



club magazine

PRODUCED FOR STEIFF CLUB MEMBERS

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Steiff Sommer 2007

Dear Steiff Friends,



With weather that could not have been better, the 2nd “Steiff Summer” attracted crowds of visitors to Giengen on the last weekend of June. I would like to thank most warmly the many Club members from Germany and abroad who came to celebrate with

us. “Steiff Summer” would not be conceivable without you!

A wide-ranging programme was designed to ensure that the journey to Giengen was worthwhile for everyone. For some, the Collectors’ Market in the community hall and the special auction were of particular interest and for others the adventure museum or the Teddy bear workshop were the greatest attraction. The children were delighted with the many games, the puppet theatre in the children’s tent, the showpiece display or the funfair attractions.

The following report and pictures summarise the major events at the “Steiff Summer 2007”. I hope that those of you who came enjoyed the programme and that we will be able to welcome you and lots of other members again next year.

So enjoy reading our summer magazine!

Your

Inge Zinnecker

*Inge Zinnecker
Steiff Club Manager*



Signing sessions with Joachim Steiff

The second “Steiff

Would you have thought that soft toys could talk to each other? That they could gather thousands of people round them? And that they could multiply their value within seconds? It is an exciting world – the world of Steiff animals at the second Steiff Summer in Giengen.

It goes without saying that the “Steiff Summer” again attracted people with the most differing interests this year – children, parents, dealers, Steiff collectors and enthusiasts, craftsmen, fair-ground entertainers... And they all took advantage of this ideal weekend – weatherwise too – to celebrate their own personal Steiff festival!

Collectors’ meeting point – the community hall

Large carrier bags and happy people toting them dominated the scene in and outside the Giengen community hall. More

The show production



than a few had just managed to acquire a favourite item – greatly coveted, long searched-for, suddenly found on one of the often lovingly decorated stands of



New and antique items



Knut belongs to Berlin as does “Bärenstark”

Summer” in Giengen

dealers from all over the world. And what else? The company “Ladenburger Spielzeugauktion”, which also acted as auctioneer on Saturday evening, assessed the value of collectors’ items. Joachim Steiff signed original Steiff animals, irrespective of whether people had brought them with them or just bought them. There were rarities and items for auction to be admired. And then, of course, there was Strupp the fox being made right before the eyes of visitors. Limited to an edition of 500, he was only available for order during the event.

For just € 25 per person, you could climb on board! At the Crafts Market, things were quieter but just as interesting. There were glass eyes being made and dolls presented. Visitors could try their hand at felting, watch weaving, see how little crowns were made. One theme was dolls’ wigs, together with wood shavings, the exclusive fur of the 125-carat bear...

(continued on the following page)

A lion on a pincushion (1909 – 1919), perhaps the star of the next auction?

Colourful and bustling – the funfair and co.

The children were entranced with roundabouts, the children’s Olympics, a puppet theatre and loved having their faces made up. And alongside were the climbing tower (with some very nimble climbers right at the top), a magician, photo opportunities with “Knopf” and the chance of a sightseeing flight over Giengen and Heidenheim.

The Steiff Club stand



The Teddy Bear Workshop



Many attractions for the children



The auction at the Schranne



The "Glowing Balloon" light show



There was also great enthusiasm at the showpiece parade. Whether jungle, forest, farm or polar ice, "Knopf" was to be found everywhere, talking to the native animals. The polar bears even received greetings from their cousin Knut in Berlin... The facial expressions and gestures of the players were fantastic – even the eyes moved in a lifelike way. And the classic showpieces found their admirers too. The stars from the monkey house and aquarium, together with the fairy-tale figures Rapunzel, Mother Holle, Frog King and friends, whisked you away to the land of fantasy.

Before a sightseeing flight



Collectors assembled in the Club Lounge, sought advice, entered the competition. Who is the teacher in the Village School, Marianne Meisel's father, "Knopf's" girl friend...?

The first prize this year was the Steiff bear rug, on display in the glass cabinet. Right next door, there were relaxed people sitting in the Bistro. Out of the exhibition rooms of the "Die Welt von Steiff" museum came enchanted visitors, hugging the Steiff Summer Teddy bear. And when the greatly coveted Teddy Bear Workshop finished, Steiff enthusiasts emerged with shining eyes, having successfully created their very own "Steiff Teddy Bear" under the direction of experienced Steiff staff.

It was all happening at the historic market hall

In the evening, the first Steiff auction run by "Ladenburger Spielzeugauktion" got under way. The hall was lovingly decorated in typical Steiff style and created the ideal setting for a successful event. Collectors had been provided with prior information in the extensive catalogue in book form and so there were numerous telephone bidders as well as the bidders in the hall.

One of them brought excitement to the hall not unlike that usually created by agent 007 at the cinema. With the bidder number 507 (any similarity is

The star of the auction: "Schnapp-Dicky" from the company archives was sold for 57,000.- €.

purely coincidental), he bought one rarity after the other. They included the most expensive items of the evening, namely "Schnapp-Dicky", called under number 82, with coloured paws, neck mechanism and snapping limbs (57,000 €) and the prettily dressed Steiff Bully doll (15,000 €) – both from the Margarete Steiff GmbH archives. And there was another shooting star too. The 90 cm tall Rotary bear, auctioned for charity and of which only 5 were ever made, rocketed from a price of 300 € to 4,600 € within no time at all. Altogether items to the value of 272,000 € were sold (incl. charges).

