

Steiff

Collection 2010



Collectors

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THE STEIFF PURITY LAW

— *Only the best is good enough for our children.*

We know that you – as a Steiff customer expect nothing less than the best. Our Purity Law guarantees that Steiff products are the best for you and your child.

1. NO HARMFUL SUBSTANCES

We voluntarily go far beyond the legally required standards and even surpass them. Because we are convinced that only animals which pose no health hazard deserve the good name Steiff.

2. NO ALLERGENIC SUBSTANCES

We have high expectations of our suppliers whom we oblige to adhere to the strict Steiff guidelines. We extensively examine all the basic materials before they are used in production.

3. NO HARMFUL DYES OR COLOURS

We have voluntarily imposed stricter regulations than required by law for all our dyes and colours. Children can put Steiff products in their mouths without any misgivings.

4. HIGHEST-QUALITY MATERIALS

Only the finest natural fibres, such as mohair and alpaca or woven fur made of synthetic fibres, are woven in our own weaving manufactory, Steiff Schulte in Duisburg. Furthermore, we use only carefully-selected, inspected materials by well-known manufacturers.

5. LINT-FREE PLUSH

The plush of a Steiff animal has always been something special. It is extraordinarily true-to-nature, soft, long-lasting and does not lose any hair. We use only lint-free uppers made of the highest quality.

6. NO HARMFUL FILLINGS

We use exclusively new and non-harmful materials from the factory for the fillings of our Teddy bears and soft animals. The fillings of our animals are, of course, inspected by Oeko-Tex.

7. HIGHEST-QUALITY SEAM WORKMANSHIP

This is ensured by the standardised Steiff seam width as well as the high density of seams, which is typical only for animals from our company. A Steiff animal will last a lifetime.

8. HYGIENIC PRODUCTION

For the production of our animals, we pay careful attention that we adhere to all hygiene and cleanliness standards. For example, that is why we use metal detectors during all the production processes.

9. INDEPENDENT INSPECTION

For decades, we have had our products independently inspected by the LGA in Nuremberg, and we collaborate intensively with other independent institutes, such as TÜV and Dekra. In our laboratory in Giengen an der Brenz, we conduct over 12,000 additional tests every year. The Steiff Quality Management System is certified according to DIN EN ISO 9001 (German Industrial Standards)

10. QUALITY SINCE 1880

Throughout the various production steps, we produce continuously environmentally-friendly as well as in view of the flawless quality and longevity of our products. A Steiff animal can be a companion throughout a whole childhood and still be a source of joy even as an adult.



Current proof of the strict requirements of our products:



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.



MANUFACTURING

— *Handmade products that touch the heart.*



To visit our factory in Giengen is to take a journey back in time. Step inside our doors, and you'll see seamstresses stitching noses by hand. You'll watch artisans carefully airbrushing without templates. You'll observe designers creating patterns with paper and pencil.



It's not because Steiff isn't a modern enterprise. We've simply discovered there are time-honored manufacturing techniques that are best left to human hands. We use technology where appropriate. But handcrafting is what we do best. That's what makes every Steiff creation so unique.



Thanks to the creative contributions of each of our employees, no two Steiff animals are exactly alike. Some Teddy bears smile proudly and spread good cheer. Others look mischievous and ready to play. Still others have romantic faces and beg to be held.

This is the glory of making toys by hand. Only through this individualized, time-consuming process are we able to create Teddy bears and animals with such personality, character, charm – and life.

THE FINEST MATERIALS

— *Meter after meter of 'only the best.'*

With its purchase of long-time supplier Schulte last year, Steiff became one of the only plush toy manufacturers in the world with its very own fabric mill. This means Steiff's level of control over the products it manufactures is greater than ever – from design to fabric-making to sewing to finishing. At the Steiff-Schulte mill in Duisburg, Germany, threads of alpaca, mohair, silk and other fine quality materials are woven almost magically into some of the most luxurious plush fabrics imaginable. Meter after meter of these fabulous textiles pass through the production process each day. These fabrics are the raw materials for Steiff's most magnificent creations.



Alpaca – Soft, silky and lush.

Although the number of alpaca animals in the Steiff range has increased in recent years, the company discovered the material many years ago. Its resurgence in popularity is due to its wonderful feel and tremendous versatility. Alpaca can be used to create both soft Teddy bears and ultra-realistic animals. You'll find a variety of alpaca collectibles in this year's range.



Mohair – Lustrous, shiny and sleek.

This natural material from the wool of the angora goat is the classic Teddy bear material. In fact, it was used for the first Teddy bear ever created. The fiber is both beautiful and durable, which accounts for the amazing number of vintage Steiff creations that appear today in superb condition. Most Teddy bears and animals in our current Classic range are made of mohair material.



Woven Fur – Cuddly, velvety and versatile.

Amazingly soft and natural-feeling, this beautiful fabric is quite valuable. It is created through a unique three-dimensional weaving technique that involves inserting threads into cotton backing perpendicularly. The result is especially appropriate for huggable toys, though this sumptuous fabric is also used in our Studio range of near life-size creatures.





PERFECT UNIQUE SPECIMEN — *Marks of distinction.*



Original Collection

Every original Steiff animal with the world-famous trademark, the Steiff "Button in Ear", shows that it comes from one of the best families – and every Steiff Teddy bear and Steiff animal proudly wears an ear tag as a clearly recognisable identification. Both big and small Steiff fans immediately recognise the yellow Steiff ear tag with red writing. It shows that this is one of the many, wonderful animals and Teddy bears from the wide, unlimited Steiff assortment – an unmistakable original from the famous company with a long-standing tradition.



