



KID'S CONCEPT
SWEDISH DESIGN

Let children be children again.

AUTUMN & WINTER COLLECTION 2020.



ENGLISH EDITION.



New funny creatures and a growing colourful city.

NEO has been updated with some new animal friends and boasts an updated look with natural wood in different colours. Otto the Mudskipper with his fantastic eyes is a real favourite, together with the Dino rocker in canvas. We've also introduced a range of educational toys in different kinds of natural wood. These go together well with the olive green, mustard yellow, and pastel purple in the rest of the colour range. Much of the NEO range is FSC-certified with a timeless design.

AIDEN CITY is forever growing. What with everything that's happening in the city, we thought it would be time to introduce the firefighters Sam, Pat, and Jim together with their fire engine. We love public transport, so all the city's residents now also 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.

That real 70's vibe with intense colours is a source of inspiration for the instruments and stove range. The guitar colours have a real colour explosion going on and have all been updated with new window boxes. The stove is compact and robust. It's easy to find a space for it, even in the smallest of kids' rooms. Hours of cooking and baking await!

Playful. Safe. Sustainable. Stylish.

Neo and friends.

This season you will meet some new creatures from the Stone Age Land; Otto the Mudskipper and the Rocking Dino with the coolest slick back! To complement the NEO concept we have also added a small range of educational toys in three different kinds of natural wood. It goes well together with olive green, dark yellow and purple or whatever color you would have in your room.



Rocking 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.



Otto the Mudskipper.



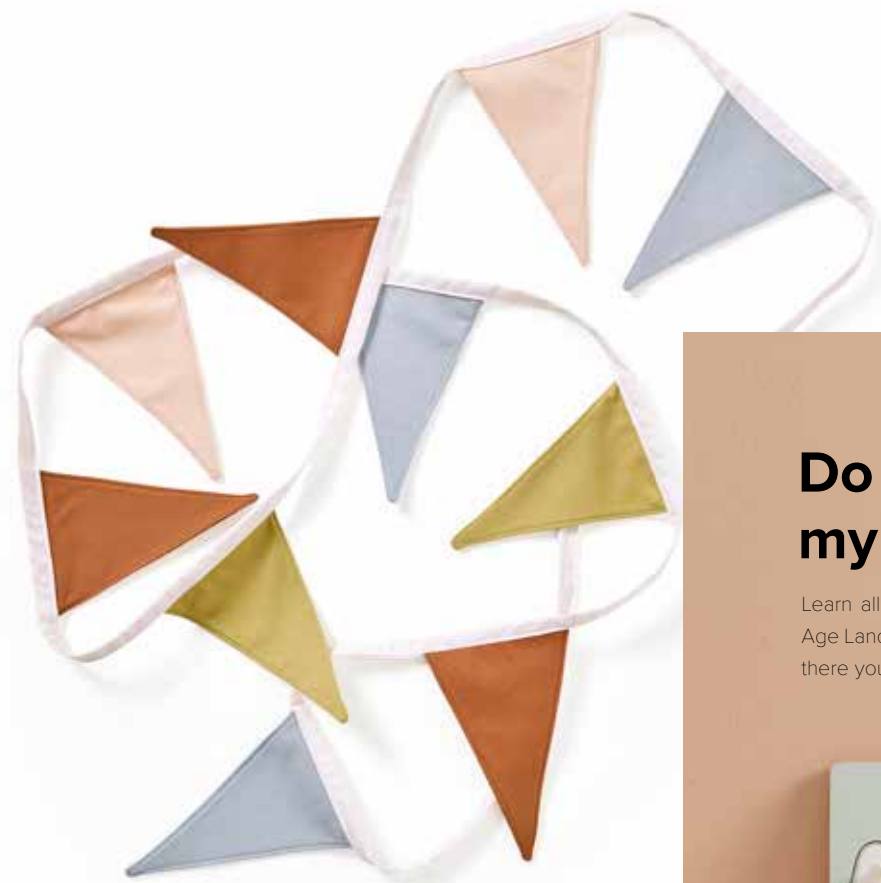
Otto - catch me if you can!