Finally, visitors enjoyed the Steiff Serenade, a festive concert, and were enchanted by the "Glowing Balloon" light show visible from far and wide. And because a visit is better than a thousand reports – Welcome to the 3rd "Steiff Summer" from 27th to 29th June 2008 in Giengen!

Bye bye and see you next year!



The serenade

A Steiff bear that can only have come down from heaven

Joint project with Lladró Porcelain Factory

In cooperation with Lladró, the world-famous porcelain manufacturers, Steiff has created a unique and fantastic bear, uniting mohair and porcelain in an enchanting liaison. The Angel Bear is crafted by hand in an edition limited to 2007 bears.

"Oh, if only my wishes would grow wings." – Every one of us has let out this heartfelt sigh at some time and sent it up to heaven. Sadly, most of us usually have to accept that great matters only progress at walking pace. But maybe it would help if we whispered our secret desire to a heavenly messenger – someone who will listen patiently and to whom we can happily reveal all. This is likely to be the role played by the Angel Bear in many a Steiff collection. With his wings made of precious Lladró porcelain, this bear seems to be only partly rooted in a terrestrial life. His light grey mohair fur and his delicate wings make him look like a being from another sphere. Perhaps he really has got a direct line to higher powers...

His discreetly ornamented bell made of the very best porcelain shows the year 2007, simultaneously indicating the number of bears in the limited edition.

Whereas the bear sports the Steiff tag in his ear, the bell has the Lladró trademark.

And as if the Angel Bear were not wonderful enough on his own, he has brought his little brother with him. The 12 cm tall miniature bear is holding a tiny Lladró bell in his little paw. Just like the Angel Bear, he and his bell will certainly bring a divine note to every Steiff collection.

Just wait and see!



Lladró Ornament Bear
12 cm
L.ED. 3,000 pieces
EAN 676901

Lladró Angel Bear
28 cm
L.ED. 2,007 pieces
EAN 676833



Miniature edition with enchanting Lladró bell

The mouth and nose of this 28 cm tall bear are hand-stitched with a decorative gold thread.




LLADRÓ®



Lladró – a Spanish success story in fine porcelain

The origins of Lladró date back to a small craft workshop, built in the mid 1950's in the town of Almàssera, very close to the city of Valencia. Today 15,000 people visit the City of Porcelain

per year and from there Lladró's creations are exported to over 120 countries throughout the world.

In 1953 Juan, José and Vicente Lladró made their first creations inspired by an experimental vocation in a Moorish furnace built in their own home in Almàssera (Valencia). In this way they developed their artistic interest as they worked in a tile and crockery factory. These carefully designed pieces already had a special charm that awakened public interest. During the following years demand of Lladró creations grew unexpectedly and since then every decade within the company saw its highlight.

In 1985 the Lladró Collectors Society was created, which for over fifteen years brought together more than one hundred thousand lovers of art in fine porcelain.

The 1990's confirmed the success of the artistic and professional career of the Lladró brothers, with their works receiving important awards and being exhibited in several cities throughout the world.

In a ten-year term Lladró received the most important acknowledgments to its professional career: the *Príncipe Felipe* award for Internationalisation (1993), for Competitiveness (1997) and for Renown Brand Management (2001), three awards given to the Lladró

brothers by the Prince of Asturias and which represent a milestone for the company.

In 2001, the Lladró Collectors Society gave way to **Lladró Privilege**, an innovative customer loyalty programme which incorporates a new service concept based on a closer and more special treatment towards Lladró porcelain lovers. Learn more about it at www.lladro.com

The crafting process

Every Lladró piece of work is the result of a laborious artistic process. Sculptors work following their own inspiration but they as well perform, if the work requires it, a meticulous process of documentation. This is the case with pieces or collections that reflect other cultures, in which all details are taken care of to the extreme.

From an idea, the sculptor makes the first sketch of the new **figure in clay**, which will be examined and approved by the Creativity Committee. The sketch in clay is reproduced in **plaster** to give out the first mould, which will in turn become the definitive moulds for the porcelain figurine.



"WE WANT OUR WORKS TO HAVE

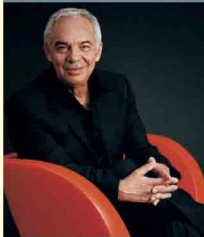
ELEGANCE, TO BE EXPRESSIVE, TO

OOZE LIFE, TO HAVE FEELINGS.



WE WANT THEM TO REFLECT

THE GOOD SIDE OF LIFE,



THE POSITIVE VALUES OF

A HUMAN BEING, ALL THAT

WHICH DIGNIFIES LIFE."

Juan, José and Vicente,
founders of Lladró.

LLADRÓ COMERCIAL, S.A. The City of Porcelain

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Fax +34 961 857 471
Email:
customer-services@es.lladro.com





A mid-sized figurine may need between 15 and 20 **moulds**, up to 300 for complex pieces. The fragments coming from these moulds join liquid porcelain paste to obtain an exact reproduction of the original model.

