







Play and have fun...







let children be children again.



KID'S CONCEPT SPRING & SUMMER COLLECTION 2020.



Playful. Safe. Sustainable. Stylish.

It's not always easy to furnish a child's room. Colours, furniture, and interior elements can be tricky to combine together in a way that looks good. That's why we group our interior elements and toys together into clear concepts to make it easier to furnish a child's room in a way that's functional, as well as colour co-ordinated and stylish.

Kid's Concept is a Swedish company founded 2007. Function and sustainability goes hand in hand. We closely collaborate with our factories and visit them regularly. We want there to be a mutual understanding and interest regarding high quality and environmental aspects.

We put childrens safety first, our products should be safe, sustainable and fun to play with. We care about our planet and we work hard for our generation and for all coming.

enjoy SNAP. TAG. SHARE.

Born unique. Just like you.

Our linen baby collection is lovingly made by hand in Europe.

The products are designed with personalisation in mind, so they become your baby's favourite thing – something they hold close and cherish through their first years.

Their durability means they can be passed down from generation to generation, and thanks to the unique qualities of our linen, their softness only grows the more they're loved over the years.







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.





Designed for the little ones.

The bite rings are designed for the little ones and are easy for your baby to grip when their teeth start to come through and irritate their mouth. Made from 100% Hevea rubber (latex) instead of silicone. No added plasticisers are needed as they're found naturally in natural rubber, making it soft and flexible.









When you cry, I can give you comfort.

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.





My first puzzle.

Put the mind to work with the baby's first real jig saw puzzle in untreated wood. The four large wooden pieces can fit together in dierent ways. A perfect way starting to learn the technique of jig saw puzzling. Play around with the pieces to figure out dierent solutions.

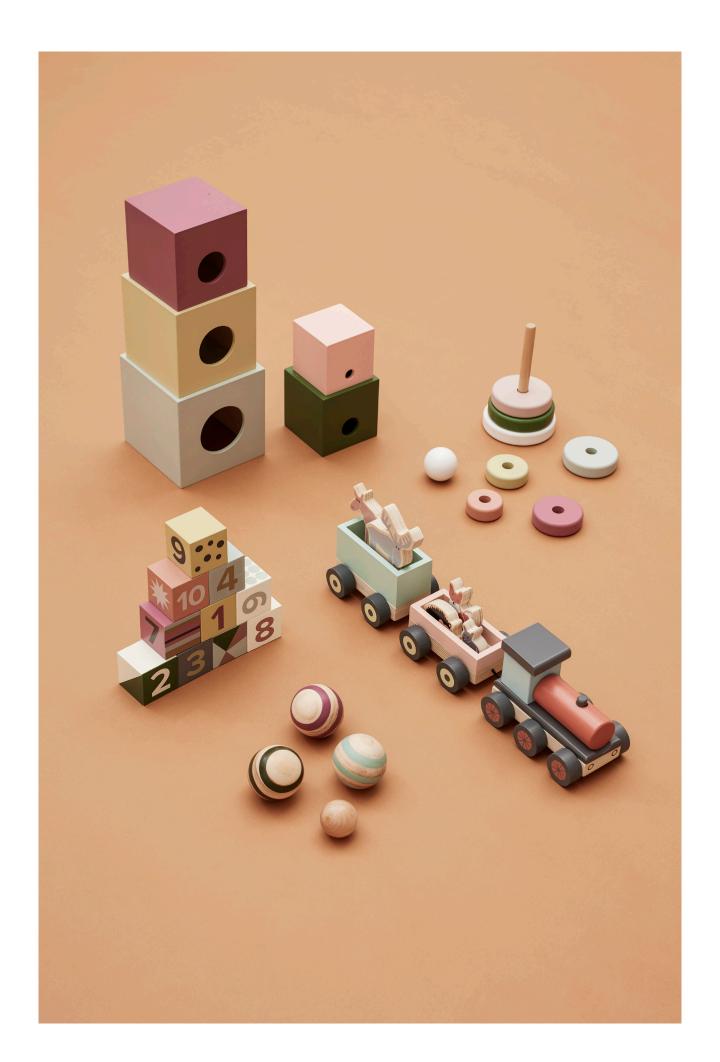


Edvin a magical adventure in the forest.

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 spring and summer, we've updated our range of colours with new shades of green, apricot, and burnt ochre with a splash of turquoise.















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.





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.











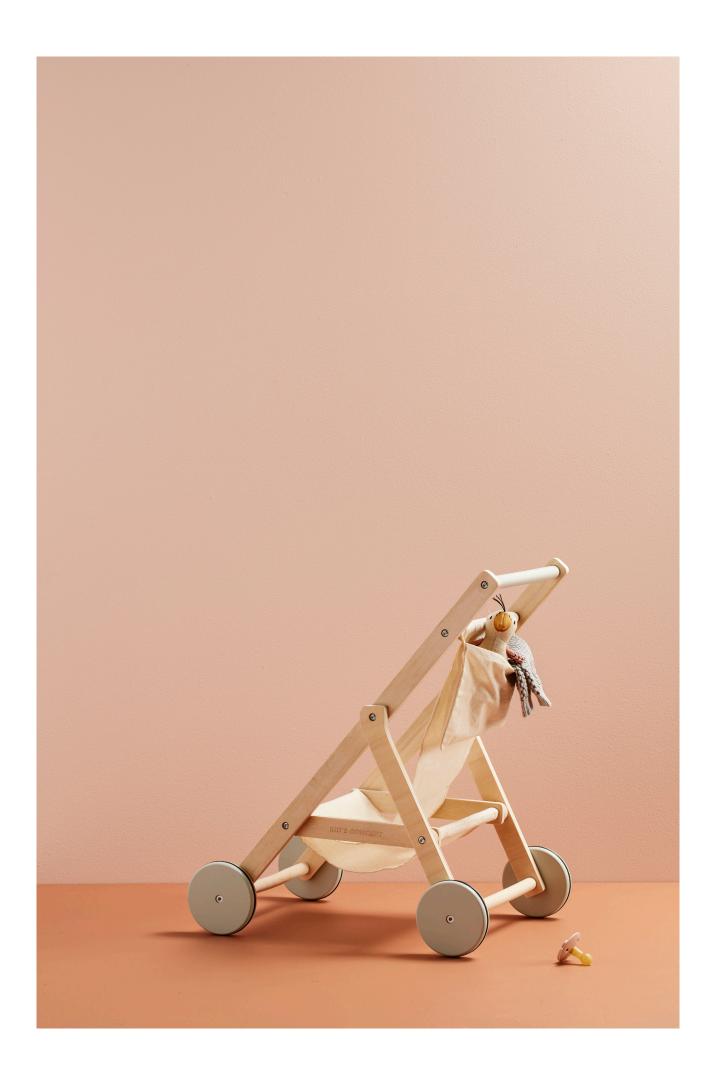


Put your favorite things on the walls.

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.





Tea time.

The story tells that the tradition of afternoon tea started with Anna, the Duchess of Bedford. In the 19th century it was common to eat two main meals: an early breakfast followed by a late supper. The Duchess started her own little ritual when she took tea and a light bite in her bedroom every afternoon. Gradually this private ceremony became an occasion to meet friends and socialize.



Hosting a tea party develops children's social skills by letting them imitate adults and use their imagination to take on di erent roles. Motor skills and balance are practiced as they pretend to pour tea. Choose from four di erent tea bags, attach the little slice of lemon to the edge of the cup, pour in a splash of milk, and serve the cups from the tray.

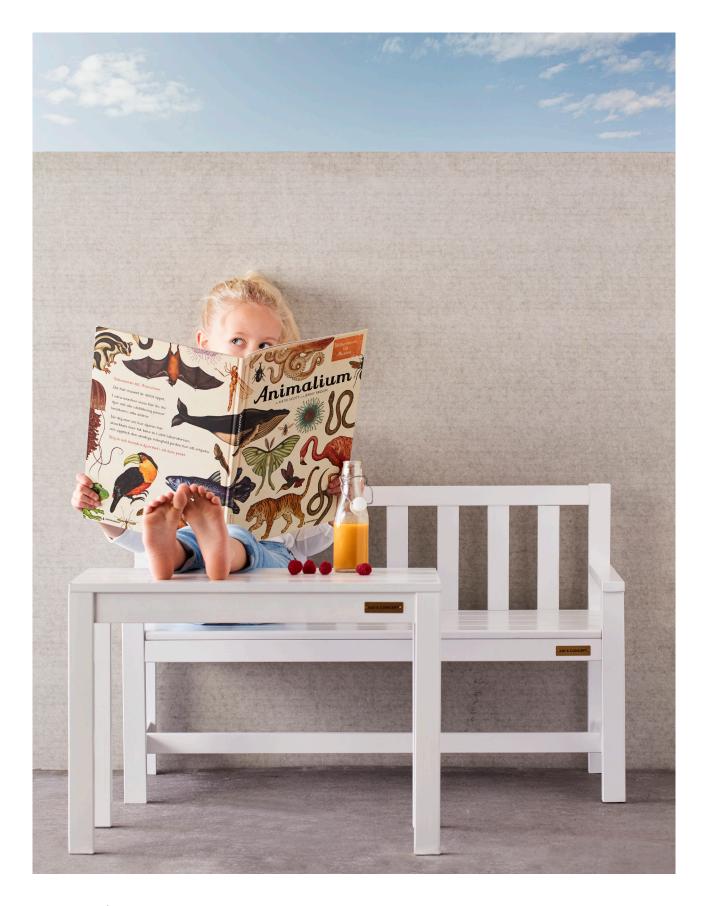




Sow seeds of change!

