

Looking forward to a new bright season together.

Full range
catalogue.

KID'S CONCEPT AUTUMN & WINTER COLLECTION 2021 // ENGLISH EDITION



KID'S CONCEPT
SWEDISH DESIGN



Are



you



ready



for



AUTUMN & WINTER COLLECTION 2021.



This year has been challenging for the whole world. Things we have taken for granted have not been available, and people worldwide have really suffered. I did not even know about this when I started this Autumn & Winter collection.

We focused on expanding the Aiden city with more fun products that make it easy for the Aiden citizens to live long and prosper. The MicroNeos will be a new story for NEO Concept. Inspired by the very first life on earth – the Microlife.

In contrast to the Macrolife in NEO - with the mammoths and all the other big animals. The MicroNeos are the tiny little helpers – making the members in NeoLand feeling a little bit better. And only in the fantasy land NEO.

I think it is vital to celebrate happiness this season. Happiness - living a joyful life in your own way. We are celebrating the small life this season. Being closer to home, we have the best chance of discovering things that we haven't seen before. Play and spend time together with your kids.

Inspired by all the things the grown-ups do at home, Kid's Hub's expanded concept was born. I like the word hub, meaning that it is the center of everything. A flexible name with a flexible idea. The direction can grow and expand in the way our activities and habits are changing.

// LOTTA HALLENIUS

DESIGNER & PRODUCT DEVELOPER at Kid's Concept.



Den som är väldigt
stark måste också
vara väldigt snäll.

— MIM LÄNGSTRÖM

Let's check
it out...

Neo / Linen	4-35
Kid's Hub	36-87
Aiden	88-121
Edvin	122-159
Kid's Base	160-199
Tents	200-213

New tiny essential creatures.

Our Neo story is about the ancient NEOLand. From the big animals, Neo the mammoth, the Dinos and the mud-skipper, Lisa the bird to the smallest ones – the MicroNeos! Did you know that the MicroNeos are the oldest and smallest living species in NeoLand?

They came here long before Neo and the other animals. In fact, without MicroNeos, there would be no plants or animals. All life on earth depends on microbes to provide many essential services. In the real world, they are so tiny that you need a microscope to see them. But they do great things.

These tiny creatures have so many essential things to do. Some of them clean the air so everyone in NeoLand can breathe and get oxygen in their body. They make the soil healthier, so the plants can grow a little better, getting more nutrients. (Lisa, the bird can continue to eat lovely green leaves, getting strong and healthy).

And one of the MicroNeos has the excellent task to make the food a little bit healthier. How great isn't that? To honor these small creatures around us, we wanted to present the MicroNeos and how they live together in NeoLand.



— A classic wall storage.

Just sit back and relax.

Punch and drop.
— Let's hit it!

A stable seater.

MicroNeos is a magnificent story about our smallest helpers.

Imagine a living thing that's smaller than small — something tiny. I bet that the thing you're picturing looks a lot like a microbe. Microbes are vital little organisms that are everywhere around us. And all life on earth depends on them. There are tiny microbes on our hands, inside our bodies, in the soil where we grow crops, in the food we eat, and in the air we breathe. They are everywhere, but we can't see them, hear them, or even notice them.

MicroBella.



Head of the gang. This little fellow can clean up any dirt and residues and restore nutrients in soil. She likes to live in the soil, digging around and eating whatever comes his way. She makes the soil good and healthy again so we can grow veggies and harvest our plant food.

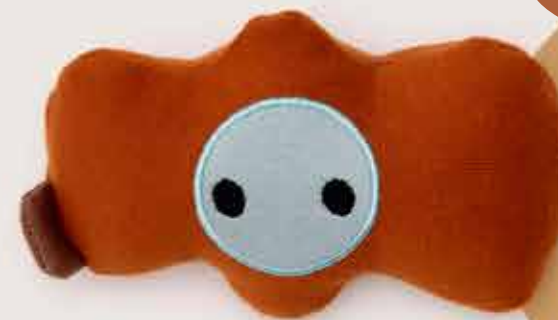
ChloroBo.



The green fellow that crawls around and makes the air clean again. ChloroBo especially likes polluted air and eats any carbon dioxide. A must in any room.

Repairs anything broken in the body and keeps it in balance. Belensius keeps track of things so you feel good and healthy.

Belensius.

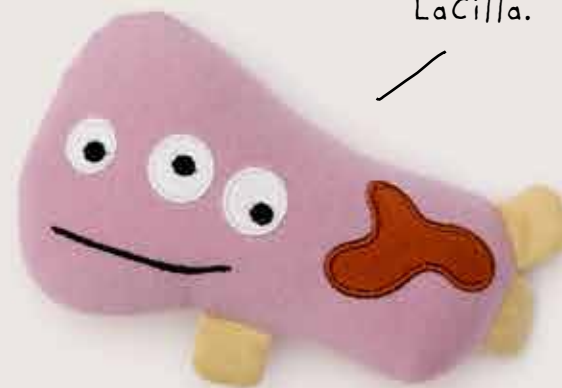


Ocapus.



Helps plants grow - this guy collects a secret gas (probably nitrogen) from the air and puts it inside the plants. The plants and veggies will grow like mad and Ocapus has a cosy home in the soil by the plants. This mutually beneficial partnership is called a symbiotic relationship.

LaCilla.



The pink wonder LaCilla makes all kind of food more healthy and delicious. By breaking down the food into smaller parts the body can benefit from the nutrients. What's more, the taste becomes simply wonderful.

NEW!



1000596 Soft toy ChloroBo NEO.
14x26 cm. Textile. 0 M+.

NEW!



1000597 Soft toy MicroBella NEO.
28x27 cm. Textile. 0 M+.

NEW!



1000595 Soft toy LaCilla NEO.
15x28 cm. Textile. 0 M+.

Snuggable soft toys.

ChloroBo, MicroBella, and LaCilla are our three new friends who are not only durable but soft and cuddly too. They have different designs on the front and back, fabric flaps, and yarns that stand out – perfect for little fingers that love to touch everything.



We are washable.

We are made of
100 % soft cotton.

We all have
different sides.

Punch it! Where did it go?

Bang, bang, bang, be on your guard! You never know where the ball will appear. This is a playful toy for anyone who loves hammering and pounding. Place the wooden ball on top of the box and use the hammer to pound the ball into the box. The ball can come out of any of the four holes, so you need to have quick little hands and feet to catch it! A great way for kids to practice concentration and hand-eye coordination.



Punch the ball ! From which hole will the ball come out?

NEW!



1000599 Punch and drop NEO.
14x14 cm. FSC Wood. 1 Y+.



NEW!



1000598 Pussel MicroNeo NEO.
20x30 cm. FSC Wood. 1 Y+.





Responsible toys for you, for me and for the planet.

The forest gives us clean water and fresh air and helps to slow down global warming. The Forest Stewardship Council® is an international member organisation that promotes the responsible exploitation of the world's forests. Its rules protect endangered plants and animals and the future ability of the soil to bear forests, while also ensuring that those working in forests have healthy working conditions.

We have several certified products in our range, but our goal is to have at least 80% FSC-certified wood in our range by the end of 2022.

You can easily see which ones of our products that are FSC certified. They are marked with a FSC icon in the product list.



A funny ride for the small ones.

Our big rocking Dino now has a little sister in wood, suitable for babies from ten months of age. Your baby will sit comfortably with both back support and a grip-friendly handle. Should the fabric get dirty, it's easy to put in the washing machine. Rocking animals are great fun and perfect even from an early age as they hone children's balance and body perception. A classic toy and beautiful interior detail for any child's room. It also makes for a wonderful gift.



1000505 Rocking Dino wood NEO.
FSC Wood/textile. 10 M+.





1000497 Stacking pyramid natural NEO.
FSC Wood. 12 M+.



1000559 Sorter box natural NEO.
FSC Wood. 12 M+.



1000496 Building blocks natural 21pcs NEO.
FSC Wood. 12 M+.



1000500 Mammoth push NEO.
FSC Wood. 12 M+.

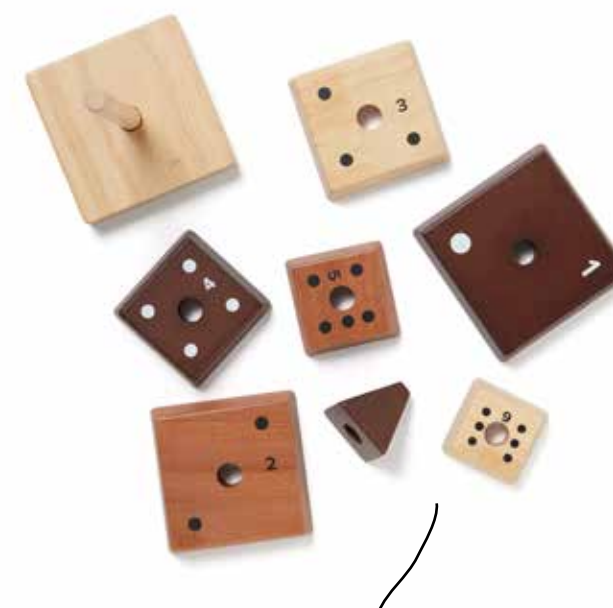


1000501 Mammoth family pull toy NEO.
FSC Wood. 12 M+.



Build, collapse, and rebuild!

Building and creating things on your own provides an outlet for curiosity and creativity. The pieces can be used to create puzzles, build towers, sort, or organise. Honing the childrens motor skills, logical thinking, and co-ordination. The building blocks are made of FSC-certified rubberwood, sapele, and stained beech. Supplied with a cotton storage bag with blocks depicted on the fabric.



Match the numbers with the dots.

The blocks are made from FSC-certified rubberwood, sapele and stained beech in light and dark colours. A classic, fun, and educational toy.





A happy little guy.

Otto has quickly become a popular figure among young and old alike. He's a happy soul with a long tongue who loves to fool around. He may even be the coolest animal of the Stone Age Land! A mud-skipper can live both on land and in water. If ever Otto feels sad, he hides his tongue in his mouth. The secret is to tickle him under his chin, or stick your tongue out at him, and he soon cheers up again.



Look what
I can do!



1000507 Otto the mudskipper pull along NEO.
Wood/textile. 18 M+.



1000567 Otto the Mudskipper soft toy NEO.
Textile. 0 M+.

Rock that slick back look.

