



KID'S CONCEPT  
SWEDISH DESIGN



# KID'S CONCEPT

KID'S CONCEPT SPRING & SUMMER COLLECTION 2022 // ENGLISH EDITION



## SPRING & SUMMER COLLECTION 2022.

Even in the post-pandemic era, the home will increase in its importance. With parents trying to get their kids offline and become less digital, old-fashioned games and educational activities will play a more significant role in our lives together with our children.

Do you remember how it felt when you were involved in decorating your room for the first time? Regardless of whether it was the whole room or if you just got to choose the colours on the walls, it became your very own space. We all want to have a happy, comfy and safe place to spend time. This is even more important when it comes to kids' rooms. They should inspire play and imagination and be a place where children can feel safe and recharge their little batteries.

**We hope you'll enjoy the Kid's Concept range for Spring & Summer 2022.**



Let's check  
it out...

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# Kid's Hub - inspired by life.

A "hub" is the centre or heart of something. So, in a kid's world, their hub involves their family and home, but also everything they do in their immediate surroundings. It can be a visit to the doctor or going to the store on the way home from kindergarten. That's why we created Kid's Hub.

You'll find playful toys of things found in and around your home, but in miniature. There's everything from a play shop and kitchen to a tool bench and doll's bed.

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





## Where did the dust go?

A fun activity for kids to use while adults clean. Place the dirt discs on the floor and roll the vacuum cleaner over and see them disappear. Is it magic? No, the magnetic dirt discs sticks to the bottom of the vacuum cleaner. When you've finished cleaning, store the dirt in the small compartment.



NEW

**1000641** Vacuum cleaner KID'S HUB.  
61x18,5 cm. FSC Wood. 3Y+.









## Choose the business for the day.

With the add-on tent, you can choose the business of the day. Do you want to run a restaurant or a yoga studio? Maybe you'd rather sell vegetables or hard wear? Only the imagination can stop the little entrepreneur with this add-on play set. Easy to add to our play-house or pavilion tent for even more creative play.



NEW



Pockets that can be attached at the back.



Spa.



Restaurant/Café.



Hardware store.



Green grocer.



Black boards.



**1000643** Tent add on play set KID'S HUB.  
88x65 cm. GOTS Textile. 3Y+.





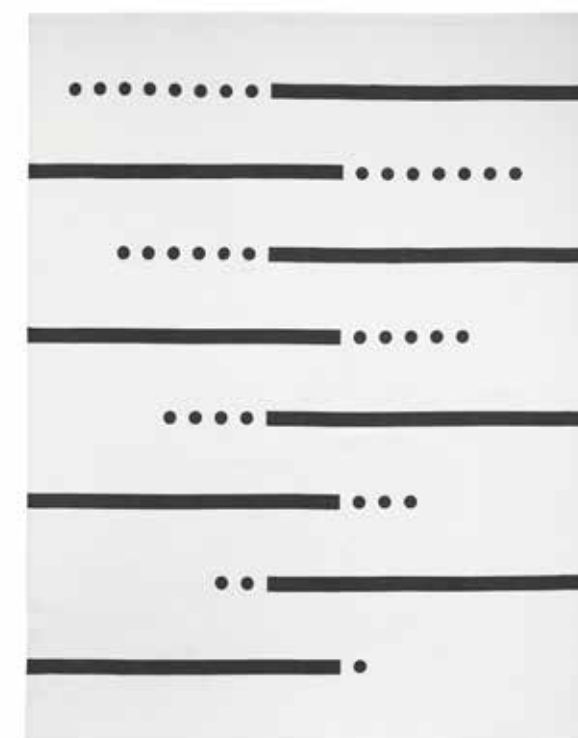
Let your  
imagination  
run wild.



The dots and lines of this decorative cotton carpet create patterns that stimulate play. Use the dots to practice counting. If you look closely, you'll see different numbers of dots to count from one to eight. The next day, the carpet turns into something else. Play and let your imagination run wild! Fits in all rooms of your home.



NEW



**1000674** Rug grey white.  
130x160 cm. Cotton.





## Don't let me get hangry - turn on the BBQ.

For the tiny barbecue master – it's time to get things sizzling! Get ready to smell the heavenly aromas of what's cooking in the playroom. Place the pieces of charcoal under the grill and turn the clicking knob to turn on the gas. Make a spicy rotisserie chicken on the rotating skewer, or maybe some sausages with crispy veggies – this grill has room for all the good eats. Your little chef will love that the chicken wings and thighs can be removed and attached again with Velcro.

NEW



**1000642** Table grill KID'S HUB.  
61x20x20 cm. FSC Wood. 3Y+.







## The chef is in the house. Let me cook you a steak.

Prepare your child for becoming a great chef. Let them cook up a dinner for the whole family. This set allows aspiring chefs to experience the fun of cooking without the heat and dirty dishes. How about some green beans with fish and rice? Or some pasta carbonara with an egg on the top? And by the way, did you know that you can turn the beef and tuna from raw to done by just flipping it? This wooden cooking set is the perfect way for the little chef to get creative in the kitchen!



NEW



**1000640** Food play set KID'HUB.  
24x19 cm. FSC Wood. 3Y+.



## How do you like your steak?





**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.



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



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



**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!



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!