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.





Classic garden.

Outdoor furniture with a classic design and style, made from weather-resistant wood. Goes great on a balcony, in the garden, in the kids' room, or as a separate children's corner in your outdoor space. We made them a little bigger so that your children can continue to use them as they grow. Fits for children up to 7.





BOCCIA

Game on.

◆KID'S CONCEPT◆

We love to play games outdoors in the summertime. 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?











Mini tipi.

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











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NEW! NEW! NEW! NEW!



1000418 Comfort blanket Dino linen pink. 23x30 cm. Linen/corn fibre. 0 M+. MOQ 4



1000417 Comfort blanket Dino linen blue. 23x30 cm. Linen/corn fibre. 0 M+. MOQ 4



Comfort blanket Dino linen beige. 23x30 cm. Linen/corn fibre. 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.

NEW!



1000461 Bite ring linen beige. Linen/wood. H 19 cm. 0 M+. MOQ 4

NEW!



1000462
Bite ring linen pink.
Linen/wood. H 19 cm. 0 M+.
MOQ 4

NEW! NEW! NEW!



1000459
Teether natural rubber Hedgehog.
L 10 cm. Natural rubber. 0 M+.
MOQ 6



1000458
Teether natural rubber Fox yellow.
H 10 cm. Natural rubber. 0 M+.
MOQ 6



1000457 Teether natural rubber Fox white. H 10 cm. Natural rubber. 0 M+. MOQ 6

NEW!



1000463 Puzzle nature 4pcs. 15x15 cm. FSC Wood. 12 M+. MOQ 6

NEW!

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+. MOQ 4









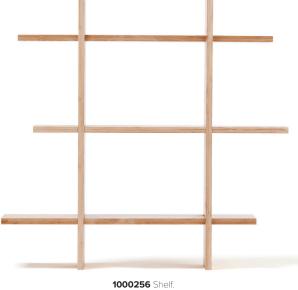
Bamboo - a natural material.

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.





1000319 Bumper Crib Linen. Linen/cotton. MOQ 1



1000256 Shelf. 68x12 H 66 cm. Bamboo. **MOQ 1**

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. Matress excl. **MOQ 1**







1000296 Hook figures 3-set. 6x6 cm. Bamboo. **MOQ 4**

1000299 Hook board 3. 30 cm. Bamboo. **MOQ 4**

1000300 Hook board 5. 50 cm. Bamboo. **MOQ 4**





1000389 Hang storage Linen. 35x24 cm. Linen/cotton. 0 M+. **MOQ 2**

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+. **MOQ 4**



1000365 Baby gym wooden frame. 55x60 H 47 cm. Plywood. OM+. **MOQ 4**



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









EDVIN - together in the forest.

Stella the hedgehog, Bo and Eda the moose, Lo the rabbit, Ed the fox and Tor the mouse all live in the Woodland where they have their very own houses. They like to play together and have a good time. They travel around by train to see other parts of the Woodland and visit each other.









1000465 Mini bead frame green EDVIN. 9x9 H 13 cm. Wood/metal. 12 M+. MOQ 6



1000466 Mini bead frame white EDVIN. 9x9 H 13 cm. Wood/metal. 12 M+. MOQ 6

NEW!





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



1000453 Stacking rings EDVIN.
Ø 10 H 20 cm. Wood. 12 M+. MOQ 6



1000450 Puzzle with knobs EDVIN. 26x26 cm. FSC Wood. 12 M+. MOQ 6



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+. **MOQ 4**



1000301 Rocking moose Bo EDVIN. 68x42 H 47 Seat height 35 cm. Textile/Wood. 18 M+. MOQ 2



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



1000411 Pull along moose EDVIN. H 22 cm. Textile/Wood. 18 M+ MOQ 4



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.

NEW! NEW!



Wall shelf 3-level white. 70x16 H 70 cm. Wood. MOQ 2

1000439Wall shelf 3-level light green.
70x16 H 70 cm. Wood. **MOQ 2**

NEW! NEW! NEW!





1000447 Chest white. 50x29 H 34 cm. MDF. MOQ 2

1000448 Chest light green. 50x29 H 34 cm. MDF. MOQ 2

1000449 Chest SAGA. 50x28 H 37 cm. Wood. MOQ 2

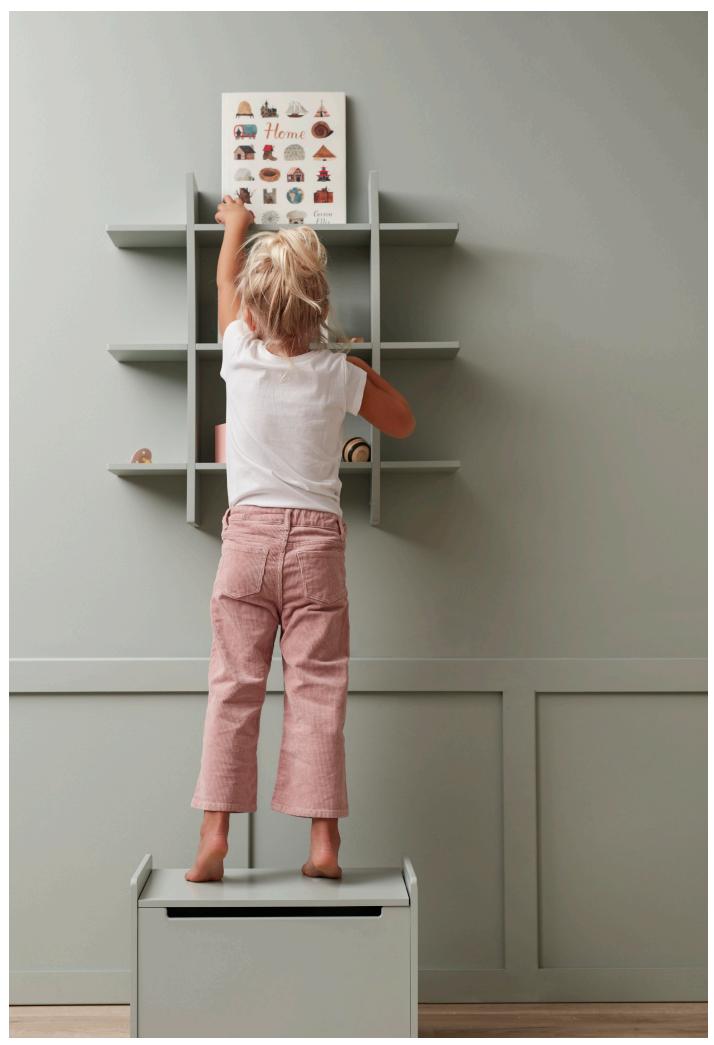
NEW! NEW!





1000436 Display shelf white. 60x10 H 22 cm. Wood. MOQ 3

1000437 Display shelf nature/green SAGA. 60x10 H 22 cm. Wood. MOQ 3







1000407 Hammer bench EDVIN. 22x8 cm. Wood. 12 M+. **MOQ 6**



1000430 Xylophone plywood. 36x11 cm. Wood. 18 M+. **MOQ 6**



1000416 Baby gym figures EDVIN. H 6 cm. Wood. 0 M+. MOQ 4



1000415 Baby gym. 55x60 H 47 cm. Plywood. 0 M+. **MOQ 4**



1000408 Sorter box EDVIN. 15x15 cm. Wood. 12 M+. **MOQ 6**



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



1000385 Rug green 70x140 cm. Jute/cotton. **MOQ 4**





1000397 Table lamp corduroy. Ø 18 H 22 cm. Wood/Textile. E14 LED 8W 230V. **MOQ 4**



1000392 Low seater SAGA.
90x43 cm. Seat height 26 cm. Rubber wood/Corduroy. 2 Y+. Max 80 kg.
MOQ 1



1000396 Table lamp corduroy. Ø 18 H 22 cm. Wood/Textile. E14 LED 8W 230V. **MOQ 4**



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



1000394 Lamp shade corduroy. Ø 30 cm. Textile. Cable excl. **MOQ 4**

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.



NEW! NEW!



1000437 Display shelf nature/green SAGA. 60x10 H 22 cm. Wood. MOQ 3

1000449 Chest SAGA. 50x28 H 37 cm. Wood. MOQ 2



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



1000406 Doll crib bedset incl. 42x32 H 30 cm. Rubber wood/cotton. 3 Y+. MOQ 2



1000379 Clothing rack SAGA. 52x35 H 125 cm. Rubber wood. 3-8 Y. MOQ 1



1000392 Low seater SAGA. 90x43 cm. Seat height 26 cm. Rubber wood/Corduroy. 2 Y+. Max 80 kg. MOQ 1



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



1000377 Table SAGA. 45x45 H 45 cm. Rubber wood. 2-6 Y. MOQ 1





1000382 Armchair corduroy. H 73,5 Seat height 34 cm. Corduroy/rubber wood. 3 Y+. Max 50 kg. MOQ 1

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.



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



Peek a boo.

Open up Max the Bear to find another bear inside - Bella. Bella's hiding Ed the fox. Each animal is getting smaller and smaller. Who will we find when vi open Ed? It's Stella, the hedgehog.











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!



