

Eltern
für dich ♥



Eltern

Experts in favour of expectant parents and newly minted parents

ELTERN stands for trust – which is built on a more than 50 years lasting brand history.

Throughout that time the magazine (and as of 1998 the website eltern.de) conducted mothers and fathers in all issues around children. ELTERN is the reliable anchor. And there is much more:

The brand empathises with the parent`s feelings and leads them gently through the journey of being a young parent – with up to date know-how and a hint of humor. Both the magazine and the website with their modern appearance, the colouring and wording are trend-setting for the entire market. Particularly current toy development, ELTERN provides stylistic insights – for that function and design complement one another perfectly. Besides the trust in the brand: A promising alliance.

When it comes to the development of toys, trust plays an essential role: 80% of moms with children at the age between 0 and 2 years rely on ELTERNs expertise to develop its own toys.



— **81%** Brand awareness among parents —

Eltern

“knows what parents require”



“knows how to implement”



Experts from Eltern have been significantly involved in the development of the toy “Eltern für dich”: Primary, children should have fun while playing! Moreover, when the children`s skills get stimulated by age-appropriate multi-functions while playing, this is exactly what parents desire.

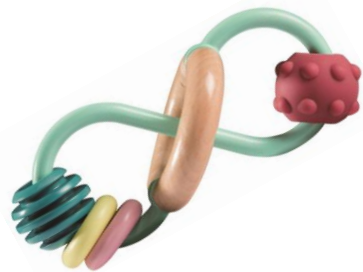
In addition to the classic toys for the little ones the “Eltern für dich” product range also provides innovative toys - multifunctional and Eltern`s inherent character.

The new toy range meets the highest quality standards. This is ensured by the experienced manufacturer Hape.



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PRODUCT RANGE



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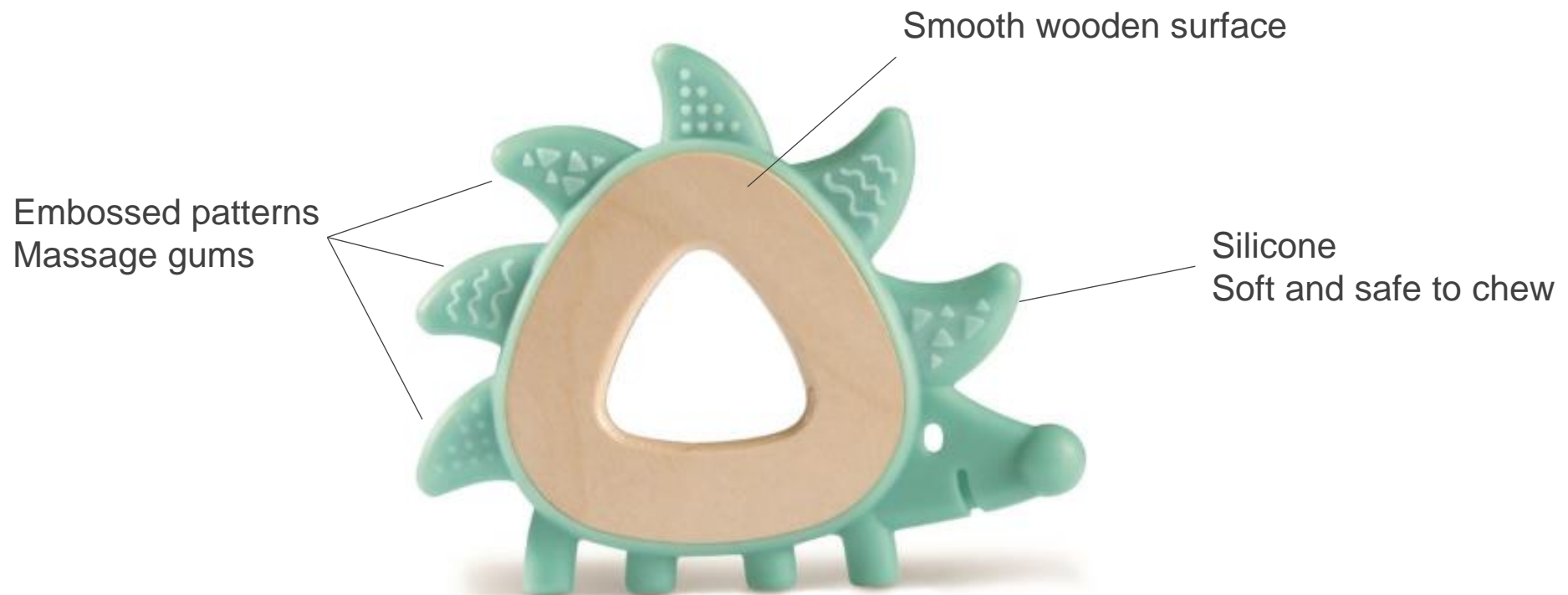
PRODUCT RANGE



E8508A

TEETHER HEDGEHOG

Age: 0M+
SRP: 9,99€



This cute blow-shaped teether is made out of wood and covered with silicone. The artfully integrated structures provide relief for the toothache of your little sweetheart. As the first companion right after birth, teether hedgehog Ida stands faithfully to baby`s side.

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E8526A
Rabbit Cloth - 2 Assorted

Age: 0M+
SRP: 14,99€

Skin-friendly,
breathable fabric



Knot design,
Easy to be grabbed



The cuddle blanket “Henri the rabbit” made out of soft fabric, offers a wide range of different textures and feeling. Several lappets and ribbons promote baby`s fine motor skills. Fluffy “Henri the rabbit” will soon become a constant companion – right from the start.