## 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.



**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?



**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.







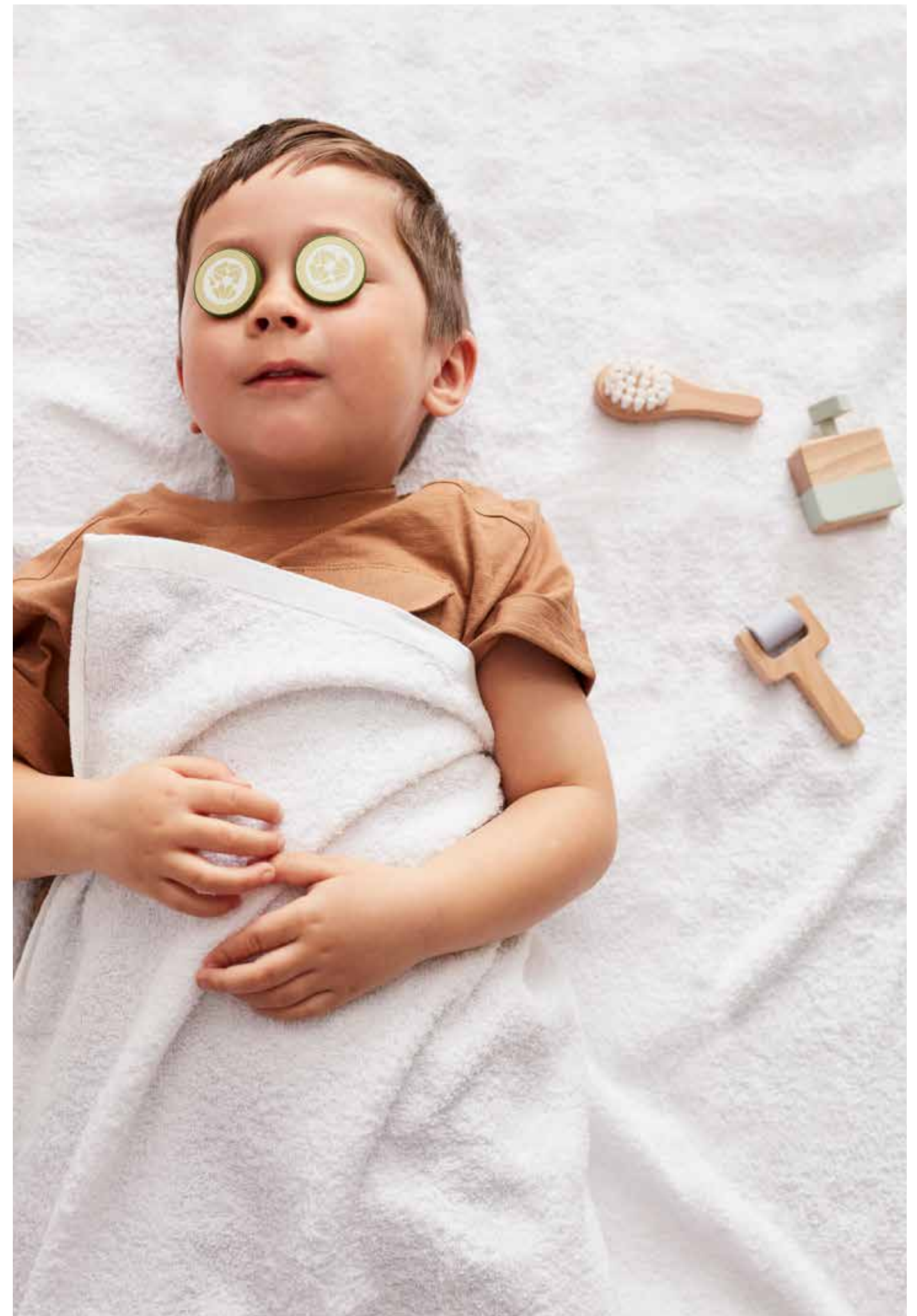
## Just relax.

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.



**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+.



# Tiny but ever so important.

Our EDVIN collection opens the door to a magical and fantasy-filled forest with lots of exciting animals who want to be your friend. 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 Owe and the other owls, who all live in the forest.

The focus this season is to highlight the ever-so-important small life in the Swedish lingonberry forest. Small creatures such as ants, bees, and bugs are important for our ecosystem. Say hello to My the Ant, Bea the Bee, and Lars the Ladybug.

All the animals 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 their lives in the wilderness – Choo choo!







## My precious.

This soft woven pacifier blanket, made of GOTS-certified cotton, will quickly become one of your baby's most treasured possessions. During the first years when your baby needs comfort or closeness, a pacifier blanket is indispensable. Let your baby choose their favorite: Ola the Owl, Bea the Bee, or Tor the Mouse.









**Small friends  
just waiting to be  
discovered.**



**1000635** Activity play mat EDVIN.  
100x100 cm. GOTS Cotton. 0M+.



NEW



**1000634** Comfort blanket Tor the Mouse EDVIN.  
40x40 cm. GOTS Textile. 0M+.



**1000632** Comfort blanket Ola the Owl EDVIN.  
40x40 cm. GOTS Textile. 0M+.



**1000633** Comfort blanket Bea the Bee EDVIN.  
40x40 cm. GOTS Textile. 0M+.



## An adventure for tiny fingers.

Let your baby explore the world of the smallest EDVIN, animals, which takes inspiration from the Swedish lingonberry forest. Meet My the ant, Bea the bee, and Lars the ladybug. Work together to find the little lingonberry! The figures each have different functions with, among other things, beeping sounds, rustles, and different textures for the baby to explore. The experience stimulates hearing, touch, and sight.







## 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.

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+.



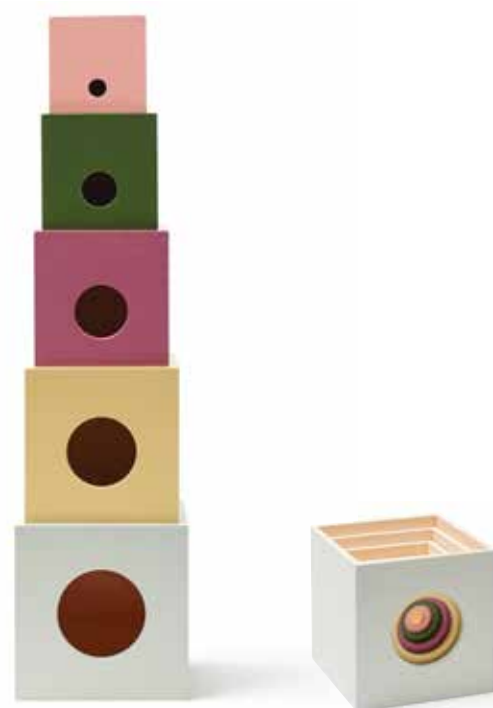
**1000344** Building blocks in wooden box.  
H 26 cm. Wood. 3 Y+.



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

## 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.



**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+.



**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  
hornes 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-sorter 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-sorter 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+.