1000212 Woodland animals EDVIN. 5-set. H 12 cm. Wood. 3 Y+ **MOQ 6**



1000078 Animal wood train EDVIN. 46 cm. Wood. 12 M+. **MOQ 6**



1000153 Rug Woodland EDVIN 130X170 cm. 100% Cotton. **MOQ 4**



1000200 Nest dolls EDVIN. 4-set. H 14 cm. Wood. 3 Y+. **MOQ 6**



1000087 ABC cushions EDVIN. H 25 cm. Textile. 3-set. **MOQ 4**



1000206 Soft music box EDVIN Hedgehog. 13x14 cm. Textile. 0 M+. **MOQ 4**



1000207 Soft toy EDVIN Hedgehog. 15x11 cm. Textile. 0 M+.



1000158 Seat pouf EDVIN Hedgehog. 34,5x43 H 32,5 cm. Textile.





1000222 Lamp shade green. Ø 40 H 30 cm. 100% Cotton. Excl. cable. **MOQ 4**



1000223 Lamp shade apricot.
Ø 35 H 35 cm. 100% Cotton. Excl. cable.
MOQ 4



1000224 Lamp shade grey. Ø 30 H 40 cm. 100% Cotton. Excl. cable. **MOQ 4**



1000225 Pendant Hexagon apricot. Ø 30 H 20 cm. E27 max 60W. **MOQ 4**



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



1000199 Mini tipi tent pink. 53x53 H 75 cm. Textile/wood. **MOQ 2**

1000127 X Tent pink. 100x100 H 94 cm. Textile/wood. **MOQ 2**



1000128 Mini tipi tent grey. 53x53 H 75 cm. Textile/wood. **MOQ 2**









NEW!





1000413 Puzzle geo. 22x22 cm. Wood. 18 M+. **MOQ 6**

1000344 Building blocks in wooden box. H 26 cm. Wood. 3 Y+. MOQ 4

1000487 Storage box round 2-set light green. Ø 23/25 cm. Cardboard. **MOQ 4**



1000076 Ludo game EDVIN. 20x20 cm. Wood. 3 Y+. **MOQ 4**



1000412 Memory EDVIN. 22x7 cm. Wood. 2 Y+. **MOQ 6**



1000280 Walker apricot. 43x46 H 27 cm. Wood. 12 M+. **MOQ 2**



1000279 Walker blue. 43x46 H 27 cm. Wood. 12 M+. **MOQ 2**













1000288 Baby gym EDVIN. ∅ 80 cm. 100% Polyester. 0 M+. **MOQ 2**



1000365 Baby gym wooden frame. 55x60 H 47 cm. Plywood. 0M+. **MOQ 4**



1000285 Baby gym soft toys EDVIN. 100% Polyester. 0 M+. MOQ 4



1000203 Plush rattle EDVIN Moose. H 15 cm. Plush. 0 M+. MOQ 6



1000205 Plush rattle EDVIN Fox. H 15 cm. Plush. 0 M+. MOQ 6



1000204 Plush rattle EDVIN Rabbit. H 15 cm. Plush. 0 M+. MOQ 6



610065 Baby blanket EDVIN Moose. 35x35 cm. Plush. 0 M+. **MOQ 6**



610041 Baby blanket EDVIN Fox. 35x35 cm. Plush. 0 M+. MOQ 6



610058 Baby blanket EDVIN Rabbit. 35x35 cm. Plush. 0 M+. **MOQ 6**



610034 Rattle EDVIN Moose. H 16,5 cm. Plush. 0 M+. MOQ 6



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





610027 Rattle EDVIN Rabbit. H 16,5 cm. Plush. 0 M+. MOQ 6





Soft curves and shapes.

LINUS is our functional furniture series. The furnitures have a mix of metal and wood with soft curves and shapes. Easy to combine with our other products and what you already have in your home.

NEW! NEW!





1000441 Wall shelf wood/metal green. 51x16 H 20 cm. Wood/metal. **MOQ 3**

1000440 Wall shelf wood/metal apricot. 51x16 H 20 cm. Wood/metal. **MOQ 3**



1000071 Table LINUS white. Ø 50 H 41 cm. Metal/wood. 2-5 Y. **MOQ 2**

1000072 Table LINUS white/grey. ∅ 50 H 41 cm. Metal/wood. 2-5 Y. **MOQ 2**



1000073 Stool LINUS white/grey. Ø 30 H 25 cm. Metal/wood. 2-5 Y. **MOQ 2**



1000075 Stool LINUS white/apricot. Ø 30 H 25 cm. Metal/wood. 2-5 Y. **MOQ 2**



1000312 Stool LINUS white. ∅ 30 H 25 cm. Wood/metal. **MOQ 2**

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.

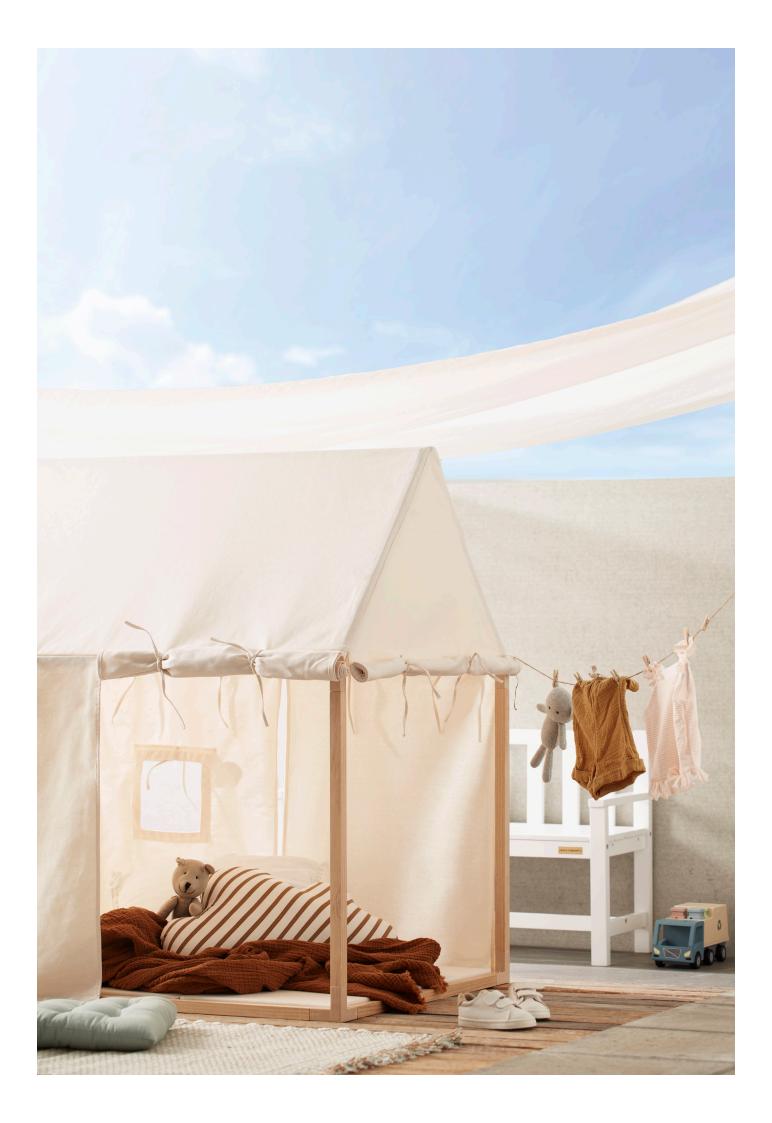
This popular series is jam-packed with play food and accessories so that your little ones can play along and imitate the things that they see us adults doing every day.











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

NEW!

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

MOQ 3



NEW!

1000454

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

MOQ 4



NEW! 1000469

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



1000456

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

MOQ 6

Let it grow.

The set has 12 parts - a box with a lid, cutting board, knife, beetroot, leek, carrot and broccoli. The veggies can be divided and put together again with velcro. All accessories can neatly be put into the box. The lid and the vegetables have a sheer stain with transparent lacquer on top.

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.





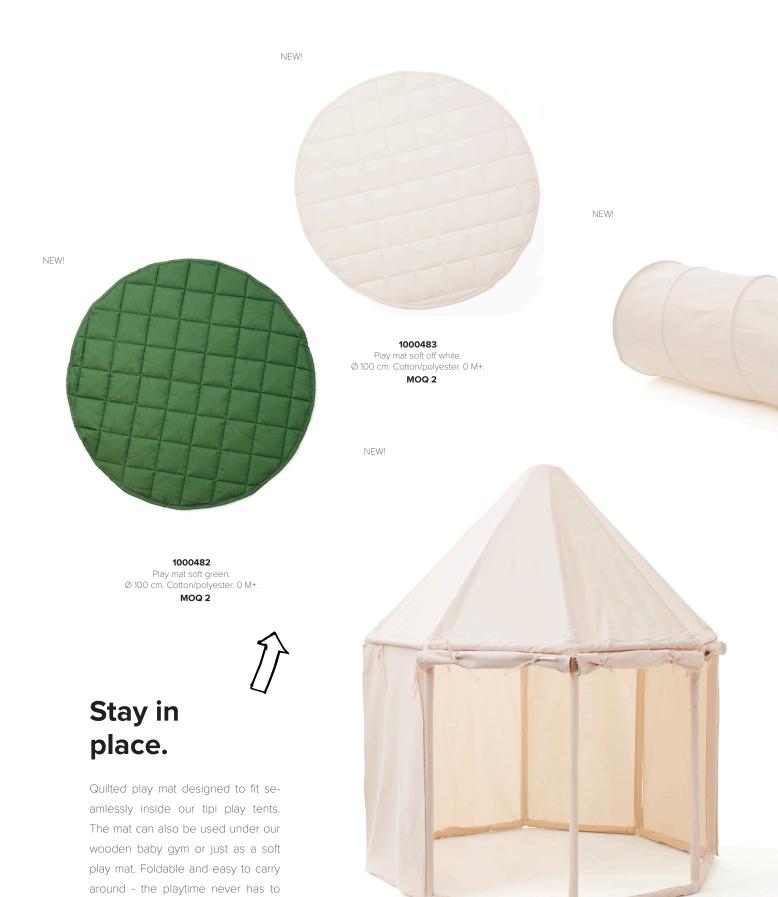
1000455

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

MOQ 4



1000443



stop.

