



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.



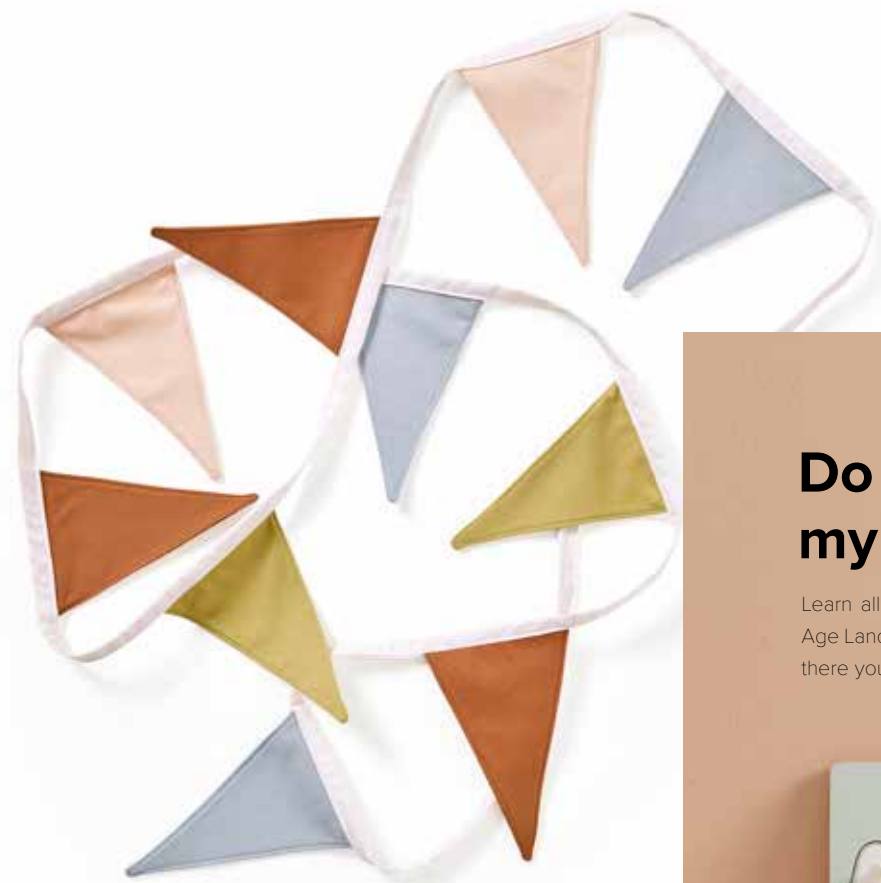
Otto - catch me if you can!

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.

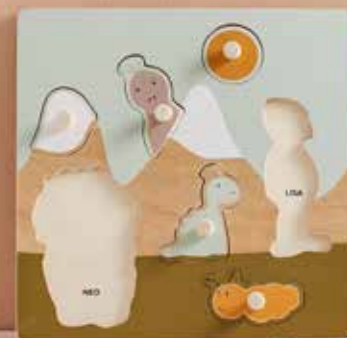
Look what
I can do!





Do you know my name?

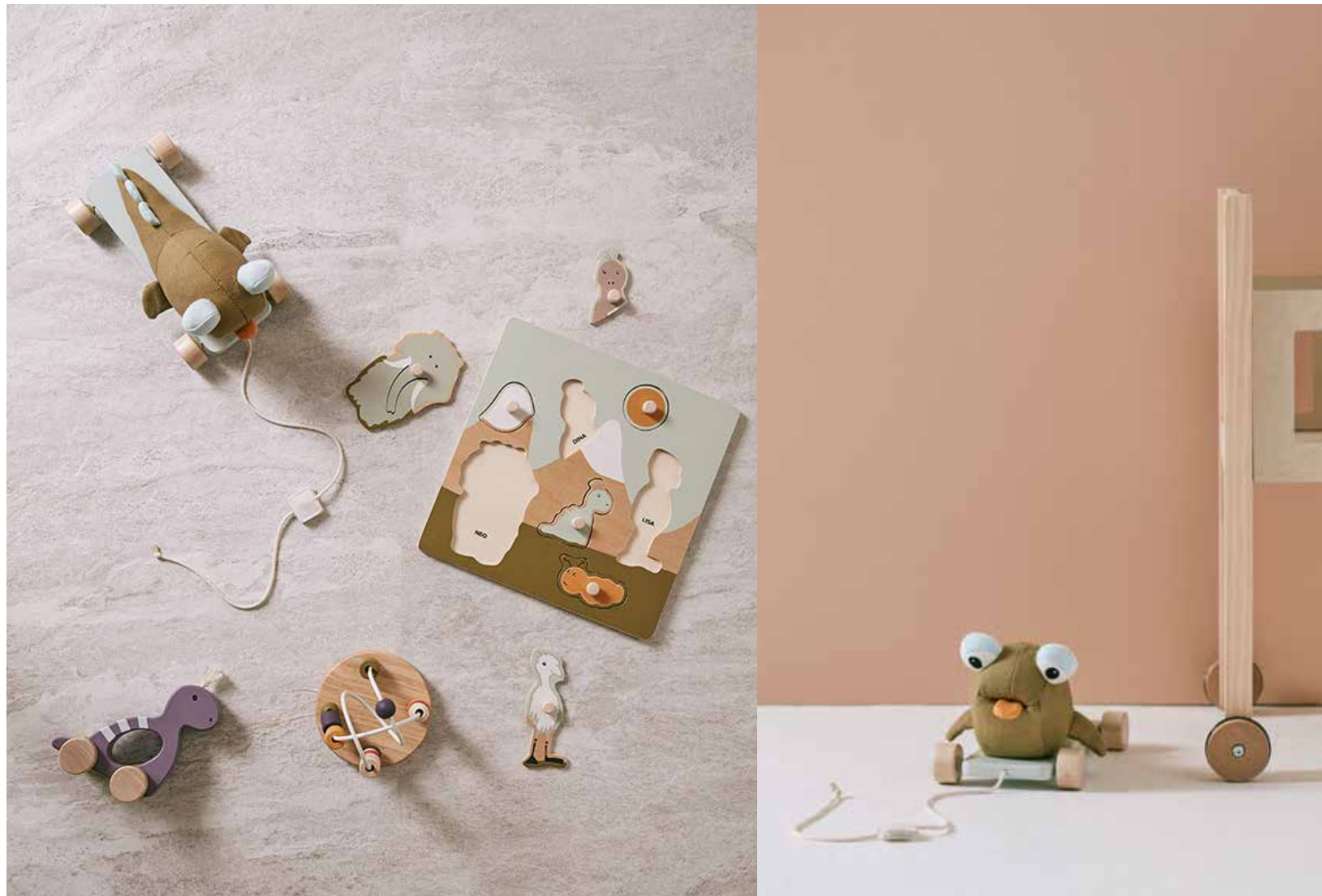
Learn all the names of the creatures of the Stone Age Land. Lift the pieces with the wooden knob and there you will find the name.