# Explore the exciting trails of Neo land.

Our Neo story is about the ancient NEOLand. From the big animals, Neo the mammoth, the Dinos and the mudskippers, Lisa the bird to the smallest ones – the MicroNeos! All the friends love their land of volcanos, pebbles and exciting trails.

In our Neo collection, we combine charcoal colours ranging from darkest black to lightest grey with wood-grain textures, white and pastels.





## Let your baby discover a new exciting world.

Let your baby discover the MicroNeo figures and feel the different materials. Exciting for when the baby begins to turn on its stomach and can raise its head. The experience stimulates hearing, touch, and sight. Each of the MicroNeos figures has different functions. MicroBella makes a beeping sound, and Noah's tail rustles when the baby touches it. The "sea weed" on the sides of the play mat also make a discreet rustling sound. A soft textile area made of chenille stimulate the children's sense of touch. In the soft padded mirror, the child can discover their own reflection.



Noa - waving his tail in piece and quite.

Learning-to-love-yourself-class part 1 - with a padded mirror.



Beeping MicroBella.

Rassling sea weed.





## For the adventureous toddler.

A lot happens in a child's development between the ages of 1 and 2. They start to walk, talk, and share feelings and experiences with others. The child is now increasingly exploring and using their fingers rather than their mouth. They will get better at building and playing with blocks, so a sorter box is perfect for practicing. They will also continue to work on their fine motor skills at this age – pushing a bead through an exciting maze is both tricky and fun for the little adventurer.

NEW



**1000639** Bead frame MicroNeo NEO.  
18x15x17 cm. FSC Wood. 12M+.



**1000638** Sorter box MicroNeo NEO.  
18x15x17 cm. FSC Wood. 12M+.







**1000675** Rug MicroNeo NEO.  
130x160 cm. Cotton.





# 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.



NEW

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



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





## 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.

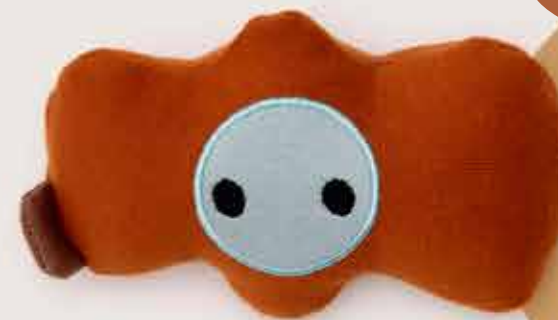
ChloroBo.



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.

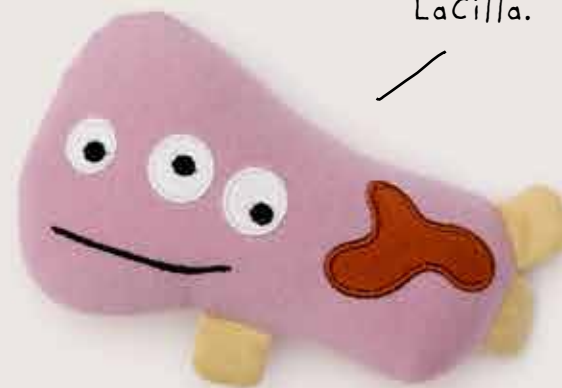


Ocapus.



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.

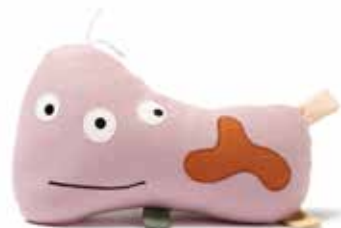




**1000596** Soft toy ChloroBo NEO.  
14x26 cm. Textile. 0 M+.



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



**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.



# What's my name?

But who is LaCilla, and where should her puzzle piece go? The five sturdy pieces of the puzzle make it easy for even the smallest fingers to pick them up. Under each piece of the puzzle are the names of our MicroNeo friends.



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.