Otto the mudskipper - the coolest contribution to NEO Stone Age Land. Living both in the water and on land.

A happy rascal with a long dangling tongue that constantly looks for his next catch. When he is really sad he will close his mouth and hide his tongue until he is happy again.

Look what
I can do!





Do you know my name?

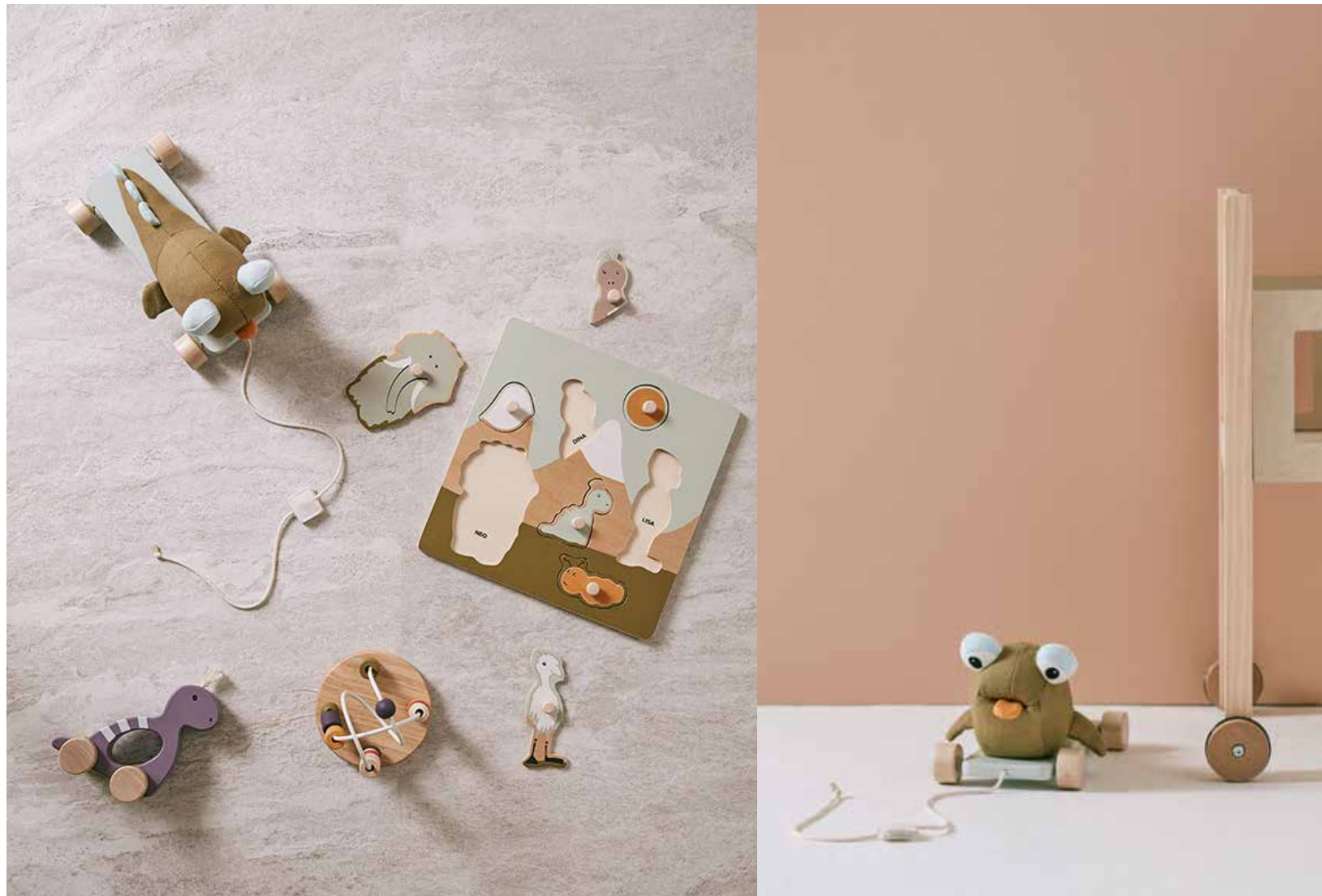
Learn all the names of the creatures of the Stone Age Land. Lift the pieces with the wooden knob and there you will find the name.