Dino has the nicest back slick hair ever coming from his fast running around between the volcanos picking tulips. Jump on his back and rock on, will you get the same back slick look as Dino?

Dino is padded and made of cotton canvas for hours of rocking fun under adult supervision.



1000506 Rocking horse textile Dino NEO.
Wood/textile. 18 M+.



1000503 Purple **1000504** Natural
Dino push along purple NEO.
FSC Wood. 12 M+.



1000498 Mini maze NEO.
Wood/metal. 12 M+.



1000494 Knob puzzle NEO.
FSC Wood. 12 M+.





For balance and coordination.

A wooden balance bike for helping your little one take their first plunge into the world of cycling and perfect tool to train balance and coordination. The seat is adjustable and the bike works best inside but also outside on even ground.



1000052 Balance bike NEO.
86x33 H 56 cm. Wood/rubber. 3 Y+.





413778 Pull along Mammoth NEO.
H 20 cm. Wood/textile. 18 M+.



413761 Rocking Mammoth NEO. 61x38 H 47 cm.
Wood/textile. 18 M+, Max 50 kg.



1000135 Stacking rings NEO.
H 19 cm. Wood. 12 M+.



1000194 Abacus.
H 30 cm. Wood. 3 Y+.



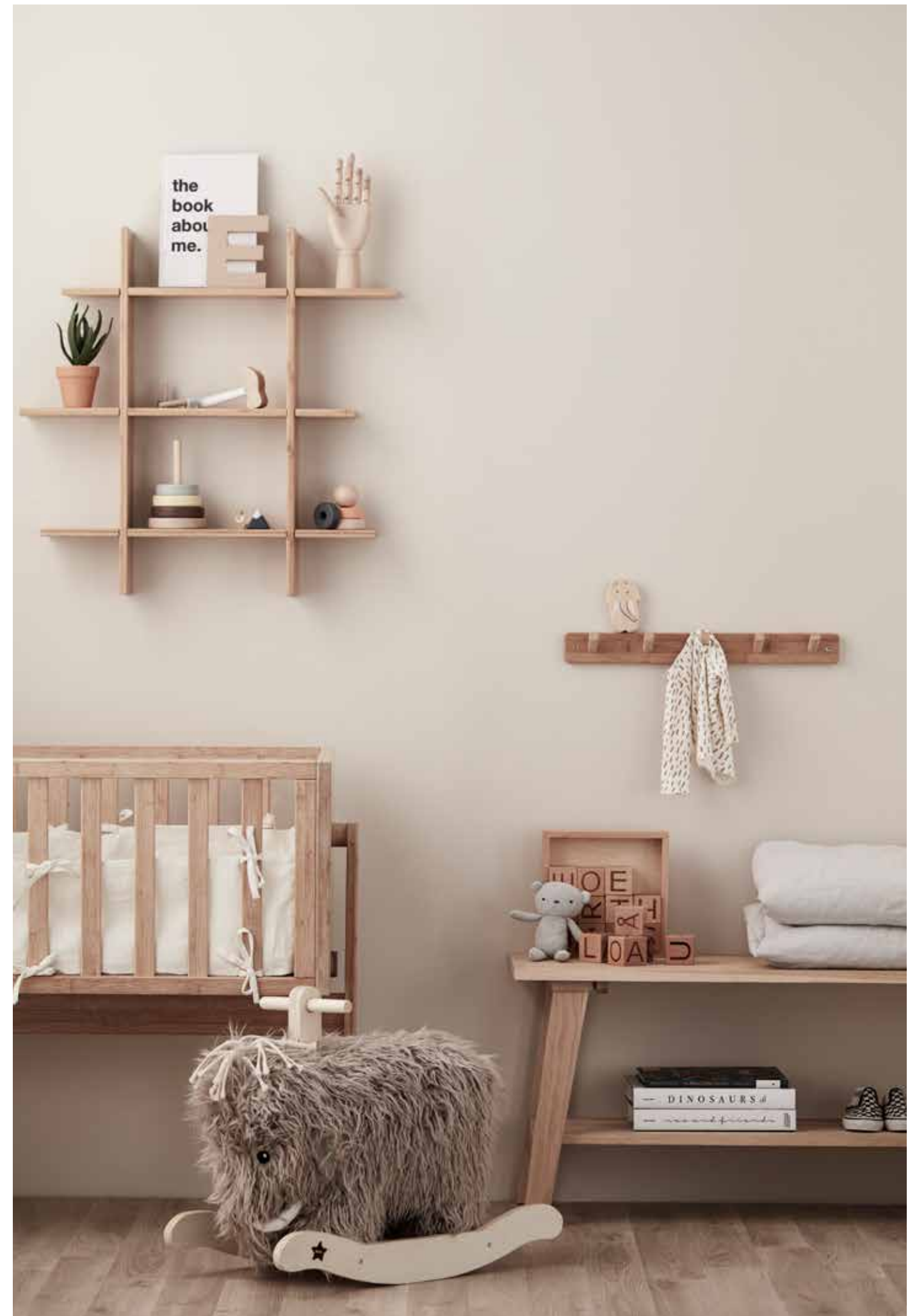
1000282 Hammer bench NEO.
20x10 cm. Wood. 18 M+.



1000134 Bead frame NEO.
25x18 cm. Wood/metal. 12 M+.



412775 Building blocks NEO.
22x25 cm. Wood. 12 M+.





1000196 Ludo game NEO.
26x26 cm. Wood. 3 Y+.



1000283 4 in a row.
23x16 cm. Wood. 3 Y+.



1000163 ABC Puzzle ÅÄÖ.
26x26 cm. Wood. 3 Y+.



1000164 ABC Puzzle ENG.
26x26 cm. Wood. 3 Y+.



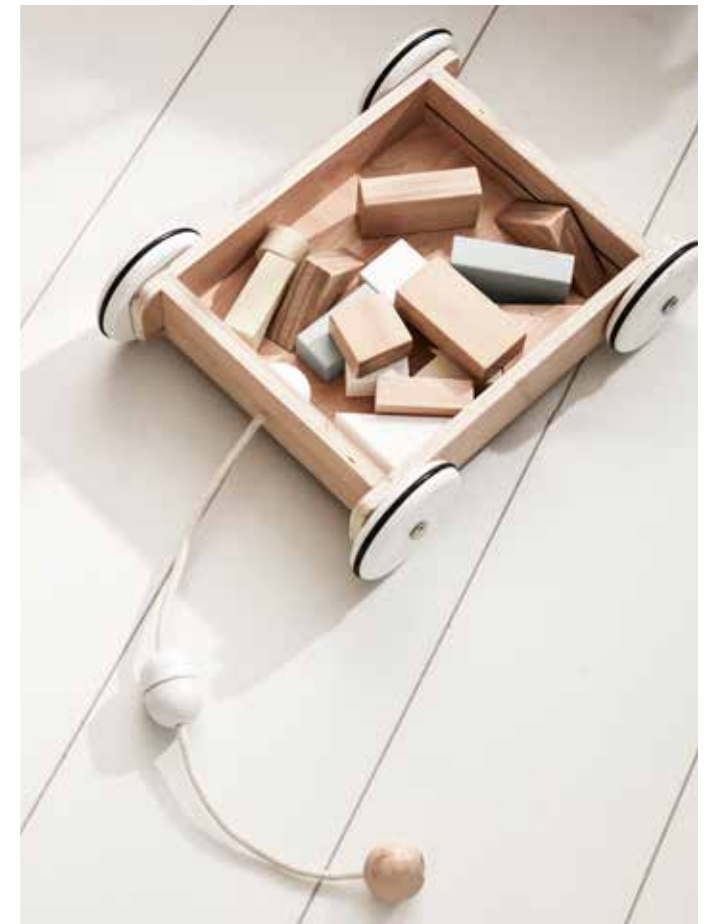
1000140 Wooden block train nature.
37 cm. Wood. 12 M+.



1000195 Wagon with blocks.
36x28 cm. Plywood. 12 M+.



1000197 Rug NEO 130X170 cm.
100% Cotton.



Join us on a journey of discovery!

Be a part of the Neo's and their incredible Stone Age Land. Let our mammoths roll along the path finding new adventures among pebbles and volcanos as they explores.



Strong and long lasting.

Producing linen is a more eco-friendly process, meaning its life cycle has a smaller impact on the environment compared to cotton.

Linen yarn has long straight fibres with a smooth surface, resulting in a fabric that is incredibly breathable. The smoothness of the fibres helps the material repel dirt – and gives it natural antibacterial and hypoallergenic properties. Linen fabric is strong and long lasting – perfect for a baby toy.

The products, the material and the fabric are made in Europe, which reduces the transport distance to our warehouse. We plan our purchases so that they have the smallest possible impact on the environment, which is important for our commitment to sustainability.





1000418 Comfort blanket Dino linen pink.
23x30 cm. Linen/corn fibre. 0 M+.



1000417 Comfort blanket Dino linen blue.
23x30 cm. Linen/corn fibre. 0 M+.



1000419 Comfort blanket Dino linen beige.
23x30 cm. Linen/corn fibre. 0 M+.



1000420
Comfort blanket knots linen.
35x35 cm. Linen. 0 M+.

When you cry, I can give you comfort.

When you don't find your pacifier – I always keep it for you. I can make you feel safe and give you some peace when it's time to sleep.

Squeeze my ears
and they will rustle.



1000461 Bite ring linen beige.
Linen/wood. H 19 cm. 0 M+.



1000462 Bite ring linen pink.
Linen/wood. H 19 cm. 0 M+.



1000421 Soft toy Mammoth linen.
14x10 cm. Linen/corn fibre. 0 M+.



1000491 Baby gym textile off white.
Textile. 0 M+.



1000365 Baby gym wooden frame.
55x60 H 47 cm. Plywood. 0M+.

NEW!



1000594 Baby gyms figures MicroNeo NEO.
Textile. 0 M+.



1000388 Play mat baby Linen 72x80 cm.
Linen/cotton. 0 M+.

In a quilted linen mix.

Quilted play mat with outer cover in a linen-blend textile. Perfect for when your child is awake and active. Easy to bring with you, just roll it together and put in your baby bag.



Five funny friends.

Stimulate your child's visual development by encouraging them to focus on small, contrast-rich objects in the baby gym. Here are five fun friends in soft cotton jersey. These figures move easily from the baby gym to the changing table as they are easily fastened with Velcro.

Two of them face down, and two have rattles when you shake them. They're all machine washable.



