
your walls.



Spend some
time together.







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+



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+

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



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

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+





1000822 | TIPI TENT OFF WHITE
110x110 H 160 cm | Textile/wood | 2Y+



196 | 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+



197 | 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+



Get that extra colourful touch!
Decorate your play tent or your
room with our buntings.



1000553 | BUNTING BROWN
290 cm | Textile | 0M+



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



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



1000529 | MOBILE ORANGE
Ø 16 H 45 cm | Wood | OM+



1000530 | MOBILE GREEN
Ø 16 H 45 cm | Wood | OM+



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

NEW



Game pieces now
included when buying
the Ludo floor mattress.





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



1000722 | ROCKING SCOOTER LIGHT BEIGE
74x24 H 54 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+



1000843 | MUSIC BOARD
29,5x22 H 10 cm | Wood / textile | 12M+



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+



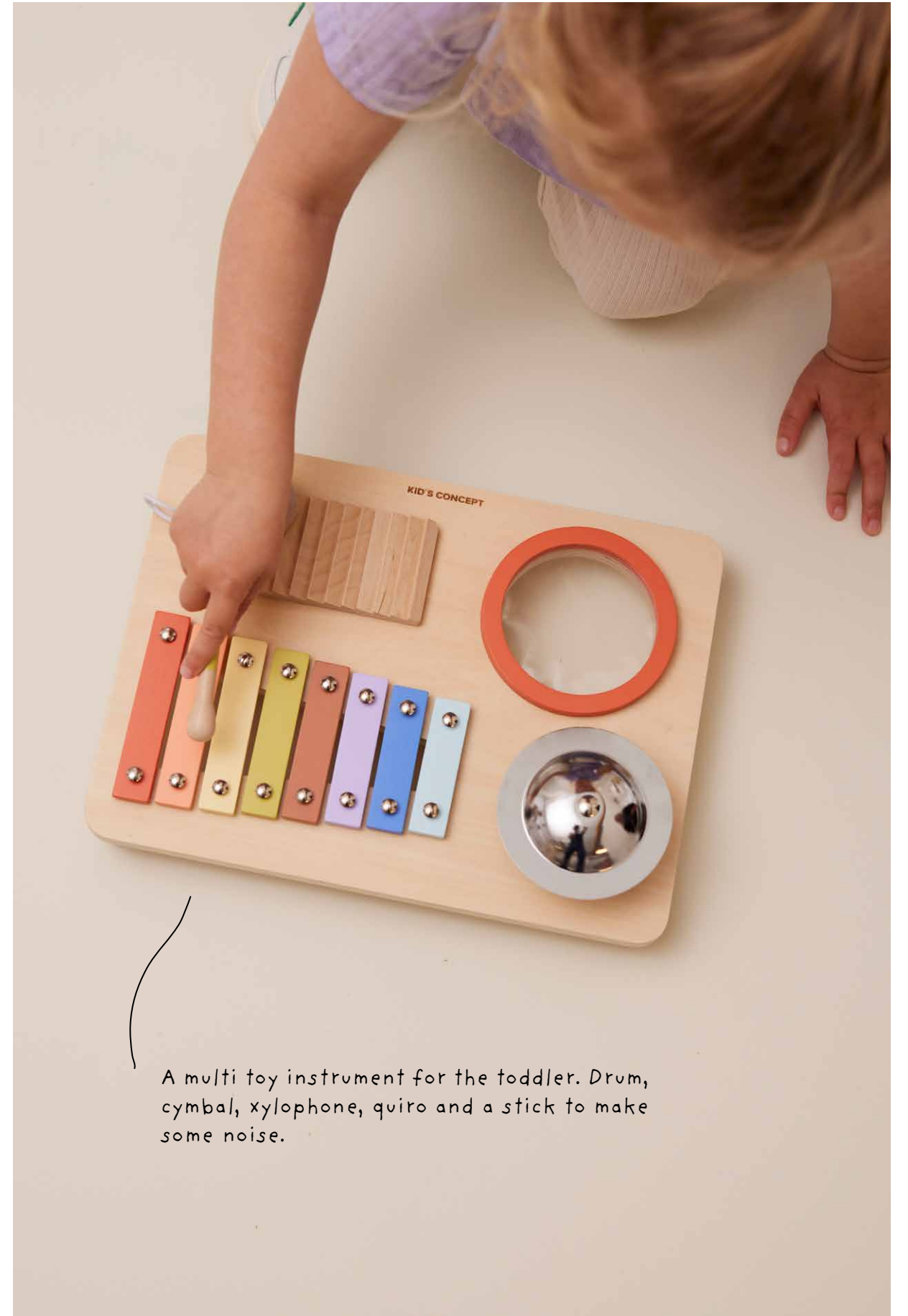
1000517 | GUITAR RED
18x5 H 53,5 cm | Wood/metal | 3Y+



