



FIRST CLASS FOR KIDS

PRESS INFORMATION 1/2010

## 130 Spring-Fresh Novelties

sigikid presents cheerful patchwork ponies, colourful alphabet animals and wall decorations for children's rooms

**A cheerful pony with a trendy patchwork look, a funny elephant with stripes, animals who know their ABCs and an activity centre for babies - these are the stars of the new 2010 sigikid Spring Collection.**

Yet another innovation from sigikid is causing a sensation: Instead of two seasons per year as in the past, cuddling sigikid-style can now be celebrated three seasons in 2010. The first of a total of three catalogues is being launched at the beginning of the year. It features 130 spring-fresh novelties on over 100 pages. In May the latest sigikid Summer News will roll off the press, followed by the sigikid 2010 Autumn and Winter Collection in September. This is sigikid's response to retailers' wishes to target customers more directly according to season and delight them with cuddly toys and gift ideas.

### Ready for Easter!

The sigikid design team has created eleven new, exciting themes and designed a total of 130 spring innovations to offer you cheerfully fresh ideas that are right in line with the coming spring season. From *Wilhelmine Wiah*, the cuddly pony as the latest news in the BABY FRIENDS line, to the new sigikid SOFTWORLD *Zipfli & Zöpfli*, a cute family of dwarfs, all the way to the new SWEETYS.

For instance, the sweet and cuddly bunny *Huberta Hummeltal* has a new boyfriend just in time for Easter 2010, and the little sheep *Emmala & Memmala* are sure to become shining stars in Easter baskets this year thanks to their super-cuddly microfibre plush and their cute dangling shape.

Because in many places school bags and pencil cases are traditionally at the top of the Easter gift list for up-and-coming ABC stars, school is also a key theme in the sigikid Spring Catalogue. The popular brand of toys from Upper Franconia is extending its range of school products this spring with three new school bag designs: the magical *Hexi Hixi*, cowgirl *Pony Sue* and the jovial knight *Ritter Rettich* are all sure to become new, loyal school companions. Starting immediately, our licensee goldbach publishing is now also offering cardboard cones to be filled with presents for children's first day of school, photo albums, diaries and friendship books as well as file boxes with the sigikid children's heroes to match sigikid school bags and pencil cases, which are available at stationer's shops.

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Similarly, a great gift idea for all pre-school children are the humorous “BuchstabTiere”, a cuddly new letters programme that combines the first letter of each animal's (German language) name with a plush toy. The bright green frog wears the letter F around his neck as proudly as the soft chameleon sports his C.

Florentine, the little fairy is celebrating her comeback with a wonderful play of colours and glitter effects. She not only decorates bags in a variety of shapes, but also lunch boxes, water bottles and cutting boards.

### Neat ideas for children's rooms

When their spring cleaning is done, little interior designers and their parents can add attractive highlights with the new sigikid wall decorations. These self-adhesive wall stickers are available to match the most popular sigikid series, from Pinky Queeny to Frido Firefighter; they are perfect for decorating any wall and applying them is child's play.

All of sigikid's latest products are not only available in the current sigikid catalogue, but also from February 4<sup>th</sup> to 9<sup>th</sup>, 2010 at the International Toy Fair in Nuremberg. Please note: The sigikid stand will be located for the first time in Hall 2, D07-E08. We will gladly send you product photos and detailed product information on the latest innovations.

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### A brief overview of the new catalogue

#### **New friends for tiny tots**

Floral patterns with a patchwork look and pink combined with green dominate the *Wilhelmine Wiah* design, a new, cheerful pony family in the BABY FRIENDS programme that lets parents instil a love of horses in their sweet little girls, literally right from the cradle. The adorable counterpart for little boys: *Lolo Lombardo*, a lovable little elephant with a cuddly trunk. The sigikid designers have complemented his light grey and blue stripes with green and red accents. On catalogue pages 12/13 and 52/53

#### **Funny jelly bag caps**

The funny forest dwarfs *Zipfli & Zöpfli* in their jelly bag caps bring to life a wonderful new play world. In addition to cuddly dolls and comforters, this product family featuring the two protagonists also includes musical boxes, cherry stone pillows and a variety of cuddly play ideas for babies. Especially fun: The four-piece baby bowling set with Zipfli, Zöpfli and a soft mushroom. In the new catalogue, pages 15 and 64.

#### **Cuddly dolls - for boys, too**

After numerous requests from sigikid customers, now little boys can finally play with dolls - without any inhibitions. This is because in the new *Baby Dolly* collection - in addition to a red doll with a big heart for girls - there is now also a fluffy, soft *Baby Dolly* that's just for boys! And those looking for a unique gift for newborns can give plenty of joy with the new zodiac comforters from sigikid. A sheep is available in the classic baby colour pink and there is also a little bunny in light blue with elaborate sigikid-style zodiac appliqués. In the new catalogue, on pages 16/17 and 57.

#### **For active babies**

A good investment in promoting your clever little one's education is the *Baby Fit & Fun* activity centre from sigikid. The robust wooden play frame opens up a whole new world of exciting possibilities for babies. The sigikid design team has created a cuddly round blanket and a whole series of textile clips just for this chic, new baby fitness centre - complete with flowers, beetles, balls and bears for grabbing, rustling, rattling and discovering themselves in the mirror! This allows you to redesign the activity centre over and over again and will keep even the cleverest babies busy for a long time to come. In the new catalogue, on pages 18/19 and 68.

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### **The stars of this year's Easter basket**

*Huberta Hummeltal*, the white, cuddly bunny from sigikid has finally given up the single life and is ready for this Easter gift-giving season with her new boyfriend *Huberto*. But *Emmala & Memmala*, the new, super-soft sigikid sheep in black and white are also ready to compete for a spot in the Easter basket. In the new catalogue, on pages 20/21 and 80.

### **Spring fashion for Quendy**

Fashion-conscious baby doll mums (and which baby doll mum isn't fashion-conscious!) will have plenty of fun with the new spring fashion line for their QUENDY. Five chic new outfits with matching shoes are waiting to be tried on and shown off when mums take their QUENDY for a walk! In the new catalogue on pages 24/25 and 89/90.

### **The comeback of the year**

Florentine is back! While the enchanting little fairy may have made herself scarce during the past few months, she is now celebrating a brilliant comeback in pink and green, accompanied by wonderful glitter effects. From chic handbags with completely new styles, to beauty cases, to water bottles - there are more than 12 products in the new Florentine look. In the new catalogue on pages 26/27 and 94/95.

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