Dino race.

Our little Dinos on wheels with their hair blowing in the wind. A good friend to all the Neo mammoths. With a good grip for smaller hands, makes it perfect for your toddler to push it around.





An eye catching, colourful, decorative interior element!

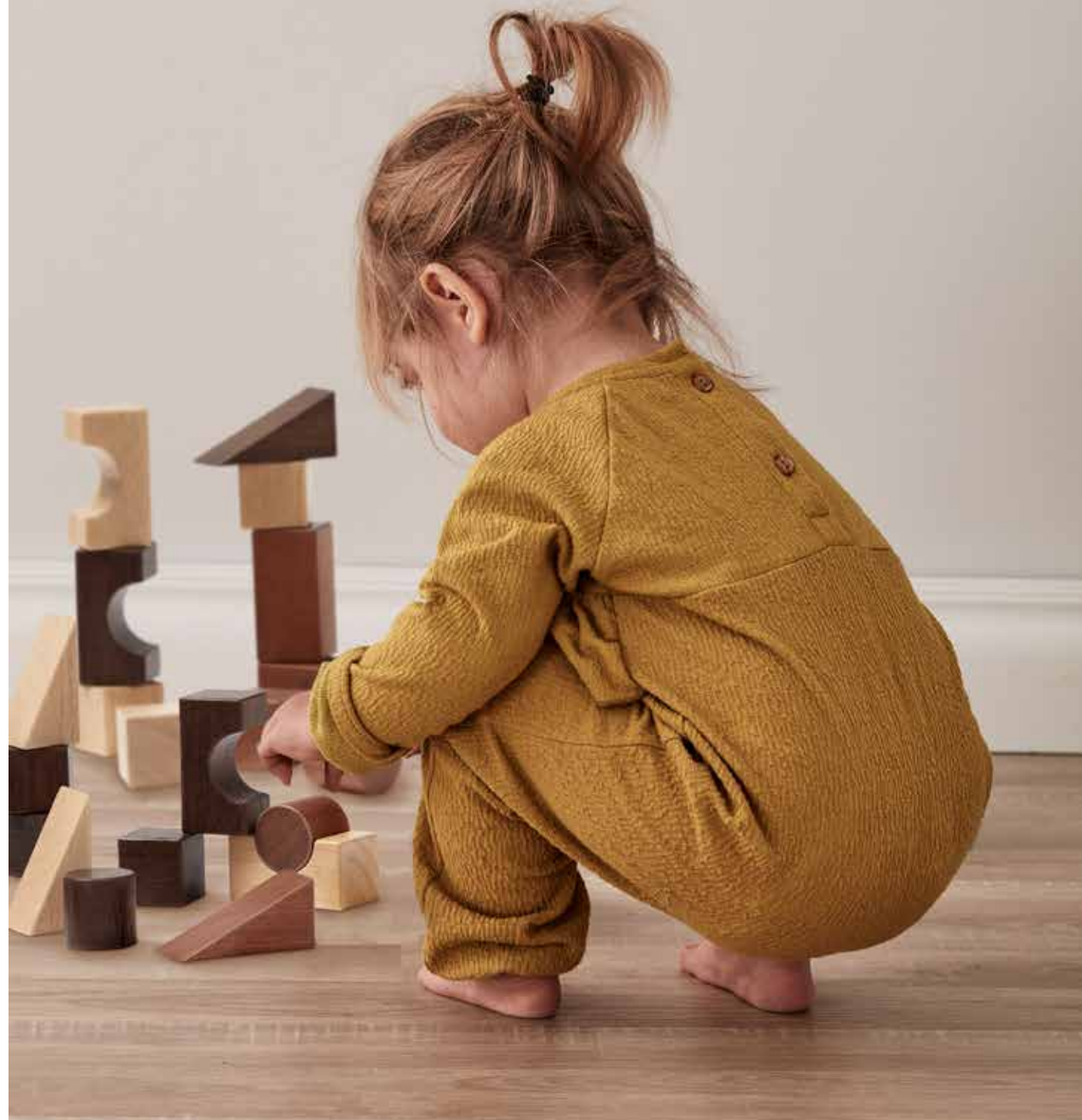


A colourful wooden mobile in green, orange and purple. Perfect as a decorative element in any kids room. Each wood plate is coloured with transparent water based stain with visible wood grain.



FSC-certified wood.

We choose to make our products in wood because it's a renewable material that can be recycled, repaired, and painted. We require the factories making our products to use wood from sustainable forestry. Many of our products are made from FSC-certified wood. The FSC is an organisation that has developed worldwide standards for forestry, which has resulted in the exemplary management of many of the world's forests. We're constantly increasing the proportion of FSC-certified wood that we use. Our goal is for 80% of the wood in our range to be FSC-certified by 2022.



