



PRESS RELEASE

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Winter can be this cuddly!

The brand sigikid presents its newest ideas for playing and cuddling

While most families are still enjoying the warm summer sun, sigikid is already ringing in the autumn and winter season with the Season 3 catalogue. The popular brand of toys is presenting about 100 new products in this catalogue – from delightful baby collections, textile toys and smoochably soft and cuddly XXL animals, to new bags and accessories for boys and girls.

One of the fresh faces featured in the new sigikid catalogue with a full range of products in a baby collection is KNUFFEL BOFFEL. The cheerful bear with a red nose comes in a charming combination of colours and materials, with colourful stripes that add spunk to the main colour dark red as well as a wonderful material trio of velvety microfibre, cotton and tricot. This adorable baby collection also includes a musical toy, comforter and rattles – not to mention an elaborately appliquéd baby blanket and a cuddle cushion.

Drives little boys wild: TUCTÖFFTÖFF with bear and car

It's no secret that big boys are not the only ones who are crazy about anything that moves. sigikid's new TUCTÖFFTÖFF collection was designed especially with little boys in mind. A cheerful car and an adorable bear with fun stripes and chic corduroy take on the leading roles. This complete collection invites boys to cuddle and have fun with the comforters, musical toy and cuddly characters featured on soft, cheerful toy cars, activity pillows and a soft ball with car appliqués for exciting playtime. One of the highlights of the new collection is the square-shaped cuddly play blanket with especially snugly polyester fur on the one side, and cotton fabrics with a cuddly bear in a car on the other.

The Play Q Baby Learning product family has also grown this season, with the sigikid design team adding three new toys for little discoverers like the colourful stacking tower

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with pointed top. The stacking tower is fun for little ones to touch and feel the different materials and identify sounds, numbers and pictures.

Too cute: sigikid presents 25 new Sweetys

The designers at sigikid were especially productive this season in adding new characters to the cuddly SWEETYS family – fans can look forward to welcoming no less than 25 new members in autumn and winter 2011/2012! In addition to the already popular and beloved sigikid characters like the hedgehog Ingo Isewitz, bear Gildehard Günsburg and other friends, kids will also love the new hand puppets and giant XXL cuddlers, all made of velvety soft microfibre plush. But that's not all! The design team has created many other Sweetie animal characters that are just as cuddly as the first members, but with a new style. These new Sweetys feature a stylishly bold combination of designs and materials made of microplush, loop-pile, cotton, corduroy and jersey fabrics. Whether polar bear, mouse or sheep - those who love to cuddle will find their own favourite here.

Bags, accessories: Rob Racer 2.0 and new from Conni

You'll find exciting novelties in the sigikid STYLE product group as well. The Rob Racer bags and accessories collection has been redone with a design relaunch this autumn. Grey, charcoal and bright orange underscore the very dynamic design that continues the adorable little racer theme in 2011/2012.

Girls just love her: Conni with the red ribbon in her hair. The backpack, kindergarten bag and two different sized dolls are now joined by a variety of new items from sigikid that feature the little picture book heroine: sports bag and wheeled suitcase, umbrella, savings box and even children's tableware made of tough melamine.

At the KIND und JUGEND fair in Cologne this year sigikid is focusing on the BABY product group. Discover all of sigikid's new baby toys and the latest fashion products here from September 15-18 in Hall 10.1, Stand number E008. You will find all of our new products in the enclosed catalogue. Would you like more detailed information on individual products? We are happy to send you this along with high-resolution visual material!

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