The decoration

Once the figurine is reconstructed, the **decoration** process starts, in compliance with the sculptor's instructions, and the surface of the piece –so far smooth– is carved with delicate motifs that will give it its final aspect. It is then when the sculptures' faces get their expressions and the tiniest details are worked on delicately. Moreover, the figurine is **painted** and is later covered with a coat of **varnish** if it requires glossy finish, which grants it that crystalline look that is so characteristic of Lladró.

Some Lladró sculptures show one of the most valued and differentiating features of the brand: flowers. Each one is fully made petal by petal following a very delicate process in order to obtain unique, unrepeatable creations.

The test of fire

Finally, the sculpture is put to the test of fire: it remains about 24 hours in a kiln at over 1300° C. Porcelain vitrifies, varnish crystallises and Lladró's true colours, so far hidden, come out to surface.

Once the crafting process finishes, the sculpture goes through several quality controls. Most pieces make their way successfully to the end of the process, whereas those that do not comply with Lladró's quality standards are destroyed.

A large team of craftsmen contributes to developing Lladró sculptures, making each of them unique: painters, ornamentalists, flower artists... All of them pool their knowledge and expertise to create a piece with the highest artistic and technical quality.



Alpaca – a unique fleece



The attractive alpaca trademark...

... is to be found on every Schulte alpaca item.



Alpaca by Schulte: decorative – and soft!



They prefer to be together – the alpaca family

The fibre is extremely long, gently wavy, unbelievably soft... And so the sensation created by looking at and touching alpaca hair is almost beyond description. To enjoy it, you have to go to the Andes – or pick up a Steiff animal made of alpaca.

The alpacas have a long history. They were already bred by the Incas in about 3000 B.C. In those days, an alpaca coat was a sign of prosperity and possession of a large alpaca herd a symbol of power. Alpacas are social animals and happiest in groups. And their fleece is remarkable – the extreme temperature fluctuations in the mountain valleys of the Andes have produced a coat of hair that protects them from both heat and cold.

Fascinating fleece

Today, some two to three million alpacas live in Peru and supply up to 8,000 tonnes of this superior fibre. They are also to be found in Bolivia and Chile, with the breeding centres in Europe and other parts of the world still being of minor significance.

But in the Andean countries, alpaca hair is a significant economic factor. It is often finer and stronger than cashmere, always lighter than wool and warms better than both. The fibre has a gloss that is fine but less than that of mohair. After shearing, the fleece still has excellent thermal qualities. What is more, alpaca stands for active animal protection. The animals are carefully shorn by hand and not one single one has to die so that its fleece can be used.

...perfectly finished

One of the large German alpaca processors is Reinhard Schulte GmbH in Duisburg. Since the Fifties, this specialist has woven, dyed and finished the exquisite textile fibre. Woven three-dimensionally, the fleece features an agreeable volume. But, at the same time, it is light, has a temperature-regulating effect and is dirt-repelling. The crowning touch is its long life, so that the owners of alpaca blankets and coats from Schulte can enjoy their purchases for many years.

Recently, fashion designers have also discovered alpaca fibre. To protect animals, Prada, Louis Vuitton and others have replaced real fur elements by woven alpaca fleece. And Schulte has proved flexible as regards the different alternatives required. As, incidentally, in another field too...

...to create dream collectors' items

Schulte and Steiff have been working together since 1902. Ever since then, Steiff has bought mohair plush from Schulte; both companies have always seen best quality and reliability as top priorities. Steiff alpaca, too, comes exclusively from Duisburg and, after careful processing, is to be found increasingly often in the classic section of the Steiff catalogue.

There is, for example, a limited-edition, 32 cm tall, deep black alpaca Teddy bear of outstanding elegance. The early days of Steiff history are represented by the alpaca elephant, 33 cm tall and beautifully painted. Discover these two and their friends for yourself! Stroke their incomparably soft fur and enjoy a unique natural item – alpaca!



The Alpaca logo used by Steiff

Scotland visits Steiff

Monday 16 April saw an excited crowd of Steiff Club members and friends assembled at Edinburgh Airport, ready for the afternoon flight to Munich and an eagerly awaited trip to the Steiff Visitor Centre at Giengen. This had been organised by Fenella and Mike McDonald, who run Broughty Bears, a Steiff Club Store near Dundee, and Hamish Strang, Steiff's agent in Scotland, with assistance from the Steiff Club team in Giengen.

For one member of the 21 strong party, this was an extra special occasion. Annabell Bradbury had always been so nervous of the thought of flying that she had never before ventured on to an aeroplane, but the opportunity to visit Steiff had been too tempting to miss, so there she was at the airport, ready to fly, with her friend Noreen Petrie, an experienced air traveller, to reassure her.

Another member of the group was 21 year-old Isla Robertson, whose interest in Steiff started when she saw an illustration of the 1912 "Titanic" bear in a book when she was around five years old. She has been a serious collector of Steiff animals since she was 16 – her very first piece was Fellow Terrier. Isla is passionate and very knowledgeable about Steiff bears, animals and artefacts, and owns several pieces from 1907 as well as a 1919 donkey and a Strupp dog with a moving head, dating from the early 1930s, bought for 10 pence at a car boot sale. We asked Isla to keep a diary of the trip (her second visit to Giengen), and here it is.