Educational pyramid.

1, 2, 3, 4, 5, 6 and so on! The stacking tower is shaped like a pyramid and the bricks can be stacked from largest to smallest or vice versa. In this deluxe stacking tower, all the blocks have dots and numbers so that your child can practice stacking, counting, and matching the numbers with the corresponding number of dots. The blocks are made from FSC-certified rubberwood, sapele and stained beech in light and dark colours. A classic, fun, and educational toy.



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 fire-fighters 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.

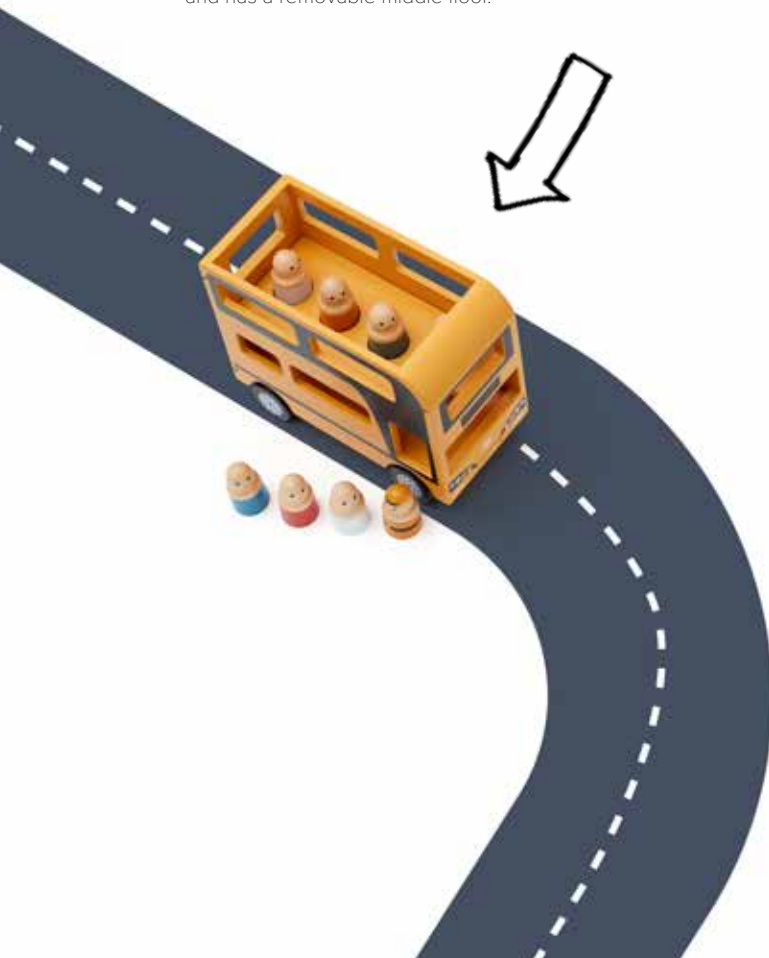
We love public transport, so all the city's residents now have access to a double-decker bus. Hop on and come with us on a tour of Aiden City together with seven passengers and the singing bus driver Liv.