E8509A
Music box

Age: 0M+
SRP: 19,99€

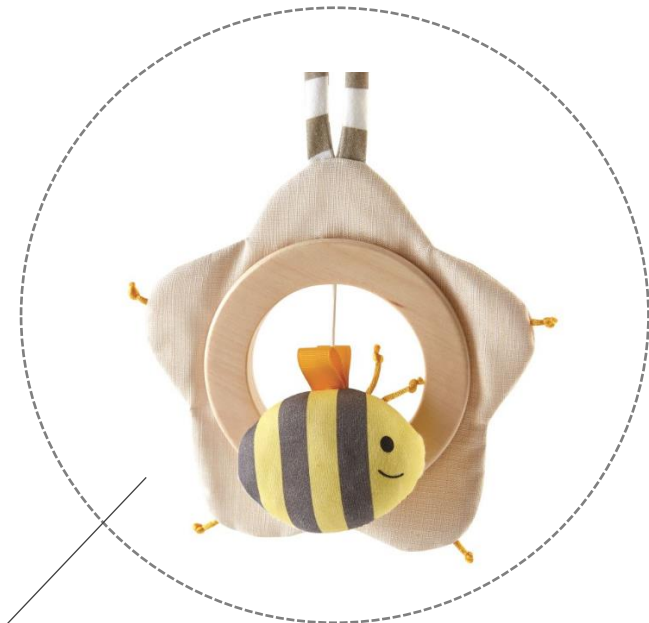
Fixed to crib or stroller

Fun cracking petals

Musical bee in
heart of the flower



Pull-back music bee



The music box “Billi” attends your little miracle kindly to the land of dreams, while its ribbons out of natural textile can simply be affixed to baby`s bed. Once you pull the bee down, a gentle melody sounds until it returns back to the flower, which is made out of wood and textiles. This music box can be used immediately after birth.

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E8506A
Ralf the rattle

Age: 3M+
SRP: 9,99€

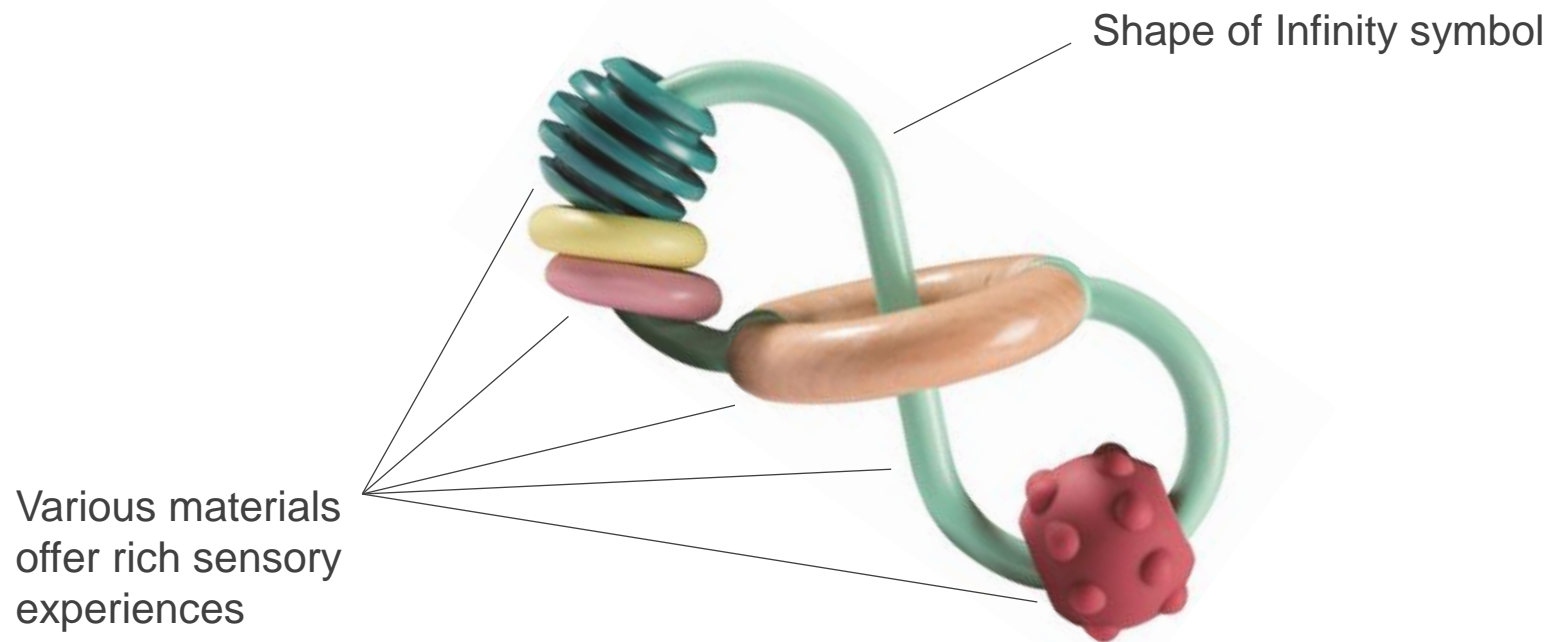


Ralf the rattle is made out of two parts, with one being made of wood and the other of synthetic material. Once both parts are turned the rattle clicks. Furthermore, it can be rolled, which makes this rattle a real multifunctional item. Your little one will have a lot of joy with it from 3 months on!



E8501A
Grabbing toy “Gregor”

Age: 3M+
SRP: 12,99€



Grabbing toy “Gregor” has the shape of the infinity symbol and is made of wood and silicone. It is equipped with elements from different material such as wood, plastic and rubber, which can be pushed by the lying eight. Thus, the grabbing toy stimulates several senses and offers endless gameplay for your little explorer from 3 months on.

