

Steiff

Collection 2010



Spring Special '10

CONTENTS

TOY SAFETY	04 - 05
LIMITED EDITIONS	06 - 09
THE ORIGINALS <i>to collect and to give as gifts</i>	
Teddy bears	10
Pets and farm animals	11
Forest and meadow animals	12
Wild animals	12
THE ORIGINALS <i>to cuddle and play with</i>	
Teddy bears	13
Pets and farm animals	14 - 19
Steiff's little Floppies	20
Keyrings	20
Steiff's little friends	21
Book and film heroes	21
BABY	22 - 26

TOY SAFETY

— *The Steiff “Purity Law” and other awards of outstanding quality.*

“Only the best is good enough for our children”: Over one hundred years ago, the founder of the company, Margarete Steiff, was dedicated to doing justice to her personal credo and later Steiff basic principle in all areas of the company.

It is our goal to create not only the most beautiful and best toy animals and Teddy bears in the world but also the safest. In order to live up to this high standard, we have developed a special quality control system to supervise the entire creative development and production process: from the initial idea for the product until the moment when a Steiff animal leaves the manufactory in Giengen.



We have created the “Steiff Purity Law”. This involves the voluntary examination of our products – not those imposed by any standards – because harmful substances of any type have absolutely no place in our high-quality Steiff products. Evidence of the high expectations we have of our products.



THE STEIFF PURITY LAW:

1. *Steiff voluntarily avoids the use of harmful substances – beyond those of legal regulations.*
2. *Steiff avoids the use of all materials which could cause allergies.*
3. *Steiff uses only physiologically-harmless colours for all dyeing and colouring processes.*
4. *Steiff uses only selected materials from renowned manufacturers, mainly from Germany and Europe.*
5. *Steiff uses highest quality, lint-free uppers for its toy animals and Teddy bears.*
6. *Steiff uses only new and safe materials for the fillings of its toy animals and Teddy bears.*
7. *Steiff has clearly higher requirements of the workmanship of seams and applications than required by all international standards.*
8. *Steiff produces toy animals and Teddy bears according to the sustainability principle – they are created to last for generations.*
9. *Steiff is dedicated to observing the highest level of purity during its production process – from cutting the material until the product is delivered to the customer.*
10. *Steiff uses independent laboratories and institutes to consistently examine the Steiff Purity Law.*



The Textile Trust Seal

It documents that the product identified with this seal has been successfully tested according to the Oeko-Tex® standard 100. Since 1992, this distinction has stood for textile products of all types that pose no health hazards.



The LGA Certificate

Worldwide, accredited testing of mechanical, chemical, physical, health and hygiene suitability by the TÜV Rheinland/LGA.



The “spiel gut” Award

The “spiel gut” rating is awarded by the Children’s Games and Toy Task Force (Arbeitsausschuss Kinderspiel und Spielzeug e.V.) for a particular toy. Materials, production and use are the focus of this testing.



The CE Symbol

The CE identification confirms that the product complies with all valid European toy safety guidelines with regard to product safety.



The ISO 9001 Certification

The ISO 9001 certification confirms that the Steiff Company complies with the highest standards of the QM system.



LIMITED EDITIONS

— *Especially beautiful. Especially rare.*



THE HAPPY COUPLE

made of high-quality alpaca
bride pale pink, groom dark blue
jointed, surface washable
limited edition of 2,000 pieces worldwide
with gold-plated "Button in Ear"
28 and 29 cm, EAN 677083

This collector's item is not a toy complying with the European directive covering toys (2009/48/EG)





The Happy Couple

Once upon a time, a handsome Teddy prince met a charming young bear dressed all in pink... At Steiff, we believe Fairy Tales do come true. As proof, we offer our magnificent alpaca bride and groom Teddy bears, produced in partnership with the legendary porcelain artisans at Lladró. Both bears are truly magical. These special collectibles are the perfect way to celebrate an upcoming wedding or anniversary. Each features exquisitely handcrafted Lladró details such as a porcelain bouquet for the bride and a detailed boutonnière for the groom.