Rock me baby.

Our bamboo crib has a gentle rocking motion to settle your baby to sleep. The crib is easily accessible for you to swing by hand when you are in bed yourself. The rocking mechanism can also be locked so that the crib can be used in a static position whenever you need.



Bamboo - a natural material.

The bamboo's unique qualities in combination with the beautiful finish makes it an interesting material. Bamboo has natural colour variations in the wood, which we think gives it life. Consequently, products can contain parts that are lighter or darker in colour. The material is hard and fast growing and therefore has advantages compared to traditional tree material.



1000255 Crib.
15x52 H 83 cm. Inside W 40 L 89 cm. Bamboo. Mattress excl.



1000406 Doll crib bedset incl.
42x32 H 30 cm. Rubber wood/cotton. 3 Y+.



1000442 Storage paper boxes 2-set.
30x30 H 30 cm. Braided paper.



Welcome to Kid's Hub.

A "hub" is a center of activity. A child's hub includes their caretakers and their home and where they live, and everything they do together in these surroundings. Lots of fun and exciting things happen at Kids Hub. And it's fun to play together!

Whenever children play, they use their imagination learning about the world around them. Kid's Hub is a way to enhance playtime for you and your child. Expand your child's imagination with things you can do at home and in your local surroundings.

The playful toys in Kid's Hub are small versions of things your child can find in and around their home and nearby. Everything from toys to play shop and market, bake and cook with to toys pretend to play carpentry and toys that stimulates to enjoy cleaning and keep things nice and tidy.

While your children play and have fun, they learn good habits: how to take care of themselves and others.



I want

**to do
the
things**



**that
you do.**



Do you need help building something?

Is something crooked, or do you have something that needs to be fixed? You can take it easy because the little carpenter's here. This master can pound, saw, and measure just about everything. With the right tools and a little imagination, you can build things you only thought were possible in fairy tales. And don't forget the payment for a job well done. A favorite fruit tastes good after a successful day on the construction site.



Do you love to build?

The ultimate tool bench for those who love to construct things. For those working on big projects, there's a built-in circular saw with holders. And don't forget! When everything is measured, cut, and ready to assemble, your masterpieces should be sanded smooth. Screws, nuts, and nails can be screwed and pounded in the bench or used together with the eight included building pieces. The tool bench also has small screw boxes and hooks to hold all the tools in place.



**Hold your
creations
in place
in the clamp.**

**All the tools
you need to
build your
masterpiece.**



**Done
working
for today.**





I will fix it for you.

This work bench is the ultimate toy for kids who love to build. And don't forget! Once it's all done you can clamp your creation in place and use a sandpaper holder together with either of the two pieces of sandpaper (hook-and-loop) included to make it perfectly smooth. The work bench also features clever drawers and hooks to keep all your tools in place.

NEW!



1000609 Tool bench KID'S HUB.
55x80 cm, FSC Wood. 3 Y+.



NEW!



1000608 Tool case KID'S HUB.
25x14 cm, FSC Wood. 3 Y+.



NEW!



1000610 Tool box KID'S HUB.
FSC Wood. 3 Y+.



Screws and nails, watch out...here I come!

No crooked nail is safe! In the toolbox, you'll find three nails as well as four screws and nuts. Screw them into the toolbox or in the four construction boards included. And what would the little carpenter be without a hammer, a wrench, a hand saw, and a screwdriver!



We are all made
of FSC wood.





Cooking my best pasta ever.

Little chefs will find everything they need to cook a really tasty dinner for the whole family. Open up a world of exciting appetisers, delicious mains, and indulgent desserts. This set goes perfectly with all our stoves.



Remove the lid on the bottle and dress the salad with olive oil.



Toss the veggies using the salad forks and voilà — a delicious super lunch!



A super lunch to go.

Who ordered the world's yummiest egg salad with tomatoes, red onion, and cucumber? But wait, before you taste, I'm going to top it all off with a bit of olive oil. That's it! Now you have a super lunch.

NEW!



Enjoy a picnic all year round! It has everything you need for a fun picnic with friends. Set the plates and offer both coffee and raspberry lemonade. Serve rye bread sandwich with cheese and finish with a small croissant half. And do not forget the fruit!

1000604 Salad set KID'S HUB.
FSC Wood. 3 Y+.





Up for a pic nic?

Now you can enjoy a picnic all year round, inside or outside. Here you will find everything you could possibly need for a picnic with your friends. Lay out the cloth and place plates and cutlery. Can I have some coffee or some raspberry juice? Today we're having croissants, fruit, and rye bread sandwiches with cheese. Tasty, isn't it?

Tip! Did you know that the picnic basket also works great as a shopping basket?

NEW!



1000605 Pic nic set KID'S HUB.
FSC Wood/Textile. 3 Y+.





Now you can invite your friends home for a cosy dinner. Here you can see a complete wooden tableware set for four people. Plates, cups, knives, forks, and spoons. But which side should the fork go on again?

Dinnertime, come and eat!

What was your favourite meal when you were little? There are always fantastic meals on offer on nice plates and in beautiful mugs in the children's restaurant. Children can also practise their balance, dexterity, and co-ordination. This is a great way to encourage imaginative and creative roleplay games.





1000566 Cooking pan set BISTRO.
FSC Wood/metal. 2 Y+.



1000557 Iron board.
FSC Wood/textile. 3 Y+.



Cotton bed sheet
included.



1000558 Doll prom natural.
FSC Wood/metal. 3 Y+.



1000565 Tableware 4 set BISTRO.
FSC Wood. 2 Y+.





Easy to put away.

Easy to fold away and put to one side when your child isn't playing with it.



Wash, iron, fold – shall we do it together?

Hanging up, taking down, ironing, and folding the laundry all keep children occupied for hours on end and are a fun way to teach them new things. For example, they could prepare a nice outfit for when their cuddly toys are going to a party. For extra fun and realism, the knob on the iron clicks as it's turned. Or why not do the ironing together? Everything's so much more fun when you do things together.



Twinkle, twinkle little star, I hope you know how loved you are.

Putting cuddly toys to bed and kissing them good-night is a good way to practise a bedtime routine and wind down for the night. And if you ask really nicely, there may even be an extra lullaby.





Just relax.

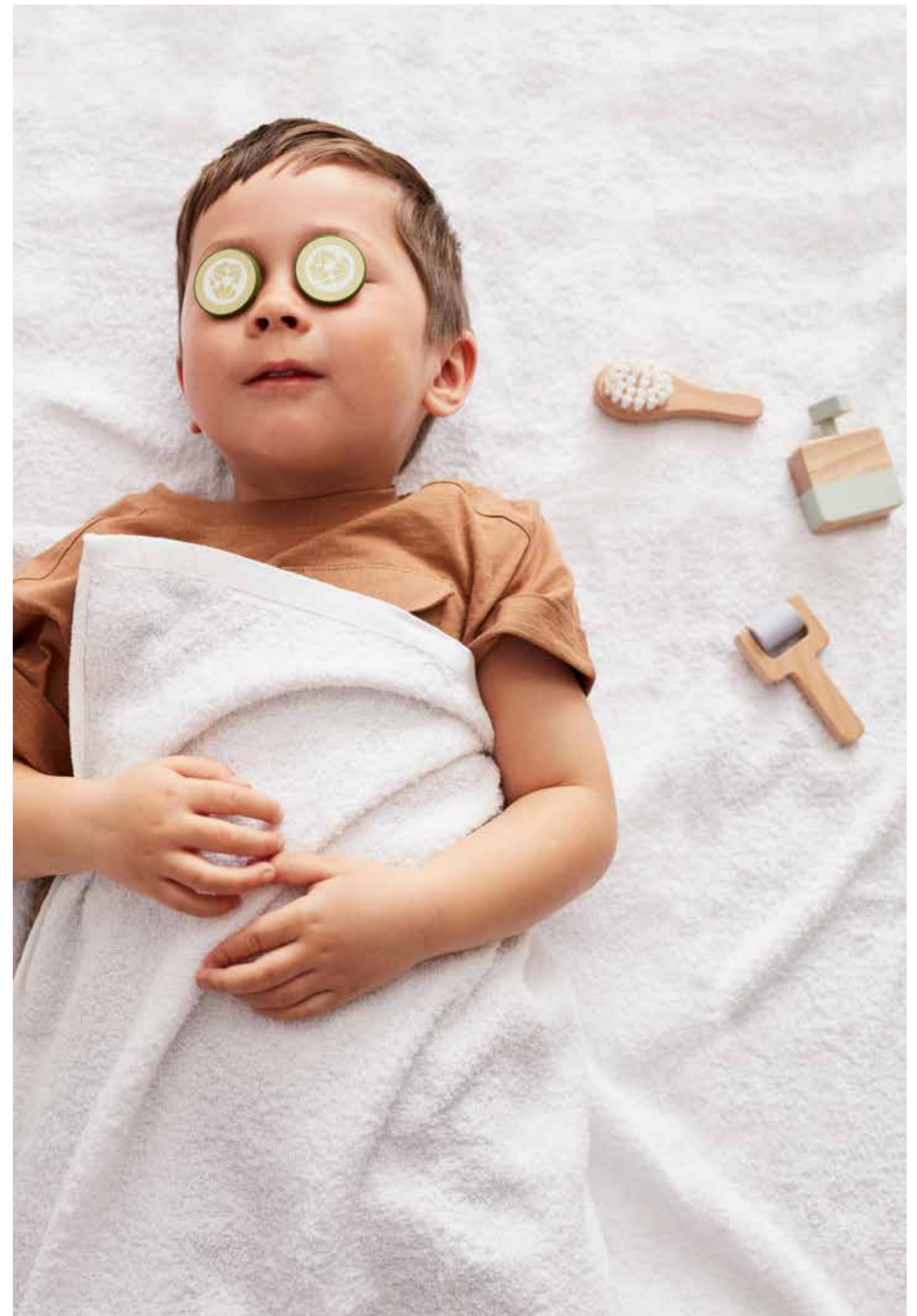
Mix, roll, blend, relax! Now the whole family can enjoy a spa day at home. Sit back and enjoy a lovely face mask and cooling cucumber slices on your eyes. The spa box has everything you need to relax and unwind for a while.

There are two bottles, a jar with a removable lid, a pump bottle, a foot file, a face roller, and a brush. The blender bowl and the small spoon can be used to, for example, mix together your own body scrub. When the spa day is finished, you can easily pack everything back into the box.