E8500A
Grabbing toy “Alex the apple”

Age: 3M+
SRP: 12,99€

Silicone, soft and
safe to chew



Easy attached to stroller

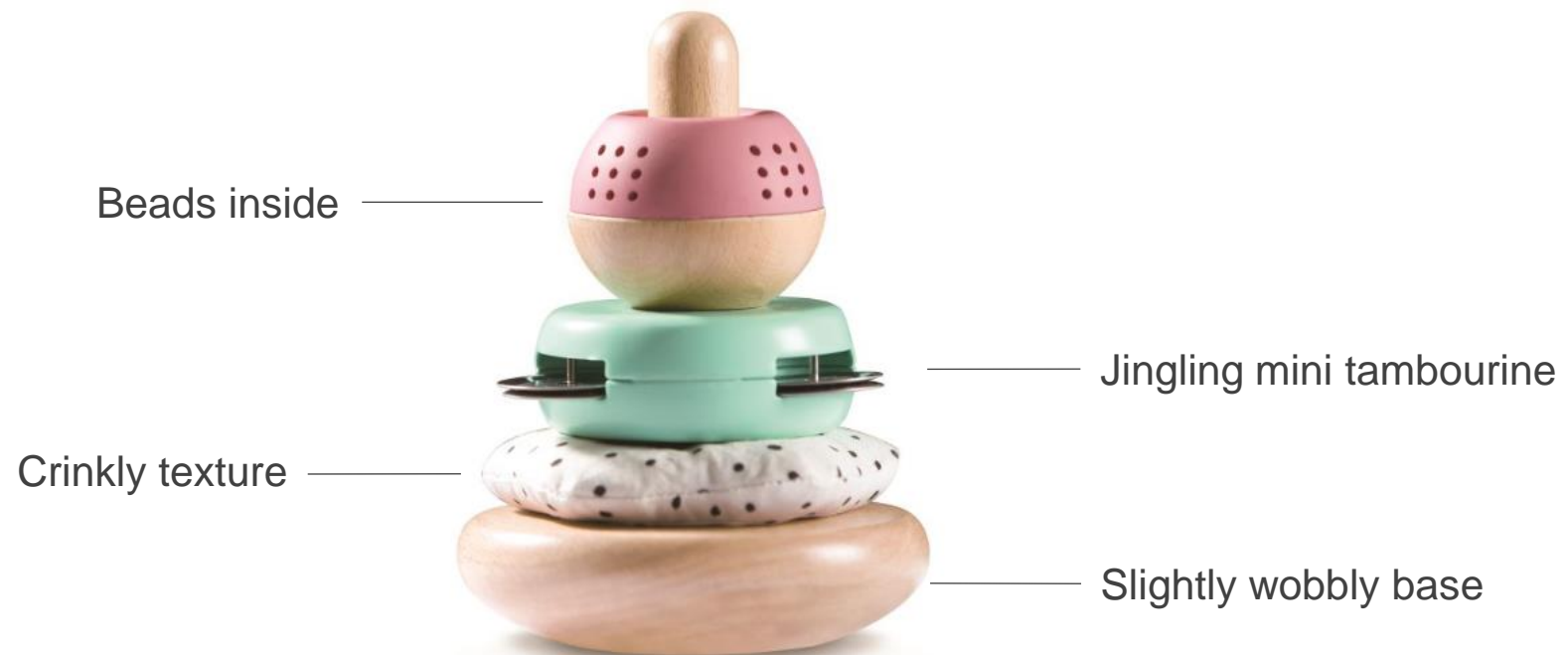
Gentle rattling sound

“Alex the apple” consists of a flexible silicone frame, inside there is a wooden core, which is surrounded by 2 plastic rings. By shaking the item your little sweetheart will not only explore minute motor activity, but the sound will also help to sense acuesthesia. This item can be grabbed and rolled by babies from 0 months on.

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E8502A
Stacking Tower Stina

Age: 10M+
SRP: 14,99€



The colourful stacking Stina is made of various materials, including wood, plastic and textiles. Many tiny details such as rattle elements or shells encourage your little explorer to make music, with each item offering a different sound effect. Babies from 6 months on experience countless hours of fun in their own children's room with the stacking Stina.



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E8505A
Pull along dog "Hugo"