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!

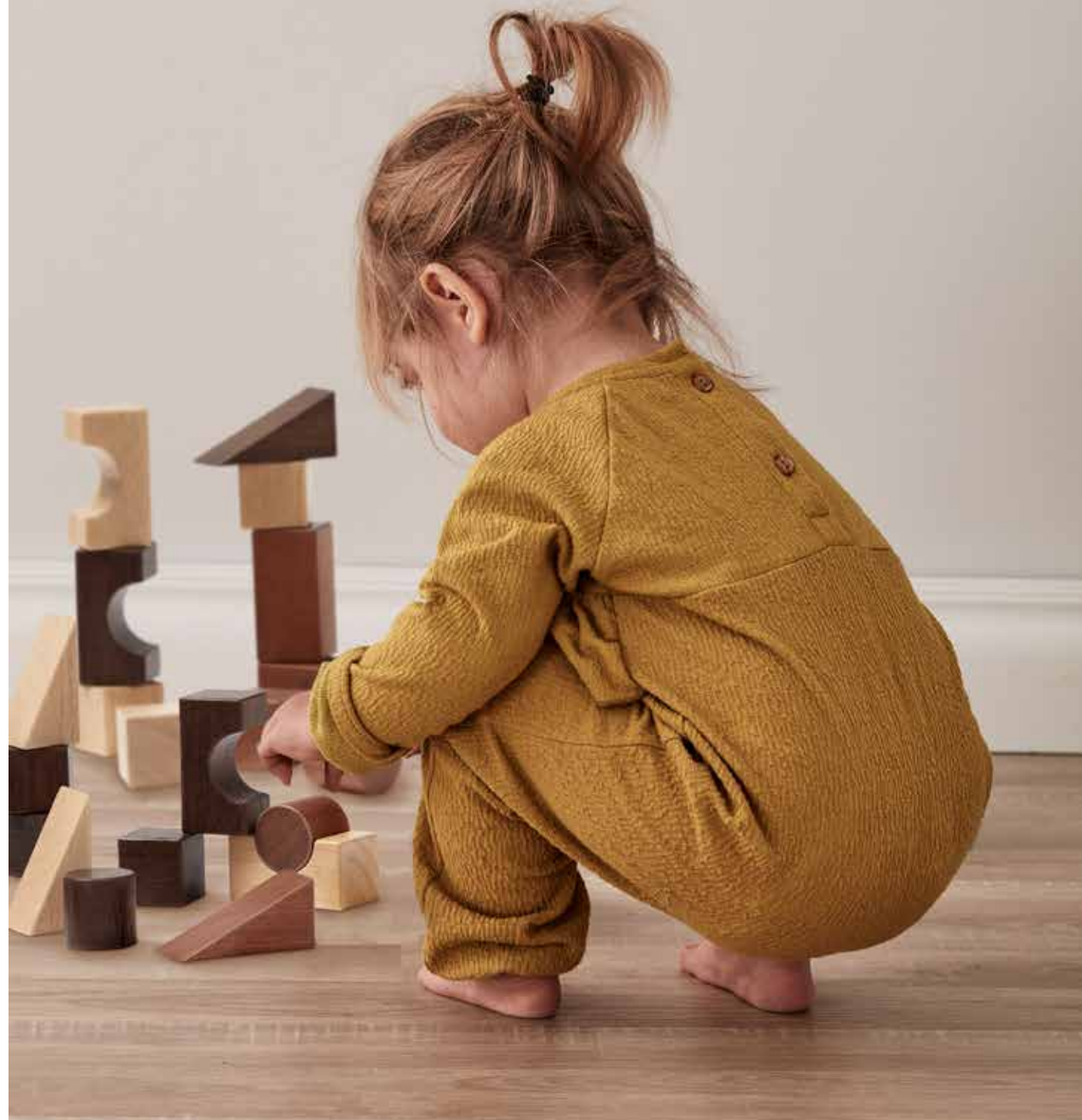


A colourful wooden mobile in green, orange and purple. Perfect as a decorative element in any kids room. Each wood plate is coloured with transparent water based stain with visible wood grain.



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.

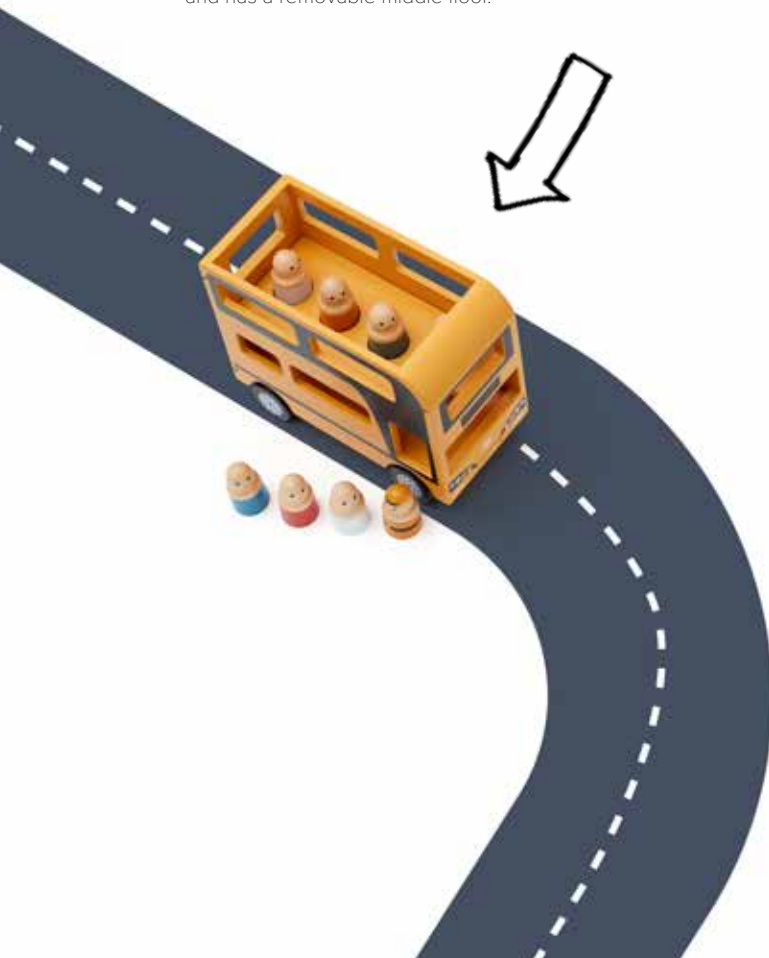
We love public transport, so all the city's residents now have access to a double-decker bus. Hop on and come with us on a tour of Aiden City together with seven passengers and the singing bus driver Liv.