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



**1000463** Puzzle nature 4pcs.  
15x15 cm. 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+.

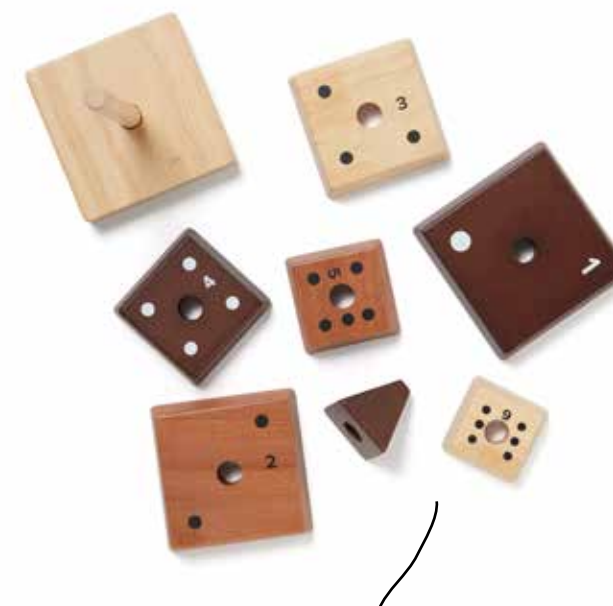


**1000501** Mammoth family pull toy NEO.  
FSC Wood. 12 M+.



## 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/metall. 12 M+.



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







**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+.



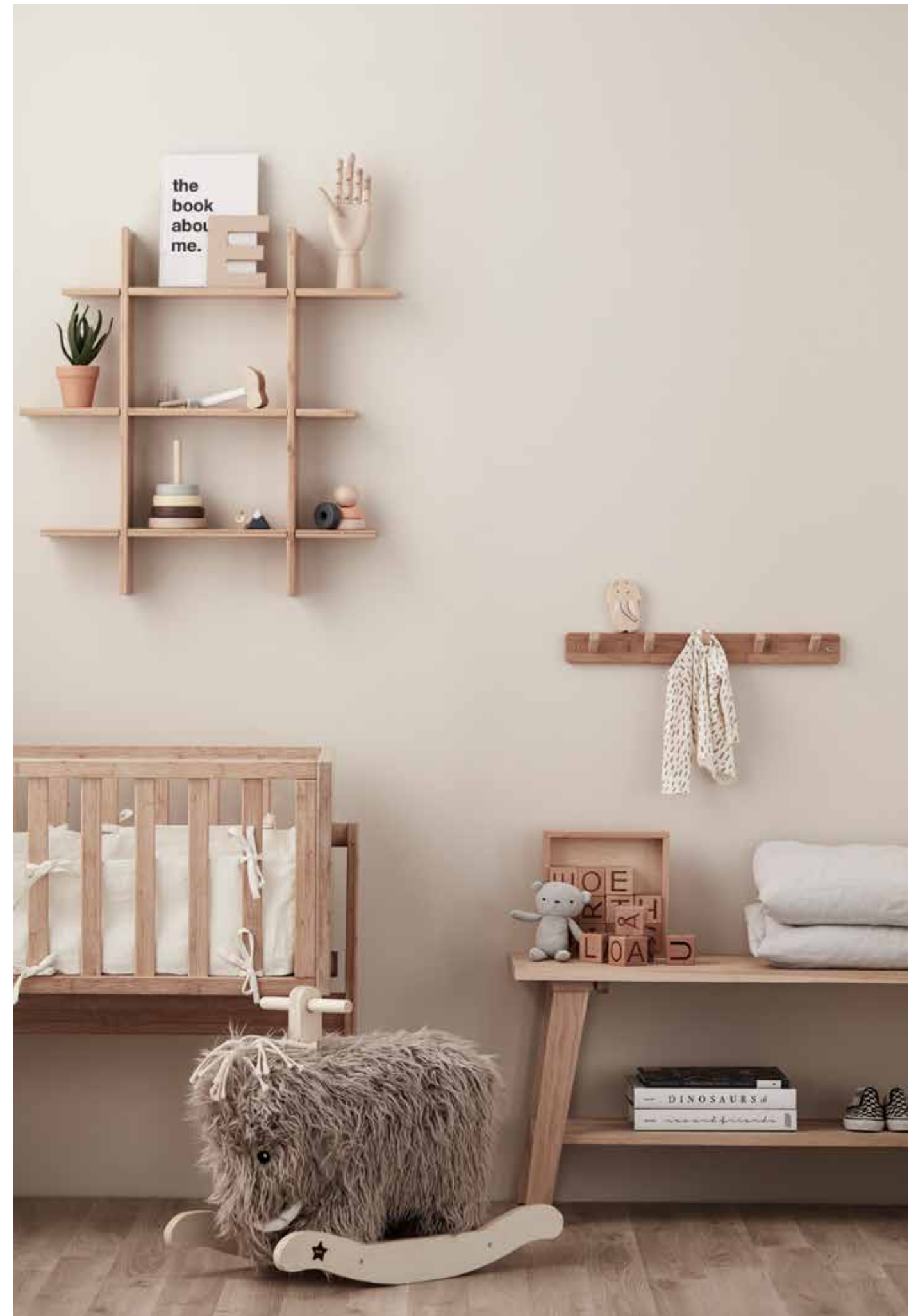
**1000282** Hammer bench NEO.  
20x10 cm. Wood. 18 M+.



**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.







## 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+.



**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.



**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.



# 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.



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.



**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.





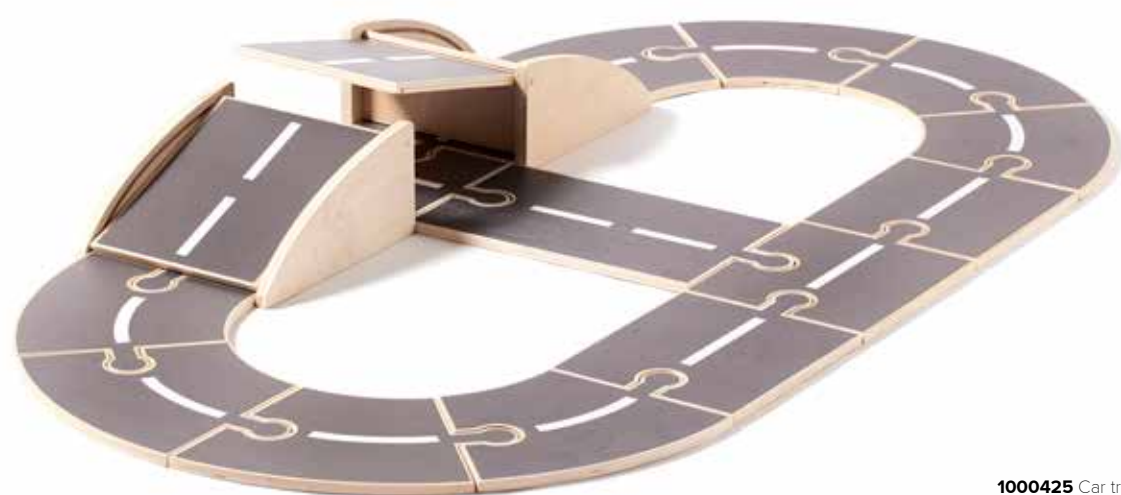


## Make your way around Aiden city.

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.