NEW!



1000607 Spa kit KID'S HUB.
FSC Wood/Textile. 3 Y+.







Baby gym figures
not included.



1000491 Baby gym textile off white.
Textile. 0 M+.



1000493 Baby gym toys BISTRO.
Textile. 0 M+.

I love my veggies.

We love vegetables. So much so that we want to introduce them to our little ones as early on as possible. Here you can see our five soft-fabric baby gym figures – leek, tomato, broccoli, carrot, and beetroot. The tomato and beetroot also feature rattles that have a soft and soothing sound. They're also easy to attach to other places where children need a little extra entertainment, such as a pram or a car seat.



**Kid’s Bistro -
for small
master chefs.**

We’ve designed a series of products for little bakers and master chefs who just love to imitate us adults when we bake, cook, go shopping and enjoy culinary creations.

This popular series is jam-packed with play food and accessories so that your little ones can play along and imitate the things that they see us adults doing every day.





1000281 Fridge and freezer.
30x30 H 73 cm. Wood. 3 Y+.



1000161 Kitchen.
55x30 H 73 cm. Wood/metal. 3 Y+.



Bake a little cake.

Aspiring bakers can make animal shaped ginger breads with this set. Max the bear, Bo the moose, Neo the mammoth and Edvin the fox. Match up the four different animal shapes into the rolled dough.



1000238 Table kitchen nature/white.
25x31 cm. Wood. 3 Y+.



1000511 Kitchen green.
55x30 H 73 cm. Wood/metal. 3 Y+.



1000260 Mixerset.
H 18 cm. Wood. 3 Y+.



1000339 Chef set textile BISTRO.
Apron 50x50 cm. 100% ECO Cotton. 3 Y+.



1000414 Blender BISTRO.
H 20 cm. Wood. 3 Y+.



1000271 Baking set.
Wood/metal. 3 Y+.



1000508 Stove white.
FSC Wood. 3 Y+.



1000510 Stove yellow.
FSC Wood. 3 Y+.



Happines on a plate.

As a small baker, happiness lies in being able to whip up your own dough, bake your own bread, and serve it on a plate. Turn the knob on the stove until you hear a click, then put the baking sheet in the oven. Wait a while, then take out the baked bread and invite the whole family to enjoy your freshly baked masterpiece!

A robust, classic-style stove made from **FSC-certified MDF** for a stable construction. The oven door can be opened and all the knobs can be turned.



1000509 Stove red.
FSC Wood. 3 Y+.







1000257 Doctors case white.
14x20 cm. Cardboard/wood. 2 Y+.



1000258 Doctors case nature,
14x20 cm. Cardboard/wood. 2 Y+.



1000261 Toaster set.
H 10 cm. Wood. 3 Y+.



1000274 Grocery shopping set.
Wood/100% cotton. 3 Y+.



1000273 Trolley.
35x29 H 50 cm. Wood/textile. 2 Y+.



1000342 Brush and dustpan BISTRO.
H 52 cm. Wood/metal. 3 Y+.



1000361 Eggs 6 pcs BISTRO.
15x11 cm. Wood/paperboard. 3 Y+.



1000267 Bottle 5-set.
H 11 cm. Wood. 3 Y+.



SWEDISH fika.

[fee:kah]

Traditionally, a classic “kafferep” was a “fika-party” served at home with guests in the afternoon. The coffee was served with at least seven different kind of shortbreads cakes and biscuits like Syltkaka, Schackruta, Semla, Finsk pinne, Brysselkex, Dammsugare and of course the best one - Kanelbulle (Cinnamon Bun).

What’s your favorite?

In this mixed box with seven kinds of classic Swedish cakes, you will find jam cake, “schackruta”, “semla”, Finnish stick, “brysselkex”, punsch-roll and cinnamon bun. Made from wood.



1000338 Waffle iron BISTRO.
18x22 cm. Wood. 3 Y+.



1000272 Swedish fika sweets 7-set.
5x5 cm. Wood. 3 Y+.



1000270 Swedish fika drinks. H Cups 5 cm H Thermos 12 cm. Wood. 3 Y+.
With four separate drinks: coffee, jasmin tea, coffee latte and hot chocolate with cream.



1000345 Puzzle Swedish fika BISTRO.
22x22 cm. Wood. 12M+.



1000262 Coffee Machine set.
H 20 cm. Wood. 3 Y+.



1000337 Market stand BISTRO.
Wood/cotton, H 118 cm. 3 Y+.



1000259 Cash register.
16x26 cm. Wood. 3 Y+.



1000340 Ice lollies BISTRO.
9x12 cm. Wood. 3 Y+.



1000275 Mixed fruit box.
12x18 cm. Wood. 3 Y+.



1000276 Mixed vegetable box.
12x18 cm. Wood. 3 Y+.



1000269 Ice cream with rack.
17x26 cm. Wood. 3 Y+.



1000341 Ice cream table stand BISTRO.
30x30 cm. Wood/cotton. 3 Y+.



1000347 Puzzle ice cream BISTRO.
22x22 cm. Wood. 12M+.

Come take a look!

Take the stall out into the garden or onto the balcony and get the whole neighbourhood round to do their shopping. Children simply love to play shops. Fill our new market stall full of play food – our fruit and vegetable crates look great on the shelves. The edges of the shelves are painted in chalkboard paint so they can be written on.



1000277 Candy set.
Wood. 3 Y+.



1000455 Tea set BISTRO.
25x15 cm. Wood. 3 Y+.



1000266 Cake pink.
Ø 18 cm. Wood. 3 Y+.



1000264 Pastries 9-set.
4,5x4,5 cm. Wood. 3 Y+.



1000263 Cake stand.
H 23 cm. Wood. 3 Y+.



1000454 Scale BISTRO.
26x11 H 36 cm. Wood/metal. 3 Y+.

Tea party.

Designed for small hands, the tea set is excellent for pretend play and learn to pour tea and milk and add some lemon. The set has 21 parts - a teapot with a lid, four teacups with saucers, a milk jar, two lemon slices, four tea bags, a storage box, two spoons and a tray with room for everything you need.





Sow seeds of change!

Let your child get involved in planting, growing vegetables, and picking berries and fruit. By sowing the seeds of change early on, you can teach your child the importance of a circular lifestyle and looking after our environment.



1000456 Wooden plant box.
15x14 cm. FSC Wood. 2 Y+.



Game on.

We love to play games outdoors in the summer-time. We move life out into the garden or go to the beach. With our Boccia you can challenge anyone who dares. The size is made for the little hand so even the youngest can join in. Pick your favourite coloured balls and then it's game on! If you get tired and hungry after several rounds of Boccia, you can sit down, enjoy a picnic, and play tic-tac-toe on the blanket. Which veggie will be the first three-in-a-row?



Look at this!

A wooden stroller with two pockets, one in the back and an extra storage under the seat. Everything you need to take a stroll with your doll.



1000476 Stroller.
30x43 H 50 cm. Wood/cotton. 3 Y+.



1000469 Tic tac toe veggie.
17x17 cm. Wood/cotton. 3 Y+.



1000468 Boccia.
Wood/cotton. 3 Y+.

A small city with a big heart.

In the Aiden concept, there is life and movement for young and old. It's excellent for anyone who loves speed. Ambulances, fire trucks, buses, and small cars, yes, it will never be a quiet moment. But the toys also help to train the imagination. With hospitals, service centers, and studios, many thrilling stories can unfold.

In the Aiden concept, you also get to practice fine motor skills when you puzzle the roads together, stack on the truck, or find which block should fit in the holes on the picking box. Here you can simply embark on exciting adventures with all your friends in Aiden City.

Chief physician Tora
and specialist nurse
Cam at your service.

Make your room
pop with a
colourful guitar.

Weee, weeeo!
We're on
our way.

Drive your cars
along the roads.

Build your way
around Aiden city.



Tora and Cam, at your service.

At the hospital in Aiden City, you never know what patients you're going to see. Fortunately, chief surgeon Tora and specialist nurse Cam are always ready to help. In addition, they have stretchers and super cool heart machines.

Oh no, here comes a person with a big stick in their finger! Start by checking them in at reception, then they can go by lift up to the operating room. After a few hectic minutes, the stick is gone, and the patient is all patched up. What a heroic effort.

NEW!



1000600 Hospital AIDEN.
FSC Wood. 3 Y+.





Weeoo, weeoo!

Every city needs an ambulance on call, ready for an emergency. This one moves super-fast and always arrives at the accident site in no time. Our ambulance nurses Jen and Jörgen are real professionals when it comes to caring for patients.

And don't worry if someone has fallen and hurt their foot. There's a stretcher with wheels to put the patient on and roll them into the ambulance.

NEW!



1000601 Ambulance AIDEN.
FSC Wood. 3 Y+.



Busy days at Aiden City.

Aiden City is growing as more and more people move in. It's not weird, considering how many exciting things are going on there. One minute the firefighters need to rescue a cat stuck in a tree, and the next, there's a garbage truck that needs to pick up all the city's garbage.

It is important to look both ways before crossing the road. Because at any time, the ambulance can come running with sick patients who must go to the hospital quickly. And look! Here comes the double-decker bus full of happy tourists. Looks like it was time for a coffee break at the service center. Yes, the city's residents really love helping, driving around, building, and making history. With Aiden City, no dreams are too big.





Make your way around Aiden city.

Get a move on! Aiden city is continuing to grow. That's why we need the help of someone who can build fun new roads to drive on. Later in the evening, the double-decker and fire engine will also need somewhere to rest. And they're in luck, because now there's a car park where all the vehicles can sleep for the night.





Aiden city is forever growing.

The residents here are generally friendly and kind to each other. They have a passion for everything to do with new technology and often travel on public transport. They look after each other, so transport, rubbish collection, and housing are a priority. Things here are always moving and evolving.