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

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+. MOQ 2



Play house tent off white. 110x80 H 124 cm. Cotton canvas/wood. 3 Y+. MOQ 1

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.











1000337 Market stand BISTRO. Wood/cotton. H 118 cm. 3 Y+. **MOQ 2**



1000259 Cash register. 16x26 cm. Wood. 3 Y+. **MOQ 4**



1000340 Ice Iollies BISTRO. 9x12 cm. Wood. 3 Y+. **MOQ 6**



1000275 Mixed fruit box. 12x18 cm. Wood. 3 Y+. **MOQ 6**



1000276 Mixed vegetable box. 12x18 cm. Wood. 3 Y+. **MOQ 6**



1000269 Ice cream with rack. 17x26 cm. Wood. 3 Y+. **MOQ 6**



1000341 Ice cream table stand BISTRO. 30x30 cm. Wood/cotton. 3 Y+. MOQ 4



1000347 Puzzle ice cream BISTRO. 22x22 cm. Wood. 12M+. **MOQ 6**

NEW!

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+. **MOQ 6**



SWEDISH fika.

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).





1000338 Waffle iron BISTRO. 18x22 cm. Wood. 3 Y+. **MOQ 4**



1000272 Swedish fika sweets 7-set. 5x5 cm. Wood. 3 Y+. **MOQ 8**



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. **MOQ 6**



1000262 Coffee Machine set. H 20 cm. Wood. 3 Y+. **MOQ 4**



1000263 Cake stand. H 23 cm. Wood. 3 Y+. **MOQ 6**



1000264 Pastries 9-set. 4,5x4,5 cm. Wood. 3 Y+. **MOQ 6**



1000345 Puzzle Swedish fika BISTRO. 22x22 cm. Wood. 12M+. **MOQ 6**



1000265 Cake blue. ∅ 18 cm. Wood. 3 Y+. **MOQ 6**



1000266 Cake pink. Ø 18 cm. Wood. 3 Y+. **MOQ 6**



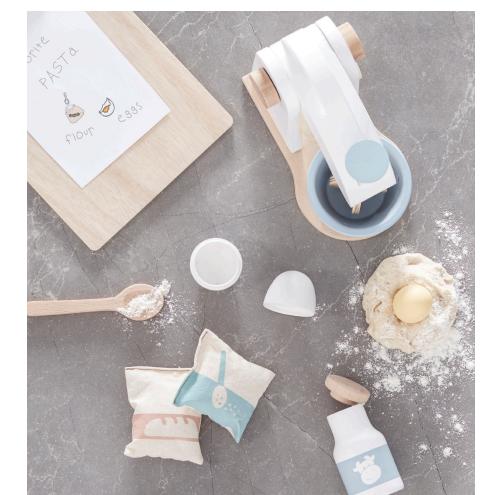
1000281 Fridge and freezer. 30x30 H 73 cm. Wood. 3 Y+. **MOQ 2**



1000161 Kitchen. 55x30 H 73 cm. Wood/metal. 3 Y+. **MOQ 2**



1000238 Table kitchen nature/white. 25x31 cm. Wood. 3 Y+. MOQ 4



1000260 Mixerset. H 18 cm. Wood. 3 Y+. **MOQ 4**



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.







1000414 Blender BISTRO. H 20 cm. Wood. 3 Y+. **MOQ 4**



1000339 Chef set textile BISTRO. Apron 50x50 cm. 100% ECO Cotton. 3 Y+. MOQ 2 **1000271** Baking set. Wood/metal. 3 Y+. **MOQ 6**





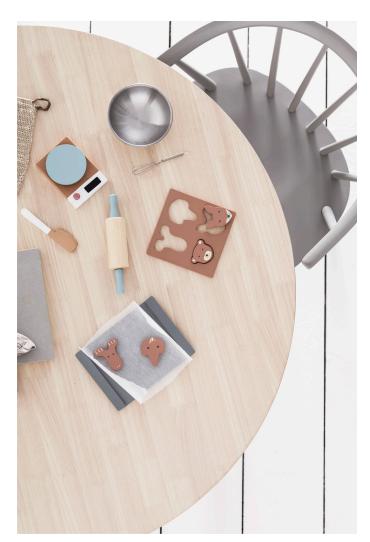




















1000257 Doctors case white. 14x20 cm. Cardboard/wood. 2 Y+. **MOQ 4**



1000258 Doctors case nature. 14x20 cm. Cardboard/wood. 2 Y+. MOQ 4



1000261 Toaster set. H 10 cm. Wood. 3 Y+. **MOQ 4**



1000274 Grocery shopping set. Wood/100% cotton. 3 Y+. MOQ 6



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



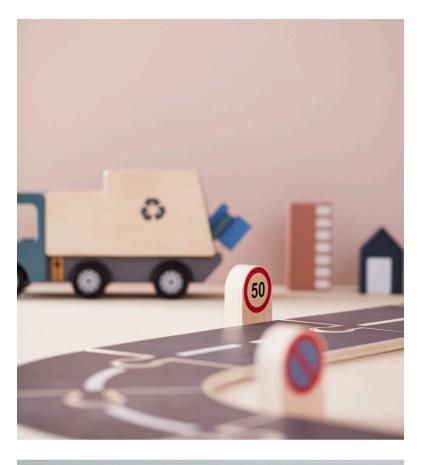
1000342 Brush and dustpan BISTRO. H 52 cm. Wood/metal. 3 Y+. MOQ 4



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



1000267 Bottle 5-set. H 11 cm. Wood. 3 Y+. **MOQ 6**



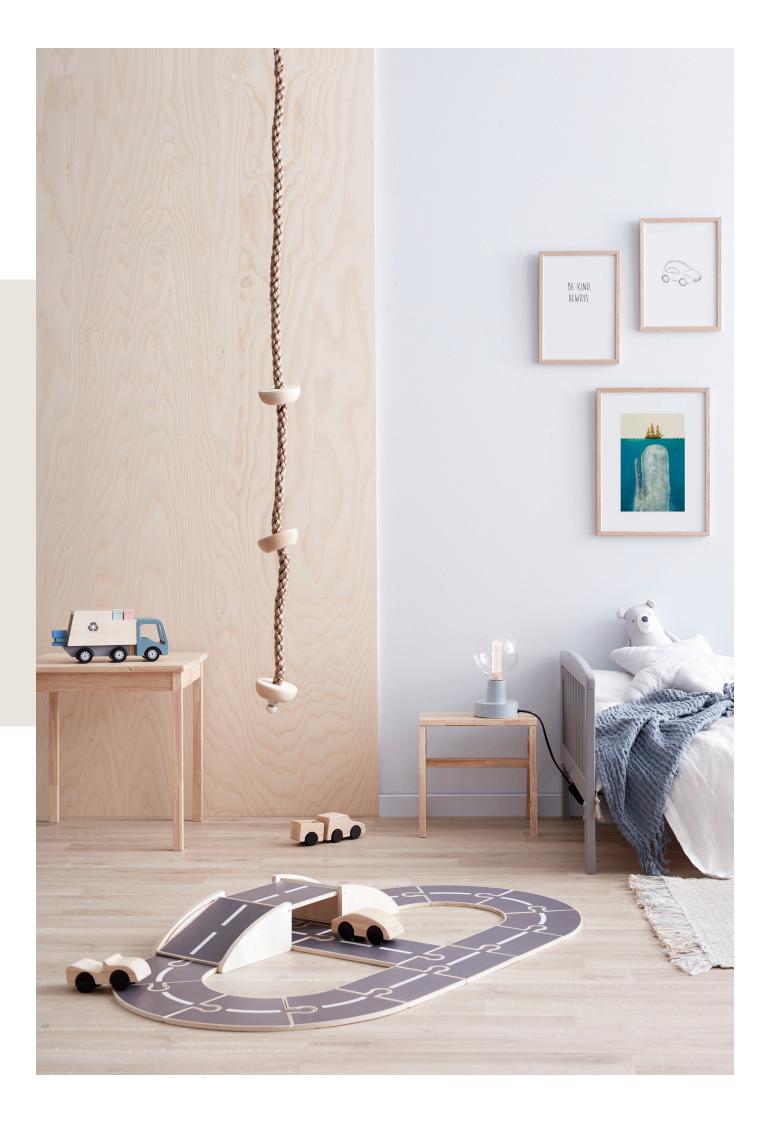


AIDEN city life.

Take the bus home after work, and take the elevator up to the pool for a refreshing dip. A few backflips into the cooling water. The heat up on the roof is intense. Roll down the awning and chill out in the shade. Then take the elevator down to the kitchen and cook up a tasty dinner on the induction hob. Oh no! Look at all the rubbish left after dinner! What do we do with it all? Quickly build a road to the house so that the waiting rubbish truck can take care of all the rubbish. The rubbish truck lifts the bins and quickly sorts the metal, glass, paper, and green waste. A roaring start, and then it's gone. Take the elevator back up and snooze on the sofa. An ordinary day in Aiden city.