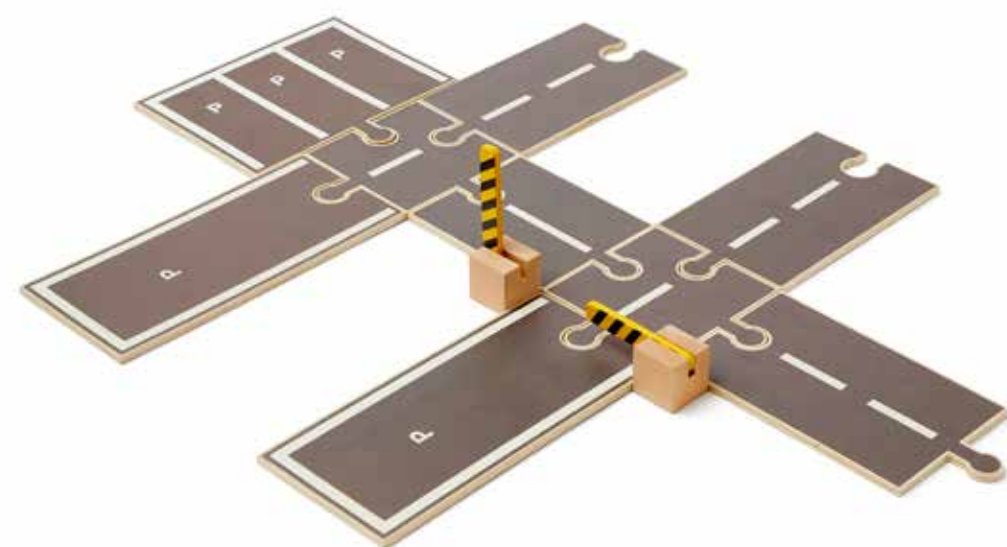




**1000425** Car track AIDEN.  
74x110 cm. Wood. 18 M+.

## 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.



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



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



**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.







## 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.







**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.

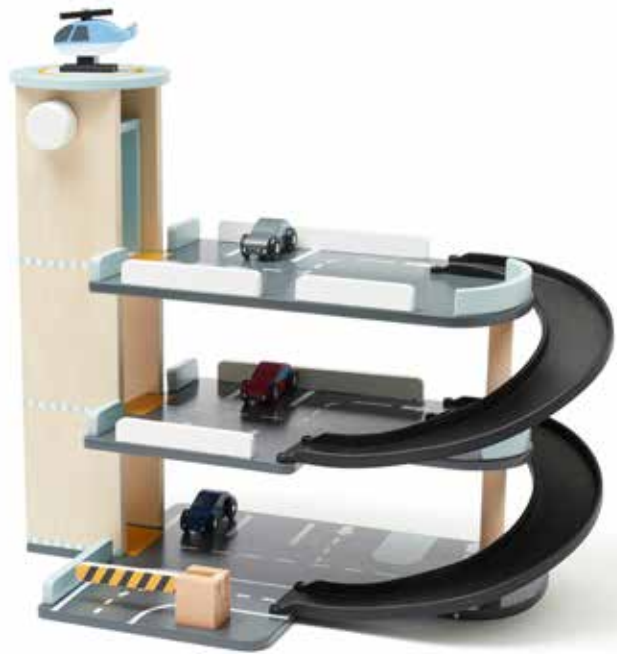






# You are now at the top floor.

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+.



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



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



**1000304** Bus AIDEN.  
14x6 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.

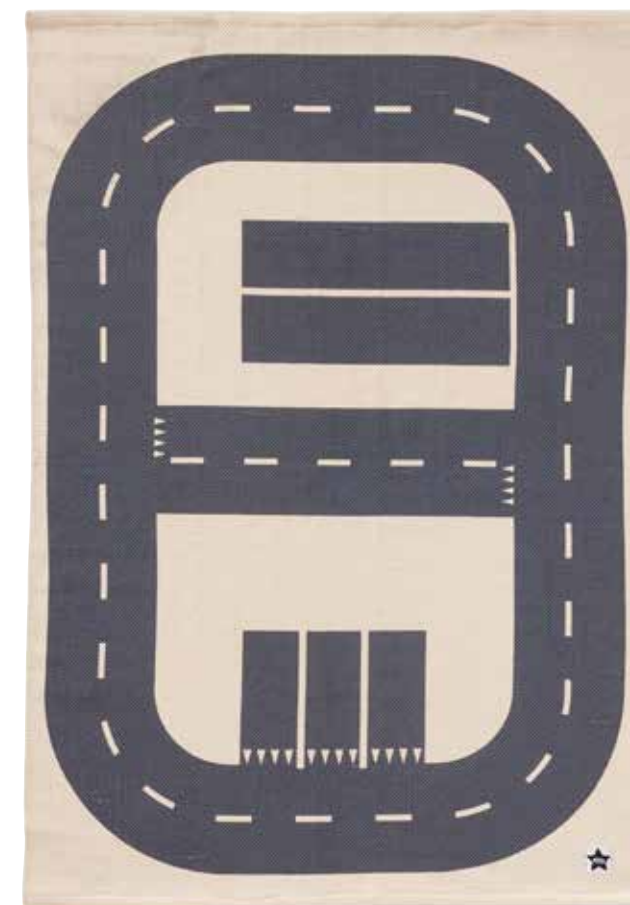
A multifunction pick-up truck that's both a truck and a shape-sorter cube. Remove the shape-sorter cube from the truck trailer, remove the lid, and empty the six blocks. Lift the shape-sorter cube back onto the trailer and put the blocks back in through the right hole. Then drive away! Beep beep!



**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+.



**1000426** Memo game AIDEN.  
22x7 cm. Wood. 2 Y+.





## 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.







**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.

## 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.



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



**1000615** Pickup sticks.  
FSC Wood. 5 Y+.



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.

“Oops, 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.





# It's all about the base.

It shouldn't be difficult to decorate a playroom. If you shop for toys and kid's furniture within the same concept, you can be sure that it matches. But with Kid's Base, you can get even more opportunities. Here we have collected basic furniture, storage and interior design elements that match our other concepts. For example, you can combine the new rugs with the Neo concept. Or why not store the Edwin toys in our new canvas storage? Let's take kids' rooms to the next level by mixing and matching your favourite concept with Kid's Base.

What hides in here?



Decorate me with toys and your other cool stuff.



Let's have a seat.



Room for your clothes and toys.







## Can there ever be too much storage?

We have never encountered a parent who said, "We have too much storage in the kid's room". So make sure to have different storage options to make everyday life easier. In addition to a classic wardrobe or cupboard, you can have a chest, shelves, hooks, textile bags and storage boxes. By mixing open and closed storage, larger toys can be used as visible decoration while small items can be hidden in a nice box.

To encourage children to help with the cleaning, it is important to have storage options that they can reach. An example of this could be putting some shelves or hooks a little lower where frequently used toys can be. By having smaller storage bags, the children can easily carry them to the playing area when it's time to tidy up.