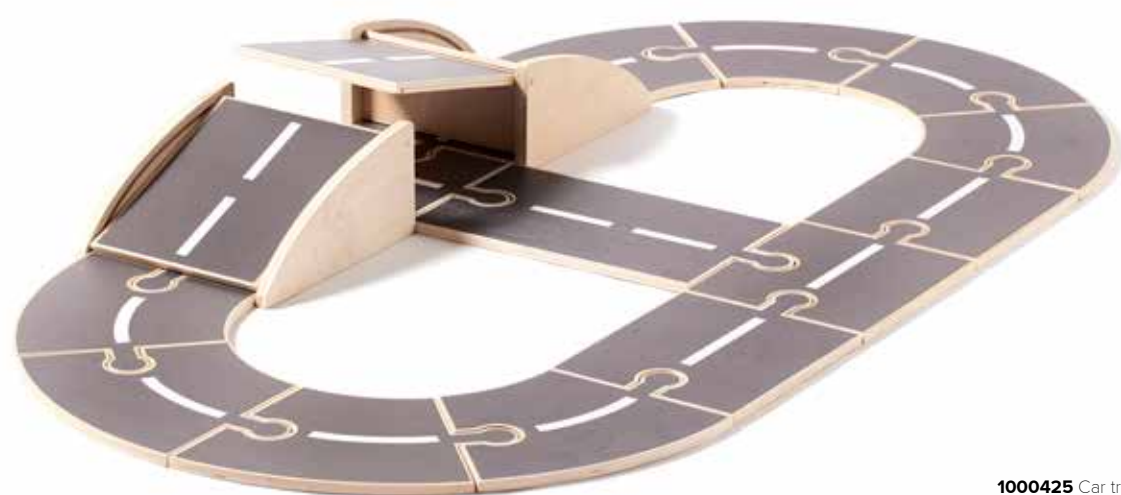
What with everything that's happening in the city, we thought it would be a good idea to introduce the firefighters Sam, Pat, and Jim together with their fire engine. To be honest, they're mostly kept busy rescuing cats, but now and again they race to the rescue in an emergency. When the alarm goes off, there's no time to lose! With their hose and long ladder, the trio are always ready to go.



The wheels of the bus goes round and round.

We love public transport, so all the city's residents now have access to a double-decker bus. Hop on and come with us on a tour of Aiden City together with seven passengers and the singing bus driver Liv.

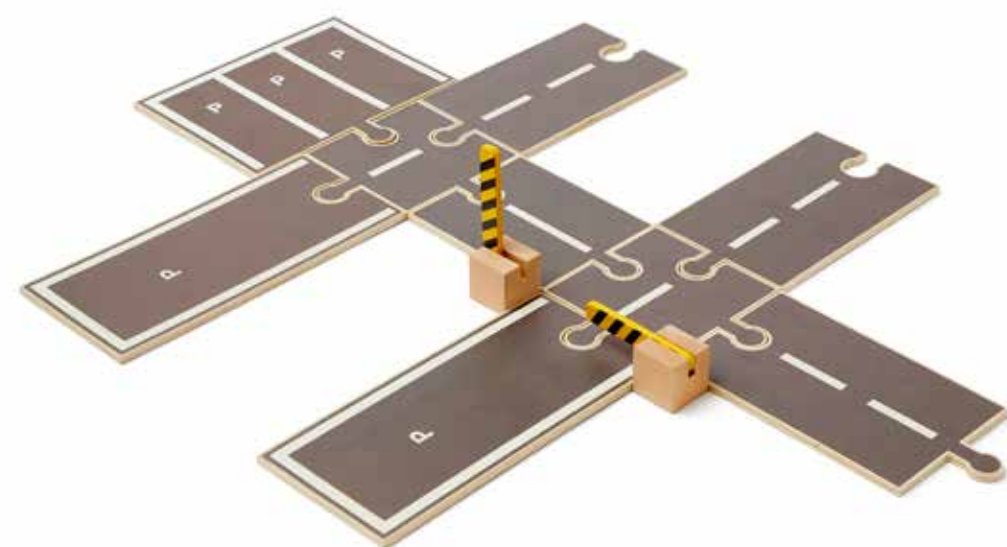




1000425 Car track AIDEN.
74x110 cm. Wood. 18 M+.

Big...Bigger...Biggest!

We're expanding the AIDEN range with a huge wooden car track with an openable bridge. The 18-piece set can be put together in different ways. Build the wooden blocks printed with city motifs around the car track and drive around the city in AIDEN cars and buses. In the picture it's 74x110 cm.



Extend our large car track with this expansion set and build fun new tracks in any shape you can imagine! Contains eleven wooden parts, including three parking spaces, a road barrier, six road sections, and two extra-long parking spaces for the truck, fire engine and bus. Fits all our cars and buses

1000513 Car track expansion pack AIDEN.
FSC Wood. 12 M+.



1000424 Garbage truck AIDEN.
28x10 cm. Wood. 18 M+.



Recycling expert!

Time to sort the rubbish and recycle. Attach one of the six recycling bins to the lift on the back of the rubbish truck, lift it up, and empty. Practise sorting different kinds of rubbish. Four of the bins have different symbols for recycling, paper, glass, and metal. The rubbish truck can be refuelled at our service station.





1000515 Double decker AIDEN.
Wood. 24 M+.



1000516 Fire truck AIDEN.
Wood. 24 M+.

Vroom vroom – let's go!

Let the cars go at the top, and they'll make their way all the way down to the bottom. The levels are smartly designed and the three cars quickly head down the track in a zigzag pattern.



1000531 Car track natural/grey AIDEN.
Wood. 24 M+.



1000364 Car Cabriolet AIDEN.
14x5,5 cm. Wood. 12M+.



1000362 Car Sport AIDEN.
14x5,5 cm. Wood. 12M+.



1000363 Car Pickup AIDEN.
19x5,5 cm. Wood. 12M+.





Use your imagination to build your own city with these cute wooden blocks. Apartment blocks, factories, bridges and many kind of buildings that shapes a city. Various multi-coloured shapes, patterns, and sizes to help re-create any city look. Fits perfect to our Aiden City play rug.



Time to service the car.

Automotive one-stop play. Service the car, fill up the gas tank, and wash the car. The car wash has rotating wash cylinders with soft washers that make this feel real and life-like.





You are now at the top floor.

Speed up and down the ramps or take the wind-up lift to all levels. Make sure to stop at the toll barrier, or buckle up and take the helicopter with it's own helipad.



1000308 Car park AIDEN.
52x31 H 45 cm. Wood/polypropen. 3 Y+.

1000310 City wooden blocks AIDEN.
20x30 cm. Wood. 12M+.



1000306 Service station AIDEN.
43,4x28,5 cm. Wood/polyester. 3 Y+.

Chill out in Kid's Studio.

Invite your friends to Kid's Studio. Take the elevator up to the rooftop of the doll's house and cool off with a dip in the pool. If it gets too hot, roll down the awning and chill out in the shade. Then take the elevator down to the kitchen and cook up a tasty dinner.



1000422 House studio furnitures incl. AIDEN.
39x19 H 34 cm. Plywood/cotton. 3 Y+.



Bring your own house.

Kid's Studio is mobile and easy to take with you – just slide down the wooden board on the front, grab the handle, and take the house with you.



Pick up and drive.

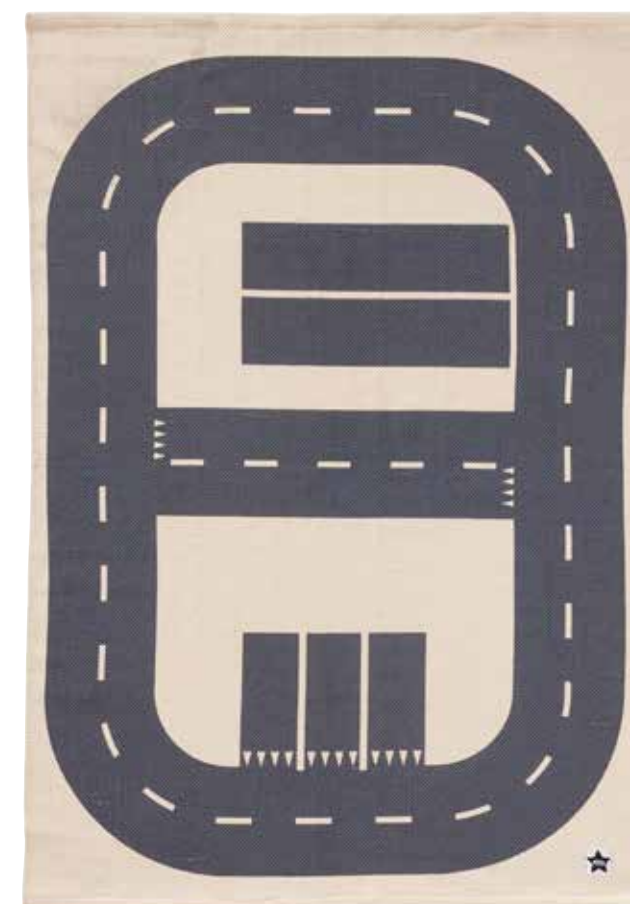
A multifunction pick-up truck that's both a truck and a shape-sorter. Remove the shape-sorter cube from the truck trailer, remove the lid, and empty the six blocks. Lift the shape-sorter cube back onto the trailer and put the blocks back in through the right hole. Then drive away! Beep beep!



1000428 Sorter box truck AIDEN.
30x13 cm. Wood. 12 M+.



1000305 Truck AIDEN.
31x10 cm. Wood. 12M+.



1000317 Play rug AIDEN 90x130 cm.
100% Cotton.



1000427 Sorter ring truck AIDEN.
38x10 cm. Wood. 12 M+.



1000343 Traffic signs 10 pcs AIDEN.
H 6 cm. Plywood. 3 Y+.



1000351 Sorter box AIDEN.
14x14 cm. Wood. 12M+.



1000346 Puzzle AIDEN.
30x20 cm. Wood. 12M+.



A day of game playing.

Ready to challenge your best friends in a thrilling game? To win, you need steady hands, a bit of strategy, and a touch of luck. It's also a fun way to practice

Roll the dice. Jump forward as many steps as the dice show. Practice counting by adding up the points. Simply a fun way to stimulate the body and the mind.



A ludo game for the car lover.

A new take on the classic ludo game — for the car lover. Here you have small cars and roads leading out towards the exciting wooden playing field where anything can happen. In addition, the box serves as a garage for those who want to play more when the game is over.





1000302 Sedan car AIDEN.
14x7 cm. Wood. 12M+.



1000303 SUV AIDEN.
12x7 cm. Wood. 12M+.



1000304 Bus AIDEN.
14x6 cm. Wood. 12M+.

Our responsibility.

Wood is a renewable material. We have rules for the wood that's used in our products and lay down requirements for our factories. We also stipulate that the wood materials we use have been responsibly sourced. We're working hard to ensure that we use sources of wood that are more sustainable, certified, or recycled.