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



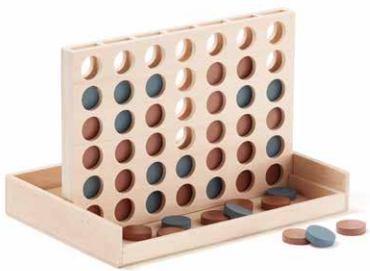
1000522 | GUITAR DARK GREY
18x5 H 53,5 cm | Wood/metal | 3Y+



A multi toy instrument for the toddler. Drum, cymbal, xylophone, quiro and a stick to make some noise.



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+



Let's get
creative.



Who catches
the biggest
fish?



Count with me,
one, two, three!





1000832 | NUMBER PUZZLE 1-10
30x12,5 H 2 cm | Wood | 36M+



NEW



1000833 | ABC PUZZLE A-Z
26x26 H 2 cm | Wood | 3Y+



NEW



1000834 | ABC PUZZLE SWE
26x26 H 2 cm | Wood | 3Y+





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

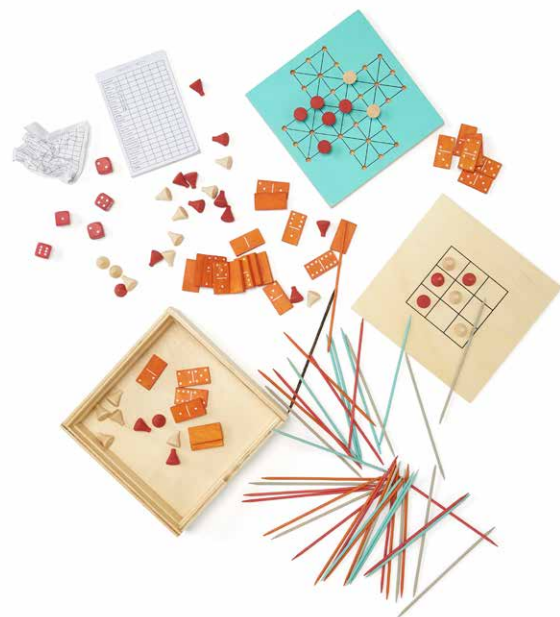


1000723 | KALAH
48x14 H 1,5 cm | Wood | 3Y+





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



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



Storage boxes with Mills game,
Tic tac toe and Chess!



1000648 | GAME BOARD STORAGE 3 SET
25x25 H 25 cm | Wood | 3Y+



1000838 | FISHING GAME
22,5x17 H 2 cm | Textile / wood | 2Y+



Go Fish!?
The fish are all in the sea. Waiting
for you to pick them up with the
fishing rod! Can you name them?





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+



Create new adventures with Ingrid & Nils, the Ragdolls.



Nils and Ingrid, the Ragdolls from the North, share a bond of adventure and flair. Nils, with Socks the kitten, adorns himself in clothes reflecting his love for the Swedish forest and fashion. Ingrid, donning her black beret, yarn eyes, and jersey braids, keeps Freya, her dear pet, close and ancient stories closer. She delights in collecting unique artifacts and creating art pieces, each echoing the whimsical tales she adores. Together, they are a vision of creativity and kindness, a duo that beckons children into a world rich with imagination and the simple joys of play.

