



PRESS RELEASE

January 2011

Spring at sigikid - with 180 cuddly new products!

The sigikid 2011 Spring Collection:

Cuddly rabbits, splashing animals and a little goalie who makes it big

The trees shake off the last flakes of snow, the first crocuses reveal dabs of colour in the winter-worn garden - spring is finally here! The sigikid popular brand of toys welcomes the new season with a bouquet of 180 cheerful new play ideas for babies and kids. And sigikid wouldn't be sigikid if all of our products didn't have one thing in common - their extraordinary cuddle factor.

The new "PLAPPIES" family of products doesn't require batteries, but it does open a world of playful possibilities. Whether a dog, cat, mouse or bunny - a unique tilting mechanism integrated into the back of the cuddly animal's head lets parents or kids make the animal "talk" for plenty of playtime fun. Despite this small, technical innovation, PLAPPIES are smoochably soft all over - making them simply perfect for cuddling.

The "Baby Friends" collection is introducing two new characters to sigikid fans big and small this spring. *Bungee Bunny* captivates little girls with his friendly smile and his premium blend of microplush and floral cotton prints. Little *Fortis Frog*, the new baby collection for boys, captures the spirit of spring with his colourful stripes. In addition to a musical animal, a comforter and a cuddly doll, both collections feature a blanket, a rattle, a soft ball and a delightfully charming mobile.

Easter is cuddle time!

New faces are coming to the soft and cuddly "*Huberto Hummelta*" bunny family just in time for Easter: in elegant chocolate brown, caramel and white. And, in March, the sensationally smoochable sheep "*Emmala & Memmala*" are welcoming a couple of cuddly colleagues to their family - also featuring the new grey colour theme. Curious babies have lots to discover this spring - after a day full of splashing and sloshing about

PRESS CONTACT:

Katrin Müller
sigikid, H. Scharrer & Koch GmbH & Co. KG
Am Wolfsgarten 8 · 95511 Mistelbach, Germany
Tel. +49 (0) 9201/70-507
E-mail: presse@sigikid.de



P R E S S R E L A S E

what better way to feel completely clean and relaxed than a warm bath in the evening? sigikid's "AquaQuaquu" line guarantees plenty of bathtime fun - from a crab to a starfish, watch Mummy's or Daddy's hand bring any of these six cheerily colourful splashing animals to life. The perfect match: Toothbrush cups featuring an underwater design!

For knights and princesses: Unicorn and dragon hobby horses

Hobby horses were popular children's toys even in the Middle Ages. Of course, they weren't nearly as soft and comfortable to ride as their successors from sigikid. But hobby horses have a long-standing tradition here as well. Now we've added a white unicorn and a cheerful dragon to the collection - featuring the superior quality you expect from sigikid and a wonderful combination of wood and cuddly plush.

Two adorable sigikid heroes are celebrating their comeback in spring 2011: sigikid is presenting little witch *Hexe Hixi* with a new bag collection in light purple and fun goalie *Kily Keeper* has a fresh, new style in crisp green with fine stripes and loads of cool details all featured on new bags and accessories.

All of sigikid's latest products are not only available in the current sigikid Season 1/2011 catalogue, but also from February 3rd to 8th, 2011 at the International Toy Fair in Nuremberg. Look for sigikid in Hall 2, booth C15-D10. We will also gladly send you product photos and detailed product information on the latest innovations.

PRESS CONTACT:

Katrin Müller
sigikid, H. Scharrer & Koch GmbH & Co. KG
Am Wolfsgarten 8 · 95511 Mistelbach, Germany
Tel. +49 (0) 9201/70-507
E-mail: presse@sigikid.de



P R E S S R E L E A S E

A brief overview of the new catalogue:

BABY FRIENDS: Bungee Bunny and Fortis Frog

Two new friends for the tiniest of tots: *Bungee Bunny* and *Fortis Frog* are the new ambassadors of the sigikid Baby Friends collection. Each new character comprises a broad family of products - from musical animals to comforters, from mobiles to snugly blankets.

In the new 1/2011 catalogue, pages 10 to 13.