1000309 Play rug City AIDEN 130X170 cm.
100% Cotton.

NEW!



1000613 Mikado spring game.
18x31,5 cm. FSC Wood/Textile. 5 Y+.



NEW!



1000615 Pickup sticks.
FSC Wood. 5 Y+.



NEW!

The cars and dice can be stored in the box.



1000602 Ludo game AIDEN.
26,5x26,5 cm. FSC Wood. 3 Y+.





1000384 Rug blue/grey 70x140 cm.
Jute/cotton.

Sit nicely.

Curl up on your settee and make your own cosy corner. The integrated sideboard has space for a table lamp, a favourite book, or even a snack. The seat and backrest of the sofa are made from solid rubber wood and the cushions of cotton corduroy.

“Ooops, dad, I spilt something...” Remember, the cushion covers can be removed, turned inside out, and washed at 30 degrees.



1000581 Low seater SAGA.
90x43 cm. Seat height 26 cm. FSC Wood/Corduroy. 2 Y+. Max 80 kg.

Night night teddy bear.

A classic high doll's bed with wheels. The height makes it easy to stand and play, and put Mr. Teddy to bed. A combined duvet and mattress are included, along with a pillow in natural white cotton. Now every doll and stuffed animal can sleep soundly.



1000403 Doll bed bedset incl.
50x32 H 51 cm. Wood/cotton. 3 Y+.





Small but brave.

Climb, back up, crawl, and rest. The ants in these pants never need to rest. Our new interiors pave the way for exciting adventures, where even the smallest can get involved. You don't have to be big to be brave.





1000577 Storage box grey.
30x30 H 30 cm. Textile.



1000578 Armchair grey.
W 51 H 58,5 cm. Textile/wood.



1000514 Ride along kart AIDEN.
FSC Wood. 18 M+.



A classic ride along cart.

Ride-on and push-along cars are a long-time favourite of children. They love driving around in their own cars, just like we adults do. Timeless wooden ride-on cars have been around for decades, and just like many other wooden toys, they'll be used for generation after generation. The chassis is made from curved **FSC** birch. The solid wood wheels have rubber tyres to muffle any sound.



A thick durable
fabric blend.

1000576 Sofa grey.
W 61,5 H cm. Textile/wood.



A huggable
friend.

Music for
small ears.

I will play
with you.

Room for your
favorite toys.

Ho, hoo! Who are you?

Our EDVIN collection opens the door on a magical and fantasy-filled forest with lots of exciting animals who want to be your friends. Get to know Stella the Hedgehog, Bo and Eda the Moose, Lo the rabbit, Ed the Fox, Tor the mouse, Bella and Max the bears and Sus and Owe the Owls who all live in the forest. They love building, playing, and doing puzzles together.

With the animal train, all the friends can travel around the forest to each other and tell stories about life in the wilderness – Hohooo! Join Sus the owl and hop on the train and join the forest adventure!



With wise watching eyes.

Yoo hooo! Does anybody want to hear a story? The owls Ola and Sus are here to help you create a cozy feeling for your child's room. They love company and are always ready to protect small feet from cold floors.

The mats have different pile lengths — perfect for playing. So, sit down there and tell me all the exciting things you've done today. And best of all? On the back are two strong textile straps, so you can also hang your friend on the wall.

NEW!

Cutted Wool pile in different heights.



1000555 Rug Owl green EDVIN.
90x120 cm. 100 % Wool.



1000556 Rug Owl pink EDVIN.
90x120 cm. 100 % Wool.



If you turn me around, you'll see my beautiful wings. I'm easy to wash – just open the hidden zipper and remove the inner padding before putting me in the washing machine.

Me and you... when you just need a hug.

OWe the Owl never sleeps. He faithfully keeps watch over his best friend and is happy to give you a hug if you need comfort. He's also an expert at snuggling down in a pillow castle and he likes to read at least one fairy tale a day.





1000562 Music box Owl green EDVIN.
Textile/wood. 0 M+.



1000568 Music box Owl rust EDVIN.
Textile/wood. 0 M+.



1000560 Soft toy Owl green EDVIN.
Textile. 0 M+.



1000563 Rattle Owl green EDVIN.
Textile/wood. 0 M+.



1000564 Rattle Owl rust EDVIN.
Textile/wood. 0 M+.



1000561 Soft toy Owl rust EDVIN.
Textile. 0 M+.

/
Zipper at
the bottom.



**I play a song
for you when
you need some
comfort.**



**I'm here
to play
with you.**



**I will be your
best friend,
I promise.**



Come and hang out with me.

There's room for all your besties on this sturdy sofa when you've got things to do or just want to hang out together. It also has a smart cubby for storing all your favourite toys. So when playtime is over, you can tidy up the room in a flash. A dream for children and parents alike!

Tip!

Place it in the hall to make dressing and undressing easier. It also makes it easier for children to put away their gloves, hats, and bike helmets themselves.





1000542 Sofa with storage light green STAR.
W 80 cm. Wood. 3 Y+.



1000541 Sofa with storage white STAR.
W 80 cm. Wood. 3 Y+.



1000448 Chest light green STAR.
W 80 cm. Wood. 3 Y+.



1000447 Chest white STAR.
W 80 cm. Wood. 3 Y+.



From classic baby gym into a playmat.

A classic baby gym in a lovely thick cotton canvas. You can freely combine all our baby gym figures depending on what suits your baby's personality. And yours, of course! Once your child can sit up you can remove the frame, giving you a lovely and functional play mat.





1000492 Baby gym figures woodland 5pcs EDVIN
Textile. 0 M+.



1000491 Baby gym textile off white.
Textile. 0 M+.



Take away the archers and
us as a regular baby mat.

Some of us has a
little rattle inside.



We keep an eye on your things.

The three owls Kai, Sus, and Ann keep an eye on your clothes and bags. You can put them on the wall, or even use them as wardrobe knobs. These three friends give any room a playful touch while keeping your clothes neat and tidy.



1000549 Hooks owls 3 set EDVIN.
H 5,5 cm. FSC Wood.





Edvin - a magical adventure in the forest.

Our EDVIN collection taps in to the magical and fantasy filled forest with lots of exciting animals. From cute little mice to the king of the forest - Bo the Moose! They all want to be your friend. Get to know the animals and all the new products of the Edvin collection. Ahead of the autumn and winter, we've updated our range of colours with new shades of green, apricot, and burnt ochre with a splash of turquoise.





Up and down the hills.

Drive the animal train along the railway through the nice green landscape. Take a break at the lake side and let all the EDVIN animals play together.



1000078 Animal wood train EDVIN.
46 cm. Wood. 12 M+.



1000153 Rug Woodland EDVIN 130X170 cm.
100% Cotton.



1000453 Stacking rings EDVIN.
Ø 10 H 20 cm. Wood. 12 M+.



1000450 Puzzle with knobs EDVIN.
26x26 cm. FSC Wood. 12 M+.

Learning by playing

Teach your child while you play! Stack the cubes on top of one another, sort them by size order, or practise counting. The cubes feature the names and pictures of animals, as well as numbers from 1 to 10. Familiarise your child with the animals of the Edvin series, from the little ant My on the smallest cube to the large Bo the Moose on the biggest cube. Encourages imagination, problem-solving and logical thinking. Hones motor skills and co-ordination and helps to build strength in little fingers.



1000452 Cubes paper 1-10 EDVIN.
15x15x15 cm. Paper. 12 M+.



1000465 Mini bead frame green EDVIN.
9x9 H 13 cm. Wood/metal. 12 M+.



1000466 Mini bead frame white EDVIN.
9x9 H 13 cm. Wood/metal. 12 M+.





1000413 Puzzle geo.
22x22 cm. Wood. 18 M+.



1000412 Memo game EDVIN.
22x7 cm. Wood. 2 Y+.



1000076 Ludo game EDVIN.
20x20 cm. Wood. 3 Y+.



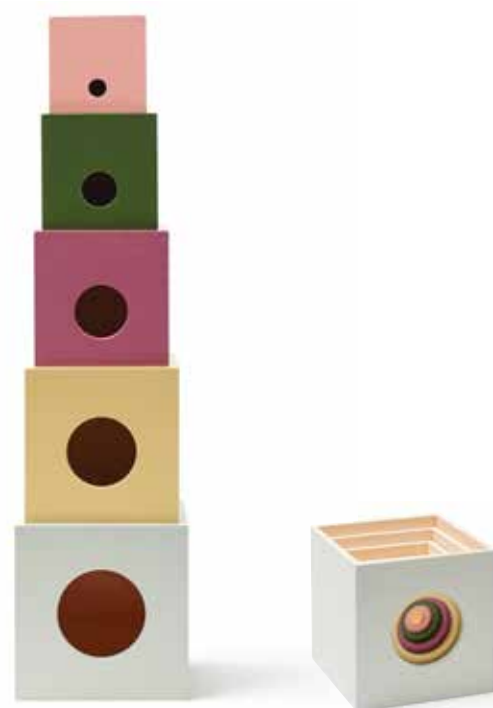
1000344 Building blocks in wooden box.
H 26 cm. Wood. 3 Y+.

The tumbling tower.

These classic and timeless pine wooden bricks are great fun – build the tallest tower you can manage, and then watch it all come tumbling down to the ground. That's the best part! The blocks are finished with a clear varnish, so each one looks unique. You can store these lovely bricks in the wooden box included.



1000467 Cubes wood EDVIN 10pcs.
5x5 cm. Wood. 12 M+.



1000451 Cubes wood 5 pcs EDVIN.
14x14x14 cm. Wood. 12 M+.



The baby walker that grows with you.



Baby walkers are the perfect support for babies that just started learning to walk. And when they get older they can use it as a toy in itself and to place other toys in and drive around.

The handle of the walker can be positioned in two ways:
Straight up position is to be used when you want the walker to be more stable and the child has just recently started to walk and need more support. When the child is growing and can walk steady, you can decide to move the handle to be more angled and use it as a normal wagon.



1000280 Walker apricot.
43x46 H 27 cm. Wood. 12 M+.



1000279 Walker blue.
43x46 H 27 cm. Wood. 12 M+.

Adjustable handle.
↔



1000285 Baby gym soft toys EDVIN.
100% Polyester. 0 M+.



1000365 Baby gym wooden frame.
55x60 H 47 cm. Plywood. 0M+.



1000206 Soft music box EDVIN Hedgehog.
13x14 cm. Textile. 0 M+.



Grab and pull.