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.

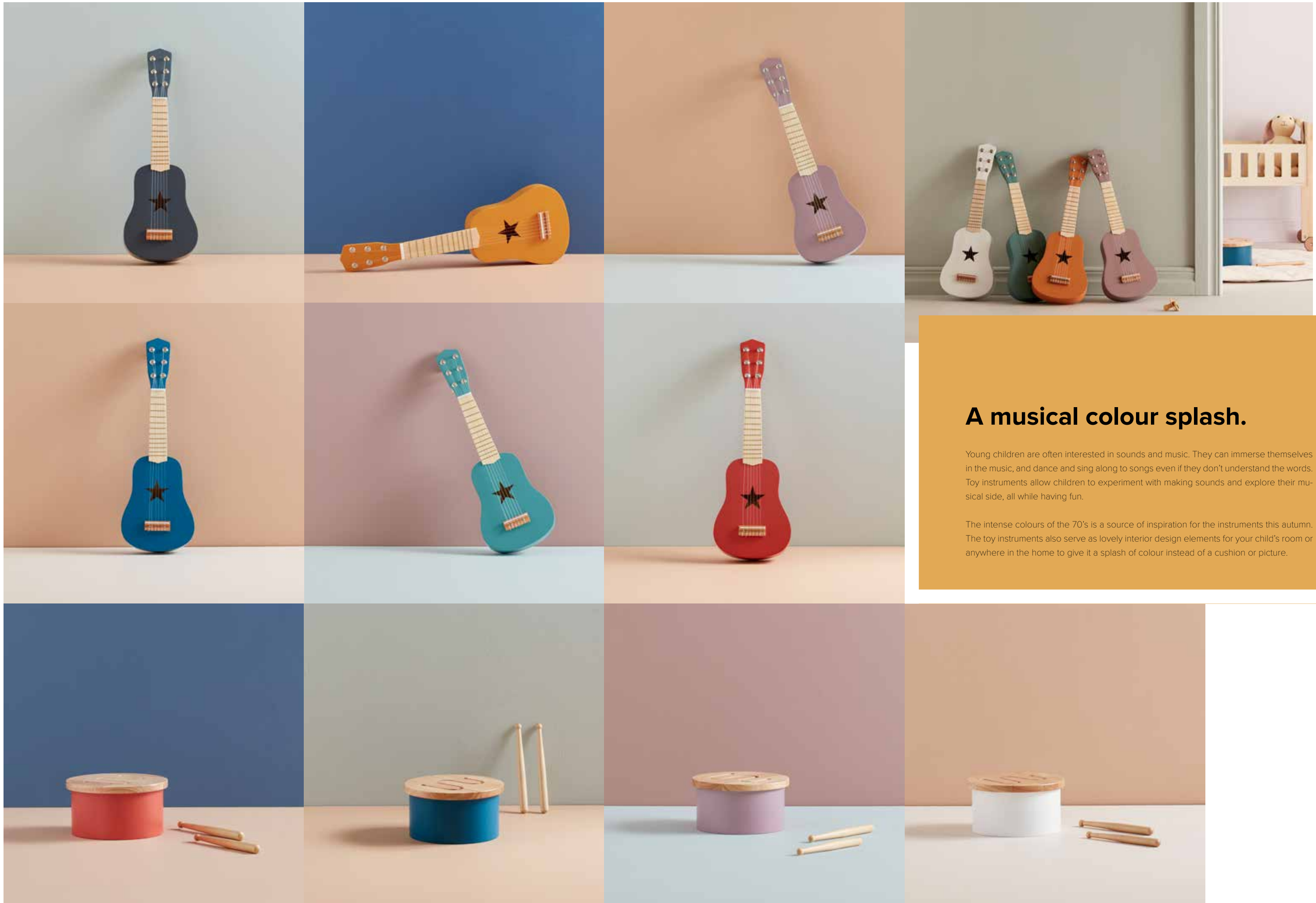


Happines on a plate.

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.