Monday 16 April

We all met early at Edinburgh airport. After check in, we had time to shop and eat before boarding the plane for the 2 hour flight to Munich. We were met by our bus and taken to the Lobinger Hotel in Giengen, where we found comfortable rooms and had an excellent meal.

Tuesday 17 April

After a delicious continental breakfast, we boarded the bus to the Steiff Visitor Centre. We were warmly welcomed by Steiff Club Manager Inge Zinnecker, who told us we could make use of the Club Lounge and its facilities throughout the day. Inside the Club Lounge there is a small exhibition of all the Club bears and animals, from the very first Blue Teddy Baby in 1902.

Mid morning, we all took a short walk with Events Manager Ralf Fabrig to see Margarete Steiff's renovated childhood home. In the museum area on the ground floor were beautiful early examples of felt dogs, cats, animals and dolls which Margarete herself might have sewn. There were photographs of the house before and after restoration, which made us appreciate the immense amount of work that had gone into it. We then walked back to the Visitor Centre and went into the museum. The tour began with a visit to Margarete's sewing room where we heard the beginning of the Steiff story, from Margarete's childhood to when she made her first Elephant pincushion in 1880. This was accompanied by some highly amusing electronic wizardry! We were then guided into Richard Steiff's workroom where we were treated to a lively commentary from a very smug 55PB bear! After that, we ascended into the clouds and the fantasy of Steiff where we met Knopf and Frieda, who were searching for all the 5000 lost teddy bears. They led us under the sea to the South Pole (or was it the North?) and up into space where we could see all the teddy bears in the world. Our "Freunde für's Leben"! We thought the little commentary was terrific and when it was finished we started the museum experience.

On the top floor, Steiff had created amazing moving displays of fairy stories such as Hansel and Gretel and Little Red Riding Hood. Downstairs were the old bears and animals. All the famous bears were there such as 28PB, 55PB, the little grey Richard Steiff bear from 1905 and Pantom Bear from 1910. We also saw the original Hot Water Bottle bear from 1907.

We were treated to a tasty lunch at Bistro Knopf, then we were free to shop and explore Giengen on our own. We all returned to the hotel laden with purchases which we had fun showing to each other.

Wednesday 18 April

This was a lovely day out to Rothenburg ob der Tauber, a Medieval City surrounded by city walls, just like York in England. We had an entertaining tour with our local guide, Martin, and did a lot of shopping in Rothenburg's Christmas shops and the Teddy bear shops too!

Thursday 19 April

The keenest arctophiles returned to the museum in the morning for a last look round and used the clever photo facility in the visitor centre to take our own group photo. Back at the hotel, we loaded our bulging suitcases on to the bus and returned to Munich airport for our flight home.

I thought this trip was even more amazing than the last one I went on. The Visitor Centre is really creative and I'd recommend anyone to make the trip to Giengen to experience Steiff at their best.

Isla's delight in the trip reflects the feelings of the whole group, and we offer our heartfelt thanks to everyone at Steiff who made our trip so memorable, and to the many people in Giengen and Rothenburg for the warm welcome they extended to their visitors from Scotland.

Interested in further details?
Then please contact
Mike & Fenella McDonald
Broughty Bears @ McDonalds
228-230 Brook Street
Broughty Ferry
Dundee
DD5 2AH
Tel./Fax 0 13 82-47 75 67



Isla and Catronia



Our group in front of the Club lounge



Hamish Strang, Steiff agent from Scotland, Fenella McDonald, Noreen and Annabell who ventured on an aeroplane to see Giengen.

Steiff from 70 to 80

– Holding the fort –

The Seventies went down in Steiff history as a period of stagnation. In the face of growing globalisation, the company fought against cheap imports from Asia. This development was mitigated to some extent by new production technologies, further rationalisation and great emphasis on quality in the sales process.

Steiff also tried to achieve wider orientation of its product programme. A wealth of ideas for less expensive products were implemented. However retailers did not accept them and no resounding success was achieved. As a result, the powers-that-be in Giengen soon returned to the company's traditional strengths once more.

Active information policy

From the mid-Seventies, in particular, Steiff constantly supplied retailers with information about the high Steiff quality, using many different methods. In the catalogue, there were illustrated descriptions of the production process.

In June 1977, the four-page "Steiff Sales Journal" was launched, providing information about quality aspects,



Zipper- and Cosy animals made of Dralon plush are in high demand during the 70s

advertising measures and sales tools, such as a separate display on the subject of product safety. It ended with a quotation from Henry Ford: "Someone who stops advertising to save money may just as well stop his watch to save time."

In 1978, separate logos were presented for the five major quality benefits: top quality, highly flame resistant, optimum strength of added parts, non-toxic dyes, fully washable or surface washable. The brochure entitled "What you ought to know about the Button in Ear" explained

these benefits and added other quality aspects, sales arguments and the slogan "An Animal from Steiff – Yours for Ever". It was also to be found as a booklet with coloured symbols attached to all washable or surface washable animals.