Both Teddy bears also come with special Lladró gifts for their human counterparts. For the real bride, there's an exquisite Teddy bear pendant holding a romantic red heart. For the real groom, there's a stylish pair of cufflinks featuring bear footprints. Both can be worn on wedding day or any special occasion. We're sure you'll be thrilled with the impeccable beauty and outstanding quality of each Teddy bears and their accessories. You'll cherish your bride and groom forever, sharing them with generation after generation. "...and they lived happily ever after."

Kitty Cat

There's always something happening in Margarete's garden. But sometimes Kitty Cat doesn't seem to notice. She's preoccupied with her ball of wool, gingerly batting it back and forth from paw to paw. This lovely little kitten never grows tired of her favorite pastime. Kitty is the fourth whimsical creature in the "Margarete's Garden" series. Like her fellow visitors to the garden, Kitty features both movement and music. When you wind her key, a music box plays the beloved Germany melody: "Alle Vöglein sind schon da". She also moves her front paws – playing with her beloved toy. Kitty is made from a gorgeous combination of grey and white alpaca. Her big, beautiful eyes and accents airbrushed by hand give her an enchanting expression. No collector will want to miss this very special Kitty.



KITTY CAT

made of high-quality alpaca
grey
turnable head, surface washable
limited edition of 2,010 pieces worldwide
with music box "Alle Vöglein sind schon da"
(German children's song)
with gold-plated "Button in Ear"
30 cm, EAN 036422

This collector's item is not a toy complying with the European directive covering toys (2009/48/EC)

Niki Rabbit

There's only one thing Niki Rabbit loves more than gardening – and that's sharing his flowers with friends. This year, his daffodil crop is especially beautiful. And he's hand picked a perfect blossom just for you. Won't you be his new friend? Niki is the perfect addition to your Easter basket, Springtime decorating or rabbit collection. He is made of curly, golden blond mohair with cream-coloured accents. The daffodil in Niki's hand is made of genuine felted wool – a traditional material used by Steiff. The daffodil is amazingly realistic-looking. Each is skilfully reproduced by our artists. This all-new design pays homage to classic Niki rabbits from the early 1950's – with slightly exaggerated ears, a darling face and large expressive eyes. He's a real charmer who'll occupy a very special place in your collection – and in your heart.



NIKI RABBIT

made of finest mohair
golden blond
jointed, surface washable
limited edition of 1,500 pieces worldwide
with gold-plated "Button in Ear"
26 cm, EAN 036446

This collector's item is not a toy complying with the European directive covering toys (2009/48/EC)

ORIGINAL TEDDY BEARS

— for wonderful friendships that last a lifetime.

NEW



TEDDY BEAR PURPLE CONEFLOWER

made of finest mohair
white
jointed, surface washable
18 cm, EAN 027512

This collector's item is not a toy complying with the European directive covering toys (2009/48/EG)



NEW



CLASSIC TEDDY BEAR PANDA

made of finest mohair
black/white
jointed, surface washable
35 cm, EAN 039690



NEW



CLASSIC TEDDY BEAR PANDA

made of finest mohair
black/white
jointed, surface washable
25 cm, EAN 039645



PETS AND FARM ANIMALS

— *They are at home where the heart is.*



NEW



WILLY DRAKE

made of finest mohair
multicoloured
surface washable
17 cm, EAN 076039



NEW



SIGLINDE CHICKEN

made of finest mohair
beige, standing
surface washable
16 cm, EAN 075636

This collector's item is not a toy complying with the European directive covering toys (2009/48/EG)



NEW



HANSI PARAKEET

made of finest mohair
green
surface washable
13 cm, EAN 033308

This collector's item is not a toy complying with the European directive covering toys (2009/48/EG)



NEW



FRANZI PARAKEET

made of finest mohair
blue
surface washable
13 cm, EAN 033339

This collector's item is not a toy complying with the European directive covering toys (2009/48/EG)

FOREST AND MEADOW ANIMALS

— *A wise forest-dweller is looking for a new home.*



WITTIE OWL

made of finest mohair
grey/brown, standing
surface washable
16 cm, EAN 033315

This collector's item is not a toy complying with the European directive covering toys (2009/48/EG)

WILD ANIMALS

— *Perfect for little adventurers. And adventures in everyday life.*



RADJAH TIGER

made of finest mohair
striped blond
surface washable
14 cm, EAN 033346

This collector's item is not a toy complying with the European directive covering toys (2009/48/EG)