Age: 12M+
SRP: 19,99€

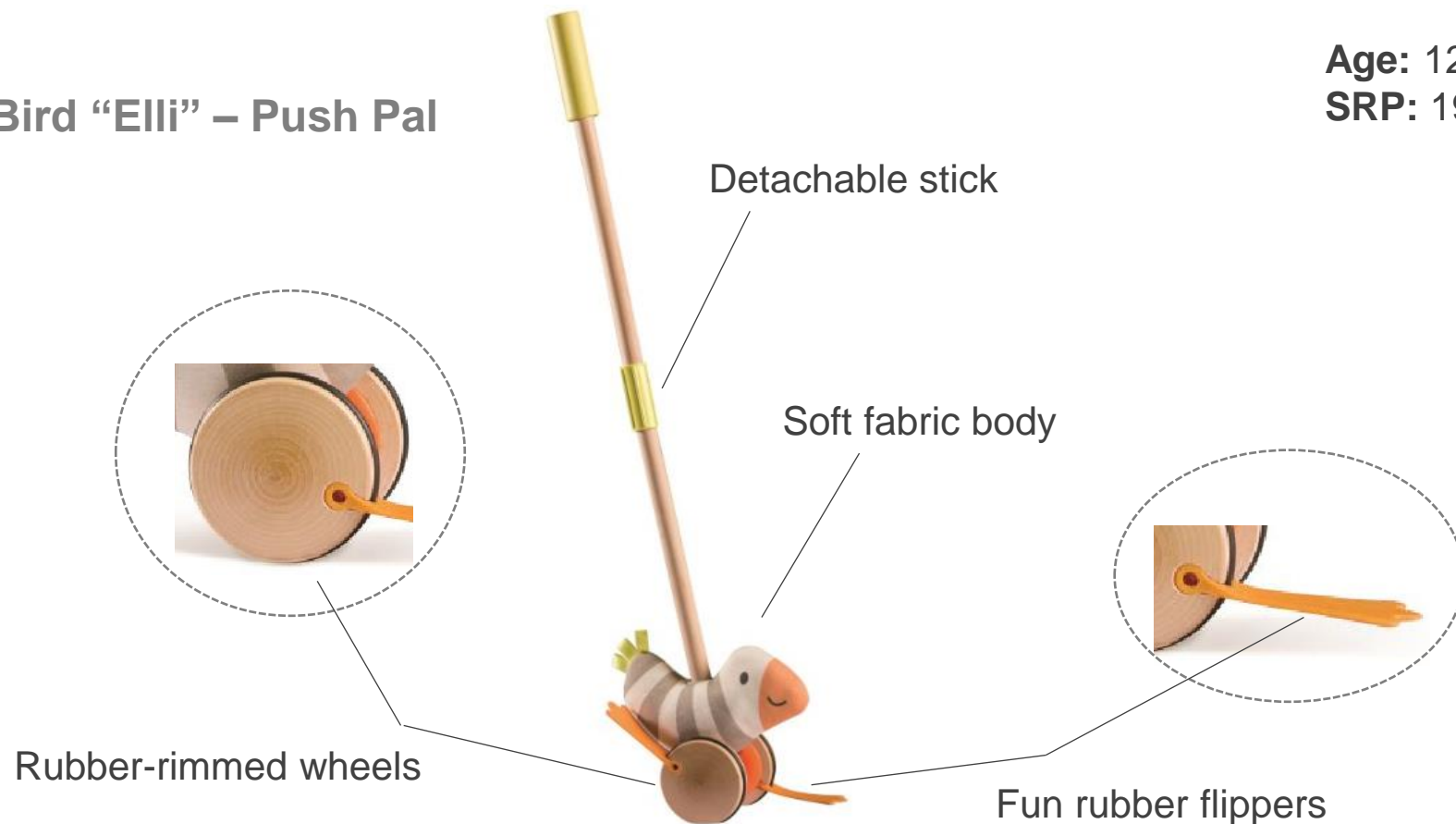


“Hugo” the walk-a-long dog is made of various colourful fabrics and a faithful companion on particular quiet paws thanks to its silent rolls. He lets himself be pulled on a string while happily wobbling back and forth. Hugo encourages your little animal lover from 12 months to take the first attempts to walk and voyages of discovery. He quickly becomes the most beloved ally!



E8510A
Flappy Bird "Elli" – Push Pal

Age: 12M+
SRP: 19,99€

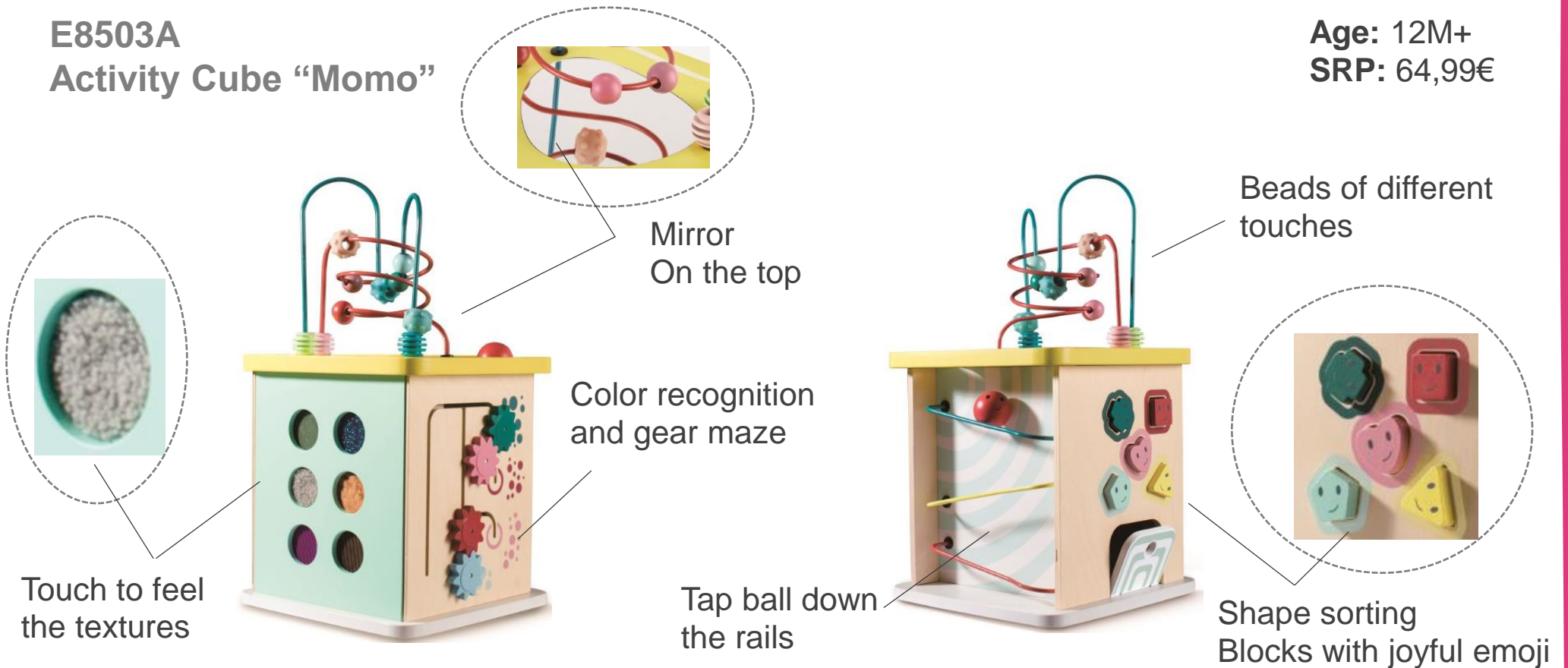


This cheerful shell bird consists of a mix of materials. Elli's body is made of natural cotton, it's removable and washable. It can easily be fixed to the natural wooden pole, which is on the handle and in the middle is color-set. While pushing Elli, the flexible rubber feet clap on the floor, generating animating sounds during your little explorer's first attempts to walk. Suitable for age from 12 months on.

