



FIRST CLASS FOR KIDS



PRESS INFORMATION 2009

01.02.2009

Drama Dromedar meets Burnout Bernadette

Find out more about why the sigikid BEASTS are that successful and who are the new freaky members to wow us in 2009

Matze-Pan and Drama Dromedar. Burnout Bernadette and King Krawanski. The brand new BEASTS are out! Just as cuddly and bizarre as usual and longingly awaited by the huge fan community of sigikid adult cuddlies...

Because: more and more adults admit to cuddling. In a time that seems to have no room for sentimentalities, teddy and co. are no longer taboo to successful men and women.

Of course, the taste of teenage and adult customers is different talking about the design of their cuddly friends. Funny, cool and unique: that is what the signature characters should be like to perform as well on a desk as on a sofa or in a bookshelf.

PRESS CONTACT:
Katrín Müller
sigikid, H. Scharrer & Koch GmbH & Co. KG
Am Wolfsgarten 8 · 95511 Mistelbach, Germany
Phone: +49 (0) 9201/70-13
Email: presse@sigikid.de



FIRST CLASS FOR KIDS



PRESS INFORMATION 2009

Cool cuddlies!

Experienced for more than 40 years, the sigikid cuddle experts have long since recognized the signs of the times and earlier created some small cuddly families to specifically attract the new adult group of customers. In 2007, the BEASTS saw the light of day and have meanwhile become an independent brand by sigikid. A few tens of the bizarre cuddle friends have been created and sold since then. To name only a few “Old Members”, Hubert Huckevoll, Stefan Speckschwarte and Black Friday are some of the very first legendary BEASTS while Robby Raindrop - a frog with chest hair toupee - or Chucky, the old hen have become cuddly classics.

Exalted Cats

Meanwhile having their own catalogue as well as their own internet page, new freaky members add to the BEASTS family twice a year. Just in time for the International Toy Fair 2009, the latest BEASTS catalogue has arrived with more than 25 new characters: from sad-eyed “Burnout Bernadette“ to clumsy “Drama Dromedar”, from chubby “Mopp Toddler” to stray dog “Is mia fad”. The 4 new lady cats are presenting themselves pretty exalted with their aristocratic names like “Lady Thinthya of Nothelboth” or “Madame Pauline de Pas de Deux”. The sigikid designers gave them not just wonderful kissing lips but also some glamorous evening dresses made of silky materials.

PRESS CONTACT:
Karin Müller
sigikid, H. Scharrer & Koch GmbH & Co. KG
Am Wolfsgarten 8 · 95511 Mistelbach, Germany
Phone: +49 (0) 9201/70-13
Email: presse@sigikid.de



FIRST CLASS FOR KIDS



PRESS INFORMATION 2009

Long-standing BEASTS-fans will also be excited about the brand new bags creations like “Green Misery Bag” with signature green felt spots or “Schiggi Miggi Bag” with saucer eyes and little rat tail.

All new BEASTS can be seen and tried out hands-on at the sigikid booth in hall 3, E08 - D15 at the 60th International Nuremberg Toy Fair, 5 to 10 February 2009.

Besides, the old and new members of the BEASTS family are presented in the new 2009 catalogue as well as on their Internet page www.sigikid-beasts.de.

PRESS CONTACT:
Katrin Müller
sigikid, H. Scharrer & Koch GmbH & Co. KG
Am Wolfsgarten 8 • 95511 Mistelbach, Germany
Phone: +49 (0) 9201/70-13
Email: presse@sigikid.de