NEW



1000873 | DOLL INGRID
H 33 cm | Textile / 100% Cotton | 0M+

NEW



1000872 | DOLL NILS
H 33 cm | Textile / 100% Cotton | 0M+



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+





1000835 | ROCKING TOY
32x68 H 45,5 cm | Wood / textile | 12M+



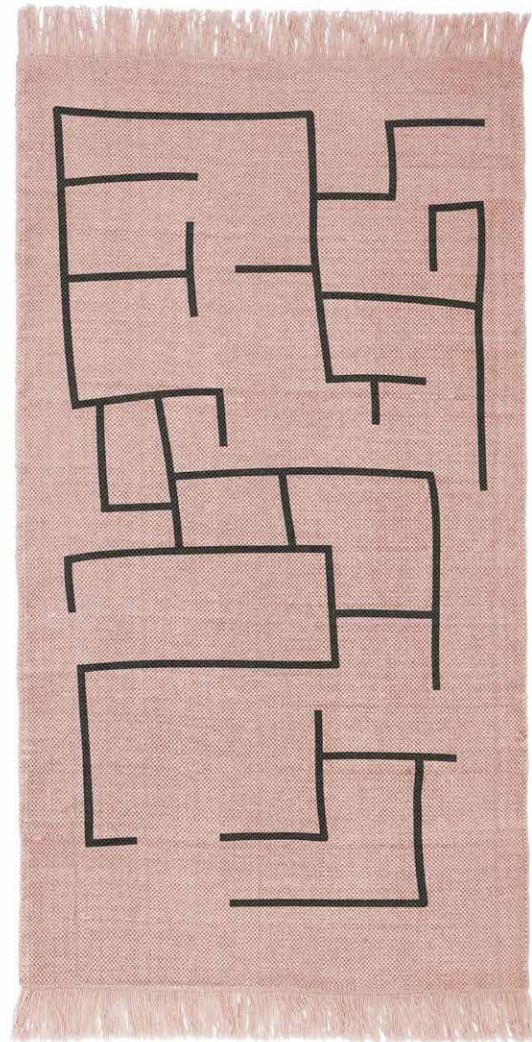
1000491 | BABY GYM TEXTILE OFF WHITE
Ø 89 H 60 cm | Textile | 0M+



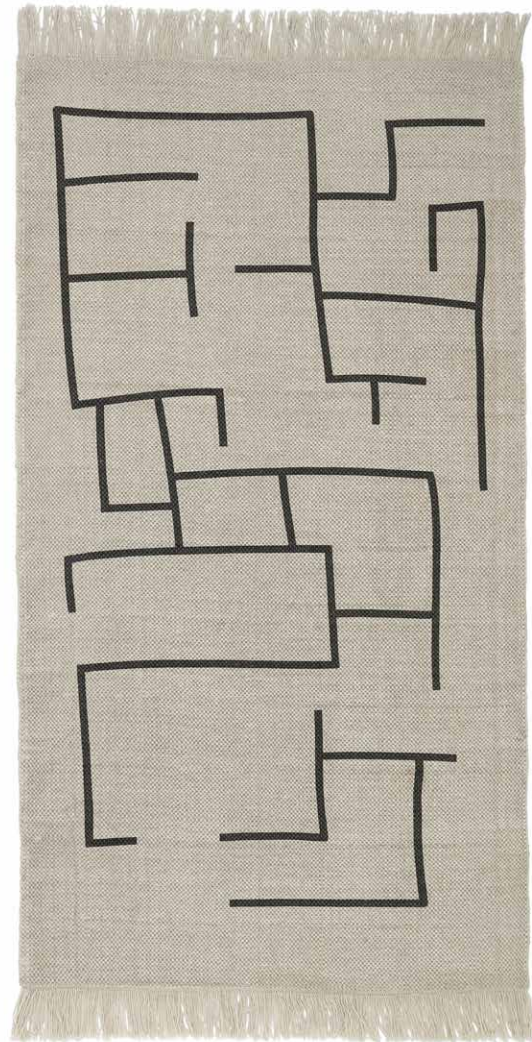
1000365 | BABY GYM WOODEN NATURE
60x55 H 47,5 cm | Wood | 0M+