# Sit comfy where ever you want.

Did you know that using a floor cushion encourages the body to relax the shoulders, so your posture is upright and comfortable? Sitting on the floor naturally engages your core and back, strengthening your muscles. This robust floor cushion is made of strong cotton canvas. Thanks to the handle on the side, you can easily carry the floor cushion with you wherever you want to sit. It could be on the floor in the kid's room when you play, in the living room in front of the TV, or somewhere else in the house. The floor cushion is perfect to use in our play tents, playhouses, and pavilions or to build cozy forts.

NEW



**1000661** Floor cushion 40 cm lilac.  
Ø 40 cm. GOTS Textile.



**1000660** Floor cushion 40 cm off-white.  
Ø 40 cm. GOTS Textile.



**1000662** Floor cushion 40 cm mango.  
Ø 40 cm. GOTS Textile.



**1000663** Floor cushion 40 cm brown.  
Ø 40 cm. GOTS Textile.









NEW



**1000665** Hang storage textile off white.  
36x50 cm. GOTS Textile.



**1000664** Hang storage textile off white.  
36x50 cm. GOTS Textile.



**1000666** Hang storage textile off white.  
36x50 cm. GOTS Textile.



**1000667** Hang storage textile off white.  
36x50 cm. GOTS Textile.

NEW



**1000668** Storage textile cylinder 2pcs off-white.  
Ø 20 cm. GOTS Textile.



**1000671** Storage textile cylinder 2pcs brown.  
Ø 20 cm. GOTS Textile.



**1000670** Storage textile cylinder 2pcs mango.  
Ø 20 cm. GOTS Textile.



**1000669** Storage textile cylinder 2pcs lilac.  
Ø 20 cm. GOTS Textile.









**1000655** Storage textile 30x30 cm lilac.  
30x30 cm. GOTS Textile.



**1000654** Storage textile 30x30 cm off-white.  
30x30 cm. GOTS Textile.



**1000657** Storage textile 30x30 cm mango.  
30x30 cm. GOTS Textile.



**1000656** Storage textile 30x30 cm brown.  
30x30 cm. GOTS Textile.







NEW



**1000651** Shelf with hooks lilac STAR.  
60 cm. FSC Wood.



**1000650** Shelf with hooks white STAR.  
60 cm. FSC Wood.



**1000649** Shelf with hooks turquoise STAR.  
60 cm. FSC Wood.



**1000652** Shelf with hooks mango STAR.  
60 cm. FSC Wood.





NEW



**1000648** Game board storage 3 set.  
FSC Wood. 3Y+..



## Have fun with your storage.

Three wooden storage boxes of various sizes. Put them inside each other for easy storage, or use them as separate storage boxes. But then you turn the lid over, and voila – three different board game boards: mills game, tic tac toe, and chess! Note: This set does not include any game pieces, but you can use things such as Lego figures, stones, favorite small items and/or other game pieces.



Use what ever things you have at home as game pieces.





## Game night is on.

Inspire young minds with our educational puzzles and traditional games to spark early learning and lots of family fun. Our games and puzzles offer a selection of traditional toys for children of all ages. We have games that can be enjoyed by all ages, including timeless classics and new designs that are sure to become favourites! In addition, they come in lovely packaging for easy storage.





NEW



Two sided game. Sort the beads after colour or shape. The cards decide how...