Hygiene and fun at play

For customers, practical aspects were constantly gaining in significance. Hygiene – and thus washability – was one of the signs of the times. As a result the importance of synthetic fabrics increased, such as Cosy washable animals, as the 1971 programme noted: "made of Dralon, filled with synthetic fibres and foam, so washable and very soft." The Cosy Zoo was extensive, with bears – of course –, pets and wild animals and even a lovingly painted

Lulac rabbit asks: "Haven't got any carrots? Have to sell Steiff rabbits."



Hand puppets play an important part in the Steiff range of the 70s, too

The logos for the five major quality benefits

Everything you need to know in one brochure!



NEUHEITEN 1970



Dralon-Teddy Petsy
hellbeige, gegliedert 0240/24
0240/30
0240/38

Dralon-Teddy Petsy
gold, gegliedert 0241/24
0241/30
0241/38

Dralon-Teddy Petsy
caramel, gegliedert 0242/24
0242/30
0242/38

Woll-Storch 7460/11

Steiff from 1970 to 1980...

1970: Friedhelm Steiff became head of the IT department, joined the management board and stayed on it until 1974. Animals made of Dralon with foam stuffing became increasingly important – Dralon Teddy Petsy was produced in several colours and sizes. In the following years, the department for technical products was enlarged and new strap and belt materials were included in the programme and used in a number of ways. In parallel, conveyors were developed for which the belts could be used – based initially on a modular system and then made of the company's own aluminium sections.

1972: Introduction of the round pendant which is still characteristic of Steiff today, with one red and one yellow half and writing in the other colour on each half. Steiff supplied the official mascot for the Olympic Games in Munich, called Olympia Waldi and made of Dralon.

From 1975: In catalogues, more space was devoted to information about Steiff animals and how they are made. This was a sign of the then current quality and safety concept and supplied retailers with sales arguments.

1977/78: New information brochures explained the Steiff quality aspects. In 1978, the technical department was merged into the Steiff conveyor and automation engineering company Steiff Förder- und Automatisierungstechnik GmbH.

1979: A separate brochure for the Steiff studio animals presents "great" animal ideas as an "enchanted trend in the modern home".

Soft and washable – a parade of Dralon Teddies



... and soft learning toys

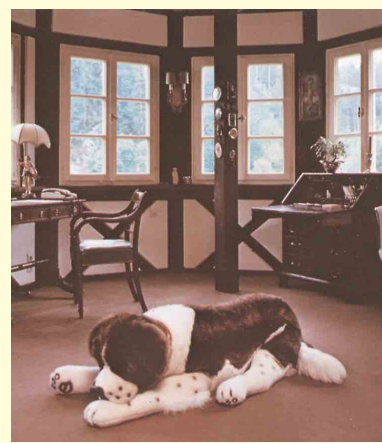
For the babies: The "Buzzel" animals...

tortoise called "Cosy Slo". The so-called "zipper animals" made of Dralon are big enough to put pyjamas in and do up with a practical velcro fastening.

In the Seventies, "the softer the better" was a principle that found wide application. For example, the 1971 catalogue offered extra-soft so-called "Buzzel" animals (without, or with only hints of, arms and legs) and cuddly toys made of preformed foam, some of them wearing pretty clothes. In addition, there were learning toys developed in line with the state-of-the-art findings of the time, designed to support a child's need for exercise, his or her colour sense and

sense of touch. Whether a "ball on a loop" with a signal bell, a twin ball, drumstick, hammer or mosaic ball, simple shapes and bold colours aimed to stimulate children to be active.

The puppet theatre also played an important role. There were beautiful animals from the Steiff world to be seen on stage, as well as the classic German figures of Kasperl, Seppel, Grandmother and Co. The children were already familiar with some of the faces from their playrooms – bear and rabbit, dog and cat, tiger and lion, "Jocko" and "Wittie"... Steiff was now almost 100 years young!



Perfect companion – living with Steiff studio animals



“Delightful Club events in Benelux”



This looks inviting! Can anyone join you?



Information and exchange of ideas

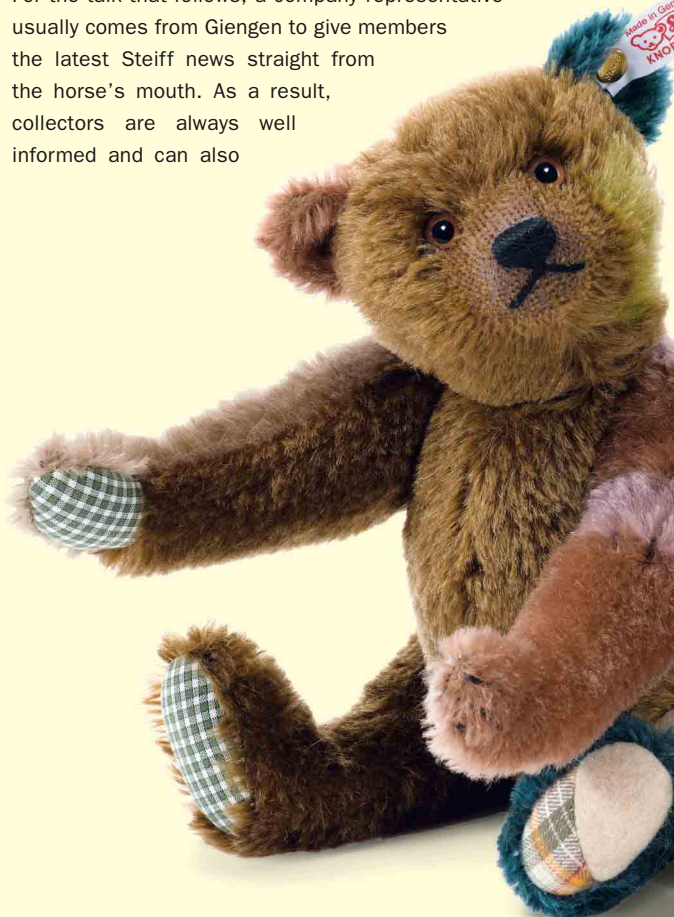
“It is fun, we see each other regularly and we already look forward to the next time.” A report on Club evenings in Belgium, the Netherlands and Luxembourg.