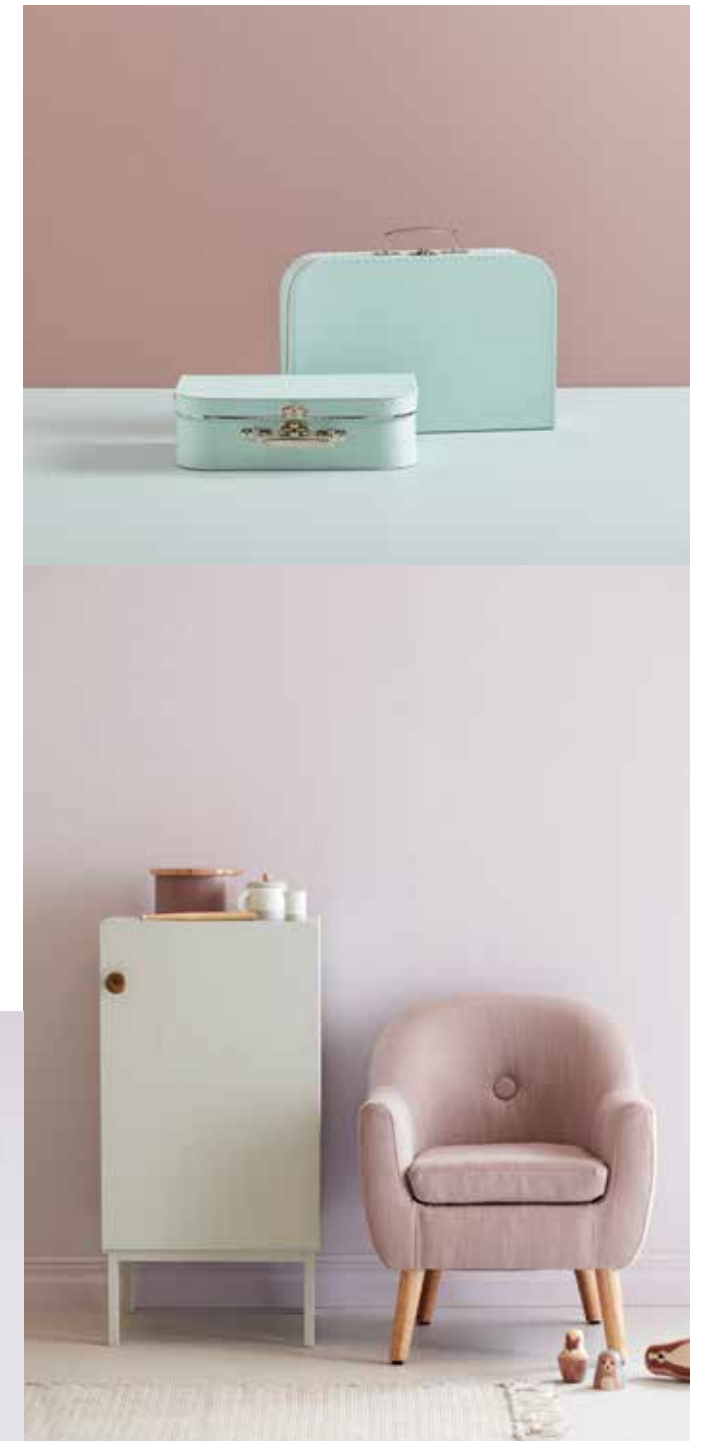
Young children are often interested in sounds and music. They can immerse themselves in the music, and dance and sing along to songs even if they don't understand the words. Toy instruments allow children to experiment with making sounds and explore their musical side, all while having fun.

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.

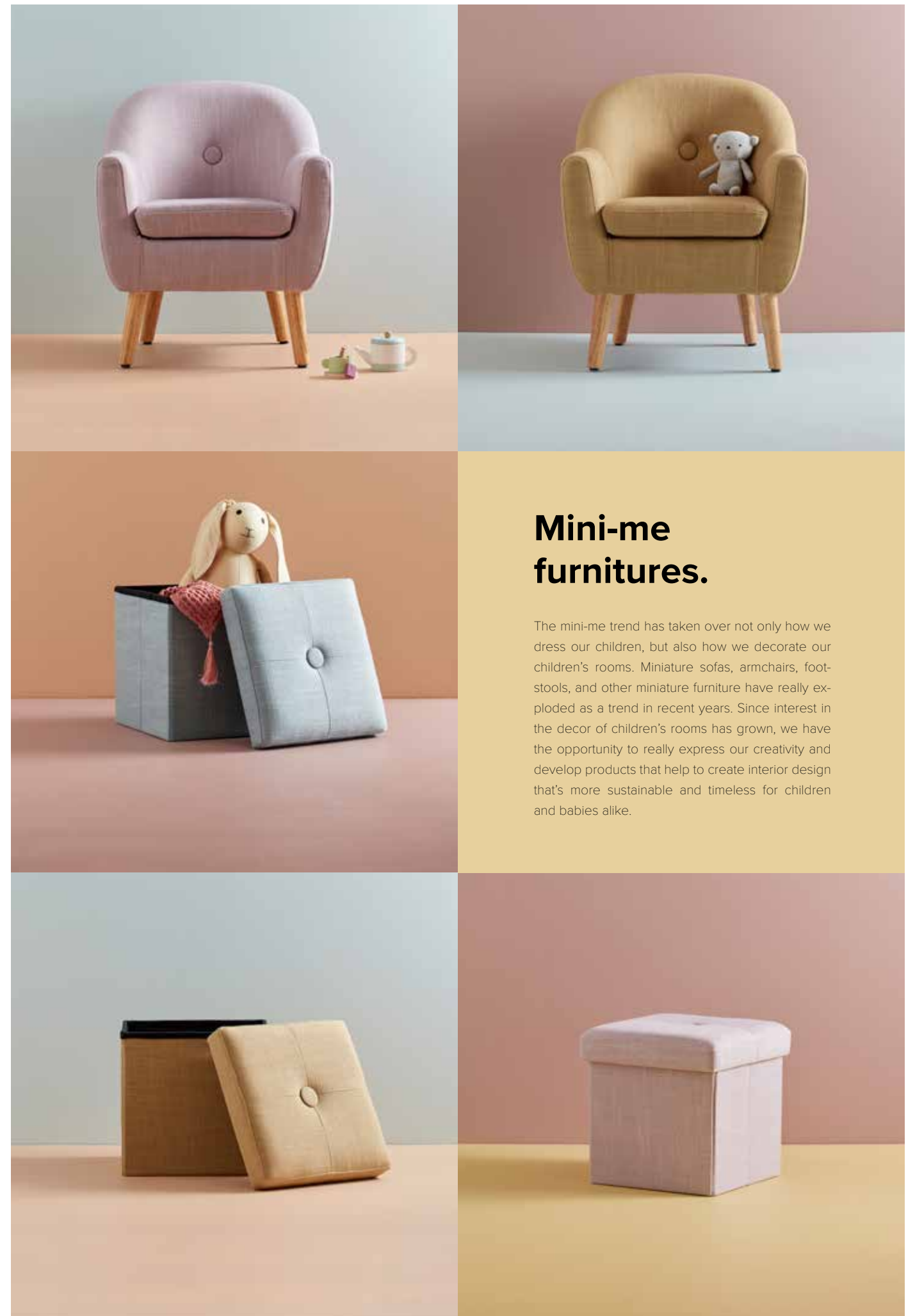
Using purple as an accent colour for natural materials such as wood and mixing them with grey or beige undertones creates a sense of warmth and gives the room a uniform feel.



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.





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Neo and friends.

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NEW!

Look what
I can do!



1000507 Otto the mudskipper pull along 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.



NEW!

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

NEW!

We are made
of FSC wood.



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

NEW!



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

NEW!