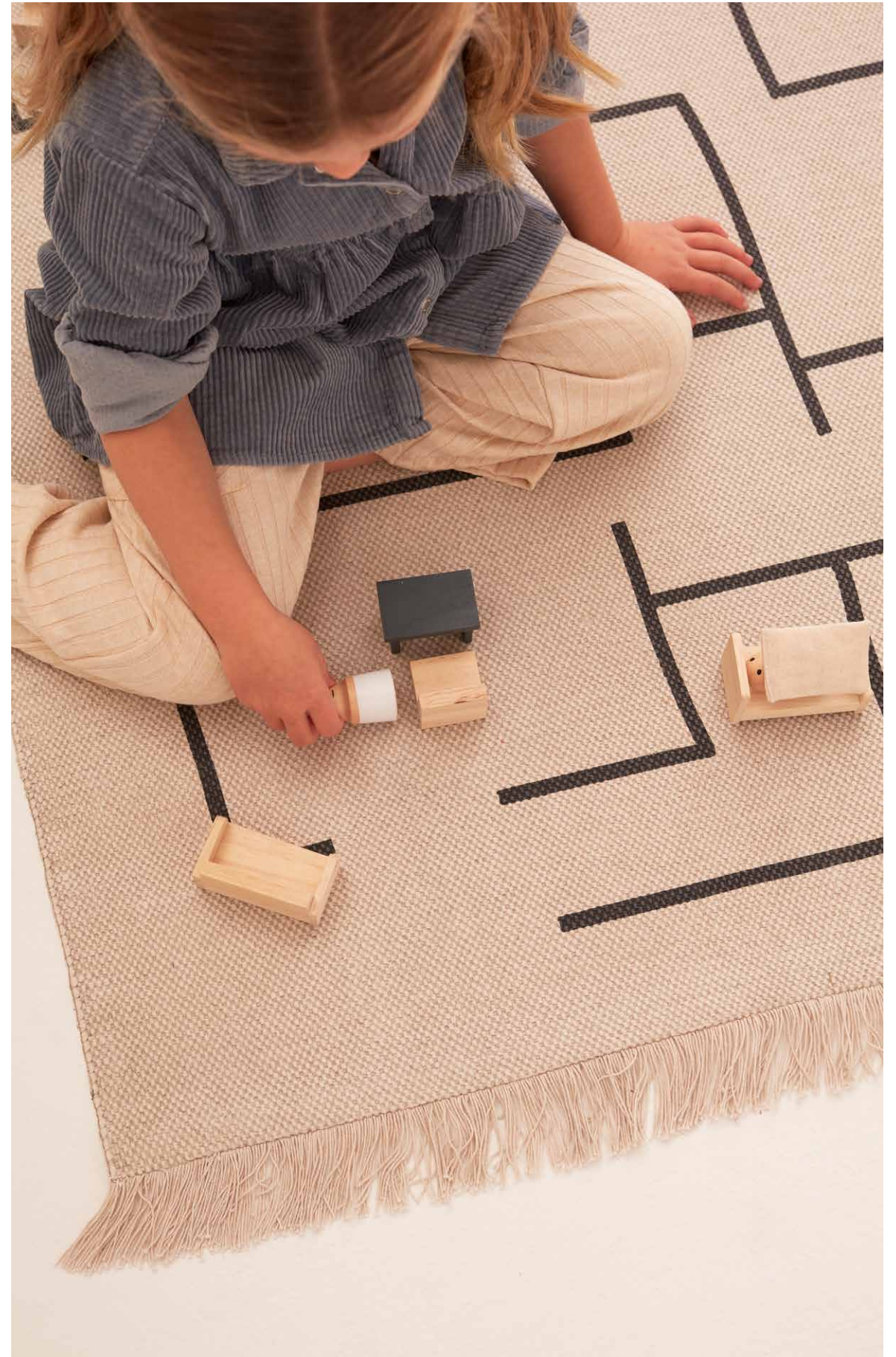
1000415 | BABY GYM WOOD WHITE
60x55 H 47,5 cm | Wood | 0M+