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E8503A
Activity Cube “Momo”

Age: 12M+
SRP: 64,99€



This activity cube is a wooden multi-functional cube. Beside a ball track and a metal loop the little one can feel different surfaces such as rough, smooth, furry and soft. Moreover, a mirror offers new perspectives and fun. An assorting function with funny shapes as well as the meshing gears make “Momo” complete – and make it an exciting toy for your little adventurer from 12 months on.



E8507A
Ride-on Elephant

Age: 12M+
SRP: 59,99€

Rubber-rimmed wheels,
shock-absorbent and
noiseless



Ears are storage bags



This scoot-around item shaped as a cute elephant is based on a solid wooden structure. The ears are made of natural cotton, the large wheels allow an easy ride on quiet rolls. Another fun feature are the bags in Emma's ears – who could think of a better hiding place for the toys of your little darling while being on a big ride? Emma is suitable for children from 12 months on.

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E8285A
“Benno” the box of wooden blocks

Age: 12M+
SRP: 19,99€



This set consists of 80 wooden blocks of natural wood optics and delicate pastel colors. Different shapes and colors offer endless play possibilities and thus invite the child to its first experience in creative design and building. With “Benno” wooden blocks you not only boost your little builder`s imagination, but also minute motor activity. Suitable for age from 12 months on.



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E8516A
Turbo Turtle

Age: 10M+
SRP: 7,99€

Silicone
Safe to shew



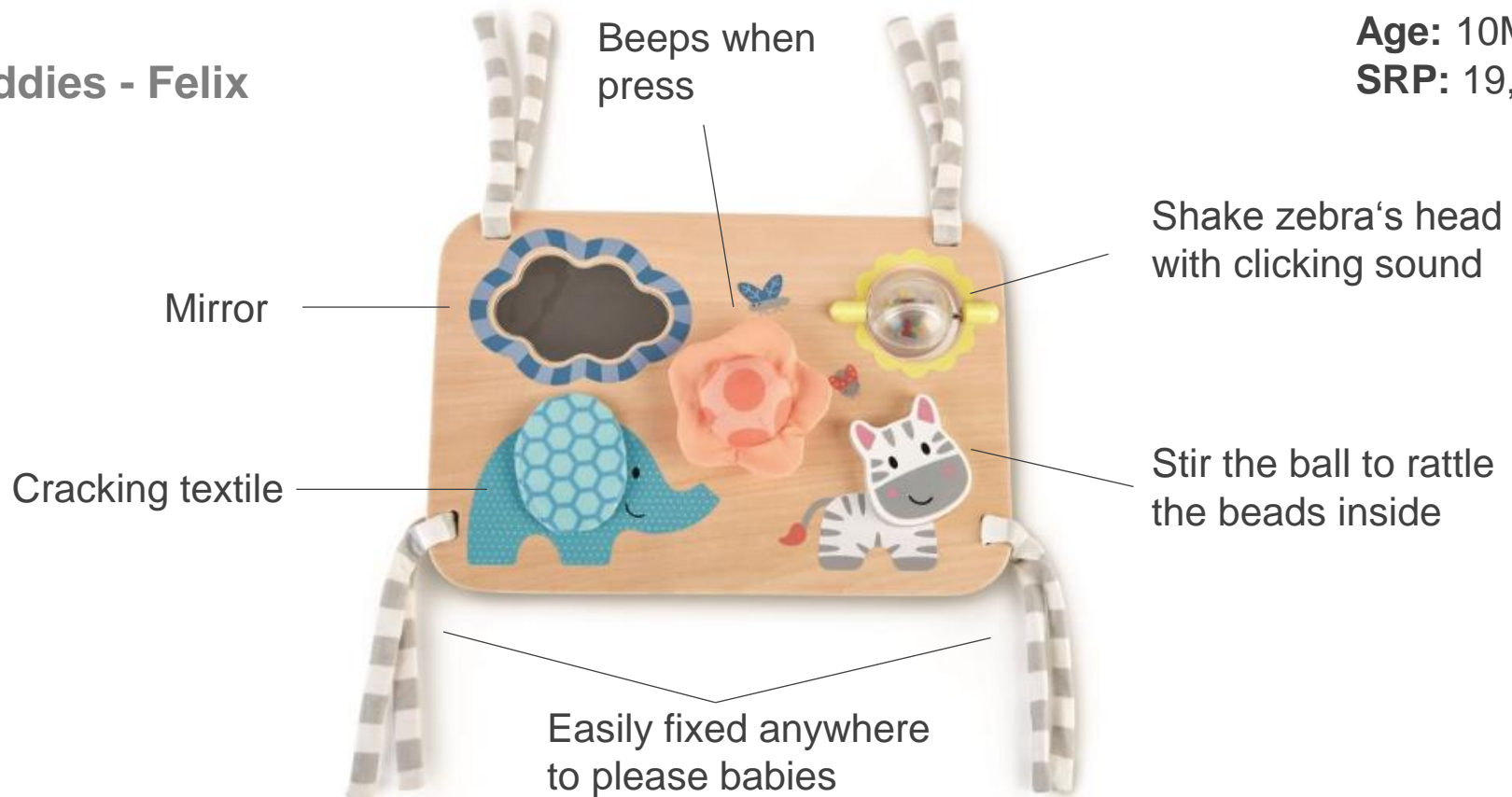
The racing turtle is not only a cute rolling toy, but is also suitable as a teething ring with its body made of silicone. The head and wheels are made of wood, with each wheel surprising with a different colorful pattern. Rike gets rolling with her moving body when the little hands of her favorite from 10 months push her.