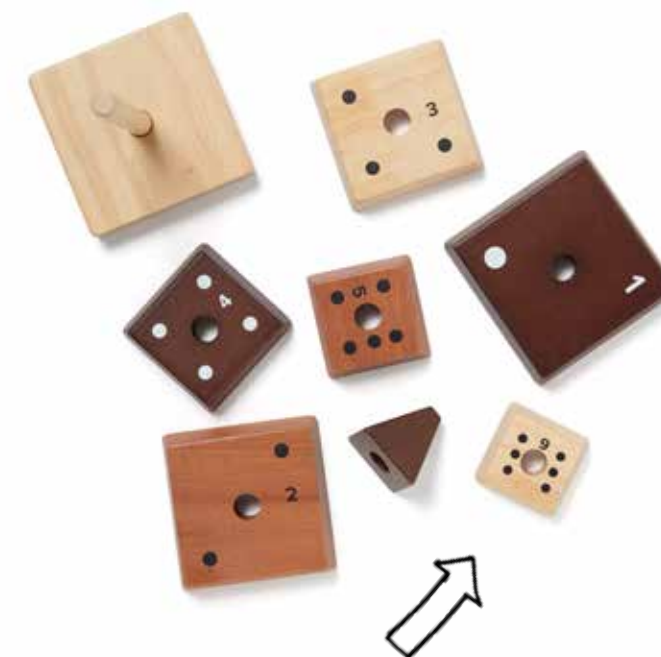
1000494 Knob puzzle NEO.
FSC Wood. 12 M+.





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.



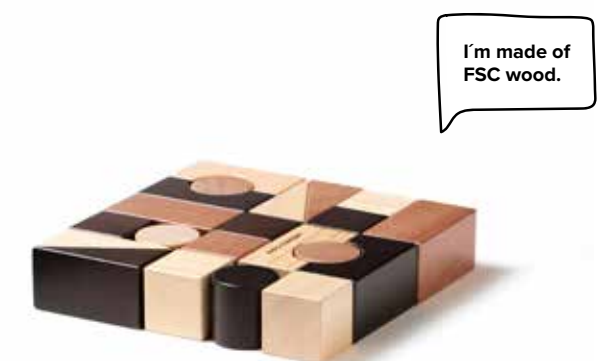
Match the numbers with the dots.

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



1000463 Puzzle nature 4pcs.
15x15 cm. FSC Wood. 12 M+.

NEW!



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

NEW!



1000497 Stacking pyramid natural 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+.

Small and curious.

Doors to whole new worlds open up as your baby develops, grows, and turns into a curious little munchkin! That's why we wanted to design a baby gym where you can swap and change the figures so that your baby can discover exciting new colours and shapes.



412648 Baby walker NEO.
45x28 H 45 cm. Wood/metal. 12 M+.



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



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+.



1000145 Mini maze NEO.
H 13 cm. Wood/metal. 12 M+.



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



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



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



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



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



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



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



1000094 Tool box nature.
25x15 cm. Wood. 3 Y+.



1000080 Pull along Mammoth family NEO.
27 cm. Wood. 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.



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.



1000459
Teether natural rubber Hedgehog.
L 10 cm. Natural rubber. 0 M+.



1000458 Teether natural rubber Fox yellow.
H 10 cm. Natural rubber. 0 M+.



1000457 Teether natural rubber Fox white.
H 10 cm. Natural rubber. 0 M+.

Hello.

My name is Neo. I am made of all natural material; linen and corn fibre. Would you like to be my friend?



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





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.**

I was born in a small factory in Latvia, Europe. I'm made of all-natural material, linen, maple wood, and filled with corn fibres. 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+.



1000389 Hang storage Linen.
35x24 cm. Linen/cotton. 0 M+.

Practical storage.

Attach our storage unit where you can easily reach it and all the practical things you need for your baby – comforters, diapers, or its favourite blanket. Comes in a soft linen and cotton blend.



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



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

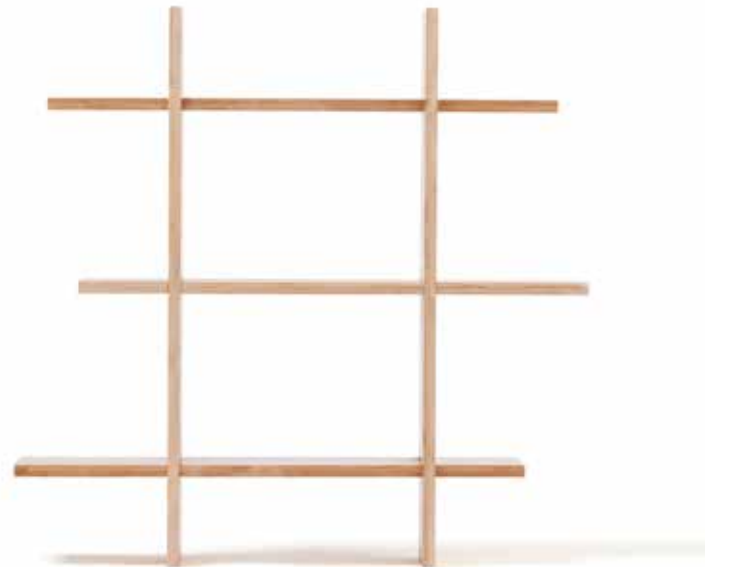


1000388 Play mat baby Linen 72x80 cm.
Linen/cotton. 0 M+.





1000319 Bumper Crib Linen.
Linen/cotton.



1000256 Shelf.
68x12 H 66 cm. Bamboo.



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.

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 therefor has advantages compared to traditional tree material.



1000296 Hook figures 3-set.
6x6 cm. Bamboo.



1000300 Hook board 5.
W 50 cm. Bamboo.



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



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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.

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NEW!



1000515 Double decker AIDEN.
Wood. 24 M+.

NEW!



1000516 Fire truck AIDEN.
Wood. 24 M+.

NEW!



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

NEW!



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

I'm made of
FSC wood.





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.