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

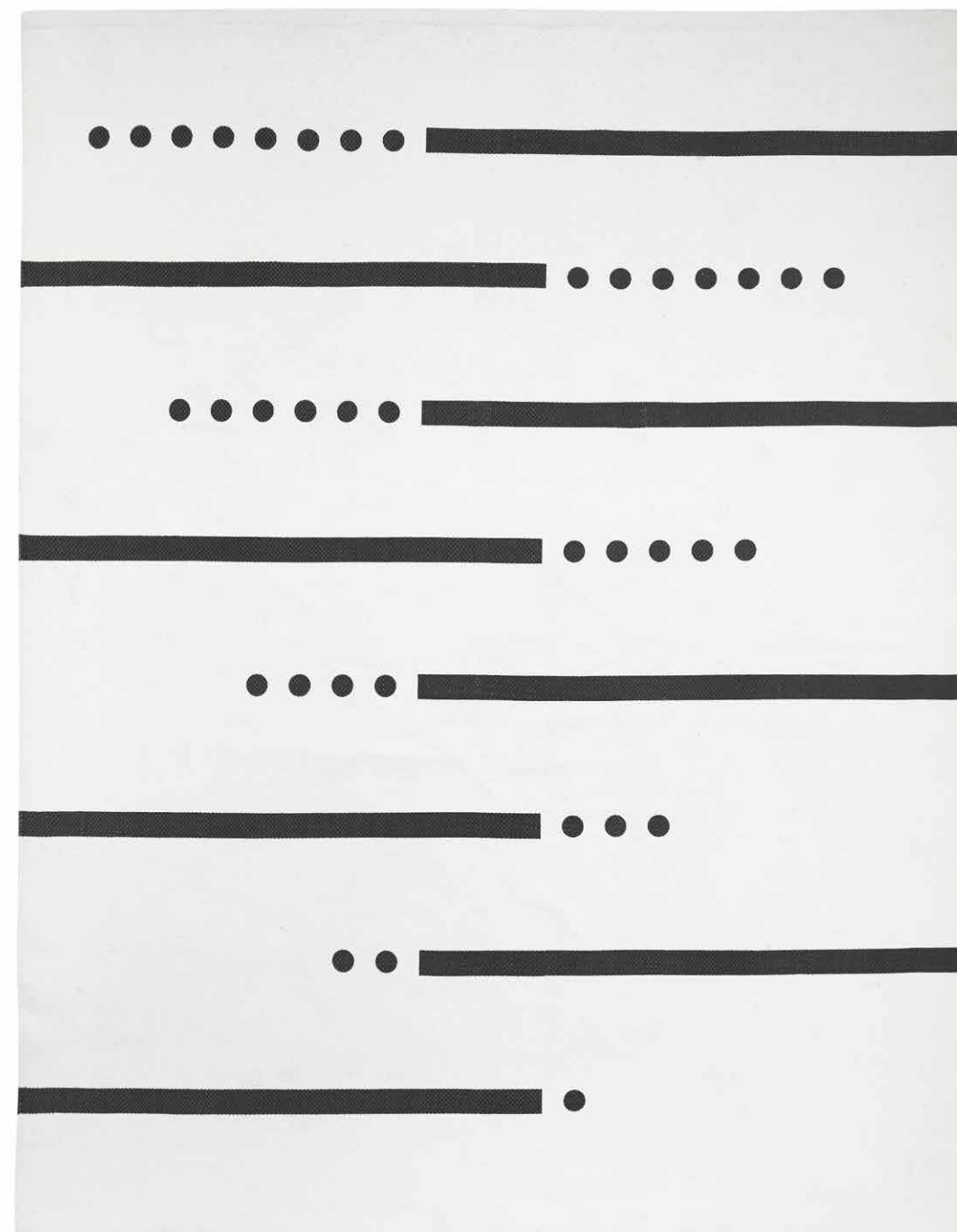


1000673 | RUG GEOMETRIC GREY 90X130 CM
90x130 H 1 cm | Textile | 0M+





238 | KID'S BASE



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

239 | KID'S BASE



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



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



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

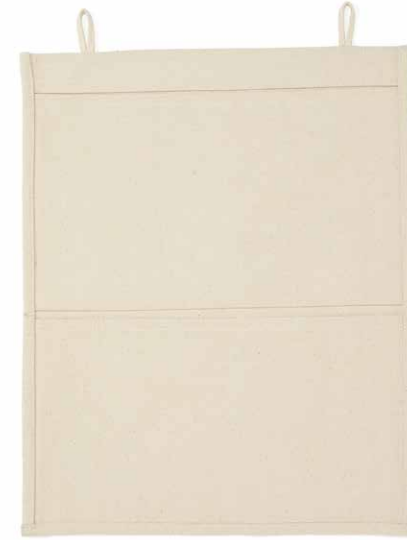


1000660 | FLOOR CUSHION OFF WHITE
Ø 40 H 12 cm | Textile | 0M+



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





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

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



SALE!