Keep your little one amused when changing nappies, with Stella the Hedgehog Music box. Hang it over the changing table, in the stroller or on the car seat. Grab the hedgehog and pull!



Soft rattles and a mirror
for your little discoverer.

1000288 Baby gym EDVIN. Ø 80 cm.
100% Polyester. 0 M+.



1000205 Plush rattle EDVIN Fox.
H 15 cm. Plush. 0 M+.



1000204 Plush rattle EDVIN Rabbit.
H 15 cm. Plush. 0 M+.



610065 Baby blanket EDVIN Moose.
35x35 cm. Plush. 0 M+.



610041 Baby blanket EDVIN Fox.
35x35 cm. Plush. 0 M+.



610034 Rattle EDVIN Moose.
H 16,5 cm. Plush. 0 M+.



610010 Rattle EDVIN Fox.
H 16,5 cm. Plush. 0 M+.



Huggable.

Bo the moose is out and about, rocking around the Edvin Woodland. With a soft huggable body and soft plush horn with a handle inside, Bo will be a good friend in the playroom.

Take the Moose byt the
horne and go for a ride.



1000409 Pull along moose EDVIN.
H 22 cm. Textile/Wood. 18 M+.

1000301 Rocking moose Bo EDVIN.
68x42 H 47 Seat height 35 cm. Textile/Wood. 18 M+.





1000407 Hammer bench EDVIN.
22x8 cm. Wood. 12 M+.



1000408 Sorter box EDVIN.
15x15 cm. Wood. 12 M+.

Put me in the box please.

Shape-sorting cube with Max the bear, Tor the mouse, Ed the fox, and Ola the owl just waiting to be placed in the cube. The shape-sorting cube develops fine motor skills and co-ordination. Once your child has placed all the blocks in the cube, you can just open the lid and start again.





1000385 Rug green 70x140 cm.
Jute/cotton.

It's me - Ed the Fox.

Jump on Ed's back for a ride through the hills and trees. Maybe you will make a stop at one of his forest friends some play time.



1000157 Rocking fox EDVIN.
74X30 H 39 cm. Textile/wood. 18 M+.



1000416 Baby gym figures EDVIN.
H 6 cm. Wood. 0 M+.



1000415 Baby gym.
55x60 H 47 cm. Plywood. 0 M+.

It's all about the base.

Small children grow quickly, and the appearance of their room will change many times. Your child should always find it fun to be in their room. That's why it may be wise to decorate the room with your child.

If it is decorated with items, colors, and themes that your child likes, or maybe even chooses for themselves, their room will become a safe and

comfortable space. Be inspired to decorate a room that your children look forward to growing up in. With us, you'll find everything to fill your child's room from floor to ceiling.

A classic, neutral base can adapt to different room styles over time. That's why we have gathered our neutral base items into one series, KID'S BASE. Here you'll find basic furniture, storage, and items selected to fit into all our concepts.

With KID'S BASE, you can combine furniture and details in different colors for a superb mix that stands out. Add a few items in autumn colors to easily change the feel of your child's room. You can totally transform a room's expression just by adding a few details in different colors.





1000439 Wall shelf 3-level light green.
70x16 H 70 cm. Wood.



1000438 Wall shelf 3-level white.
70x16 H 70 cm. Wood.



1000542 Sofa with storage light green STAR.
W 80 cm. Wood. 3 Y+.



1000541 Sofa with storage white STAR.
W 80 cm. Wood. 3 Y+.



1000448 Chest light green STAR.
W 80 cm. Wood. 3 Y+.



1000447 Chest white STAR.
W 80 cm. Wood. 3 Y+.





Put your favorite things on the walls.

Tips from our designer – draw the eyes away from the floor and use the walls more when decorating your home.

Fill the shelves with books, cuddly toys, or other favourite things. Change the items regularly to make the shelf a dynamic interior design element and allow your child to rediscover their things.





700929 Clothes rail STAR white.
60x30 H 120 cm. Wood.



1000327 Wall shelf white STAR.
50x12 H 60 12 cm. MDF.



700535 Table STAR white.
58x40 H 45 cm. Wood.

1000376 Chair STAR. Seat height 30 cm.
Wood. 3-8 Y+. Max 50 kg.



120936 Hanger STAR vit.
29 cm. Wood/metal.



120699 Single hook STAR white.
14 cm. Wood.



NEW!



1000618 Cabinet light green STAR.
60x30 H 60 cm. Wood.

NEW!



1000620 Cabinet white STAR.
60x30 H 60 cm. Wood.

NEW!



1000622 Cabinet yellow STAR.
60x30 H 60 cm. Wood.





Storage for your first room.

Getting your first room is a sign of growing up. Moving from the crib or maybe even the parents' bed is a big step in a child's life. But it's also exciting and maybe a little scary at first. Our children's furniture is smaller than regular furniture and adapted to children's dimensions. Invest in stable furniture with smart storage options. Then it's easy for both young and old to keep things neat and tidy.



1000159 Rocking scooter pink.
73x24 H 53 cm. Wood. 18 M+.



1000160 Rocking scooter grey.
73x24 H 53 cm. Wood. 18 M+. Max 50 kg.



1000433 Doll bed bedset incl.
40x24 H 27 cm. MDF. 3 Y+.



1000404 Doll pram bedset incl.
42x46 H 46,5 cm. Wood. 3 Y+.



1000280 Walker apricot.
43x46 H 27 cm. Wood. 12 M+.



1000279 Walker blue.
43x46 H 27 cm. Wood. 12 M+.

Adjustable handle.
↕



1000553 Bunting brown.
100% jersey cotton.



1000554 Bunting lilac/red.
100% jersey cotton.



1000441 Wall shelf wood/metal green.
5x16 H 20 cm. Wood/metal.



1000440 Wall shelf wood/metal apricot.
5x16 H 20 cm. Wood/metal.



1000485 Storage box round 2-set dark blue.
Ø 23/25 cm. Cardboard.



1000487 Storage box round 2-set light green.
Ø 23/25 cm. Cardboard.



1000486 Storage round box 2-set rust.
Ø 23/25 cm. Cardboard.



1000550 Suitcase paper 2-set dark blue.
Papp. 3 Y+.



1000552 Suitcase paper 2-set light green.
Papp. 3 Y+.



1000551 Suitcase paper 2-set rust.
Papp. 3 Y+.



Hit the strings and make some noise!



1000522 Guitar dark grey.
Wood. 18 M+.



1000518 Guitar yellow.
Wood. 18 M+.



1000520 Guitar lilac.
Wood. 18 M+.



1000430 Xylophone plywood.
36x11 cm. Wood. 18 M+.



1000429 Xylophone plywood.
36x11 cm. Wood. 18 M+.



1000431 Xylophone plywood.
36x11 cm. Wood. 18 M+.



1000521 Guitar blue.
Wood. 18 M+.



1000519 Guitar green.
Wood. 18 M+.



1000517 Guitar red.
Wood. 18 M+.



1000146 Guitar white.
53 cm. Wood. 4 Y+.



1000525 Drum mini lilac.
Wood. 18 M+.



1000527 Drum mini white.
Wood. 18 M+.



1000523 Drum mini red.
Wood. 18 M+.



1000524 Drum mini blue.
Wood. 18 M+.

A musical colour splash.

Young children are often interested in sounds and music. They can immerse themselves in the music, and dance and sing along to songs even if they don't understand the words. Toy instruments allow children to experiment with making sounds and explore their musical side, all while having fun.

The intense colours of the 70's is a source of inspiration for the instruments. The toy instruments also serve as lovely interior design elements for your child's room or anywhere in the home to give it a splash of colour instead of a cushion or picture.





1000529 Mobile orange.
Wood.



1000530 Mobile green.
Wood.



1000385 Rug green 70x140 cm.
Jute/cotton.



1000383 Rug pink 70x140 cm.
Jute/cotton.



1000384 Rug blue/grey 70x140 cm.
Jute/cotton.



Timeless favorite.

Pink will always be our favourite, regardless of all the trends in the world. Timeless and in our point of view, - genderless. You can find racer cars, hammer benches, storage bins and many other things. Create a pale pink romantic dream room or add a more bold pink acting as a colourful accent to an all white room.





1000548 Armchair yellow/beige.
Textile/wood. 3-8 Y.



1000547 Armchair light blue.
Textile/wood. 3-8 Y.



1000540 Armchair lilac.
Textile/wood. 3-8 Y.



1000544 Sofa yellow/beige.
Textile/wood. 3-8 Y.



1000543 Sofa light blue.
Textile/wood. 3-8 Y.



1000535 Storage box light blue.
Textile. 3-8 Y.



1000538 Sofa lilac.
Textile/wood. 3-8 Y.



1000536 Storage box yellow/beige.
Textile. 3-8 Y.



1000537 Storage box lilac.
Textile. 3-8 Y.



1000577 Storage box grey.
30x30 H 30 cm. Textile.



1000578 Armchair grey.
W 51 H 58,5 cm. Textile/wood.



1000576 Sofa grey.
W 61,5 H cm. Textile/wood.



A thick durable
fabric blend.



Calming.

A neutral base welcomes change in the interior over time. Small children grow so fast that the appearance of a room can change many times. Using blue and grey tones will create a room that feels soothing and restful, perfect for a calming ambience.



Small and sophisticated.

A chesterfield-inspired sofa in a smaller model. The sofa is made of a mix fabric of linen and cotton. Perfect for the children's room or livingroom.



1000484 Chesterfield sofa small beige.
85x43 H 39 cm. Seat height 26 cm. Cotton/linen. 2-4 Y.



1000381 Storage box corduroy.
30x30 H 30 cm. 3 Y+.



1000442 Storage paper boxes 2-set.
30x30 H 30 cm. Braided paper.



Hang storage.

Set with three storage bags in 100% cotton. A useful size for storing your child's toys and clothes. The coloured strip on each bag is in a different place for easy identification. Practical drawstring for easy closing. Loop on the back of the bag for hanging up.