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E8517A
Busy Buddies - Felix

Age: 10M+
SRP: 19,99€



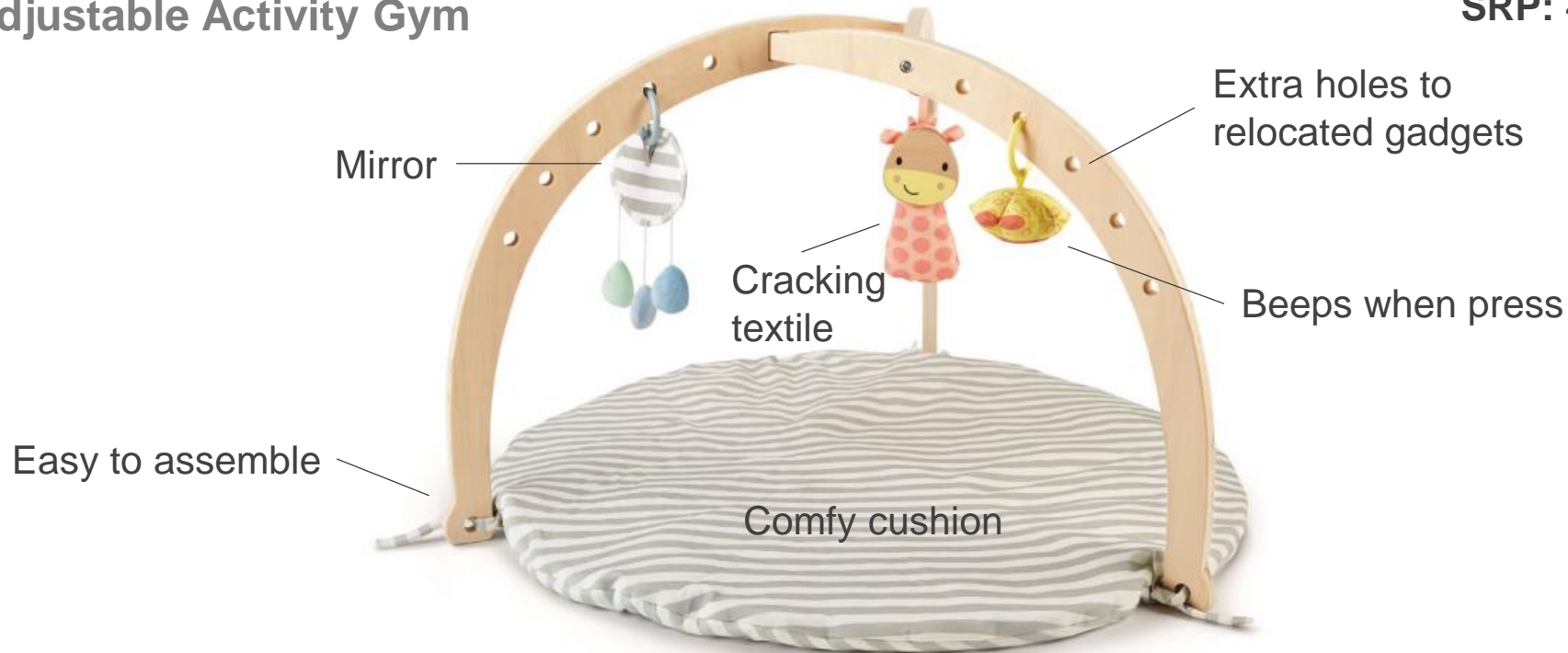
The friend board Felix is a colorful game board, where a funny troupe meets. Each individual surprises with a different function: The cloud is lined with mirror film, the sun rattles funny and the flower stimulates with squeaking the gripping reflex of small hands. In addition, the head of the zebra can be rotated, making it clicks, while the elephant crackles when touched. Thanks to the textile bands, the friend board can be easily attached. It employs the youngest from 10 months permanently and sustainably.



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E8518A
Adjustable Activity Gym

Age: 2M+
SRP: 49,99€



The arch convinces with an innovative and particularly safe triangle construction made of wood that can withstand the weight of an adult. Her little darling lies on a soft gray-stripped washable textile blanket, while above him exciting pendants train his senses: a mirror cloud with raindrops of textile, a giraffe made of wood and textile with crackling function as well as a lion made of textile with squeaking function. The elements can all be individually placed on the bow, so that the game functions are height adjustable. For even more fun, the bow can be supplemented with other trailers. Play bow Sam is suitable for babies from 2 months.



E8519A
Hook N' Look Snail

Age: 10M+
SRP: 7,99€

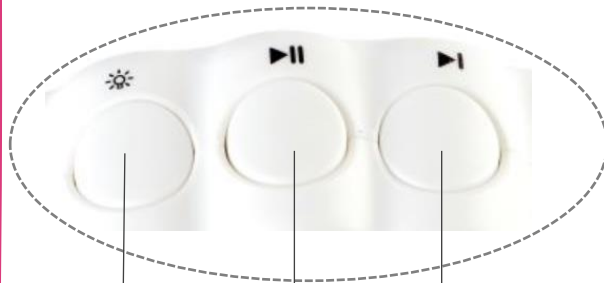


The cute hanging sling accompanies your little sweetheart from 10 months everywhere and is suitable for hanging on a play sheet, baby bed or stroller. The body of Hedi is made of wood, her house made of soft textile. With its mirror on one side of the snail shell and the bell on the other side, as well as many colorful ribbons, it stimulates different sensory stimuli. In addition, their various materials invite little hands to feel.