STEIFF TEDDY BEARS FOR THE LITTLE ONES

— *Here come the beary heroes of the children's room.*



NEW

FLORA DANGLING TEDDY BEAR

made of cuddly soft plush
apricot
machine washable at 30° C
30 cm, EAN 012792



NEW

FLORA DANGLING TEDDY BEAR

made of cuddly soft plush
apricot
machine washable at 30° C
16 cm, EAN 012778



NEW

FLORA DANGLING TEDDY BEAR

made of cuddly soft plush
apricot
machine washable at 30° C
23 cm, EAN 012785

PETS AND FARM ANIMALS

— bring life to life. And lots of joy.



NEW



CATTIE CAT

made of cuddly soft woven fur
blond
machine washable at 30° C
25 cm, EAN 099373



NEW



PIFF MOUSE

made of cuddly soft woven fur
grey, sitting up
machine washable at 30° C
10 cm, EAN 056222



NEW



PILLA MOUSE

made of cuddly soft woven fur
white, sitting up
machine washable at 30° C
10 cm, EAN 056215



HIPPIE BIG LOP
made of cuddly soft woven fur
black, sitting
machine washable at 30° C
18 cm, EAN 080029



HOPPI RABBIT
made of cuddly soft woven fur
brown/white spotted, sitting
machine washable at 30° C
18 cm, EAN 080012



HAPPY RABBIT
made of cuddly soft woven fur
grey tipped, sitting
machine washable at 30° C
18 cm, EAN 080036



DORMILI RABBIT
made of cuddly soft woven fur
grey, lying
machine washable at 30° C
32 cm, EAN 080043



DORMILI RABBIT
made of cuddly soft woven fur
brown, lying
machine washable at 30° C
32 cm, EAN 080050



POPPEL RABBIT

made of cuddly soft woven fur
brown tipped, sitting
machine washable at 30° C
15 cm, EAN 080005



POPPEL RABBIT

made of cuddly soft woven fur
grey tipped, sitting
machine washable at 30° C
15 cm, EAN 080098



HOPPEL RABBIT

made of cuddly soft woven fur
brown tipped, sitting
machine washable at 30° C
14 cm, EAN 080081



HOPPEL RABBIT

made of cuddly soft woven fur
grey tipped, sitting
machine washable at 30° C
14 cm, EAN 080074



HOPPEL RABBIT

made of cuddly soft woven fur
black, sitting
machine washable at 30° C
14 cm, EAN 080067



NEW



SISSI PIGLET

made of cuddly soft woven fur
pale pink, lying
machine washable at 30° C
26 cm, EAN 071867

NEW



SISSI PIGLET

made of cuddly soft woven fur
pale pink, lying
machine washable at 30° C
35 cm, EAN 071843
50 cm, EAN 071881



SISSI PIGLET

made of cuddly soft woven fur
pale pink, sitting
machine washable at 30° C
15 cm, EAN 071898



SISSI PIGLET

made of cuddly soft woven fur
pale pink, standing
machine washable at 30° C
28 cm, EAN 071874



CAPPY FROG

made of cuddly soft woven fur
green, sitting
machine washable at 30° C
16 cm, EAN 056345



DALLE GUINEA-PIG

made of cuddly soft woven fur
brown spotted, lying
machine washable at 30° C
20 cm, EAN 071829

STEIFF'S LITTLE FLOPPIES

— *The Beginning of a Great Friendship.*



NEW

STEIFF'S MINI FLOPPY KOKO CAT

made of cuddly soft plush
black, lying
machine washable at 30° C
16 cm, EAN 281402



NEW

STEIFF'S LITTLE FLOPPY KOKO CAT

made of cuddly soft plush
black, lying
machine washable at 30° C
24 cm, EAN 281112



NEW

STEIFF'S MINI FLOPPY LUISE COW

made of cuddly soft plush
black/white spotted, lying
machine washable at 30° C
16 cm, EAN 281426



NEW

STEIFF'S LITTLE FLOPPY LUISE COW

made of cuddly soft plush
black/white spotted, lying
machine washable at 30° C
24 cm, EAN 281136

KEYRINGS

— *This little friend just wants to hang around!*



NEW

KEYRING CAT

made of cuddly soft plush
black, sitting
machine washable at 30° C without
metal ring
10 cm, EAN 112072