**1000644** Colour and Shape sorter board.  
17x18,5 cm. FSC Wood. 3Y+.



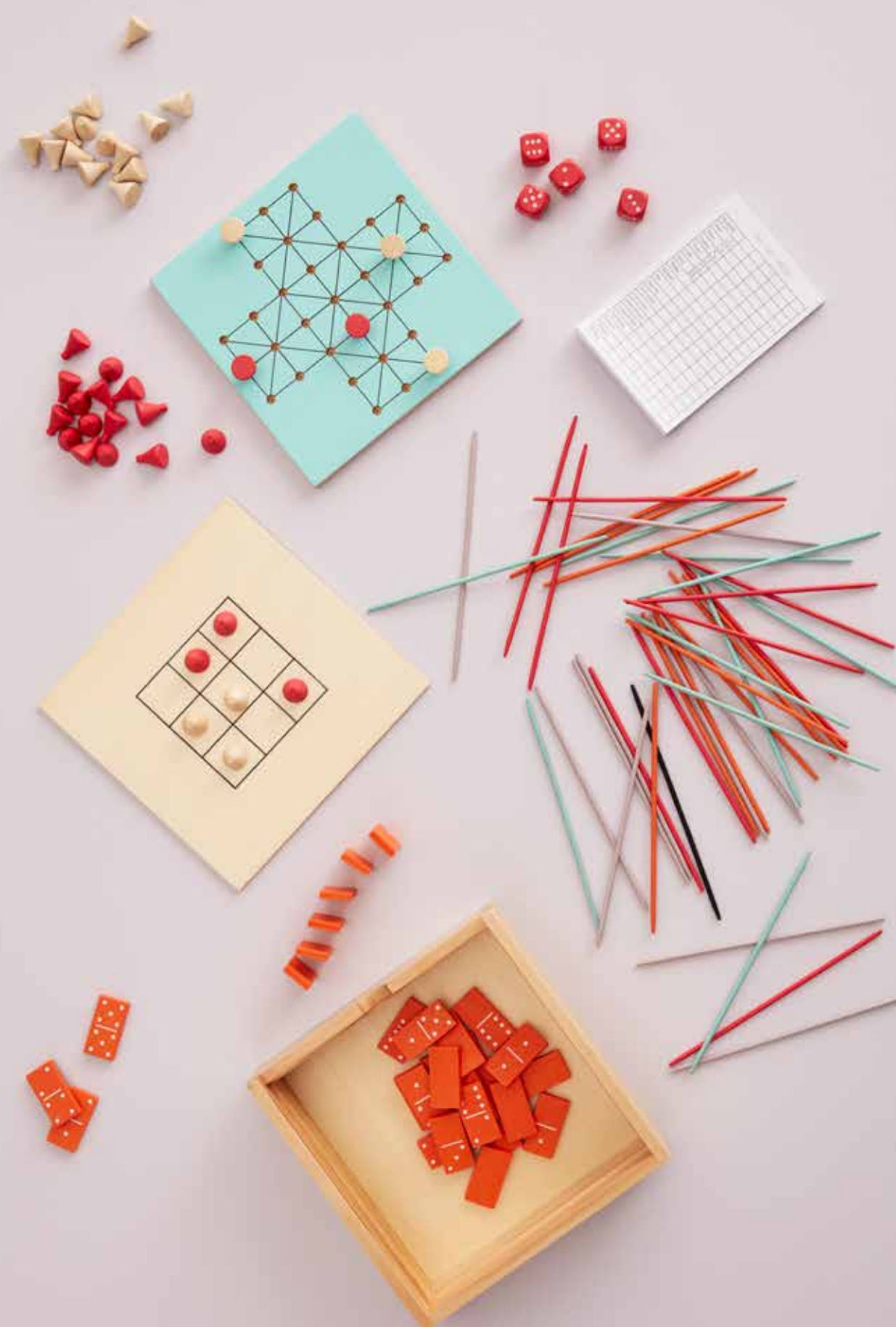
NEW



**1000646** Ring toss game.  
37x37 cm. FSC Wood. 3Y+.



NEW



**1000647** 6-in-one-game.  
17x17,5 cm. FSC Wood. 3Y+.







## 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.







**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+.







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



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



**120699** Single hook STAR white.  
14 cm. Wood.



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

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





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



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



**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.





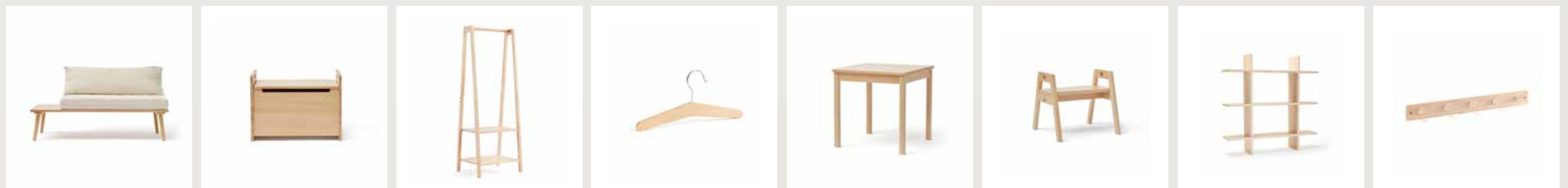
FSC certified wood.

## 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.

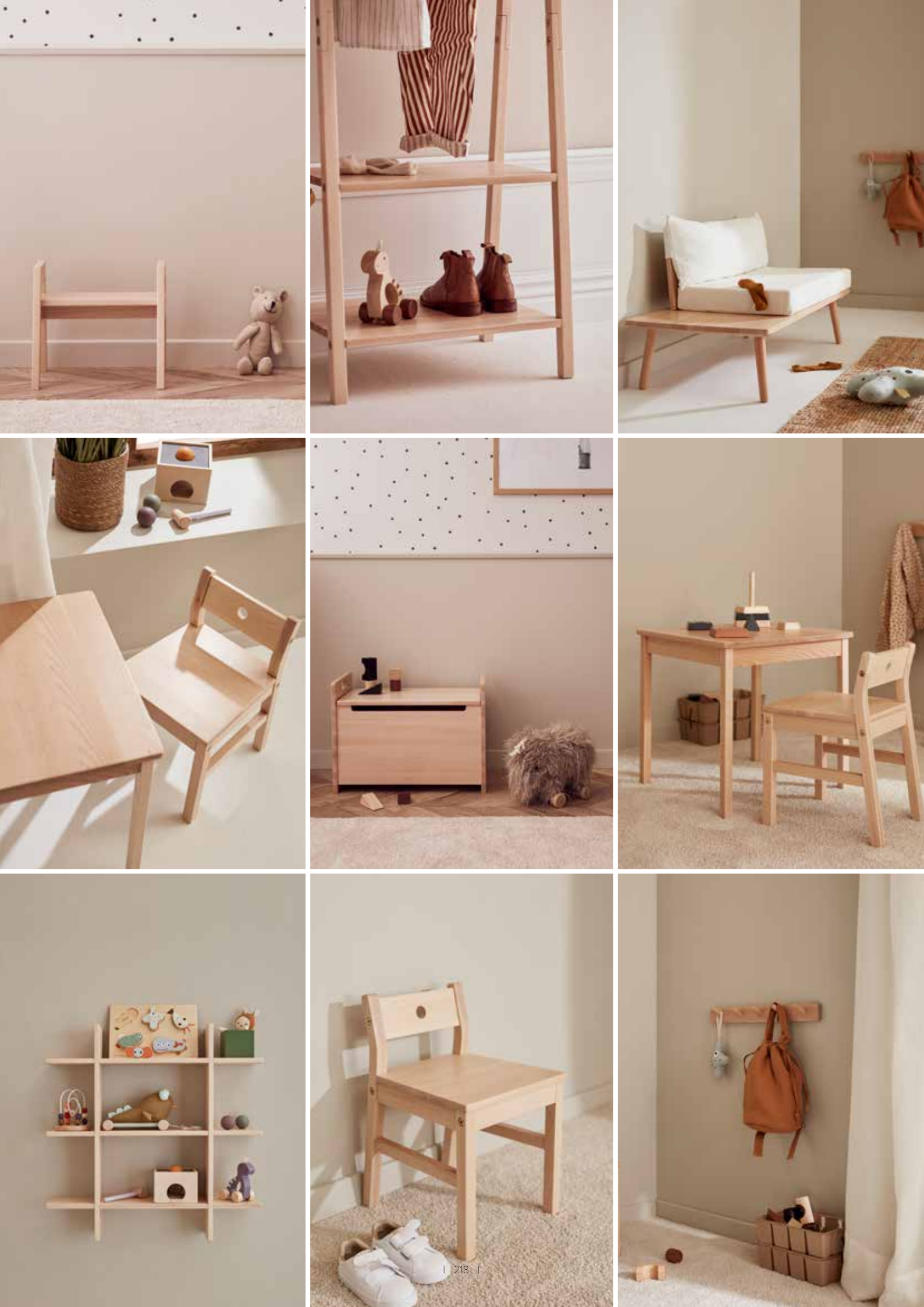
The wood is lighter than conventional beech wood and has a timeless, even color and structure. The material is treated with water vapor immediately after felling to give it that lighter color. The beechwood grows and is harvested near the factory in the central and northern parts of Bosnia.