Limited Edition

All the animals and Teddy bears at Steiff are very pleased to receive the extraordinary distinction of the white ear tag with red writing because these are produced in a limited edition. This means that only a limited number is available and some are available only in certain countries. Each of these limited edition Steiff animals with the white ear tag and the gold-plated "Button in Ear" also brings his new owner a certificate that insures the authenticity and special status as a limited edition Steiff animal.



Replica

The Teddy bears and animals of the replica series by Steiff are a very special and extraordinary species. This means that these true-to-original animals are reproduced exactly according to their historic role models from the Steiff product history. All Steiff replicas have a white ear tag with black writing to document their special status and the true-to-original "Button in Ear" from the respective year of production. This outstanding distinction lets Steiff friends, fans and collectors know that this is a particularly limited edition Steiff animal with extraordinary, historic character.

REPLICAS

— *Touch and fall in love with a piece of the past.*

The fascination has been unyielding for more than one hundred years now. Since their "birth", Steiff Teddy bears and animals have enchanted millions of the young and the young at heart all over the world. Because a Teddy bear or an animal by Steiff is always an individual personality with its own character that was created by an expert hand and fascinates people with its unmistakable charm. A Steiff animal usually becomes a

long time companion that accompanies its proud owner over the years and decades throughout all of life's highs and lows. These fascinatingly beautiful animals from the Replica Editions reproduce historic Steiff plush animal treasures in true-to-original, limited editions with the flair of days gone by; yet they are much more affordable than the antique originals.

A Steiff Replica is always a piece of living history that one can touch, gently stroke and dream of because the animals are lovingly handcrafted with the traditional tools and according to the original patterns – and they perfectly replicate the originals from back then. All of the replicas have the "black and white" Steiff tag and the original "Button in Ear" of their respective year of birth. Replicas that are made in the style of the animals from 1904 and earlier proudly "bear" the original Steiff button: the elephant button.



PGB 35 Replica 1904

Like archaeologists who have discovered an important fossil, Steiff has made a very significant discovery. It's a find that adds a new chapter to the history of the Teddy bear. Presenting PGB 35 (Plüsch Gestänge Beweglich 35 cm) – the world's second Teddy bear, smaller brother of PB 55. This must-have replica of a previously undiscovered rod-jointed bear will cause a new sensation among serious Steiff enthusiasts around the world. The original Teddy bear, on which the PGB 35 replica is based, was discovered by a prominent collector in Switzerland. It was brought to the company's attention last year. Steiff's archivists and designers could hardly believe their eyes. PGB 35 has rod joints with a hand-stitched nose – and is believed to date after PB 35 and PB 55, but before the Richard Steiff bear and Teddy Girl. That means he bridges the gap between rod jointing and disc jointing – and changes Teddy bear history forever! Like all true replicas, every piece is hand stuffed with Swiss wood shavings. In addition to his historical significance, PGB 35 is also a very charming and attractive bear. If you're a true Steiff fan, your collection simply won't be complete without this important, appealing bear.



PGB 35 REPLICA 1904

made of finest mohair
dark blond
jointed, surface washable
limited edition of 1,904 pieces worldwide
stuffed with wood shavings
with boot-button eyes
rod-jointed
with "Button in Ear" featuring elephant motif
made of patinated steel
35 cm (measured sitting), EAN 403026



This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Teddy bear Replica 1925

The challenge of creating the Teddy bear Replica 1925 was a formidable one. First, Steiff Schulte had to re-create the lovely faded violet mohair in a shade that exactly matched the original. Then the fabric mill had to delicately bleach the tips of the mohair to achieve a unique frosted effect – simulating years of exposure to sunlight. The artisans at Steiff Schulte tell us this was no easy task. And yet, they succeeded beautifully, making it possible for us to present this wonderful replica to collectors everywhere. The Teddy bear Replica 1925 features a hand-stitched nose of apricot floss. The Teddy bear also has airbrushing around its paw pads to simulate subtle aging. It is stuffed with kapok and has hand-blown glass pupil eyes. This lovely Teddy bear is second in the series of brightly colored bears from the 1920's. During this fascinating decade, tastes, fashions, and attitudes changed drastically – and Steiff changed along with them. We presented Teddy bears and animals in a rainbow of bright colors, in keeping with the dynamic spirit of the times. The Teddy bear Replica 1925 is a perfect example of a bear from this period – full of *joie de vivre*. Add some joy to your collection with Teddy bear Replica 1925.



TEDDY BEAR REPLICA 1925

made of finest mohair
violet tipped
jointed, surface washable
limited edition of 1,925 pieces
stuffed with kapok
with glass eyes
with "underscored button" made of patinated steel
36 cm, EAN 408748

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Teddy Clown Replica 1928

There's nothing quite like the look of a well-loved Steiff Teddy bear. The faded mohair, the play-worn appearance, even the spots of discoloration – it all adds to the appeal. With fewer and fewer vintage Teddy bears available on the market, more and more collectors are becoming interested in Teddy bears that have been artistically aged to simulate antique Teddy bears. That's why we created our Vintage Teddy Clown Replica. Clowns have always been a popular theme for Steiff – so we're sure you'll be a fan of our "Vintage" version. We've taken great care to make sure this Teddy bear brings you the authentic look of an old bear. He's made of mohair that has been dyed, then bleached, to mimic the effects of decades of sun exposure. His hat has been randomly airbrushed with spots of discoloration to add to his aged effect. Even his collar is slightly frayed, as it would be on a real antique Teddy bear. For collectors who adore the aged look – but simply can't locate a true vintage bear – our Vintage Teddy Clown Replica is the perfect solution.