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+. **MOQ 4**



1000364 Car Cabriolet AIDEN. 14x5,5 cm. Wood. 12M+. **MOQ 6**



1000362 Car Sport AIDEN. 14x5,5 cm. Wood. 12M+. **MOQ 6**



1000363 Car Pickup AIDEN. 19x5,5 cm. Wood. 12M+. **MOQ 6**



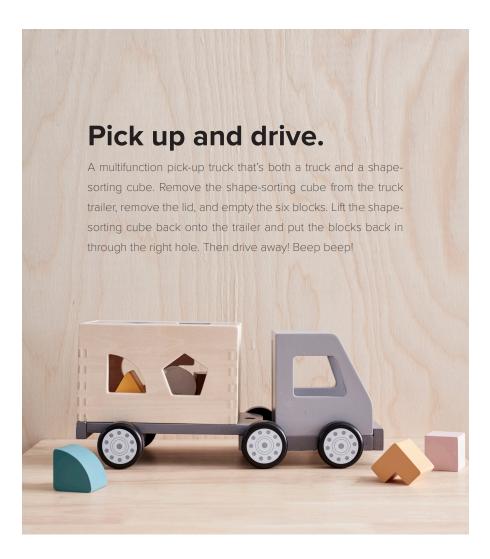


Recycling expert!

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.





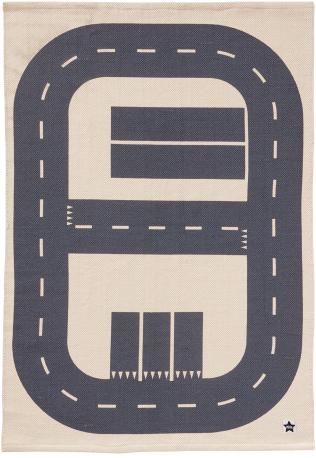








1000428 Sorter box truck AIDEN. 30x13 cm. Wood. 12 M+. MOQ 4





MOQ 4



1000427 Sorter ring truck AIDEN. 38x10 cm. Wood. 12 M+. MOQ 4



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

MOQ 6

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. **MOQ 1**



1000332 Sofa table lounge. Ø 34 H 24 cm. Wood. 2-5 Y. **MOQ 1**



1000305 Truck AIDEN. 31x10 cm. Wood. 12M+. **MOQ 4**



1000307 Garage AIDEN. 45x27 cm. Wood. 2 Y+. **MOQ 2**



1000384 Rug blue/grey 70x140 cm. Jute/cotton. **MOQ 4**



1000399 Ceiling lamp metal blue/grey. Ø 30 H 26 cm. E27 230V.



1000401 Table-/wall lamp metal blue/grey ∅ 12 cm. E27 LED 230V. Excl. lightsource. **Fp2**



1000392 Low seater SAGA.
90x43 cm. Seat height 26 cm. Rubber wood/Corduroy. 2 Y+. Max 80 kg.
MOQ 1

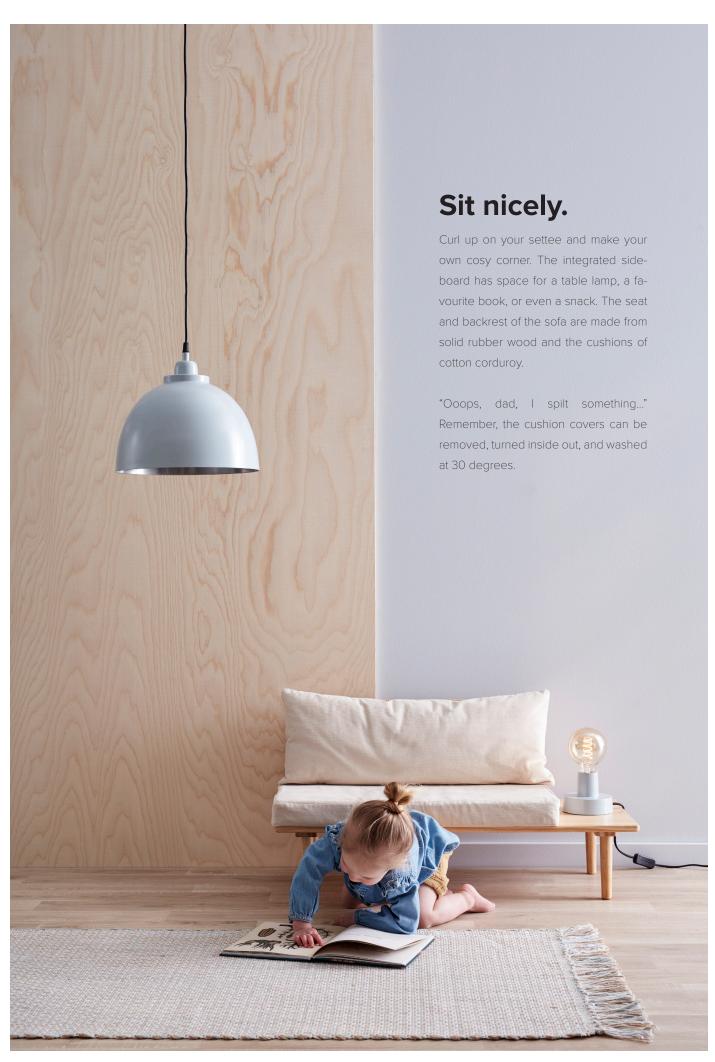
Night night teddy bear.

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+.





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 recreate any city look. Fits perfect to our Aiden City play rug.



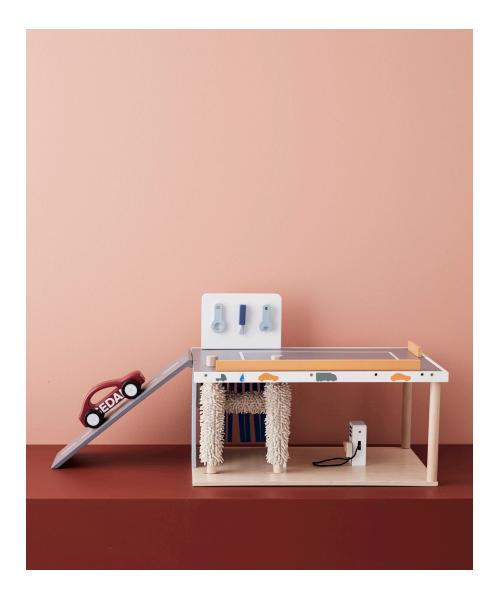


Garage with sliding doors. The garage allows room for the Aiden bus, Sedan, SUV and the front of the truck, to be parked inside. The doors have a small knob for easier grip.





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.

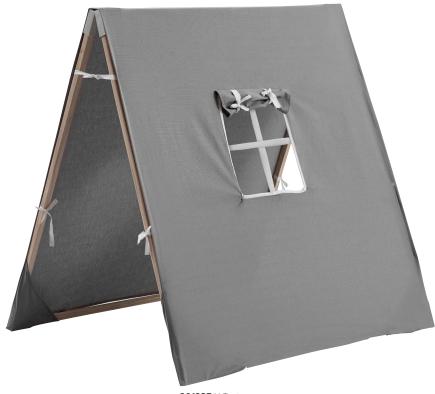




1000292 Lamp shade Dot yellow. \emptyset 35 H 23 cm. Linen. Excl. cable. MOQ 2



1000294 Lamp shade Dot grey. ⊘ 35 H 23 cm. Linen. Excl. cable. MOQ 2



201935 X Tent grey. 100x100 H 94 cm. Textile/wood. **MOQ 2**





1000293 Lamp shade Dot dark apricot. Ø 35 H 23 cm. Linen. Excl. cable. MOQ 2



1000393 Textile cable ceiling lamp white. E27 60W 230V. 1,5 m. MOQ 2





1000287 Baby gym soft toy AIDEN. 100% Polyester. 0 M+. MOQ 4



1000350 Hammer bench AIDEN. 19x10 cm. Wood. 12M+. **MOQ 6**



1000426 Memory AIDEN. 22x7 cm. Wood. 2 Y+. **MOQ 6**



1000351 Sorter box AIDEN. 14x14 cm. Wood. 12M+. **MOQ 6**



1000346 Puzzle AIDEN. 30x20 cm. Wood. 12M+. **MOQ 6**

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

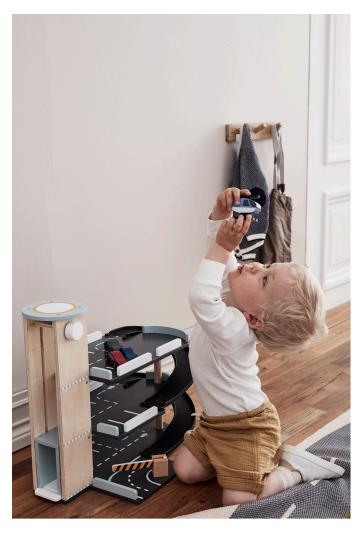


Our responsibility.

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.