BABY SOFTWORLDS: KLIKLAKLECKSDRACHE

Look who's snorting! Never fear, the *Kliklacklecksdrache* dragon from sigikid is a friendly fellow who prefers cuddling to combat! The new baby series will win you over with its many elaborate details and appliqués and is just as popular with girls as it is with little boys. The best part: The giant cuddly dragon cushion is perfect for lying down, leaning on and cuddling with.

In the new 1/2011 catalogue, pages 14 to 15.

PlayQ BABY: New play ideas

Fun rattle clips, a jolly adventurer bear and a textile stacking tower - sigikid is also enhancing the *PlayQ Baby Learning* collection with great new play ideas in spring 2011. These toys offer babies so much fun and help promote their natural development.

In the new 1/2011 catalogue, pages 18 to 19.



PRESS RELEASE

NATURAL LOVE: Naturally sigikid!

The sigikid design team has created a magical new *Natural Love* collection for environmentally conscious parents and sensitive babies. The merry animal characters take children's hearts by storm and sport fresh, bold colours. All items in the new product family are manufactured from 100%-certified organically cultivated cotton, so they are especially skin-friendly.

In the new 1/2011 catalogue, pages 20 to 21.

SWEETYS: A snugly soft hedgehog

Ingo Isewitz is the latest snugly star in the Sweetys collection. His barbs and his bright red nose set him apart from his plush friends. But the new family of hedgehogs isn't prickly at all. On the contrary: Made from soft microplush, the *Ingo Isewitz* collection is perfect for cuddling. The giant hedgehog for riding/sitting/cuddling is a real hit.

In the new 1/2011 catalogue, page 26.

When everything fits together: The new sigikid puzzles

Children are fascinated by puzzles: It's simply exciting to see how all the individual pieces fit together to form a perfect whole! The new, sturdy *wooden puzzles* with templates have nine pieces and are suitable for kids two years and up. The new sigikid puzzle programme offers *20-piece puzzles* made from sturdy cardboard featuring fun hidden object designs for children three years and older.

In the new 1/2011 catalogue, page 32.

Have a ball in the bath: AquaQuaqua

Kids find splashing about in warm water to be both relaxing and fun. The comical aquatic creatures from *AquaQuaqua* make bathtime an experience to remember. The colourful bathtub animals come to life whenever anyone puts their hand in the wash mitt - and may just convince some water-shy youngsters that being clean isn't such a bad thing after all.

In the new 1/2011 catalogue, pages 34 and 35.

PRESS CONTACT:
Katrin Müller
sigikid, H. Scharrer & Koch GmbH & Co. KG
Am Wolfsgarten 8 · 95511 Mistelbach, Germany
Tel. +49 (0) 9201/70-507
E-mail: presse@sigikid.de



PRESS RELEASE

A little girl's dream come true: The Doll

What do baby doll mum's around the world dream of? An enchanting doll with long, shiny hair that they can style to their hearts' content. Whether blonde, brown or brunette - the six new, 50 cm tall baby dolls from sigikid are a little girl's dream come true. Little girls will never grow tired of combing, braiding and dressing up these dolls' hair. The heads, arms and legs of the new dolls are made of vinyl, while the torso is made of fabric.

In the new 1/2011 catalogue, pages 36/37.

Lifestyle Worlds: Hexe Hixi and Kily Keeper get a makeover

sigikid won over many little girls' hearts with the sweet little witch *Hexe Hixi*. Now the tiny enchantress is presenting herself with a new touch - in delicate purple. The new bag collection features eleven lavishly designed items with glitter effects, from a practical backpack to a chic shoulder bag to an umbrella. Up-and-coming footballers can reunite with the fun goalie, *Kily Keeper*. The sigikid designers retained his fresh grass-green colour and added fine stripes, orange tones and grey accents along with cool appliqués to give him even more pep. The new *Kily Keeper* series features nine sacks and bags along with plenty of other first-rate accessories for little football fans: for example a water bottle, a lunch box and a savings box.

In the new 1/2011 catalogue, pages 38 to 41.