TEDDY CLOWN REPLICA 1928

made of finest mohair
yellow
jointed, surface washable
limited edition of 1,928 pieces worldwide
stuffed with wood shavings
with squeaker
with pleated collar made of silk organza and a
felt hat with pompons sewn on
with "underscored button" made of patinated steel
36 cm, EAN 403019

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Teddy bear Replica 1960

This Teddy bear shows true greatness – with his stately and yet so warm and kind expression. And with his impressive 43 centimetres from head to toe. He is the descendant of a Teddy bear that held his place in the Steiff assortment until 1966. We are convinced that he will win lots of new Steiff friends and collectors as the expressive replica Teddy bear in 2010 as well. Because he has beautiful golden blond fur made of finest mohair, his body is firmly stuffed with wood wool and he has bright, brown glass eyes. With his strong, clear growling voice, he proudly tells about his classic neck tag and the extraordinary "Button-in-Ear" made of patinated steel with embossed logo writing in the original style of the 60s



TEDDY BEAR REPLICA 1960

made of finest mohair
golden blond
jointed, surface washable
limited edition of 1,960 pieces worldwide
stuffed with wood shavings
with glass eyes and growler
with "Button in Ear" made of patinated steel
43 cm, EAN 400049

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Teddy bear Replica 1910

The roots of this Teddy bear's family also reach far back into the history of Steiff. The famous predecessor of this friendly Teddy bear originated from the year 1910 which became famous as the "Pantom Bear" and was manufactured until 1913. Characteristic for the cheery Teddy bear made of finest mohair in a warm golden brown tone are his friendly-looking boot-button eyes as well as the black nose with a white cross-stitch that other antique Steiff Teddy bears do not have. The stately body of this collector's item bear has been stuffed by hand with wood wool and features the "underscored button" made of patinated steel. With his clear growling voice, the Teddy bear 1910 Replica calls out a greeting full of curiosity and joy to his new owner.



TEDDY BEAR REPLICA 1910

made of finest mohair
golden brown
jointed, surface washable
limited edition of 1,910 pieces worldwide
stuffed with wood shavings
with boot-button eyes and growler
with "underscored button" made of patinated steel
45 cm, EAN 400032

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

LIMITED EDITIONS

— *Especially beautiful. Especially rare.*

For all of those who seek the extraordinary, there are the Limited Editions by Steiff. Rarities from the Steiff Company that are dedicated to an unusual topic, an historic event or motif, a special occasion or an anniversary. Each of our limited series wins over collectors through its unique story – a detailed, lovingly-nostalgic retrospective of days gone by or a very special and emotional moment and touching memories whose magic you cannot even resist in the here and now. Allow yourself to be enchanted by the particularly valuable rarities of the Limited Editions from the Steiff company that stand for lasting values today as well as tomorrow and that never lose their extraordinary charisma.

We are very proud that the title “limited” means “especially treasured” in regard to the animals made at our company – thus the Steiff animals from our worldwide limited special editions always find new friends, owners and a new home quickly all over the world. If you should sense that magical feeling of “love at first sight” when you encounter an animal from the Limited Editions then you should follow your first instinct and show your new, beloved animal the way to its new home – either with you or with the person that you would like to make especially happy. Because you will certainly not want to be alone with the incomparably warm and happy feeling of owning a treasure.

Theo Teddy bear

If you are lucky enough to visit the famed Puppenhaus Museum in Basel, Switzerland, there's a very special Teddy bear you need to meet. He is known simply as “specimen number 1766,” but you'll instantly see that a mere number does not adequately capture this Teddy bear's shining personality. Manufactured in 1916, he is perhaps the epitome of Steiff Teddy bears from the period. Now Steiff has chosen to re-create this special Teddy bear as a world-wide limited edition. And we've captured all the charm and character that makes the original so special. To develop a duplicate mohair worthy of this exceptional Teddy bear, we sent the original from 1916 to Steiff Schulte, our fabric mill in Duisburg, to have artisans custom-make a material as close to the Puppenhaus Teddy bear as possible. Then our designers carefully measured every angle of the original to copy his proportions – from the tips of his ears to the bottoms of his feet. We captured his long snout, humped back, and spectacular face perfectly. Finally, our airbrush artists added finishing touches around the eyes and paw pads to give the Teddy bear an antique appearance. Then a Steiff Classic was reborn for a new generation of Teddy bear enthusiasts. First in the series of Teddy bears in our “Tribute to the Puppenhaus” series.



THEO TEDDY BEAR

made of finest mohair
grey
jointed, surface washable
limited edition of 1,500 pieces worldwide
with glass eyes
with growler
with gold-plated “Button in Ear”
45 cm, EAN 036453

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Classic 1910 Teddy bears

With their powerful growling voices, these bearish fellows love to tell stories of days gone by. Thus, they can tell the tale that in 1910 they had a somewhat larger Teddy bear predecessor with remarkably beautiful mohair fur in a warm shade of russet. Anyone who has ever stroked the soft fur made of finest mohair of these friendly Teddy bears with the big, bright eyes and pert nose will surely love to reminisce with them. The Teddy bears 1910 proudly "bear" the gold-plated "underscored button" and are limited to 1,910 pieces. With pleasant anticipation, they are looking forward to a new home with a real Steiff fan and collector with pleasant anticipation.