1000387 Storage bag pink 3 set.
30x35 cm. Cotton. 3 Y+.



1000386 Storage bag grey 3 set.
30x35 cm. Cotton. 3 Y+.



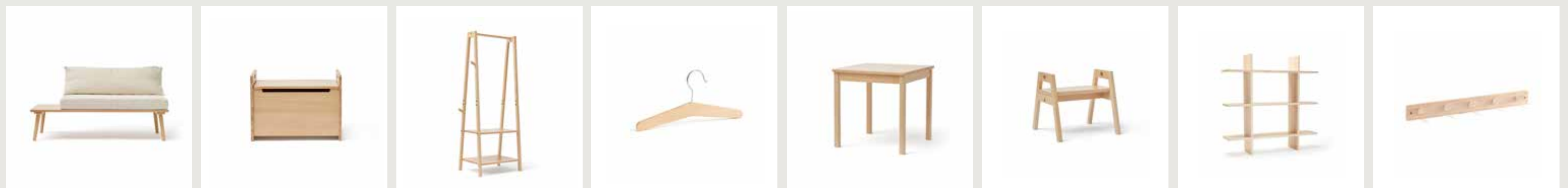


Now produced in Europe.

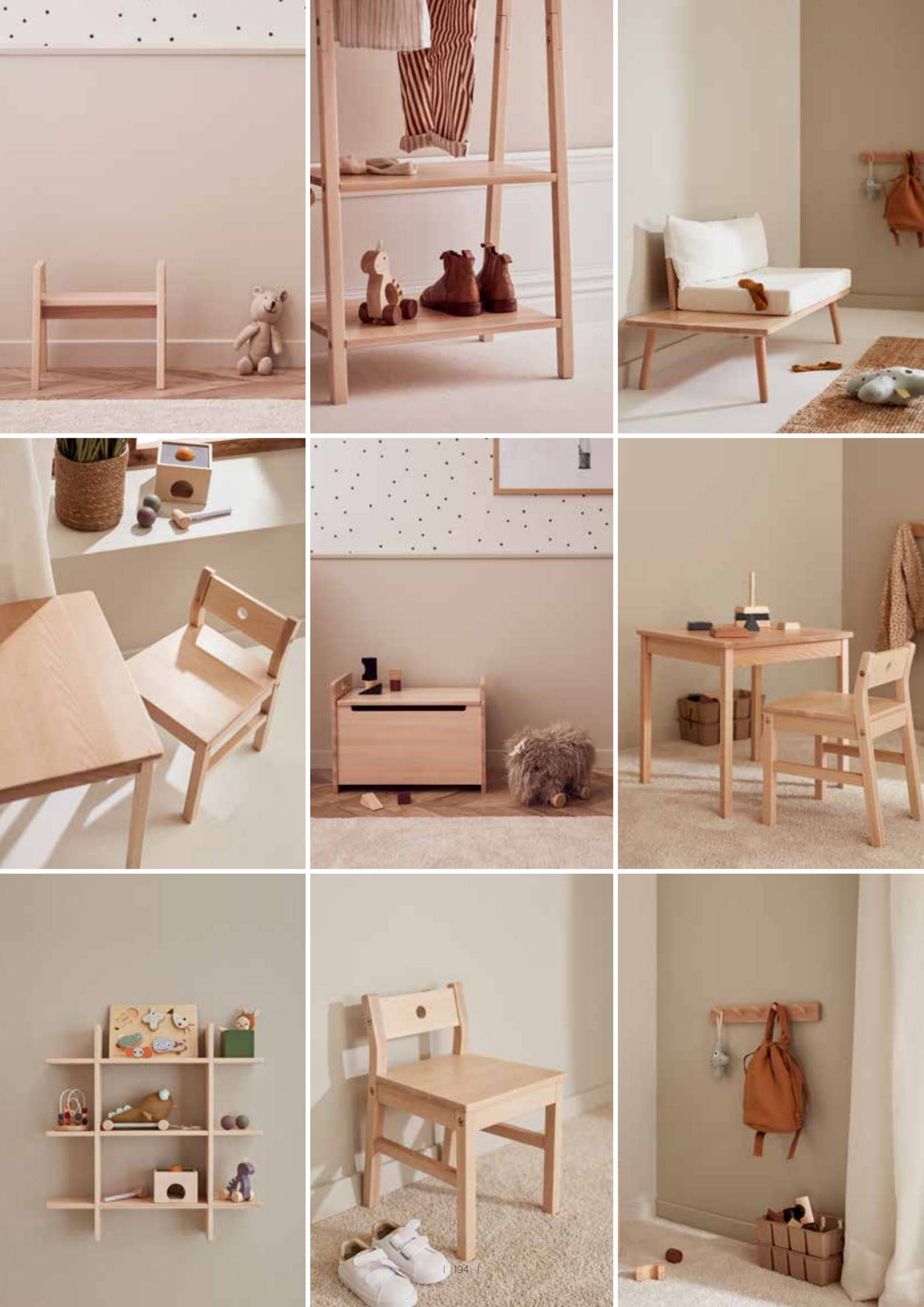
We have taken SAGA to a new level. Our entire furniture series is now manufactured in Bosnia. To further enhance the Scandinavian feeling, Saga is produced from white FSC certified beech wood.

The wood is lighter than conventional beech wood and has a timeless, even color and structure. The material is treated with water vapor immediately after felling to give it that lighter color. The beechwood grows and is harvested near the factory in the central and northern parts of Bosnia.

Saga Blonde.



With its stable design Saga furniture collection is a classic interior detail in the child's room. It has many versatile functions for play and storage. The low seater has angled legs and soft washable cushions. The spacious chest can be used both as a seat and as storage to help you keep the room from chaos. The clothes rack keeps both your clothes and shoes. Table, chair and stool is suitable for children aged 3 to 6. The stool has two seat heights, enabling it to be used by your child as they grow.



Make your own favorite hangout.

Saga furniture is an integral part of your child's playroom with its durable construction and sturdy design. In the playroom, storage is essential, as toys and games can easily turn the room into chaos. The clothing rack keeps clothes and shoes in order, while the spacious cabinet is perfect for both seating and storage.

All toys can be easily stowed away for the night and brought out again the next day for more play. The chair and stool have angled legs for better stability: perfect for the little ones to use when drawing, painting, or building with bricks. Fill the shelf with books, toys, or other stylish items to give the room that little extra.

The hook board fits in the playroom, in the hall or, in any other room in the house. And you'll always have something soft to sit on with the low sofa — complete with soft, washable cushions.



1000627 Hook board 5 SAGA Blonde.
60 cm. FSC Wood.



1000626 Wallshelf SAGA Blonde.
70x70 cm. FSC Wood.



1000582 Clothing rack SAGA Blonde.
52x35 H 125 cm. FSC Wood. 3-8 Y.



1000585 Coat hanger SAGA Blonde.
FSC Wood. 3 Y+.



1000580 Chest SAGA Blonde.
50x28 H 37 cm. FSC Wood.



Adjustable seat.



1000584 Stool SAGA Blonde.
31x31 H 30 cm. FSC Wood. 2 Y+.



1000581 Low seater SAGA.
90x43 cm. Seat height 26 cm. FSC Wood/Corduroy. 2 Y+. Max 80 kg.



NEW!



1000586 Chair SAGA Blonde.
Seat height 31 cm. FSC Wood. 3-6 År.



1000629 Table SAGA Blonde.
FSC Wood. 3-6 År.





1000473 Play house tent off white.
110x80 H 124 cm. Cotton canvas/wood. 3 Y+.

Foldable play mat.

A practical foldable play mat that's perfect in the play house. Just fold it up and move out to the balcony or garden. It's just crying out for some gymnastics as well!



1000475 Play mat foldable off white.
105x75x4 cm, folded 75x35x12 cm. 100% cotton/PU foam.

What's on the other side?

A play tunnel is such an adventure. Hide inside or crawl through and discover what awaits you on the other side. Or put it as an entrance to our playtents. Foldable and easy to assemble.



1000472 Play tunnel off white.
Ø 47 L 150 cm. Cotton canvas. 3 Y+.



1000483 Play mat soft off white.
Ø 100 cm. Cotton/polyester. 0 M+.

Stay in place.

Quilted play mat designed to fit seamlessly inside our tipi play tents. The mat can also be used under our wooden baby gym or just as a soft play mat. Foldable and easy to carry around - the playtime never has to stop.



1000474 Pavillion tent off white.
Ø 122 H 142 cm. Cotton canvas. 3 Y+.





Mini tipi.

When you play or hang out in your tipi tent, let your dolls and stuffed animals hang out in their own. A nice interior decoration element in childrens room and also a smart storage.



1000470 Tipit tent off white.
110x110 H 160 cm. Cotton canvas/wood. 3 Y+.



1000471 Tipi tent mini off white.
53x53 H 75 cm. Cotton canvas/wood. 3 Y+.



1000472 Play tunnel off white.
Ø 47 L 150 cm. Cotton canvas. 3 Y+.



1000573 Tipi tent yellow.
W 110 H 160 cm. Textile/wood. 3 Y+.

1000575 Tipi tent mini yellow.
W 53 H 75 cm. Textile/wood. 3 Y+.



1000574 Tunnel yellow.
Ø 47 L 150 cm. Textile. 3 Y+.





201928 Tipi tent grey.
110x110 H 160 cm. Textile/wood.



1000128 Mini tipi tent grey.
53x53 H 75 cm. Textile/wood.



1000065 Play tunnel canvas grey.
Ø 47 cm L 180 cm. Textile. 3 Y+.





For the kings and queens of the make believe world.

Is it a castle? Or maybe a shop? No, today it's a secret hut. Our tent is home to lots of stories and fairy tales. Children love building and creating their own cosy little den. The more pillows, blankets, and cuddly toys they can cram in there, the cosier it becomes.

On a nice summer's day, the tent can also be used out in the garden. The play tent has foldable poles that make it easy to put up and take down.





1000570 Play tent rust STAR.
Ø 100 H 130 cm. Textile. 3 Y+.



1000569 Play tent lilac STAR.
Ø 100 H 130 cm. Textile. 3 Y+.



Play tent STAR **1000189** grey **1000186** blue **1000187** pink.
Ø 100 H 130 cm. Polyester. 3 Y+.



1000572 Play tunnel rust STAR.
L 180 cm. Textile. 3 Y+.



1000571 Play tunnel lilac STAR.
L 180 cm. Textile. 3 Y+.



Play tunnel STAR **1000193** grey **1000190** blue **1000191** pink.
Ø 47 cm L 180 cm. Polyester. + 3 Y.





KID'S CONCEPT
SWEDISH DESIGN

Kid's Concept by SWEDEN Concepts AB

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