Hop on hop off.

Take the bus to Aiden city or make a tour around the house.
The double-decker contains 7 passengers and one bus driver
and has a removable middle floor.



Fire in the house!

Make sure that the three firefighters Sam, Pat and Jim always are alert to stop the fires in the Aiden City. The ladder can be rotated horizontally and vertically. The fire hose can be attached to the outer edge of the ladder. Use the three cones to block off the road so no cars passes by to disturb the firefighters in their important work. While driving around the cones can be stored inside the truck. Made in FSC certified wood.





Pack your bags.

Take Teddy away for a trip in your own room or for a sleep over at Granny's? The suitcases are made in sturdy cardboard with rounded corners and decorative seams. Practical metal handle and lockers.



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.





Pssst....All the buttons have a discrete click sound.



Bake your pretend sourdough bread on the included baking sheet.

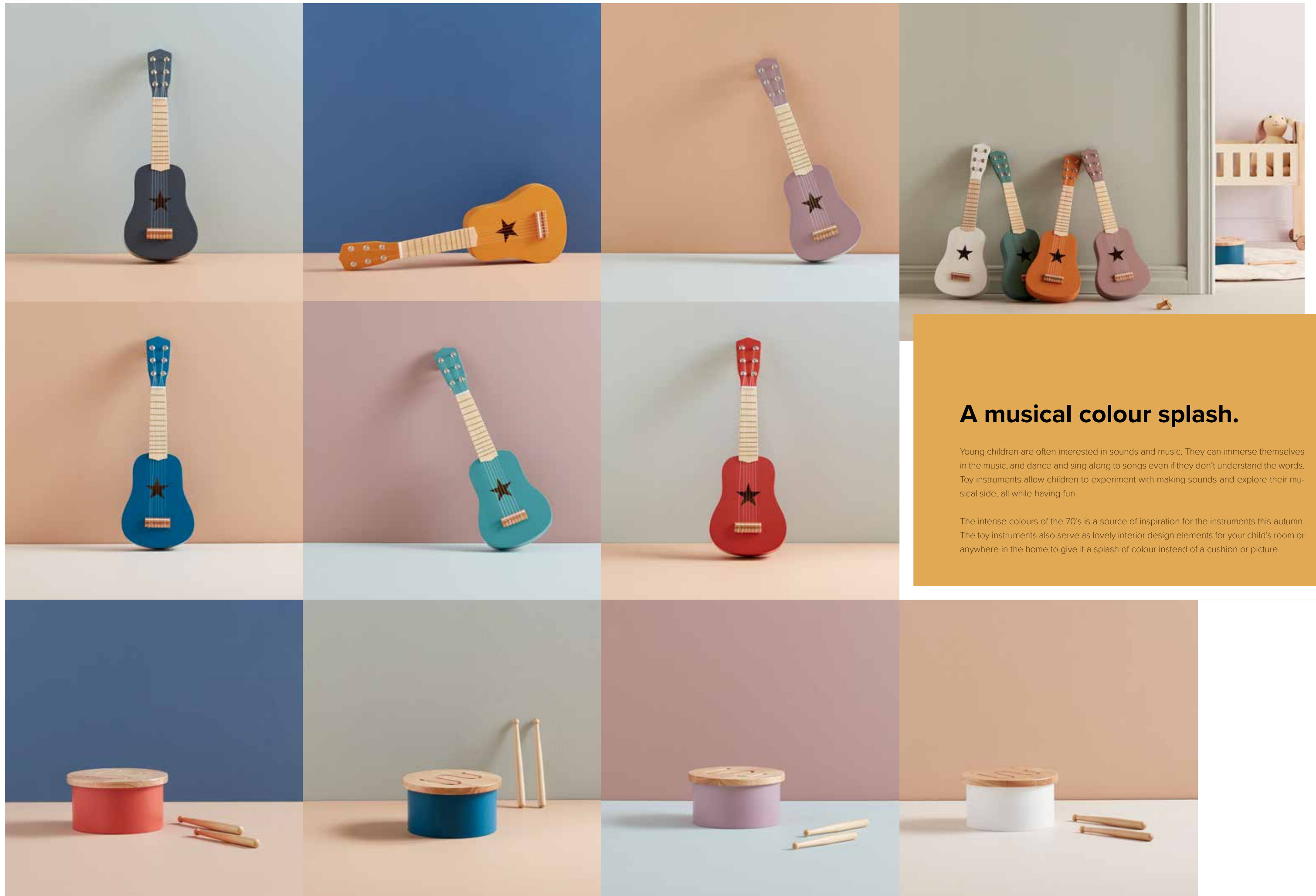


Happines on a plate.

As a small baker, happiness lies in being able to mix 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.





A musical colour splash.

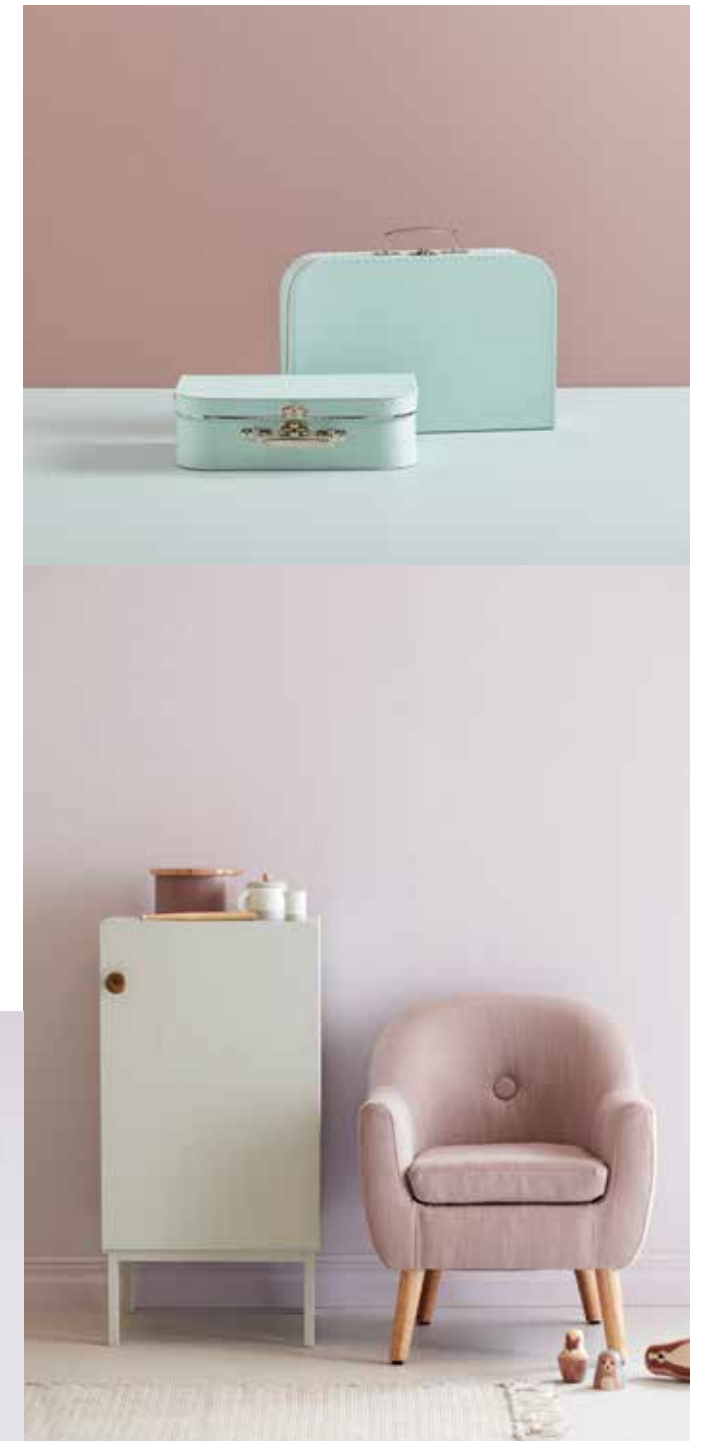
Young children are often interested in sounds and music. They can immerse themselves in the music, and dance and sing along to songs even if they don't understand the words. Toy instruments allow children to experiment with making sounds and explore their musical side, all while having fun.