CLASSIC 1910 TEDDY BEAR

made of finest mohair
russet
jointed, surface washable
limited edition of 1,910 pieces worldwide
with growler
with gold-plated "underscored button"
35 cm, EAN 036118

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1910 TEDDY BEAR

made of finest mohair
black
jointed, surface washable
limited edition of 1,910 pieces worldwide
with gold-plated "underscored button"
28 cm, EAN 036385

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1910 TEDDY BEAR

made of finest mohair
light blond
jointed, surface washable
limited edition of 1,910 pieces worldwide
with gold-plated "underscored button"
28 cm, EAN 036125

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Limpy Teddy bear

"What if," a Steiff designer wondered, "it was possible to tie-dye mohair, the way you tie-dye a t-shirt? What effect would you achieve?" For the answer, look no further than Limpy, another of our designer Teddy bears in the 2010 collection. Steiff Schulte artisans very eagerly accepted the challenge of creating this entirely new type of mohair coloring. The result is another first for Steiff. The tone on tone effect is an ever-changing, swirling mix of brown and blond tones. It makes no two Teddy bears exactly alike! But the mohair isn't the only unique aspect of this unusual Teddy bear. He's a completely new face in the Steiff assortment. He has a cream-colored mohair complexion accented by apricot and black airbrushing. His nose is lightly waxed. The insides of his ears are sewn with a longer pile cream mohair to accent his face. The edges of his paw pads are very lightly airbrushed to add extra dimension. With his broad smile and sparkling eyes, he's a very contented Teddy bear – just waiting to bring some happiness to your collection – and your home.



LIMPY TEDDY BEAR

made of finest mohair
chestnut
jointed, surface washable
limited edition of 2,010 pieces worldwide
with gold-plated "Button in Ear"
40 cm, EAN 036217

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Matthias, the Nostalgia Teddy bear

Our series of nostalgia bears is designed to take you back to the golden age of Teddy bears – the era when Steiff's legendary classics were first produced. Henry, the first in the series (introduced last fall), was an instant success with his traditional good looks. Now comes Matthias, a completely different style Teddy bear, but one that is equally, if not more, appealing than his predecessor. Matthias is a "cone-nosed bear" – with a very pronounced tapering snout. While the origin of this particular style is not definitely known, some experts have speculated that, during the Teddy bear boom of the early 1900's, Steiff artisans, facing tight production deadlines, deviated from their assigned patterns and sewed these unique creations. Now quite rare, cone-nosed bears are extremely desirable to collectors. We developed Matthias to recapture the nostalgic appeal of this special style of bears. He has a lovely, golden blond coat with the tips of his mohair lightly bleached for a frosted effect – as if he had perhaps been sitting in the sun. Befitting an old-style bear, his head is loosely jointed and wobbly, adding to his charm. If you're looking for a truly unique Teddy bear to add to your collection, Matthias is the Teddy bear for you.



MATTHIAS, THE NOSTALGIA TEDDY BEAR

made of finest mohair
golden blond tipped
jointed, surface washable
limited edition of 1,500 pieces worldwide
with growler
with gold-plated "Button in Ear"
40 cm, EAN 036460

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Reinhard, the Schulte Patchwork Teddy bear

For more than a century, the famous fabric mill Schulte has provided Steiff with superior quality mohair, alpaca, and fine woven fabrics for our Teddy bears and animals. After a long and productive relationship, the two companies have now joined forces. It is with great pleasure that we announce Steiff's purchase of this legendary fabric mill – now known as "Steiff Schulte." To celebrate this partnership, we've created a special Teddy bear that pays tribute to the creativity and innovation of both companies. It's a first-of-its-kind patchwork bear that displays a small sampling of the thousands of fabrics that Schulte is able to create. Made from 11 swatches of mohair and alpaca (dense, sparse, new, distressed, straight, curly), each piece of fabric harmonizes beautifully to create an exceptionally appealing Teddy bear with real character. Join with us in commemorating this milestone event in the history of our company – add Reinhard, the Schulte Patchwork Teddy bear to your collection now!



REINHARD, THE SCHULTE PATCHWORK TEDDY BEAR

made of finest mohair
grey/brown
jointed, surface washable
limited edition of 1,901 pieces worldwide
with gold-plated "Button in Ear"
40 cm, EAN 036477

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.

Ralph Teddy bear

Like the fashion houses in Paris, Milan, and New York, Steiff is always setting new trends. In each collection, we introduce fresh designs that enhance our legacy as the world's premier Teddy bear maker. Though we will always respect our past through our replicas and re-productions, we will also continue to present exciting new designs that reflect today's tastes in the Teddy bear world. With this philosophy in mind, we present Ralph, one of the designer creations in our 2010 collection. Ralph is made from a specially milled rust-colored mohair with slate grey backing, created exclusively for this Teddy bear by Steiff Schulte. His muzzle is shaved to reveal the backing underneath, and his paw pads are sewn in perfectly matched grey cotton. He's a contemporary design, and we've chosen to stuff him in an innovative way. His head, arms, and legs are stuffed with traditional Swiss wood shavings. But his body is softly filled with pellets. For a Teddy bear that represents the newest of the new and the greatest of the old, look no further than designer Teddy bear Ralph.