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E8520A
Sleepy Sheepy

Age: 0M+
SRP: 19,99€



Night light
(on/off)

Music
(on/pause)

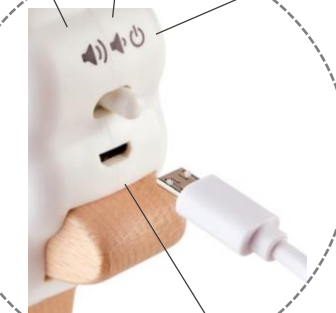
Music
(next melody)



High volume

Low volume

Power off



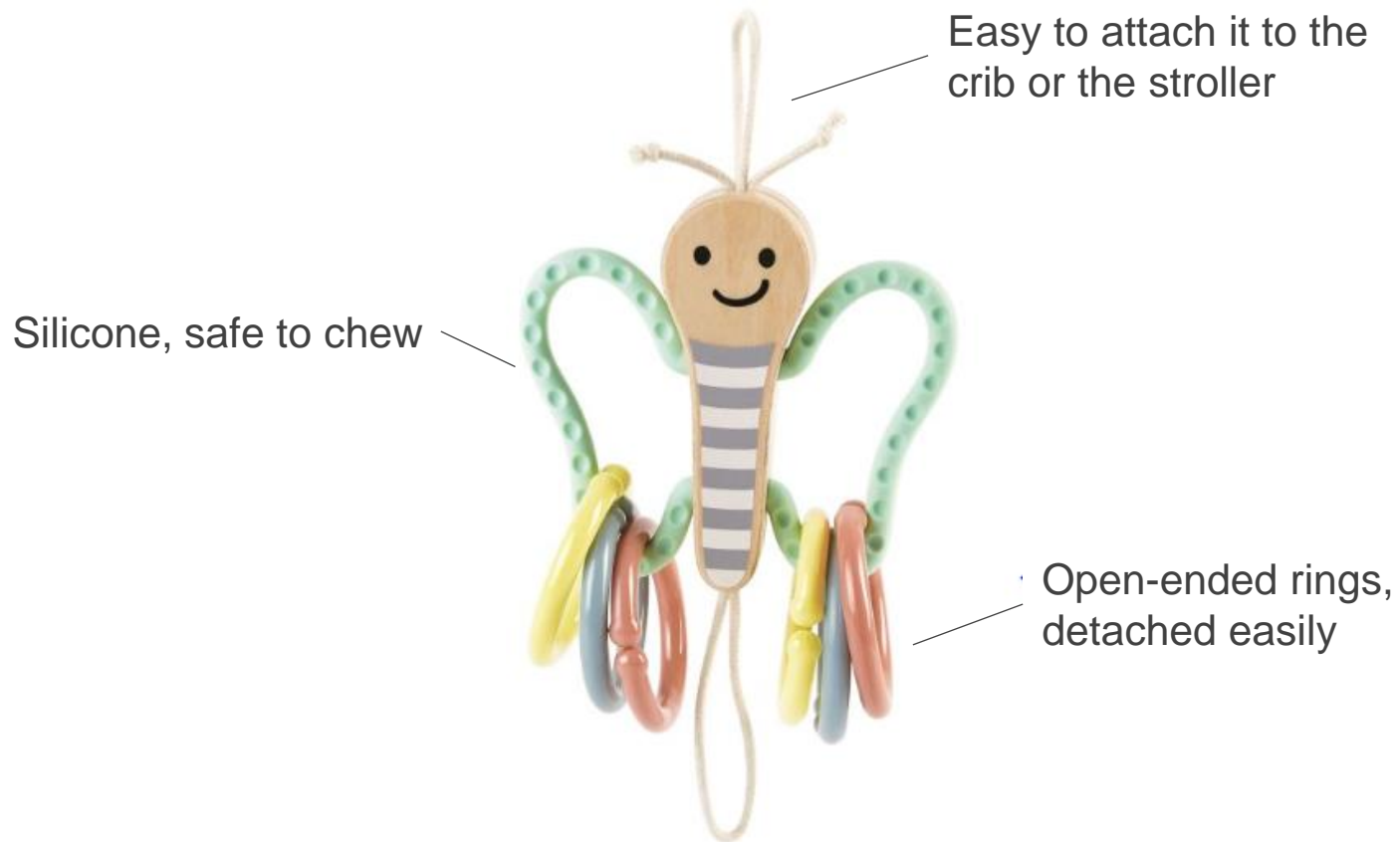
Charging hole

The sleeping sheep is night light and music box in one. An animal friend in every nursery and faithful companion on dark nights for babies from birth. Suse is made of wood and high quality plastic. It can play five different sleep tunes. An LED light shines gently when falling asleep and after playing the sheep puts itself into sleep mode. Chargeable is Suse via Micro USB.



E8521A
Butterfly Links

Age: 6M+
SRP: 7,99€



The butterfly necklace is a real all-rounder and has variable rings in soft pastel tones that can be put together. The animal flutter friend can be used as a rattle, teether and pram chain - or complete the arc Sam. Selma is made of natural rubber, wood and plastic. It offers fun for your little explorer from 6 months.