The intense colours of the 70's is a source of inspiration for the instruments this autumn. 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.



Let's get the party started!

Sometimes a child's room needs a little something extra to make it feel playful. A bunting can give the room a splash of colour or act as an accent colour that can be a lovely interior design element to complement the room. Perfect when celebrating a christening, birthday, or baby shower, or even for decorating a nook in the garden.



Purple is the new pink.

We've seen pink tones in interior design for several years now. This is now expanding into various shades of purple, while pastel pinks are shifting towards pastel mauves, violets, and purples.

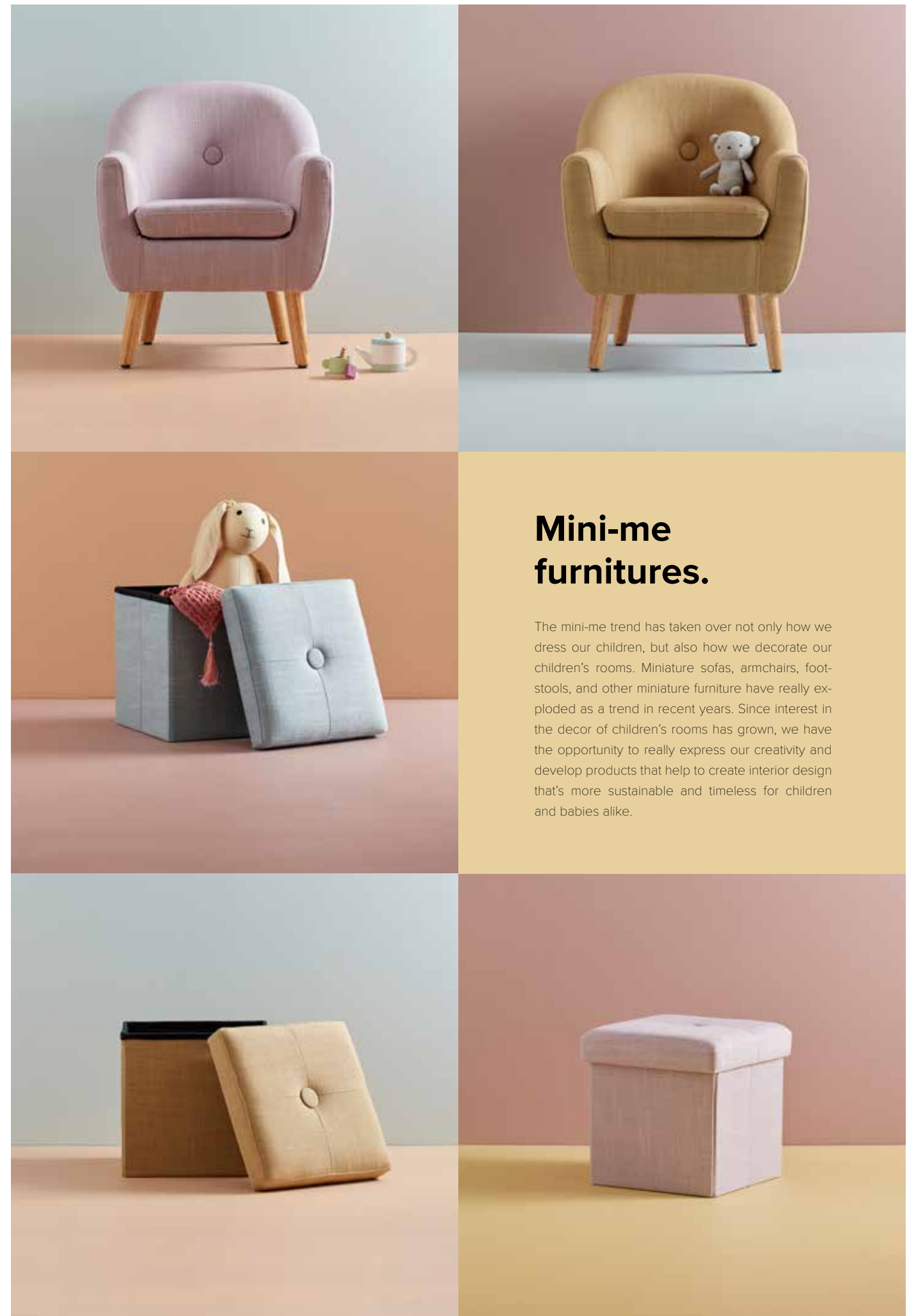
Using purple as an accent colour for natural materials such as wood and mixing them with grey or beige undertones creates a sense of warmth and gives the room a uniform feel.