RALPH TEDDY BEAR

made of finest mohair
russet
jointed, surface washable
with glass eyes
limited edition of 2,010 pieces worldwide
stuffed with wood shavings
with gold-plated "Button in Ear"
22 cm, EAN 036569

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.

Mr. Googly

One of the earliest known examples of a googly-eyed bear was produced in Britain in 1916. But it is believed that googly eyes first made their appearance in dolls much earlier. Googly eyes were supposedly created to capture the wide-eyed innocence and wonder of childhood. Over the years, many Teddy bear manufacturers created designs that featured these whimsical eyes – including Steiff. Two notable Steiff examples include a googly blue-eyed Petsy from the 1920's and a fanciful rabbit from the 1950's. But Steiff never made a bear quite like Mr. Googly – until now! Sewn from distressed mohair to give him an aged appearance, this new creation is all about laughter and fun. He's sure to make you smile. His slightly oversized head adds to his wonderfully quirky appeal. Mr. Googly is certain to add a bit of joy and originality to your Steiff collection. Won't you adopt him today?



MR. GOOGLY

made of finest mohair
beige
jointed, surface washable
with glass eyes and growler
limited edition of 1,925 pieces worldwide
with gold-plated "Button in Ear"
31 cm, EAN 036620

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Christmas Teddy bear 2010

He's become a beloved holiday tradition in households around the world. Our annual Christmas Teddy bear continues to win hearts, year after year. The 2010 edition is made from antique white curly mohair and features black eyes and a brown, hand-stitched nose. He wears a sophisticated, red velvet jacket trimmed with white woven fur. His coat is held in place by a decorative corded belt made of golden and maroon threads. As a festive touch, the tip of his hood is crowned with an antiqued bell. Whether you never miss one of our holiday editions or this is your first one to purchase, you'll definitely want to make our Christmas Santa Teddy bear 2010 a part of your family's memorable holiday season.



CHRISTMAS TEDDY BEAR 2010

made of finest mohair
white
jointed, surface washable
limited edition of 2,010 pieces worldwide
with gold-plated "Button in Ear"
29 cm, EAN 036378

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Classic Teddy bear Tiger

Who says a Teddy must be a bear? Certainly not Steiff! In 2008, we introduced the world to a fantastic Leopard Teddy bear. A year later, an exceptional Zebra Ted joined our assortment. Now our series concludes with the dramatic Tiger Teddy bear as the grand finale in 2010. The project began with the "Teddy Bear Parade" in Giengen back in 2005. That year, 1.2 meter fiberglass Teddy bears were placed along the city's streets, with each Teddy bear decorated in a unique motif. Three of the bears, created by artist Peter Lorenz, were located on the Steiff factory grounds. These "wild animal Teddy bears" served as inspiration for this popular series. Like his predecessors in the set, the Tiger Teddy bear is made from genuine alpaca and features spectacular hand airbrushing. Together or as a set, these three distinctive bears are truly among Steiff's most unique Teddy bear creations. Don't miss out on this chance to complete your collection of the trio – the edition is strictly limited to 2,010 pieces.



CLASSIC TEDDY BEAR TIGER

made of high quality alpaca
black/white/blond
jointed, surface washable
limited edition of 2,010 pieces worldwide
with growler
with gold-plated "Button in Ear"
40 cm, EAN 420689

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Classic Teddy bear Panda Ted

Of all our 2010 Limited Editions, he's the biggest, most lovable of them all! Meet our 60 cm Panda, part of the exciting "bear Ted" series that began in 2007. Like his brothers the Grizzly Ted, Polar Ted, and Moon Ted, this adorable Teddy bear is made from fluffy, genuine alpaca and is gloriously oversized. In fact, he's the largest Panda we've produced since introducing the species to our assortment nearly seven decades ago! Through the years, we've made miniature versions, wheeled editions, and Panda Christmas ornaments. But this is perhaps our most appealing design yet. What makes him so special? Why not find out for yourself? Visit our 60 cm Panda at your favorite Steiff retailer now. After one hug, we're sure you'll be hooked!



CLASSIC TEDDY BEAR PANDA TED

made of high quality alpaca
black/white
jointed, surface washable
limited edition of 1,500 pieces worldwide
with gold-plated "Button in Ear"
60 cm, EAN 036484

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Barry polar bear cub

It's a good thing this little polar bear cub has such a big appetite – just look at the size of the fish he's caught! You're sure to fall in love with Barry, the cutest little polar bear cub since Knut! Made of rich alpaca, Barry holds his dinner in his paws: an elaborately airbrushed colorful fish. With his charming expression, slightly chubby body, and inviting coat, Barry begs to be held and stroked. And who could resist? You don't have to be a polar bear collector to appreciate this very special piece. It's an all-new design that's destined to become a contemporary classic. He's sure to become one of your all-time favorites.



BARRY POLAR BEAR CUB

made of high quality alpaca
white
jointed, surface washable
limited edition of 2,010 pieces worldwide
felt fish attached to paw
with gold-plated "Button in Ear"
28 cm, EAN 036583

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Grizzly bear

Here's the friendliest grizzly you'll ever meet. While ferocious in the wild, there's nothing beastly about this endearing, ultra-huggable bear. He's standing on all fours, so he's technically not a "Teddy bear," but this doesn't make him any less lovable. Sewn from caramel mohair with white tipping, this impressive piece is a remarkable blend of realism and whimsy. His profile looks naturalistic, but his face is sweet and charming (like a Teddy bear's). Made from genuine Steiff Schulte mohair, he features mohair paw pads, a hand-stitched nose, a jointed neck, and dark eyes. While not quite Studio-sized, he's still large enough to make a big impression in your collection. Make a bold statement about your love of Steiff with our magnificent Grizzly bear.