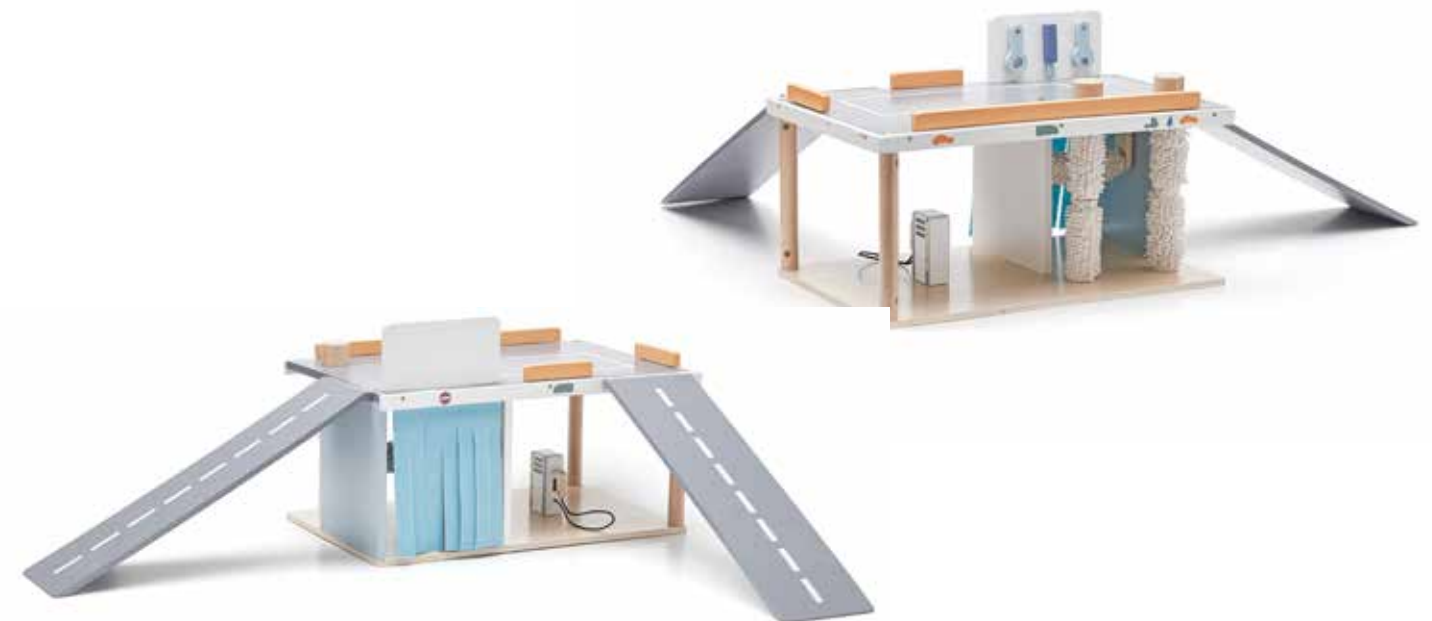
You are now at the top floor.

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.

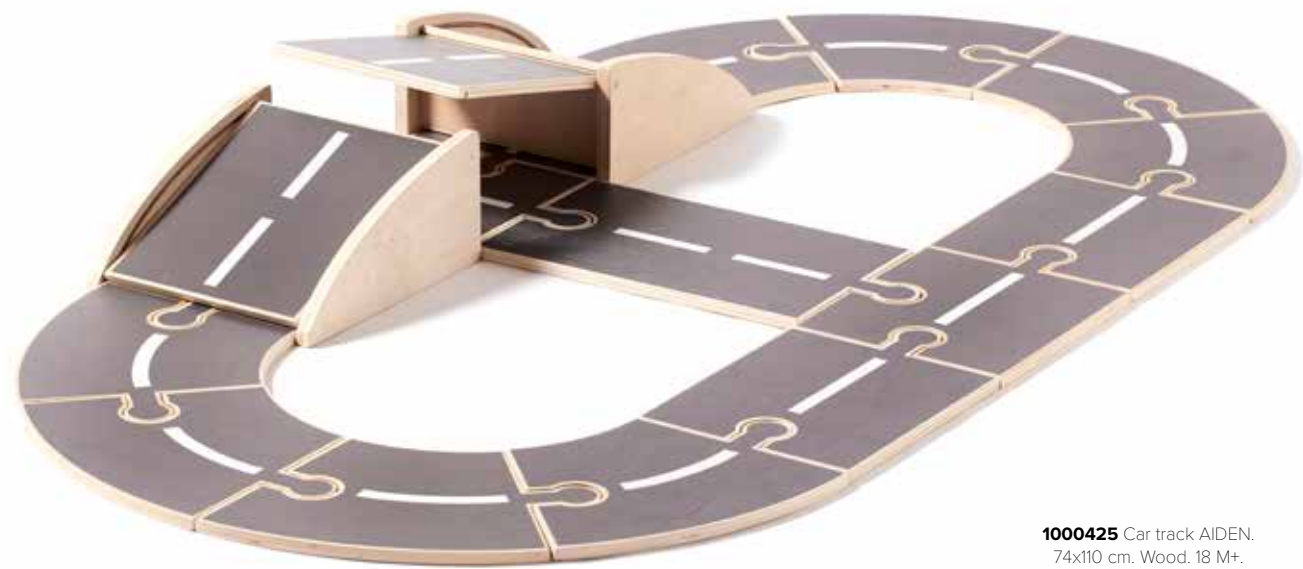


1000308 Car park AIDEN.
52x31 H 45 cm. Wood/polypropen. 3 Y+.

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



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



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.



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

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.



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+.



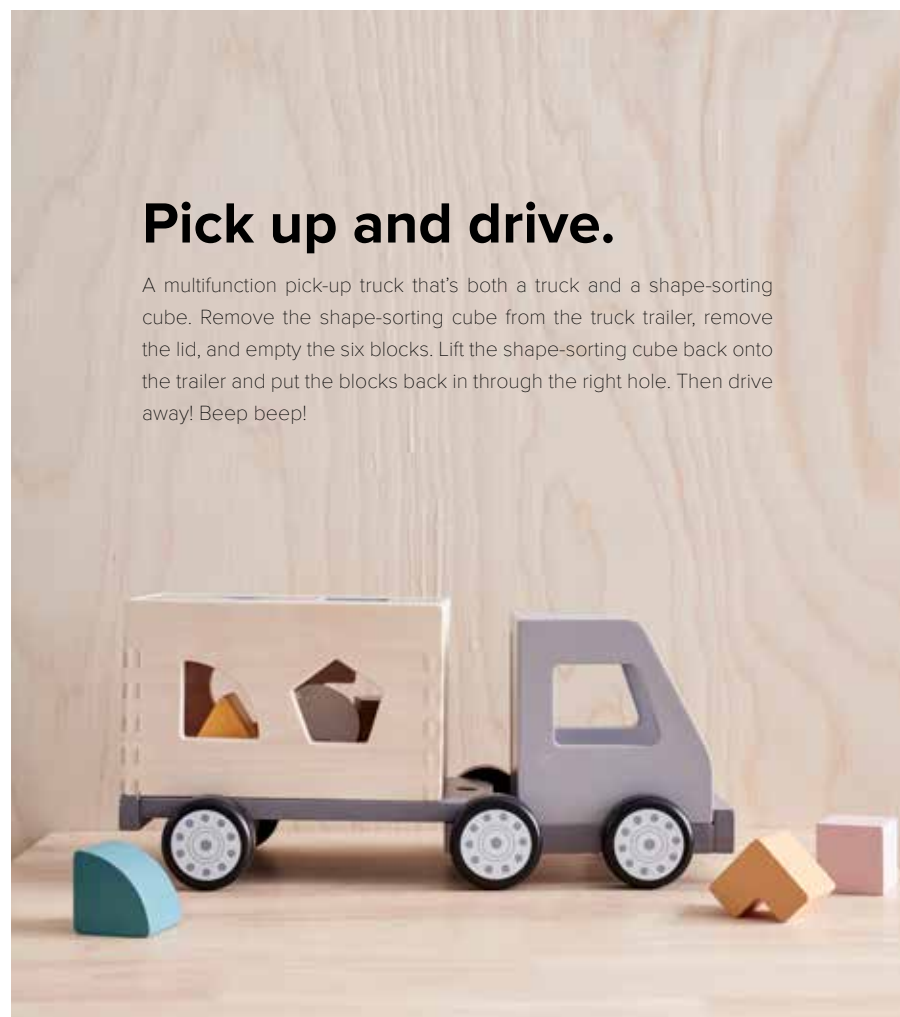
Bring your own house.