Do you dare to stand out?

This autumn's range contains many products that can be used to brighten up a child's room. Be daring and combine furniture and interior design elements in different colours to achieve a cool mix that really stands out. Why not use a guitar as an accent piece instead of a cushion? The look of a child's room can be changed completely just by adding a few elements in new colours.





Mini-me furnitures.

The mini-me trend has taken over not only how we dress our children, but also how we decorate our children's rooms. Miniature sofas, armchairs, footstools, and other miniature furniture have really exploded as a trend in recent years. Since interest in the decor of children's rooms has grown, we have the opportunity to really express our creativity and develop products that help to create interior design that's more sustainable and timeless for children and babies alike.

A classic and sustainable mix.

Combine the colours of the furnitures for a cool mix that will make the room stand out.



Our upholstered furniture is covered in a thick, durable fabric blend of linen, cotton and polyester.





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



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



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



1000494 Knob puzzle 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.



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



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



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.



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



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+.



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





1000508 Stove white.
FSC Wood. 3 Y+.



1000510 Stove yellow.
FSC Wood. 3 Y+.



1000509 Stove red.
FSC Wood. 3 Y+.



1000529 Mobile orange.
Wood.



1000530 Mobile green.
Wood.



1000553 Bunting brown.
100% jersey cotton.



1000554 Bunting lilac/red.
100% jersey cotton.



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



1000550 Suitcase paper 2-set dark blue.
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+.



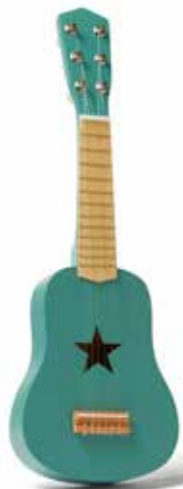
1000518 Guitar yellow.
Wood. 18 M+.



1000520 Guitar lilac.
Wood. 18 M+.



1000521 Guitar blue.
Wood. 18 M+.



1000519 Guitar green.
Wood. 18 M+.



1000517 Guitar red.
Wood. 18 M+.



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+.





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.



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