Whether on shop premises or in a room specially chosen or an attractive church annexe, Club evenings in the Benelux countries always start with a good cup of coffee and a few snacks. Basically, the Club evenings and Club days in these countries are an ideal opportunity for members to talk about this and that. The link between them is the hobby they all enjoy, namely Steiff. And the members attending are always international. Belgians and Dutch come to the meeting or Germans and Luxembourgers, often in the other’s country. This international touch, together with the hospitality and friendliness of our retailers in the west of Europe, make these evenings a particular and unique experience.

Two hours before the evening starts, the tables are set up and lovingly decorated with all the bears and animals already waiting for their new owners. “Setting things up is always the most stressful part. But when the first guests arrive, the fun starts for us,” says one Club retailer from the Netherlands. The whole family is almost always there to help on such days and friends come to the shop too, to offer their services. “If everyone rolls their sleeves up and the whole family helps, the treasures well stowed away in our storerooms can be unpacked and presented too,” says a Club retailer in Belgium. Many a bear who has despaired of ever seeing the light of day again is let out of his “cave” on such occasions. So at Club events, the retailer’s real treasures can often be inspected and sometimes purchased – one more reason for many members to travel a long way to the event.

During the welcoming of the Club members, well-known and new participants always manage to get into conversation. Collectors attending for the first time are soon integrated. The joint interest in collecting Steiff animals rapidly bridges the gap between strangers.

For the talk that follows, a company representative usually comes from Giengen to give members the latest Steiff news straight from the horse’s mouth. As a result, collectors are always well informed and can also





Having fun is a great part of the Benelux evenings!

present their own ideas and requests to Steiff. Some of the country exclusives have originated from this source.

This year, the talks were primarily on the subject of “Steiff in UK”.

Our collectors have a great interest in the history of Steiff across the channel. Within about 45 minutes, which is the length of a talk at a Club

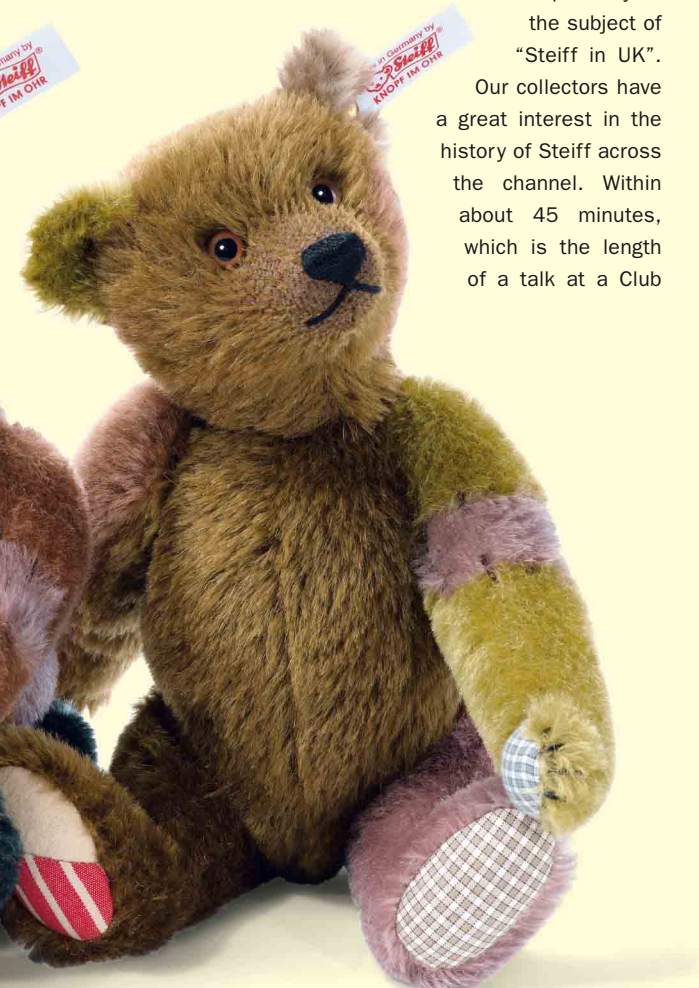
evening, a Club member can gain a good overview of this interesting subject. The talk is usually given in English by a Steiff employee but translated into Dutch by the Club retailers or Mr. Bert Vekemans, the Belgian representative. “In this way, members can hear it twice and will remember it better,” says Mr. Vekemans. And, in general, a lot can be learned at these talks. Other interesting questions, such as valuation of a Steiff animal that someone has brought along, estimation of its age and condition, can also be discussed at these events.