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-sorting cube. Remove the shape-sorting cube from the truck trailer, remove the lid, and empty the six blocks. Lift the shape-sorting cube back onto the trailer and put the blocks back in through the right hole. Then drive away! Beep beep!



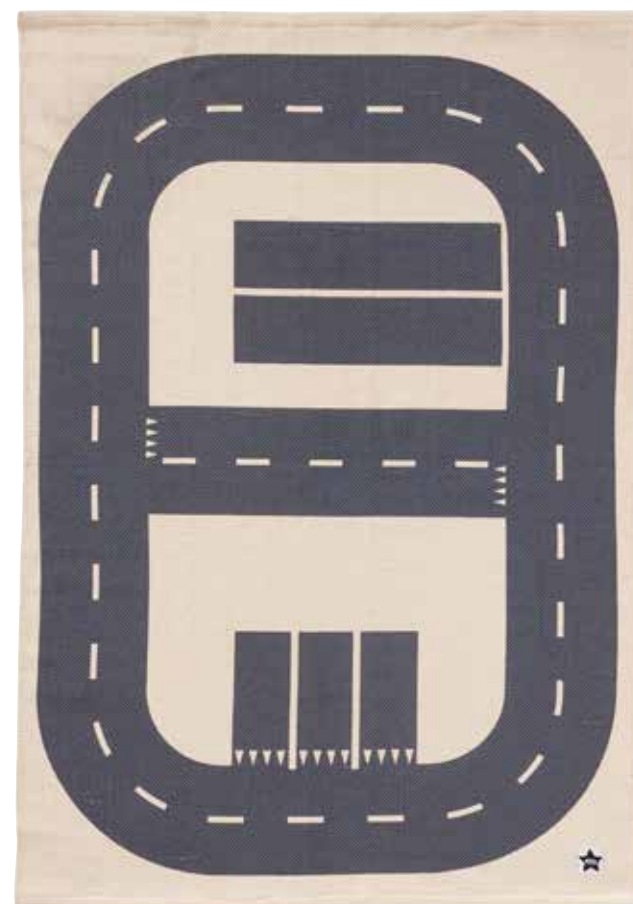
1000428 Sorter box truck AIDEN.
30x13 cm. Wood. 12 M+.



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



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



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

Trendy nonchalans.

Our lounge furniture is reminiscent of the Scandi-style teak furniture of the 1950s thanks to the pieces' slightly nonchalant, trendy retro-vibe. The Lounge armchair and table in solid stained wood work well in both the living room or the kids' room. The covers are removable and washable.



1000331 Armchair lounge. Seat height 24 cm.
Wood/polyester/linen. 2-5 Y.



1000332 Sofa table lounge.
Ø 34 H 24 cm. Wood. 2-5 Y.



1000343 Traffic signs 10 pcs AIDEN.
H 6 cm. Plywood. 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.



1000392 Low seater SAGA.
90x43 cm. Seat height 26 cm. Rubber 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. Inner dimensions 44 cm.



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





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



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



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



1000350 Hammer bench AIDEN.
19x10 cm. Wood. 12M+.



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



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



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



1000309 Play rug City AIDEN 130x170 cm.
100% Cotton.



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.





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.





Leaning 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+.



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



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



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.



1000212 Woodland animals EDVIN.
5-set. H 12 cm. Wood. 3 Y+



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



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



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



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



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

NEW!



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

NEW!



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

NEW!



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



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+.



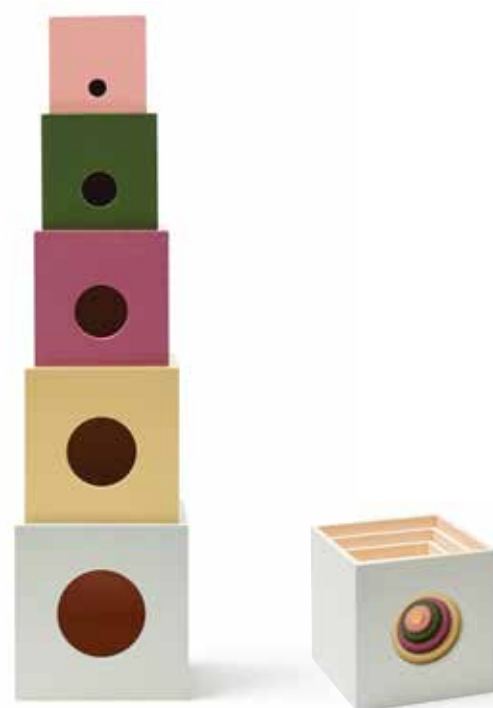
1000344 Building blocks in wooden box.
H 26 cm. Wood. 3 Y+.



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.
↔



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



1000207 Soft toy EDVIN Hedgehog.
15x11 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!!



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



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



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



1000203 Plush rattle EDVIN Moose.
H 15 cm. Plush. 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+.



610058 Baby blanket EDVIN Rabbit.
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+.



610027 Rattle EDVIN Rabbit.
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.



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+.