1000302 Sedan car AIDEN. 14x7 cm. Wood. 12M+. **MOQ 6**



1000303 SUV AIDEN. 12x7 cm. Wood. 12M+. **MOQ 6**



1000304 Bus AIDEN. 14x6 cm. Wood. 12M+. **MOQ 6**



1000306 Service station AIDEN. 43,4x28,5 cm. Wood/polyester. 3 Y+. **MOQ 2**

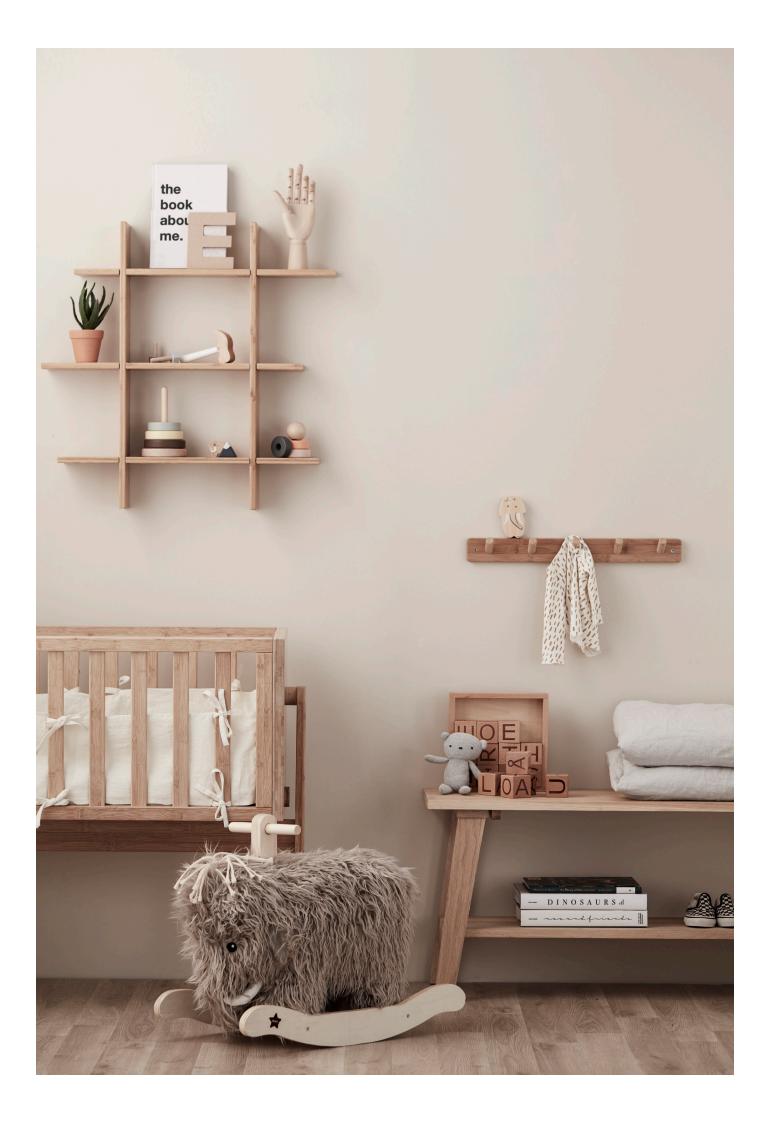




1000310 City wooden blocks AIDEN. 20x30 cm. Wood. 12M+. **MOQ 2**



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



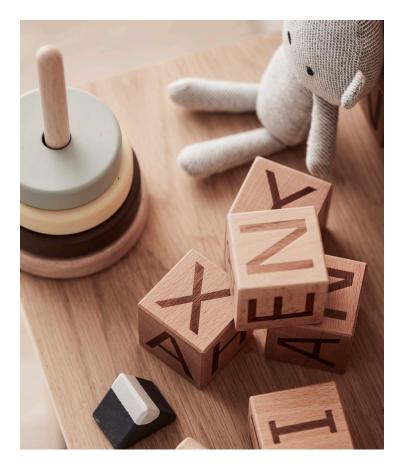


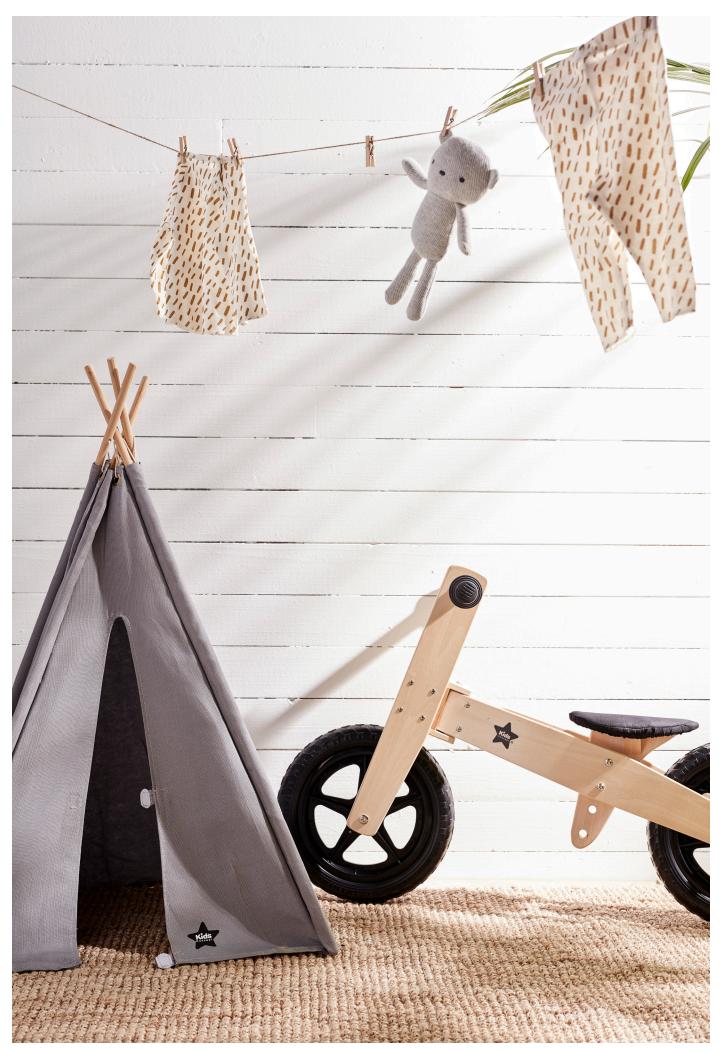


NEO - enter the Stone Age.

The Stone Age Land, home to all the members in the NEO family. Neo and Leo the mammoths, Lisa the bird, Otto the mudskipper and Harry & Sally the bullfrogs. They love their Land of volcanos and pebbles.

In our Neo collection we combine the charcoal colours range from darkest black to lightest grey with woodgrain textures, white and pastels. The much needed splash of colour in mustard yellow and bordeaux creates a fresh contemporary look.







1000052 Balance bike NEO. 86x33 H 56 cm. Wood/rubber. 3 Y+. MOQ 2



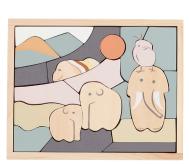
412850 Doll pram NEO. 42x26 H 42 cm. Wood/textile. 18 M+. Bed set incl. **MOQ 2**



412648 Baby walker NEO. 45x28 H 45 cm. Wood/metal. 12 M+. **MOQ 2**



1000054 Height chart NEO. H 105 cm. Wood. MOQ 4



1000162 Puzzle NEO. 26x20 cm. Wood. 3 Y+. MOQ 6



1000386 Storage bag grey 3 set. 30x35 cm. Cotton. 3 Y+. **MOQ 4**





1000134 Bead frame NEO. 25x18 cm. Wood/metal. 12 M+. MOQ 3



1000145 Mini maze NEO. H 13 cm. Wood/metal. 12 M+. MOQ 6



1000283 4 in a row. 23x16 cm. Wood. 3 Y+. MOQ 6



A play tent or just a cosy corner.

Tipi tent in a simple design. It's perfect as a place for playing or being cosy. Easy to assemble and take down again.



413538 Rocking horse. 50x28 cm. Seat height 30 cm. 18 M+. **MOQ 2**



1000126 Tipi tent black/white. 110x110 H 160 cm. Textile/wood. **MOQ 2**

NEW!



1000101 Car track nature. H 30 cm. Wood. 12 M+. **MOQ 3**





1000168 Sofa Chesterfield dark grey. 91x55 H 44 cm. Linen/cotton/wood. **MOQ 1**



1000169 Foot stool/storage box dark grey. 30x30 H 30 cm. Linen/cotton.

MOQ 1





1000226 Pendant Hexagon grey. Ø 30 H 20 cm. E27 Max 60W 230V. **MOQ 4**







1000088 ABC cushions NEO. 3-set. H 25 cm. Textile. MOQ 4



412775 Building blocks NEO. 22x25 cm. Wood. 12 M+. **MOQ 4**



1000299 Hook board 3. W 30 cm. Bamboo. **MOQ 4**



1000300 Hook board 5. W 50 cm. Bamboo. **MOQ 4**



1000194 Abacus. H 30 cm. Wood. 3 Y+. **MOQ 6**



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

MOQ 6



1000137 Shape sorter NEO. 14x14 cm. Wood. 12 M+. **MOQ 6**



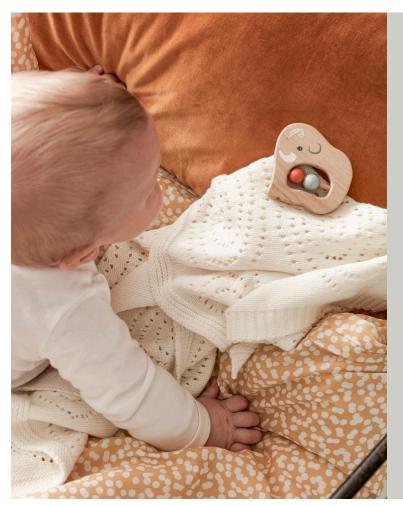
1000142 Rattle NEO. H 7 cm. Wood. 3 M+. **MOQ 8**



1000094 Tool box nature. 25x15 cm. Wood. 3 Y+. **MOQ 6**



1000365 Baby gym wooden frame. 55x60 H 47 cm. Plywood. OM+. **MOQ 4**



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.