## 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.



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



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





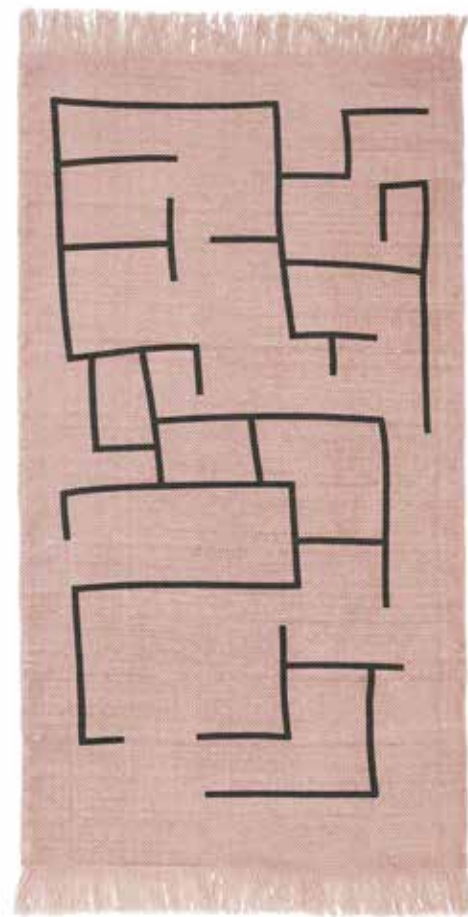


## Timeless favorite.

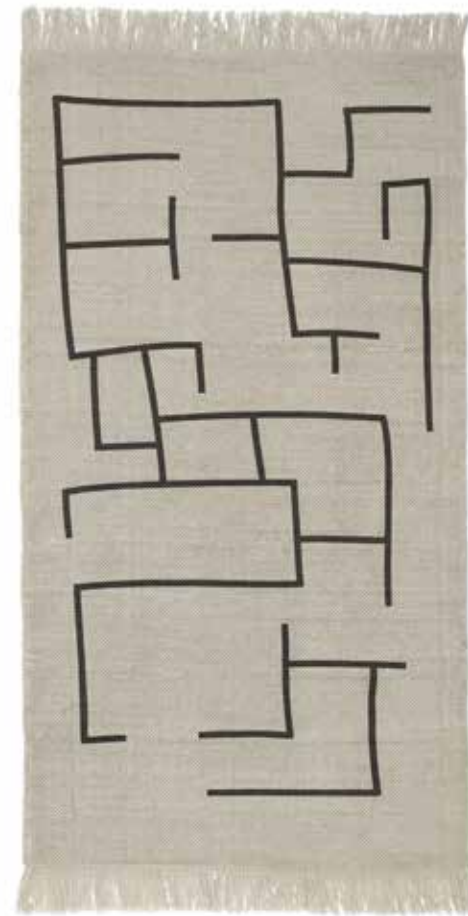
Pink will always be our favourite, regardless of all the trends in the world. Timeless and in our point of view, - genderless. You can find racer cars, hammer benches, storage bins and many other things. Create a pale pink romantic dream room or add a more bold pink acting as a colourful accent to an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







**1000672** Rug geometric pink.  
90x130 cm. Cotton.



**1000673** Rug geometric grey.  
30x30 cm. Cotton.



## Is it a house, is it a road, is it....?

Drive the car along the lines that form roads or create an entire city with the lines as boundaries that form houses with walls and openings. Build your own home and decorate with dollhouse furniture or whatever you want. The next day, the carpet turns into something else. Play and let your imagination run wild!







**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.





**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.





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

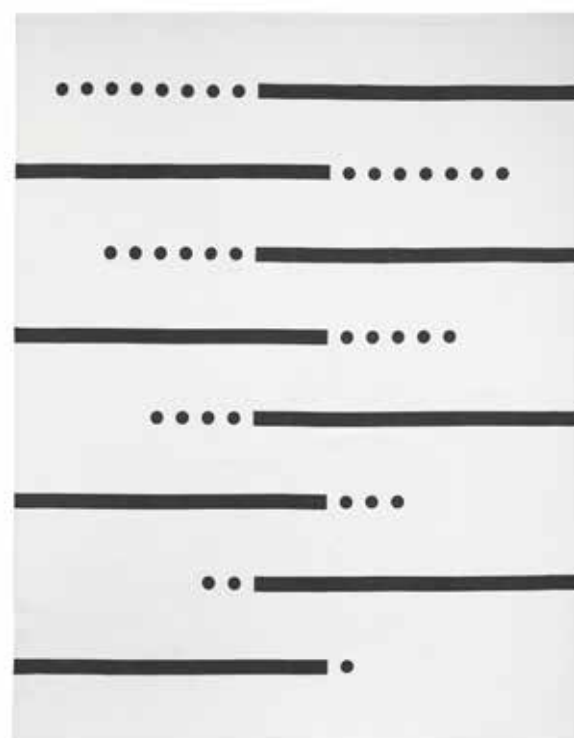


**1000577** Storage box grey.  
30x30 H 30 cm. Textile.



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

NEW



**1000674** Rug grey white.  
130x160 cm. Cotton.

## Let your imagination run wild.

The dots and lines of this decorative cotton carpet create patterns that stimulate play. Use the dots to practice counting. If you look closely, you'll see different numbers of dots to count from one to eight. The next day, the carpet turns into something else. Play and let your imagination run wild! Fits in all rooms of your home.

## 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.







**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+.







**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.





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+.



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+.



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



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



1000431 Xylophone plywood.  
36x11 cm. 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.







**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+.







Comes in a matching  
storage bag.



## 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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