A very special highlight of our events this year is certainly the first bear in the new Low Lands series. During one or other of past Club events in the Benelux region, members were asked about their ideas and requests for a new edition for the three countries. The result was an idea for this series, which can easily be continued in years to come and will trigger great excitement. The starting-points are always the three countries involved in this edition and their special features. Belgium, the Netherlands and Luxembourg stand for high expertise in the production of textiles, for innovative fashion and technical tours de force. All these characteristics are integrated into this newly launched Low Lands series. The Random Bear consists of up to 30 different materials, which are cut out and sewn together at random for his different body parts. This so-called “random” process is technically very sophisticated and guarantees that no two Teddy bears are alike. Each one is unique. Never before has Steiff made bears that are each unique due to the use of different colours.

Presentation of this bear proved very successful and we have already noted the next ideas of our Benelux Club members. Our retailers there would certainly be delighted to welcome you to one of the events. You will find the addresses and telephone numbers of our retailers at www.steiff-club.de or www.steiff.de.



Listen carefully – but hold on to me tight...!



The Random Teddy bear – limited to an edition of 1,500 pieces but simultaneously each bear is unique. 26 cm tall, mohair EAN 657672

75th anniversary of Glässer Volkskunst in Seiffen

It is not just a mutual pleasure in making bears that links Erzgebirgische Volkskunst Richard Glässer GmbH with Steiff in Giengen (even though the range of wooden bears made by Glässer has a very special charm). It is rather that the products of both companies feature meticulous hand craftsmanship, top quality and a natural harmony of the traditional and contemporary. These common values enable trustful and steadily expanding cooperation.

There were three factors already defined in 1932 by Richard Glässer, the founder of today's Erzgebirgische Volkskunst Richard Glässer GmbH, namely that all products must meet the very highest standards, must look attractive and must remain affordable in price. From the very beginning, the company opted for wood-working carefully turned by hand. Initially, typical everyday items were made, like chests, pencil boxes and buttons. Then, at the beginning of the Fifties, Glässer increasingly concentrated on the programme that is characteristic of it today. Artistic pyramids, nutcrackers, musical boxes, smokers and arched candle holders have made this manufactory in the Erzgebirge mountain region famous all over the world.

**The 2007
Schwibbogen
(EAN 037283)
L. ED. 750**



**The 2004 Christmas pyramid
(EAN 037719)**

A wonderful Christmas world

At Glässer the focus is almost completely on decorations to create a true Advent and Christmas mood. In the pre-Christmas weeks with candles and musical boxes, decorated windows and homes, families unpack treasures from the Erzgebirge mountains that they have sometimes carefully protected for decades. Behind every one of these products is an enormous amount of craftsmanship and skill. Just one example are the turned nativity-scene figures on the pyramids. To make them come alive, the specialists at Glässer cut, bond and grind the parts so that they look as if they are walking on the base. Other figures seem to be lifting something or even playing musical instruments. And they are all beautifully painted, in the unmistakable Glässer style. The same painstaking care is taken with the musical boxes. Their lovingly embellished figures turned from indigenous woods decorate the hand-crafted body of the musical box. An axle inside it links the revolving disc with a musical mechanism and instigates a turning movement, operating on the clockwork principle. The musical box's resonance can be influenced by design, material and wood structure. And every box tells a story, such as the birth of Christ.

And so in many homes all over the world, the eyes of children, parents and grandparents light up when the typical bell-like music plays, when smokers spread an aromatic fragrance, when dapper nutcrackers crack the nuts from the St. Nicolas stocking and Glässer pyramids revolve by





The trademark equivalent to the "Button in Ear" for crafts from the Erzgebirge mountains

candlelight. Memories stir and Christmas cannot be far away...

Hand-crafted art

To achieve all this, Glässer experts are hard at work all the year round. The production of articles elaborately made by hand calls for special qualifications – another major parallel between Glässer and Steiff. So both rely greatly on individual training in craftsmanship. Whereas many experienced seamstresses work for Steiff (even trained dressmakers need about 18 months of practical experience there before they can work completely on their own), it is wooden toy makers, turners and painters who are in demand at Glässer. The training of young people at the "Seiffen Technical School for Wooden Toys" and in practical everyday work enables a smooth transition when staff who have reached retiring age have to be replaced.

There are currently about 130 employees working at three Glässer production plants and the range comprises more than 800 items. And it is no rare occurrence for the year's "best apprentices in the craft of making wooden toys" to come from Glässer. The future of this tradition-rich Seiffen company is secured by their talent for combining traditional techniques and motifs with sentiment, creativity and new ideas.

Known worldwide

Glässer products are known all over the world – a look into the company's visitors' book reveals entries from more than 40 countries. International fairs and, of course, word-of-mouth continue to spread the company's reputation further and further. And guests are very welcome in Seiffen – the Glässer show workshop is open from 9 a.m. to 12 noon and 1 p.m. to 4.30 p.m. from Monday to Saturday.