1000140 Wooden block train nature. 37 cm. Wood. 12 M+. **MOQ 6**



1000196 Ludo game NEO. 26x26 cm. Wood. 3 Y+. **MOQ 6**



1000282 Hammer bench NEO. 20x10 cm. Wood. 18 M+. **MOQ 6**



1000195 Wagon with blocks. 36x28 cm. Plywood. 12 M+. **MOQ 2**



1000163 ABC Puzzle ÅÄÖ. 26x26 cm. Wood. 3 Y+. **MOQ 6**



1000164 ABC Puzzle ENG. 26x26 cm. Wood. 3 Y+. **MOQ 6**



1000080 Pull along Mammoth family NEO. 27 cm. Wood. 12 M+. MOQ 4

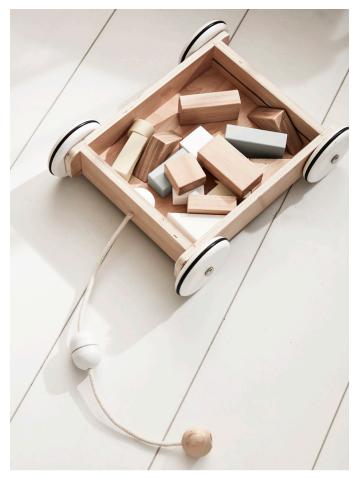


1000197 Rug NEO 130X170 cm. 100% Cotton. **MOQ 4**



1000081 Push wheel Mammoth NEO. H 10 cm. Wood. 12 M+. **MOQ 4**









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.

201928 Tipi tent grey. 110x110 H 160 cm. Textile/wood. MOQ 2

Mini teepee.

This mini teepee is a lovely cosy place for stuffed animals and dolls. The tent also serves as a great decoration for a child's room.



1000128 Mini tipi tent grey. 53x53 H 75 cm. Textile/wood. MOQ 2





160185 Cushion NEO Mammoth. H 31 cm. Stuffed. Textile. MOQ 4

NEW!



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



1000470 Tipit tent off white. 110x110 H 160 cm. Cotton canvas/wood. 3 Y+. MOQ 2



413778 Pull along Mammoth NEO. H 20 cm. Wood/textile. 18 M+. **MOQ 4**



1000062 Wall decoration Mammoth NEO. H 42 cm. Wood/textile. **MOQ 2**



413761 Rocking Mammoth NEO. 61x38 H 47 cm. Wood/textile. 18 M+. Max 50 kg. **MOQ 2**



1000063 Hobby horse Mammoth NEO. H 79 cm. Wood/textile. 2 Y+. MOQ 4





Calming.

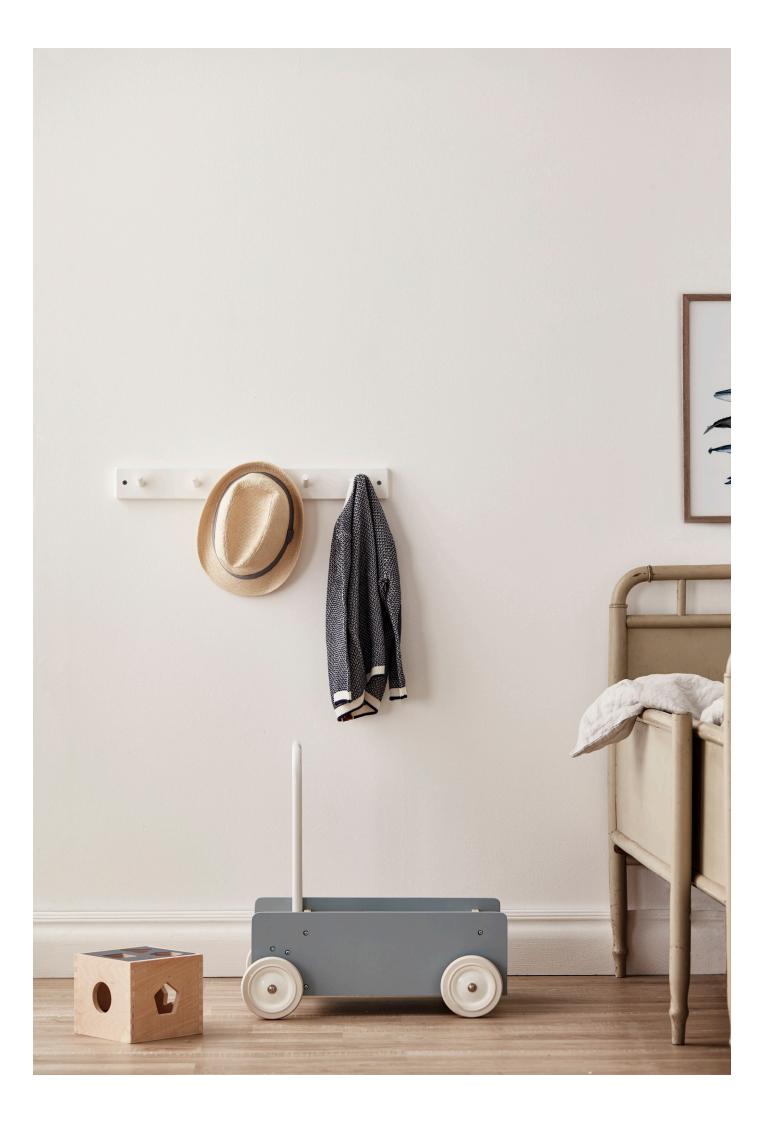
A neutral base welcomes change in the interior over time. Small children grow so fast that the appearance of a room can change many times. Using blue and grey tones will create a room that feels soothing and restful, perfect for a calming ambience.













1000484

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

MOQ 1

1000442

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

MOQ 4



1000441

Wall shelf wood/metal green. 51x16 H 20 cm. Wood/metal.

MOQ 3



1000440

Wall shelf wood/metal apricot. 51x16 H 20 cm. Wood/metal.

MOQ 3



1000487

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

MOQ 4



1000485

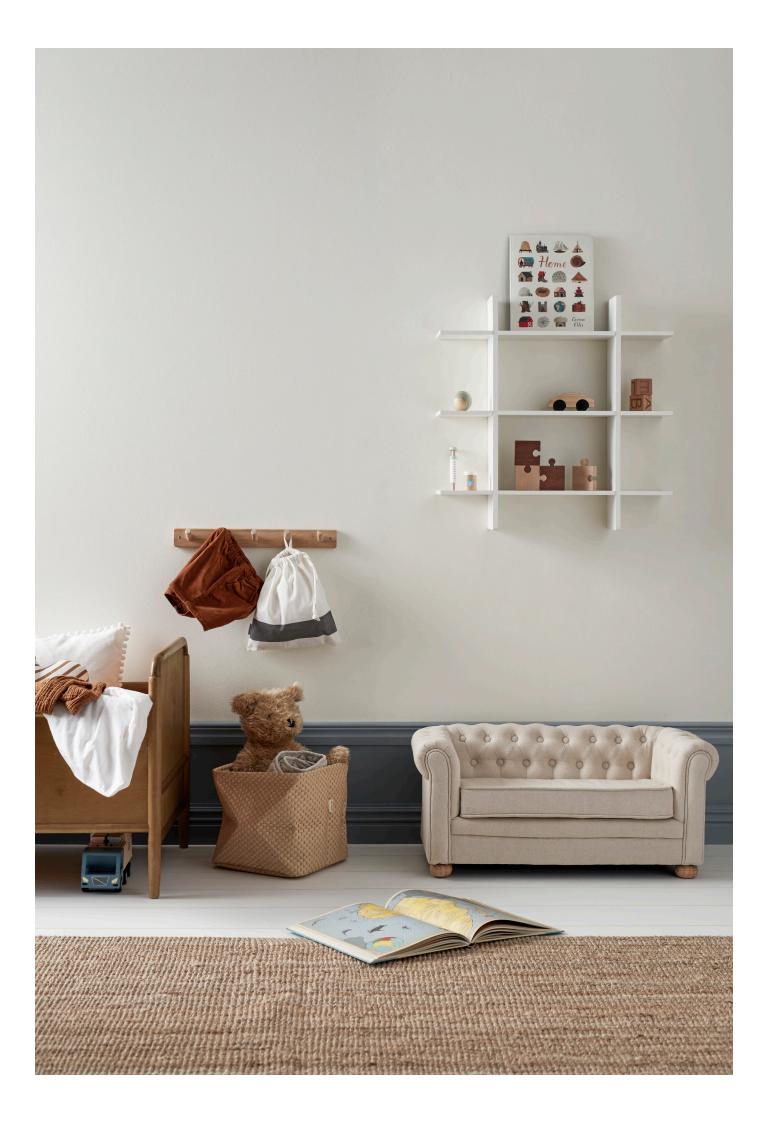
Storage box round 2-set dark blue. Ø 23/25 cm. Cardboard.