STEIFF'S LITTLE FRIENDS

— *These little ones are going to make it big.*



STEIFF'S LITTLE FRIEND LUZIE LAMB

made of cuddly soft woven fur
black, lying
machine washable at 30° C
22 cm, EAN 280047



STEIFF'S LITTLE FRIEND WUTZI WILD BOAR

made of cuddly soft woven fur
brown tipped, lying
machine washable at 30° C
22 cm, EAN 280115

BOOK AND FILM HEROES

— *These real stars will win your heart.*



FRIEDA DOLL

made of cuddly fleece and cotton
multicoloured
surface washable
38 cm, EAN 014741

BABY

— Welcome to life, little one!



HOPPEL RABBIT

made of fluffy, certified organically grown cotton
complies with Oeko-Tex standard 100 blue
machine washable at 30° C
28 cm, EAN 237492



HOPPEL RABBIT

made of fluffy, certified organically grown cotton
complies with Oeko-Tex standard 100 blue
machine washable at 30° C
20 cm, EAN 237508



HOPPEL RABBIT COMFORTER

made of fluffy, certified organically grown cotton
complies with Oeko-Tex standard 100 blue
machine washable at 30° C
28 cm, EAN 237478



HOPPEL RABBIT MUSIC BOX

with removable music box (Sleep, my little prince)
made of fluffy, certified organically grown cotton
complies with Oeko-Tex standard 100 blue
machine washable at 30° C without music box
20 cm, EAN 237515



HOPPEL RABBIT GRIP TOY

with rattle
made of fluffy, certified organically grown cotton
complies with Oeko-Tex standard 100 blue
machine washable at 30° C
12 cm, EAN 237522



HOPPEL RABBIT

made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100
 pale pink
 machine washable at 30° C
 28 cm, EAN 237560



HOPPEL RABBIT

made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100
 pale pink
 machine washable at 30° C
 20 cm, EAN 237577



HOPPEL RABBIT COMFORTER

made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100
 pale pink
 machine washable at 30° C
 28 cm, EAN 237546



HOPPEL RABBIT MUSIC BOX

with removable music box (Sleep, my little prince)
 made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100
 pale pink
 machine washable at 30° C without music box
 20 cm, EAN 237584



HOPPEL RABBIT GRIP TOY

with rattle
 made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100
 pale pink
 machine washable at 30° C
 12 cm, EAN 237591



NEW



SNIFFY MOUSE

made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100 blue
 machine washable at 30° C
 28 cm, EAN 237638



NEW



SNIFFY MOUSE

made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100 blue
 machine washable at 30° C
 20 cm, EAN 237645



NEW



SNIFFY MOUSE COMFORTER

made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100 blue
 machine washable at 30° C
 30 cm, EAN 237614



NEW



SNIFFY MOUSE MUSIC BOX

with removable music box (Good Moon)
 made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100 blue
 machine washable at 30° C without music box
 20 cm, EAN 237652



NEW



SNIFFY MOUSE GRIP TOY

with rattle
 made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100 blue
 machine washable at 30° C
 12 cm, EAN 237669



SNIFFY MOUSE

made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100
 pale pink
 machine washable at 30° C
 28 cm, EAN 237706



SNIFFY MOUSE

made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100
 pale pink
 machine washable at 30° C
 20 cm, EAN 237713



SNIFFY MOUSE COMFORTER

made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100
 pale pink
 machine washable at 30° C
 30 cm, EAN 237683



SNIFFY MOUSE MUSIC BOX

with removable music box (Good Moon)
 made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100
 pale pink
 machine washable at 30° C without music box
 20 cm, EAN 237720



SNIFFY MOUSE GRIP TOY

with rattle
 made of fluffy, certified organically grown cotton
 complies with Oeko-Tex standard 100
 pale pink
 machine washable at 30° C
 12 cm, EAN 237737



NEW

SLEEP WELL BEAR

plush for baby-soft skin
complies with Oeko-Tex standard 100
pink
machine washable at 30° C
28 cm, EAN 237287



NEW

SLEEP WELL BEAR

plush for baby-soft skin
complies with Oeko-Tex standard 100
blue
machine washable at 30° C
28 cm, EAN 237270

Steiff

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