



FIRST CLASS FOR KIDS



PRESS INFORMATION 2009

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Ideas by Kids

If kids become designers

New cuddly collection by sigikid: created by kids, for kids

Kids do not need a lot to be creative. A blank sheet of paper and some colours may be enough to put things down the way they see it: funny and bright but always unique. Now sigikid has launched a very special cuddle collection of imaginative creations designed by kids and made for kids.

With the „Ideas by Kids“ campaign sigikid gave a chance to those many young creative children in Germany to have a go in being a real designer of cuddly toys and let their imaginative ideas become true in means of a cuddly product. Not that the sigikid designers are running out of ideas. Quite the contrary! All employees were excited about the idea to find out more about how kids - the actual target group of the sigikid products - imagine their favourite cuddle animal. And who would know better what kids love than the kids themselves?

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„Exciting, fancy and very precise in detail“

Via internet sigikid asked children to put their ideas down on paper and send them in. Already during the first months a huge number of kids participated in the campaign. “The creations were just fantastic! Exciting, fancy and many very precise in detail” reports sigikid’s CEO Axel Gottstein. Finally, 4 ideas have been nominated by the in-house judging panel to be now presented in the new 2009 sigikid catalogue under the label “Ideas by Kids”: a funny spider with coloured legs made of different materials, a friendly caterpillar, a clever cat as well as a brightly coloured worm. With the campaign, for Hanna (10), Paula (9), Madita (6) and Valentin (9) a dream came true. Their ideas have been adopted one-to-one and will become available in the toy shops from October 2009. A part of the proceedings of that campaign will go to a project for deprived children. The successful junior designers are happy about presenting their new “product developments” by themselves in the new sigikid catalogue “Innovation 2009”.

The cuddly „Ideas by Kids“ collection can be seen and tried out hands-on at the sigikid booth in hall 3, E08 - D15 at the 60th International Nuremberg Toy Fair.

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