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

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





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+





1000552 | SUITCASE PAPER 2-SET LIGHT GREEN
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+





1000753 | SOFA CHESTERFIELD SMALL BEIGE
83x43 H 39 cm | Textile/wood | 0M+



1000732 | SOFA CHESTERFIELD SMALL RED
83x43 H 39 cm | Textile/wood | 0M+



250 | KID'S BASE




1000540 | ARMCHAIR LILAC
51x48,5 H 58 cm | Textile/wood | 3-8Y



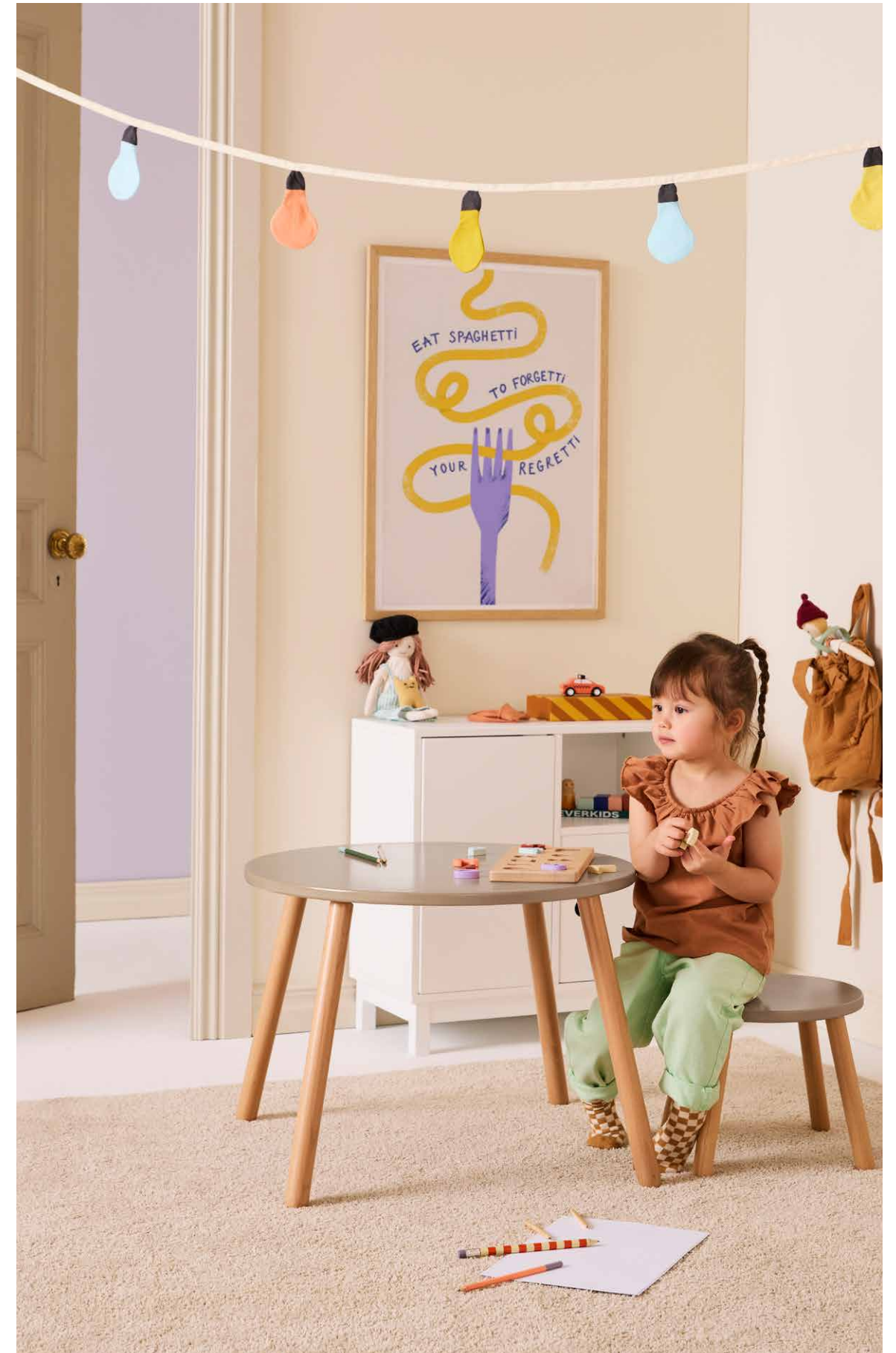
1000578 | ARMCHAIR GREY
51x48,5 H 58 cm | Textile/wood | 3-8Y