GRIZZLY BEAR

made of finest mohair
caramel tipped
turnable head, surface washable
limited edition of 1,000 pieces worldwide
with gold-plated "Button in Ear"
55 cm, EAN 036361

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Rocky Grizzly Bear Cub Masterpiece

This bear is a splendid specimen. While out in nature, you would probably rather encounter his Grizzly colleagues at a distance, he has a kind-hearted, winning personality. The reason that the Grizzly bear made of dark brown alpaca tipped with black has such a natural and realistic appearance is because his head can be turned in different positions thanks to his asymmetrically double-jointed neck. He has an intense expression; a three-dimensional, hand-stitched nose as well as a meticulously painted and modelled face. The massive bear body has been stuffed with a very light filling yet the granulate filling in the paws and on his back gives him his authentic "bearish" posture and heaviness. In order to greet his new owner, this congenial 6-ways jointed Grizzly joyfully raises his paws that are astoundingly realistic looking thanks to the use of appliqués and artful embroidery.



ROCKY GRIZZLY BEAR CUB MASTERPIECE

made of high-quality alpaca
dark brown
double disc-jointed neck
6-ways jointed, surface washable
limited edition of 3,000 pieces worldwide
with gold-plated "Button-in-Ear"
38 cm, EAN 036170



Hasso German Shepherd Puppy Masterpiece

The first German Shepherd made his debut in the Steiff catalog in 1923. Eighty-seven years later, we proudly present a Masterpiece Edition of this ever-popular breed. These special Masterpiece Editions were created by Steiff to showcase the company's exceptional craftsmanship through the creation of amazingly realistic interpretations of various species. Our 2010 version of a German Shepherd puppy certainly qualifies as a work of art in plush. Made from genuine alpaca and mohair, his face is masterfully airbrushed to capture the curious and playful expression of a young dog. Because he's specially weighted with pellets in his paws and tummy, holding this adorable pet feels like cuddling with the real thing! You'll be amazed at the details, the workmanship, and the authenticity. He's a must for dog-lovers, collectors of the Masterpiece Series, or anyone who appreciates the artistry of Steiff.



HASSO GERMAN SHEPHERD PUPPY MASTERPIECE

made of finest mohair and high quality alpaca
black/light brown
jointed, surface washable
limited edition of 2,000 pieces worldwide
with gold-plated "Button-in-Ear"
38 cm, EAN 036606



Mizzy Maine Coon Cat Masterpiece

When you see this elegant lady cat lying on the couch, you can only be sure by taking a second look that this is an adorable Steiff Masterpiece made of long, thick woven fur – and not a real purring cat. Her beautiful ginger and white mottled fur with the wonderfully fluffy, bottle brush tail invites you to stroke her. Not only is her cuddly appearance completely charming but also her soft-stuffed body that is also additionally weighted down with granulate on the back and in all four paws. Mizzy has a knowing look in her big, brown pupil eyes; she seems to sense that she possesses an irrepressible charm. Because she proudly shows her long whiskers and pertly sticks her finely modelled, little nose in the air.



MIZZY MAINE COON CAT MASTERPIECE

made of cuddly soft woven fur
ginger tabby, lying
surface washable
limited edition of 3,000 pieces worldwide
with gold-plated "Button-in-Ear"
40 cm, EAN 036613

Koko Cat Masterpiece

Did you know that the average plush animal from other manufacturers has only about a dozen parts? That's why non-Steiff animals lack the realism of genuine "Button in Ear" creations. Koko, the Masterpiece Cat, for example, is made from more than 50 separate pieces of fine woven fur! That's how we're able to achieve the remarkable authentic appearance. And for a lifelike feel, we've carefully weighted the piece with plastic pellets in the paws and tummy. So when you pick up Koko, it feels as if you're holding a real cat! Like all her companions in the Masterpiece series, Koko represents the pinnacle of Steiff craftsmanship. Whether you're a cat lover or a collector who appreciates fine Steiff quality, you'll want to add Koko to your must-have list for 2010.



KOKO CAT MASTERPIECE

made of cuddly woven fur
black/white
lying, machine washable at 30° C
limited edition of 2,000 pieces worldwide
with gold-plated "Button in Ear"
32 cm, EAN 036439

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 as defined in the European directive (2009/48/EC) on toy safety.

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 as defined in the European directive (2009/48/EC) on toy safety.



NEW



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 as defined in the European directive (2009/48/EC) on toy safety.



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 Lladro. Both bears are truly magical. These special collectibles are the perfect way to celebrate an upcoming wedding or anniversary. Each features exquisitely handcrafted Lladro details such as a porcelain bouquet for the bride and a detailed boutonniere for the groom.

Both Teddy bears also come with special Lladro 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 of the 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."

Summer Teddy bear – Lladró Four Seasons Collection

Extraordinary. Incomparable. Masterful. These are just a few of the words that describe the magnificent Four Seasons “Fall” and “Spring” bears produced by Steiff in collaboration with Lladró, the renowned Spanish porcelain manufacturer. Now, we are pleased to present “Summer,” next in the hugely popular series. Lovingly hand-stitched in Germany from light rose-colored mohair, “Summer” continues the flowers theme with an intricate tiara of summertime blossoms. Each bloom was meticulously handmade and delicately painted by the artisans at Lladró. In addition to his gold-plated “Button in Ear” and red and white ear tag, “Summer” also proudly displays a Lladró label on his right foot pad. These distinguished trademarks are fitting symbols of the partnership between these two legendary companies – each known for its impeccably high standards, expert workmanship, and lasting value.