The week celebrating the company's 75th anniversary in June offered a special insight into the world of Erzgebirge folk art. The programme included guided tours, seminars and performances. And, like last year, Glässer again had its own stand at the second Steiff Summer from 29th June to 1st July, offering ample opportunity to look over a wooden toy maker's shoulder.



The 2005 Advent candelabrum (EAN 037658)

Success through cooperation

The idea of jointly applying the very highest standards originates from 2004. The first projects of the Steiff and Glässer manufactories was a "beary" Christmas pyramid, soon followed by an Advent candlestick, a musical box with dancing bears and a wooden aeroplane with a Teddy bear pilot. And this cooperation keeps growing, with Glässer supplying accessories for Steiff animals as well as exclusive special articles. This year, the cars for a Steiff cable car set, the wooden building blocks for the Steiff Hamleys Teddy bear and the "Schwibbogen" originate from the Erzgebirge mountains.



2006 Mohair Teddy bear set with a motor boat (EAN 037405) L. ED. 2,006

The steadily increasing number of items shows how harmoniously cooperation works. There is a mutual understanding and the focus is on a love of unique products. Like Steiff, Glässer also has loyal customers who have become collectors. So in the Collectors' Shop, there is an edition of alternating figures made especially for them. And maybe – just maybe – Glässer will one day create a club to bring together collectors and provide a lively club life. This would then be another parallel between the two partners...

But for the moment, Steiff lovers are always delighted to find items in the Steiff programme that have been made especially for them in the Erzgebirge mountains. Anyone wanting more detailed information about the tradition-rich company of Glässer can find it on the internet at www.glaesser-seiffen.de.



“Habemus papam ...”

“...we have a Pope!”

Forthcoming events – Markets and exhibitions

6th and 7th Oct. 2007
10 a.m. – 5 p.m.
Euro Teddy in Essen
 Congress Center Süd
 Infos: Christine Spies
 Max-Fremery-Str. 3a
 D-50827 Köln
 Tel.
 +49 (0)2 21/5 30-63 53
 Fax
 +49 (0)2 21/5 30-56 89
 www.euro-teddy.de

28th October 2007
10 a.m. – 5 p.m.
allbears
 Ardek-Center
 Rhein-Main
 D-Hofheim/Wallau
 Organiser:
 Wohlfarth & Schepp
 Infos at:
 +49 (0)203/3052743
 or www.allbears.de

18th November 2007
10 a.m. – 5 p.m.
Teddybärlinale Berlin
 Logenhaus
 Berlin-Wilmersdorf
 Emser Straße 12 – 13
 D-10719 Berlin-
 Wilmersdorf
 Infos at:
 +49 (0)6438/920716
 or
 +49 (0)30/3125352

This information is provided without any guarantee. It is advisable to contact the organisers before visiting any of the events mentioned above.

19th April 2005, just before 6 p.m.:
White smoke wafts from the chimney of the Sistine Chapel – Cardinal Josef Ratzinger is the new Pope!

As Benedict XVI, he will head the Roman Catholic church with its 1.1 billion members worldwide. He is the first German Pope for 500 years! This historic date will be remembered for a very long time.

For people in Germany – not just for Roman Catholics, it was a moving, overwhelming moment when Benedict XVI delivered the blessing “Urbi et Orbi” as his first official act.

After lengthy and meticulous research and extremely careful preparation, we are proud to present the “Pope” by Margarete Steiff GmbH:

a special edition, exclusively for the COLLECTION HISTORICA of the POST MUSEUMS SHOP.

The Pope Teddy bear is 29 cm tall (without the tiara) and crafted from white mohair. His nose, mouth and claws are stitched by hand. He is four-way jointed. His eyes have been coloured to match the hue of the Pope’s eyes. And only the best was good enough for his clothes too. The cloak with the elaborate gold-, green- and silver-coloured embroidery corresponds with the one worn by the Pope at his first public mass. Under the high-quality satin cloak, he is wearing the original white robe.

Further infos and orders (PMS No. 20-30) to

POST MUSEUMS SHOP GmbH
Tel.: +49 (0)72 43/70 07 66
Fax: +49 (0) 72 43/70 07 52
www.post-museums-shop.de
info@post-museums-shop.de



Pope Teddy bear
EAN 992568
Limited edition
of 1,500 bears
worldwide

Herr BELLO competition

The solution to our competition in the May issue of the Club Magazine was: “Konstantin Wecker”

The following people won a special edition of the book “Herr Bello und das blaue Wunder” and a Steiff “Herr Bello” dog:

Michael Waibel, Ivesheim, Germany

Ina Heuer, Peine, Germany

Ute Hottmann, Bretten, Germany

Christine Döberl, Schardenberg, Austria

Silvie Loosli, Rorbas-Zürich, Switzerland

10 more dogs go to:

Ruth Hojem, Gothenborg, Sweden

Laura Sterry, Caldicot, UK

Sheila Smith, Belper, UK

Eddy Ide, Gistel, Belgium

Veronika Skerjanz, Vienna, Austria

Jörg Mesinger, Osnabrück, Germany

Alexandra Meyer, Erlangen, Germany

Beate Unterweger, Stuttgart, Germany

Ulrike Moser, Göppingen, Germany

Erika Moritz, Neuburg, Germany



Congratulations!

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