251 | KID'S BASE

A close-up photograph of a grey, round table with a smooth, scratch-resistant surface. Three yellow pencils are scattered on the table. In the background, a drawing book with a green octopus illustration is visible. The table is set on a floor with a light-colored and tan checkered pattern.

**Table and stool set
with a scratch
resistant coating
to withstand pencil
marks.**



NEW



1000876 | STOOL AND TABLE SET LIGHT BROWN



1000875 | STOOL AND TABLE SET APRICOT



1000874 | STOOL AND TABLE SET WHITE
Ø 60/30 H 46/26 cm | Wood | 3-6Y



Our children's table and stool set features a scratch-resistant coating to withstand regular pencil marks, a common challenge with children's furniture. Tested for durability, this set is ready to support all the drawing, playing, and imagination your little ones can bring to it. The tabletop and the seat of the stool are slightly thicker and larger in diameter than most available on the market. The legs are angled for a stable construction that can withstand the activities that children can subject them to.



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 | 0M+



Adjustable seat.



1000584 | ADJUSTABLE STOOL
32x30 H 30 cm | Wood | 0M+



1000877 | CHEST
50,5x29 H 36,5 cm | Wood | 0M+



1000629 | TABLE
45x45 H 48,5 cm | Wood | 0M+





262 | KID'S BASE



1000626 | WALL SHELF
70x15 H 70 cm | Wood | 0M+



1000627 | HOOK BOARD 5
50x6,5 H 5,5 cm | Wood | 0M+



1000585 | COATHANGER 3 PCS
29,5x1 H 14 cm | Wood | 0M+



1000582 | CLOTHING RACK
51x34,5 H 125,5 cm | Wood | 0M+



1000581 | LOW SEATER
90x44 H 46 cm | Wood/textile | 0M+



263 | KID'S BASE

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.

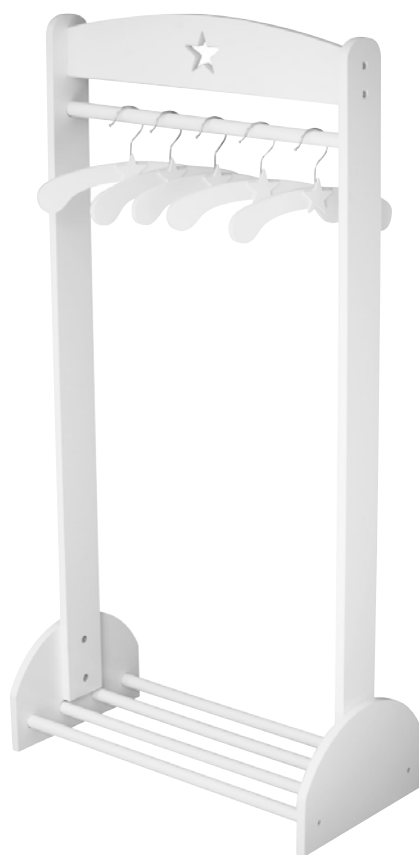




1000376 | CHAIR WHITE
34x34 H 56 cm | Wood | 3Y+



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
51x15,3 H 19,3 cm | Wood/metal | OM+







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+





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+





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

hello@kidsconcept.se | www.kidsconcept.com



kidsconcept



Kids Concept SE