MOQ 4



1000486

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







1000326 Clothes rack white STAR. Wood. H 135 cm. MOQ 1



700535 Table STAR white. 58x40 H 45 cm. Wood. MOQ 2



1000376 Chair STAR. Seat height 30 cm. Wood. 3-8 Y+. Max 50 kg. MOQ 4



Hanger STAR. 120936 White 120102 Grey. 29 cm. Wood/metal. MOQ 6



700119 Wall shelf with hooks STAR. 55 cm. Wood. MOQ 4



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







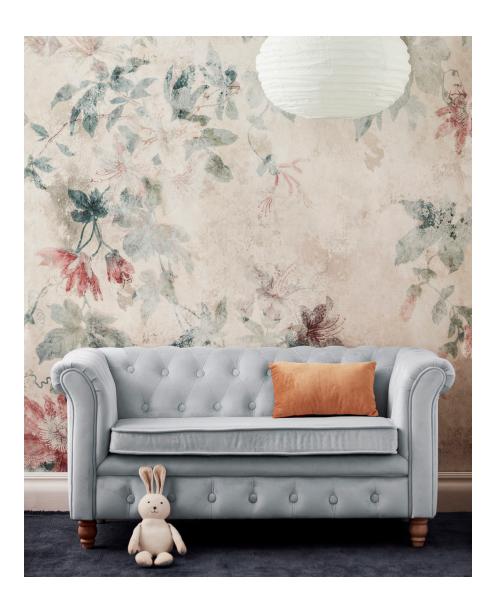


1000253 Velvet cushion multi blue. 28x18 cm. Polyester. MOQ 2





1000252 Velvet cushion multi apricot. 28x18 cm. Polyester. MOQ 2





1000323 Sofa Chesterfield velvet light blue. 91x55 H 44 cm. Polyester. MOQ 1



1000325 Storage box velvet light blue. 30x30 H 30 cm. Polyester. **MOQ 1**





1000208 Sofa Chesterfield velvet blue. 91x55 H 44 cm. Polyester. 1259,- (2759,-) MOQ 1

Pick and choose.

A lamp that can be wall-mounted or used as a table or window lamp - the choice is yours. Best combined with a large bulb in clear or white glass.



1000401 Table-/wall lamp metal blue/grey Ø 12 cm. E27 LED 230V. Excl. lightsource. **Fp4**







1000399 Ceiling lamp metal blue/grey. Ø 30 H 26 cm. E27 230V. MOQ 2



1000279 Walker blue. 43x46 H 27 cm. Wood. 12 M+. MOQ 2



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



 Wall lamp Circle white. Ø 22 cm. G4 LED 3 W 12V. Wood. MOQ 2



Wall lamp Circle blue. Ø 22 cm. G4 LED 3 W 12V. Wood. **MOQ 2**



Tool box blue. 25x15 cm. Wood. 3 Y+. **MOQ 6**



Storage bag grey 3 set. 30x35 cm. Cotton. 3 Y+. **MOQ 2**



Play tent STAR blue. Ø 100 H 130 cm. Polyester. 3 Y+. **MOQ 10**





Play tunnel STAR blue. Ø 47 cm L 180 cm. Polyester. + 3 Y. **MOQ 5**





120699 Single hook STAR white. 14 cm. Wood. MOQ 8

Multi hook board STAR white. 50 cm. Wood. **MOQ 6**





Single hook STAR grey. 14 cm. Wood. **MOQ 8**

Multi hook board STAR grey. 50 cm. Wood. **MOQ 6**

Height chart STAR white. H 100 cm. Wood. **MOQ 6**



Clothes rail STAR white. 60x30 H 120 cm. Wood. **MOQ 1**



 Clothes rail STAR grey. 60x30 H 120 cm. Wood. MOQ 1



720719 Chair grey. 49x51 H 58 cm. Linen/cotton/wood. 3-8 Y. MOQ 1



1000189 Play tent STAR grey. Ø 100 H 130 cm. Polyester. 3 Y+. **MOQ 10**



720771 Foot stool/storage box grey. 30x30 H 30 cm. Linen/cotton. MOQ 1



1000193 Play tunnel STAR grey. Ø 47 cm L 180 cm. Polyester. + 3 Y. **MOQ 5**



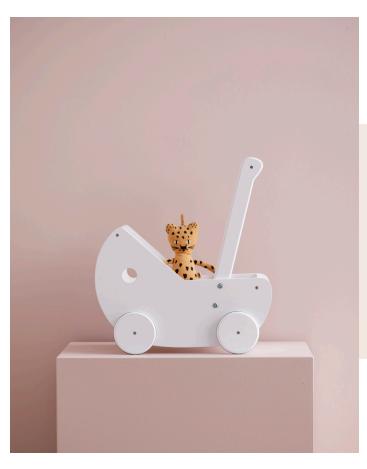
710158 Doll bed large STAR. 50x30 H 34 cm. Wood. Bed set not incl. MOQ 2



1000068 Bed set doll bed grey. 13x20 cm. Textile.



MOQ 2



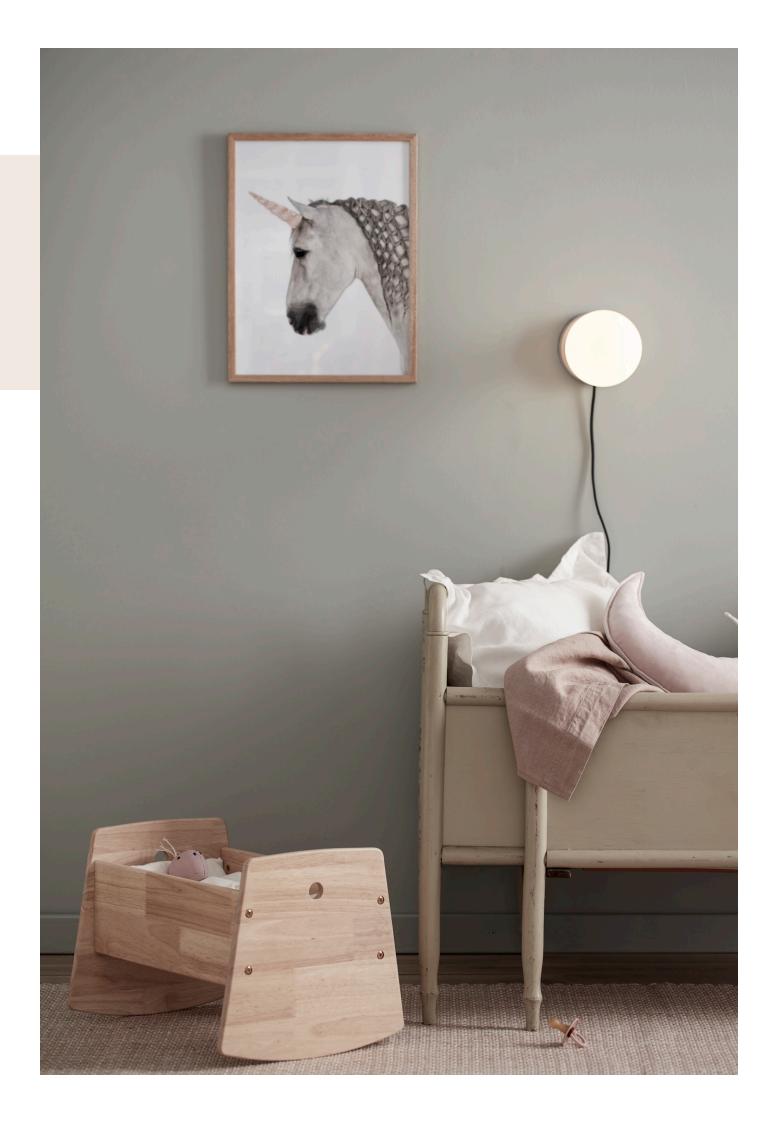
Timeless favorite.

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.













1000095 Tool box pink. 25x15 cm. Wood. + 3 Y. **MOQ 6**





1000069 Bed set doll bed pink. 13x20 cm. Textile. MOQ 4



1000433 Doll bed bedset incl. 40x24 H 27 cm. MDF. 3 Y+. **MOQ 2**



1000404 Doll pram bedset incl. 42x46 H 46,5 cm. Wood. 3 Y+. MOQ 2





1000398 Ceiling lamp metal pink. ∅ 30 H 26 cm. E27 230V. **MOQ 2**



1000400 Table-/wall lamp metal pink Ø 12 cm. E27 LED 230V. Excl. lightsource. **Fp4**



1000199 Mini tipi tent pink. 53x53 H 75 cm. Textile/wood. **MOQ 2**



1000187 Play tent STAR pink. Ø 100 H 130 cm. Polyester. 3 Y+. **MOQ 10**



1000383 Rug pink 70x140 cm. Jute/cotton. **MOQ 4**



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



720757 Heard board grey. W 90 H 109 cm. Linen/cotton/wood. **MOQ 1**



Foot stool/storage box **720123** Pink **720771** Grey. 30x30 H 30 cm. Linen/cotton. **MOQ 1**



Sofa **720109** Pink **720733** Grey. 91x55 H 61 cm. Linen/cotton/wood. 3-8 Y. **MOQ 1**



Chair **720093** Pink **720719** Grey. 49x51 H 58 cm. Linen/cotton/wood. 3-8 Y. **MOQ 1**



720130 Storage box long pink. 80x30 H 30 cm. Linen/cotton.

Create.

To compose your own music is both creative and fun. Let the children experience new sounds and let them create noise and rhythms. Our toy instruments are a perfect start for the little rockstar.



Drum mini **1000152** pink **1000151** white. Ø 16 H 8 cm. Wood/rubber. 18 M+. MOQ 4







1000431 Xylophone plywood. 36x11 cm. Wood. 18 M+. MOQ 6



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

1000429 Xylophone plywood. 36x11 cm. Wood. 18 M+. MOQ 6



Kid's Concept by SWEDEN Concepts AB

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