



FIRST CLASS FOR KIDS

PRESS INFORMATION

September 2010

Cats, Cuddly Dogs and Puppet Theatres

sigikid is presenting ten new themes and a total of 130 new products in its 2010 Autumn/Winter Catalogue

What do a sweet pussy cat, a giant cuddly bear and a cheerful space cowboy have in common? They are all featured in the new sigikid Autumn/Winter Catalogue. Ten new design themes and a total of 130 magical innovations will set children's eyes aglow. Let Christmas come!

"Royal Cuddlies" is the theme we will be using during the autumn and winter months to showcase sigikid products at specialist dealers. Naturally, when autumn leaves fall, it's time for cuddling! Of course, no offer would be complete without the epitome of cuddliness, the plush bear. The new catalogue features a total of nine classic cuddly bears in three different colours and a variety of sizes. It even includes an 80 cm-tall giant teddy bear children can ride that the design team created with good, old-fashioned sigikid tradition in mind.

Super-soft plush = Intense cuddle factor

The cheekily cuddly dog Fuffi Wuff, a genuine sigikid best-seller, is also excited about the cheerful family ties between the Fuffi Wuffs - all of which are made of super-soft plush with an intense cuddle factor in a variety of colours. Their common trademark: The comical spot around the eye and the red scarf.

Six new Sweetie dogs also fulfil children's dearest wishes to have a dog of their own. Whether a poodle, pug, dachshund or schnauzer - the easy-to-care-for cuddly dogs all come with their own leash and basket, enabling realistic play. But beyond the many novel plush animals, the new sigikid catalogue also includes plenty of other great playthings. For example, a complete puppet theatre "to go" - a practical theatre case that instantly transforms into a puppet stage and offers an ideal place to securely store the new, lovingly designed sigikid hand puppets. It includes eleven elaborately designed puppets ranging from a witch to a wizard and from a princess to a grandmother.

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CatiCat and FlobboDog - the new baby collections

The designers also had the tiniest of tots in mind when developing their latest ideas. With CatiCat and FlobboDog sigikid is introducing two separate new baby collections, each featuring nine items from a tiny rattle to a musical box and a comforter to a large, cuddly blanket. While the sweet little pussy cat is presented in Vichy-check patterns and soft pastel colours, the loyal FlobboDog is made of soft striped jersey in warm autumn tones.

Ballerinas and astronauts

The sigikid Accessory World will be enhanced by two magical collections in autumn 2010. Princess Pinky Queeny invites her female fans to dance on the ballet stage and excites her fan base with a magnificently beautiful new series of bags and tons of matching accessories in pale pink and soft purple.

Just the right thing for little space cowboys: The new Rocky Rocket series of bags and accessories in dark blue with loads of fun details.

And kids that need a break after playing, dancing and a visit to the moon can relax and unwind on the tried and true sigikid folding sofa, now available in a new, hard-wearing fabric. Or, why not take a little nap with a pillow and a cuddly animal on one of the new kids' rugs, which are not only gorgeous but also snugly soft to the touch.

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A brief overview of the catalogue

Attractive enhancement to baby classics

It's hard to imagine the sigikid baby range without the Semmel Bunny and Schnuggi sheep figures. Now there are new additions to these popular collections. Cheerfully printed ceiling lamps and cuddly soft knitted blankets are expected to round out the family of products beginning in October 2010.

In the new catalogue on pages 10 and 11.

New for babies: CatiCat and FlobboDog

The new sigikid baby collections each comprise nine elaborately designed items: A play figure, comforter, musical box, blanket and more. The sweet little pussy cat is presented in a soft, pale pink and the loyal dog is made of striped jersey in autumn tones.

In the new catalogue, from page 12.

Mummy lullaby - The musical animal for unborn babies

Out of Mummy's belly - right into life. For many babies, this transition is a very difficult one. How nice that at least some things are familiar! With Mummy lullaby, the new musical animals from sigikid, expecting mothers can comfort unborn children with soothing sounds while they are still in the womb. And newborn babies will enjoy the familiar sound of the musical animal when it's time for bed.

What's special about this musical animal is it how it lies perfectly on Mummy's belly.

In the new catalogue on pages 16 and 17.

Entertain well, teach effectively

Whether at home or on the go: Even babies need entertainment. It's wonderful to fill them with enthusiasm and help stimulate their development at the same time. sigikid offers a cheerfully colourful series of toys in its new Autumn/Winter Catalogue complete with dragons, hedgehogs and co. that encourages babies to grasp things and the world around them. Ideal for babies on tour: Three new, fun textile clips for car seats featuring easy-to-attach Velcro fasteners.

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Once the little ones have outgrown the baby phase, it's time to help foster their independence. Getting dressed all by themselves is part of this process. The new dress-up bears from the PlayQ Kids Learning Collection help kids practice fastening, buttoning, tying knots and zipping up zippers in a playful way. In the new catalogue, from page 18.

Fuffi Wuff with family and friends

He has long conquered the hearts of sigikid fans; now the huggable Fuffi Wuff is introducing his family. Sweet Fuffi Wuffs as far as the eye can see in a variety of colours, shapes and sizes.

In the new catalogue on pages 22 and 23.

Kali Kalimba: The cuddly horse with horseshoes

Their trademarks are their lucky horseshoes. And they are simply the greatest for little horse enthusiasts. The new Kali Kalimbas in pink or classic brown, smoochably soft and huggably good.

In the new catalogue on pages 24 and 25.

The cuddle classic

Beige, brown, dark brown. Whatever colour you choose, these teddy bears always arrive in style. Cultish: The 80 cm-tall giant plush teddy bear children can ride.

In the new catalogue on pages 26 and 27.

Sweetie cuddly dogs

First a walk, then into the basket they go. The new cuddly dogs featured in the Sweetie Collection demonstrate excellent breeding and class; after all, they are all made of super-soft microfibre plush, yet still stand up to any type of play.

In the new catalogue on pages 28 and 29.

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Autumn outfits for Quendy

Beginning in October, fashion-conscious baby doll mums will find six new autumn and winter outfits for Quendy baby dolls. What's more, these outfits are also available in children's sizes up to 128.

In the new catalogue on pages 30 and 31.

Theatre on tour

Raise the curtain: The sigikid design team has created eleven elaborately designed puppets. The ideal companion: the practical theatre case, which serves as a stage and in the blink of an eye provides a safe place to store puppets after the show.

In the new catalogue on pages 32 and 33.

Pinky Ponky

Kids can even take them to bed with them: We are introducing four new sigikid cuddly dolls this autumn. Whether a princess, ballerina, a girlie girl or equestrienne, every Pinky Ponky is 30 cm tall, super-soft and adorably outfitted right down to the last detail.

In the new catalogue on pages 34/35.

New bags and accessories

A princess ballerina and a courageous astronaut are the new stars of the sigikid Accessory World. The designers at sigikid have not only dedicated a great new series of bags, but also a wide range of attractive, yet functional accessories to both characters: water bottles, cutting boards, storage boxes, umbrellas...

In the new catalogue, from page 36.

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