SUMMER TEDDY BEAR – LLADRÓ FOUR SEASONS COLLECTION

made of finest mohair
rose
jointed, surface washable
limited edition of 2,000 pieces worldwide
with gold-plated “Button in Ear”
28 cm, EAN 677076

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Crystal Teddy bear bag pendant

So small – and yet such a luminous appearance. The exclusive, little Steiff Crystal Teddy bears love a grand entrance and are absolutely confident of their winning personalities. With their soft fur made of finest mohair in the trend colours; intensive black, luxurious white and bright pink, these Teddy bears are “must have” accessories that no handbag should be without. Because each of these bears is decorated on the ears, soles and paws with hundreds of small Swarovski crystals that sparkle and shine in the most magnificent colours. To give these friendly-looking bears an incomparably dazzling aura, the Steiff company for the first time used a special application technique from the fashion industry. Another eye catcher are the 13 Swarovski crystals individually sewn by hand onto these Teddy bears’ gorgeous thick fur. The sophisticated satin collar with a Swarovski crystal pendant that each of the mini bears elegantly wears around its neck makes its extravagant appearance also extremely charming. So that the little bears can set the scene perfectly with their new owners, they have a shining, chrome-plated ring engraved with the Steiff Logo and a practical safety-catch closure. So you can be sure that the Crystal Teddy bear is always there as a trend accessory. And as you would expect from a very cosmopolitan bear, it proudly displays its gold-plated “Button in Ear”. The “it” Steiff Crystal Teddy bears for handbags are limited to 3,000 pieces per colour worldwide.



CRYSTAL TEDDY BEAR BAG PENDANT

made of finest mohair
white
jointed, surface washable
with Swarovski crystals
limited edition of 3,000 pieces worldwide
with gold-plated “Button in Ear”
11 cm, EAN 036316

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CRYSTAL TEDDY BEAR BAG PENDANT

made of finest mohair
black
jointed, surface washable
with Swarovski crystals
limited edition of 3,000 pieces worldwide
with gold-plated “Button in Ear”
11 cm, EAN 036323

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CRYSTAL TEDDY BEAR BAG PENDANT

made of finest mohair
pink
jointed, surface washable
with Swarovski crystals
limited edition of 3,000 pieces worldwide
with gold-plated “Button in Ear”
11 cm, EAN 036330

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



125 CARAT LOVE

— *A very special Teddy bear!*



Gold, rhinestones, sapphires and silk. Only the crème de la crème for the legendary elephant and the Teddy bears, who both wrote Steiff history. Created for Steiff's 125th anniversary, both of them enchant collectors and lovers of Steiff products. An easy job: the carat Teddy bear is the most valuable Steiff creation ever. This incomparable bear brings the fascination of Steiff to life on four velvety paws. It tells of tradition and excellent quality at Steiff, which are both classic Steiff values and still set the standard today. The carat Teddy bear is a masterful creation of traditional handiwork which achieves perfection in him. Full of pride the beautiful bear presents its fur which could not be more precious and beautiful: the selected bear's fur is worked with the finest gold fibres. The fine nose is also a small art work made of fine gold, which the bear boldly stretches into the air.

It is a moment full of magic for every lover of Steiff to look these Teddy bears in their large eyes: they glow secretively with two deep blue sapphires, which are mounted in flawless rhinestones and yellow gold. Loyally at his side is the cheerful little elephant made of compacted wool felt. The thick skinned little animal proudly shows his little tusks: They are a treasure made of real solid mammoth of the prehistoric woolly mammoths. Even the saddle cloth decorated with rhinestones and onyx balls is a real ornament. Like the very first elephant, the little animal with the trunk bears the initials "A.S." for Anna Steiff made of rhinestones. The carat bear always has his wonderful book in his hand, which tells the story of how he was made and takes the reader back to the roots of the traditional company of Steiff. The book is autographed and documents the limitation number of

the extraordinary collection pair. With the carat bear and the elephant, the most demanding lovers of Steiff have the opportunity to experience the fascination of Steiff in an inimitable manner with these two unique pieces. As a sign of its uniqueness the carat Teddy bear wears a jubilee medal as well as a "Button in Ear" made of fine gold. His Steiff ear tag was specially woven for him from golden jacquard. The perfect dream pair for lovers of Steiff who are looking for something unusual: a unique exclusive elephant and an incomparably beautiful Steiff Teddy bear – a real treasure.



125 CARAT TEDDY BEAR EDITION

Teddy bear made of gold blond silk mohair with gold fibres, eyes made of 2 deep blue sapphires (each approx 6 carat) and 40 flawless rhinestones (approx. 1 carat), mouth and nose made of 24 carat fine gold jointed, stuffed with wood shavings
50 cm

Elephant made of high quality wool felt with tusks made of prehistoric mammoth
Saddle cloth decorated with 47 rhinestones mounted in 18 carat white gold and 14 black Onyx balls
14 cm

both with "Button in Ear" made of 24 carat fine gold

limited edition 125 pieces worldwide

Jubilee medal made of 24 carat fine gold

To get to know you personally the Steiff carat Teddy bear has something very special for their new owner: a 3-day luxury package. An overnight stay in a first class hotel in Ulm, a visit to the Steiff museum as well as an exclusive gala dinner in the house of Margarete Steiff's birth in Giengen will make seeing the carat Teddy bear by Steiff an unforgettable experience.