1000410 Rocking moose Eda EDVIN.
H 47 cm. Textile/Wood. 18 M+.



1000411 Pull along moose EDVIN.
H 22 cm. Textile/Wood. 18 M+.



Eda - the white moose.

Did you know that Bo the moose has a brother called Eda? Eda the white moose is a very rare moose with a soft white coat, brown eyes, and light grey horns. He lives together with his friends in the Swedish forest. Eda loves to bathe in the lake, and his favourite food is rowan berries.



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



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





1000395 Lamp shade corduroy Ø 30 cm.
Textile. Cable excl.



1000394 Lamp shade corduroy. Ø 30 cm.
Textile. Cable excl.



1000393 Textile cable ceiling lamp white.
E27 60W 230V. 1,5 m.



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+.



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.



NEW!



1000529 Mobile orange.
Wood.

NEW!



1000530 Mobile green.
Wood.

NEW!



1000553 Bunting brown.
100% jersey cotton.

NEW!



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.





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



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



1000447 Chest white.
50x29 H 34 cm. MDF.



1000448 Chest light green.
50x29 H 34 cm. MDF.



1000449 Chest SAGA.
50x28 H 37 cm. Wood.



1000436 Display shelf white.
60x10 H 22 cm. Wood.



1000437 Display shelf nature/green SAGA.
60x10 H 22 cm. Wood.





NEW!



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

NEW!



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

NEW!



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

NEW!



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

NEW!



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



NEW!

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

NEW!



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



NEW!

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

NEW!



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

Like a fairytale.

The SAGA furniture series (which means “fairytale” in English) is made of solid rubber wood, with natural colour variations that we think give life to the furniture. Consequently, the furniture may contain parts that are lighter or darker in colour. Smart solutions and practical components make Saga a true favourite for children’s rooms.



1000437 Display shelf nature/green SAGA.
60x10 H 22 cm. Wood.



1000449 Chest SAGA.
50x28 H 37 cm. Wood.



1000378 Stool SAGA.
31x31 H 30 cm. Rubber wood. 2 Y+. Adjustable.



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



1000582 Clothing rack SAGA.
52x35 H 125 cm. Rubber wood. 3-8 Y.



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



1000380 Coat hanger SAGA 3 set.
Rubber wood. 3 Y+.



1000377 Table SAGA.
45x45 H 45 cm. Rubber wood. 2-6 Y.



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+.



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+.



Hit the strings and make some noise!

NEW!



1000522 Guitar dark grey.
Wood. 18 M+.



NEW!



1000518 Guitar yellow.
Wood. 18 M+.

NEW!



1000520 Guitar lilac.
Wood. 18 M+.

NEW!



1000521 Guitar blue.
Wood. 18 M+.

NEW!



1000519 Guitar green.
Wood. 18 M+.

NEW!



1000517 Guitar red.
Wood. 18 M+.



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



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



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



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

NEW!



1000525 Drum mini lilac.
Wood. 18 M+.

NEW!



1000527 Drum mini white.
Wood. 18 M+.

NEW!



1000523 Drum mini red.
Wood. 18 M+.

NEW!



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 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.



Kid´s Bistro - for small master chefs.

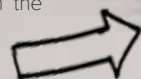
We've designed a series of products for little bakers and master chefs who just love to imitate us adults when we bake, cook, go shopping and enjoy culinary creations.

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.





Bake your cup cakes on the included baking sheet.



1000508 Stove white.
FSC Wood. 3 Y+.



1000510 Stove yellow.
FSC Wood. 3 Y+.

I'm made of
FSC wood.

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+.



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+.



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+.





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+.



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.





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, Smla, Finsk pinne, Brysselkex, Damm-sugare 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", "semmla", Finnish stick, "brysselkex", punsch-roll and cinnamon bun. Made from wood.



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



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



1000270 Swedish fika drinks. H Cups 5 cm H Thermos 12 cm. Wood. 3 Y+.
With four separate drinks: coffee, jasmine 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+.



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?



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



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.



1000468 Boccia.
Wood/cotton. 3 Y+.



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



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.





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

NEW!



1000530 Mobile green.
Wood.



**Hop on,
let's go for
a ride.**

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



1000187 Play tent STAR pink.
Ø 100 H 130 cm. Polyester. 3 Y+.



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+.



NEW!

Guitar **1000520** lilac **1000146** white.
53 cm. Wood. 4 Y+.



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



1000191 Play tunnel STAR pink.
Ø 47 cm L 180 cm. Polyester. + 3 Y.



NEW!



Drum mini **1000525** lilac **1000527** white.
Wood. 18 M+.



1000383 Rug pink 70x140 cm.
Jute/cotton.

NEW!



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

NEW!



1000508 Stove white.
FSC Wood. 3 Y+.

NEW!



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

NEW!



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



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.





Movie night.

Put the corduroy armchair and footstool in front of the TV, make some popcorn, put on your favourite film, and enjoy your own cosy movie night together with friends. A slightly larger corduroy armchair for children. Create your own cosy corner in the living room alongside the adults' sofa, as well as in the children's room. Suitable for children aged 4-8. A matching footstool with storage is available separately.



1000382 Armchair corduroy.
H 73,5 Seat height 34 cm. Corduroy/rubber wood. 3 Y+. Max 50 kg.



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





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.



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



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





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



1000326 Clothes rack white STAR.
Wood. H 135 cm.

For the queens and kings of the make-believe world.

Your own imaginary castle with stars and buntings where you can be the queen or king of the make-believe world. The tent has collapsible sticks that makes it easy to assemble and take down again.



1000186 Play tent STAR blue.
Ø 100 H 130 cm. Polyester. 3 Y+.



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.



1000333 Hook board 3 white STAR.
Wood. 30 cm.



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



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



1000190 Play tunnel STAR blue.
Ø 47 cm L 180 cm. Polyester. + 3 Y.



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



Easy storage.

Supplement our clothes rail with hangers from the STAR furniture line to hang your kids clothes. The little shelf is great for small boxes or shoes.



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



1000189 Play tent STAR grey.
Ø 100 H 130 cm. Polyester. 3 Y+.



1000193 Play tunnel STAR grey.
Ø 47 cm L 180 cm. Polyester. + 3 Y.



120699 Single hook STAR white.
14 cm. Wood.



120652 Multi hook board STAR white.
50 cm. Wood.



412631 Baby walker STAR.
45x28 H 45 cm. Wood. 12 M+.



KID'S CONCEPT
SWEDISH DESIGN

Kid's Concept by SWEDEN Concepts AB

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