E8522A
Busy Bug Roll

Age: 6M+
SRP: 12,99€

Soft and easy
to grasp



Bell fixed inside
the belly

Wobbling base

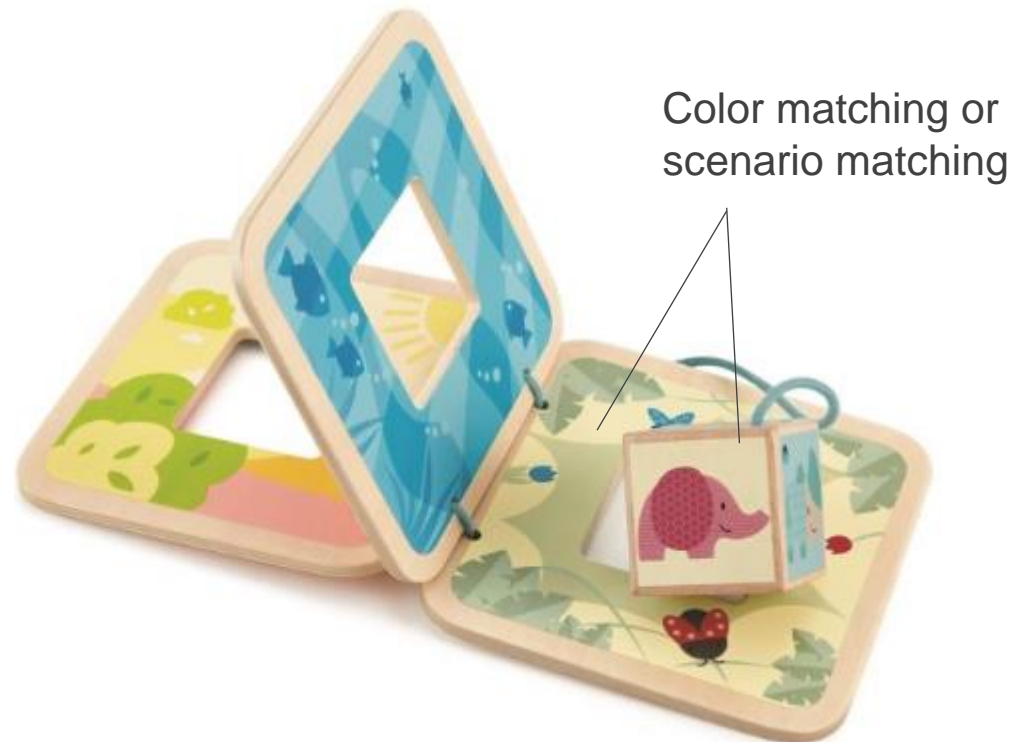
The ladybird is made of wood and natural rubber and stimulates the sense of touch with its various materials. Thanks to the large holes on his back, he is particularly good for small hands from 6 months to grab. Marlon is a multifunctional standing-up figure and ensures many happy hours in the nursery.

E8523A
Adventurous Animal Book

Age: 10M+
SRP: 12,99€

Encourages storytelling

Match the colors or
match the animal to its
home



The discovery book Emil is perfect for storytelling. On a total of six pages, your little darling will experience a wide variety of adventures. An associated cube can be used to determine the animal's main role and to assign the respective environment to the animals. The creative book is made of wood, for the very smallest explorers from 10 months.

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E8524A
Pacifier Rainbow Chain

Age: 0M+
SRP: 9,99€



The pacifier chain pimps every baby outfit with its design of gray and white stripes and a colorful rainbow part. At Kalle any kind of pacifier can be attached and the practical clip also allows easy attachment to the clothing of your little sweetheart.



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E8530A
Rattle Rings Set

Age: 0M+
SRP: 1,99€

Play with the rings
linked or individually



Connect the hanging
toys to a crib, baby
gym or stroller

The set of rings Ricky is a real all-rounder: It serves as an extension for the bow and the butterfly chain and can be used as a stroller chain. Little explorers train with their first motor skills and use the individual rings made of plastic also like to play, rattle or bite.



Packaging concept – closed box

For large products such as the adjustable activity gym a closed box has been developed in stylish and pure ELTERN design.

For consumer-friendliness the packaging contains explanations of the educational value of the toy, age information as well as quantities.

It also lists recommendations from ELTERN readers which are completed by product USPs.

The icons illustrate the product features.



Packaging concept – open box

Most of the product range is packaged in an open box concept.

Through that open box concept, the high-quality combination of materials and the innovative character of the products shall be visible and palpable at first glance.

Our open box packaging also carries age information, quantities, quotes, icons and information about the child's development possibilities.



Packaging concept – backboard

The backboard packaging for small items, such as rattles, cuddle blankets or grabbing toys, impresses through its adequate size and solidity.

In the backboard packaging the products are immediately visible, whereby parents can convince themselves of the product's quality right away.

The back contains age information, quantities, quotes and information about the child's development possibilities. On the front icons illustrate the product features.

The backboards will be put in a tray which will be easier to put onto shelves. The tray's size is 165 x 370 x 180mm (L x W x H).



POS material secondary display

Cardboard packaging display



Placement value of goods cardboard packaging display ¼ CHEP:
around 450 EUR

B2C brochure



Possible integration of ELTERN magazine into the display

POS material secondary display

Wooden display with a playable side wall



Placement value of goods wooden display ½
CHEP: around 750 EUR



B2C brochure



Possible integration of ELTERN
magazine into the display

Outlook



Availability of the samples: Oct 2019



Availability of the 1st ELTERN für dich collection lunch in Germany: Nov 2019



Introduction of the 2nd ELTERN für dich collection: Nuremberg Toy Fair 2020



Continuance of the ELTERN für dich product line with 1-2 collections each year

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**THANK YOU FOR
YOUR ATTENTION!**

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