EAN 038983

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.





THE STEIFF CLUB: *Very exclusive. For you.*

At the Steiff Club, you will meet collectors for whom a Teddy bear or animal made by the Steiff company is still a matter close to one's heart – people like you! Go ahead and treat yourself and become a member of the Steiff Club – You will love it!

The Steiff Club will give you the opportunity to purchase extraordinary **Steiff Club Editions** especially for Club members. All of the editions are limited and may be ordered exclusively from a Steiff Club merchant near you or on the internet.

In the **Club Magazine**, you will find everything you want to know and the latest information about the Steiff brand and the company as well as the Steiff Club. It appears four times a year and will be sent by mail to your home. Furthermore, you will automatically receive the **Annual Catalogue** by Steiff.

Attractive events take place on a regular basis. You will meet like-minded people, talk shop with the experts, exchange news with friends and have the opportunity to purchase the latest Steiff Club Event Teddy bears.

Are you looking for a certain animal that simply is not for sale anymore? Would you like to sell to other Steiff collectors? The **Club Exchange** is the ideal platform for you as a member!

As a member of the Steiff Club, you will enjoy free admission to the Adventure Museum "**Steiff Museum**".

Simply request your personal admission form under Tel. +49 (0)7322/131-555. Of course, these forms are also available from the Steiff Club merchant near you. Or: Simply log on directly to our internet site under www.steiff-club.com.

Welcome to the Club!

The articles shown here are only available for Steiff Club members



STEIFF CLUB ANNUAL EDITION 2010

made of finest mohair
cream
jointed, surface washable
production limited to the year 2010
with gold-plated "Button in Ear"
30 cm, EAN 421105

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



EVENT TEDDY BEAR 2010

made of finest mohair
sand
jointed, surface washable
production limited to the year 2010
with gold-plated "Button in Ear"
21 cm, EAN 421112

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



TEDDY BEAR ANNUAL GIFT 2010

made of high quality alpaca
grey
jointed, surface washable
production limited to the year 2010
with gold-plated "Button in Ear"
10 cm, EAN 421129

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

THE PAPER TEDDY BEAR

— *Creativity from adversity.*

The crown jewel in the Club collection is the Paper Teddy bear from 1919. A tribute to Steiff innovation and creativity, this bear was produced from paper after WWI, when ordinary materials were completely unavailable to the company. After much experimentation, Steiff succeeded in securing "paper plush" as a substitute for mohair. This fabric was used for a handful of post-WWI years on core items including elephants, cats, rabbits, dogs, play balls, and of course, Teddy bears. Steiff created paper plush Teddy bears in 18, 22, 25, 32, and 40 cm from 1919 through 1921. These bears were brown, five-way jointed, had black boot-button eyes, and brown nose stitching. Only 19,556 paper plush Teddy bears were manufactured over the course of three years. Today, paper plush Teddy bears are among the rarest and most sought after Steiff collectibles, due to their history, limited production, and highly unusual materials. The reappearance of the paper plush Teddy bear as a 2010 true-to-life replica marks the first time this model has been produced in almost 90 years. It offers the chance for members of the Steiff Club to hold a piece of Steiff history in their very own hands.



NEW

STEIFF CLUB EDITION 2010 PAPER TEDDY BEAR REPLICA 1919

made of a unique paper plush
brown
jointed, surface washable
limited edition of 3,000 pieces worldwide
stuffed with wood shavings and boot-button eyes
with squeaker
with soles and paws made of linen
with "underscored button" made of patinated steel
32 cm, EAN 421099

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



ORIGINAL TEDDY BEARS

— *For wonderful friendships which begin on four paws.*

The Teddy bear charm is not a question of size as shown by this troop of beary friends made of pleasantly fine, wonderfully soft mohair and high quality alpaca. Whether it is blond, brown, cappuccino, pure white, brass, subtle rosé or light blue with elaborate embroidery. Whether a delicate 16 or a stately 51 centimetres from head to toe: every one of our friendly Teddy bears catches your eye with his very individual character due to their quiet, friendly and endlessly serene charisma.

This makes them popular, much adored and stroked inhabitants in the houses of Steiff friends and collectors, who have kept a piece of "childhood" and joy in their adulthood. Some days can be so grey and cloudy, the turbulence of day-to-day life can challenge us: looking your favourite Steiff Teddy bear in the eyes always feels like coming home. It is nice that there are such valuable moments!



CLASSIC 1926 TEDDY BEAR

made of finest mohair
brown tipped
jointed, surface washable
with growler
30 cm, EAN 027994

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1926 TEDDY BEAR

made of finest mohair
brown tipped
jointed, surface washable
with growler
22 cm, EAN 027581

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1920 TEDDY BEAR

made of finest mohair
brass
jointed, surface washable
with growler
51 cm, EAN 000843

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1920 TEDDY BEAR

made of finest mohair
brass
jointed, surface washable
25 cm, EAN 000713
with growler
35 cm, EAN 000737

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1920 TEDDY BEAR

made of finest mohair
blond
jointed, surface washable
15 cm, EAN 040108

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1920 TEDDY BEAR

made of finest mohair
dark brown
jointed, surface washable
with growler
35 cm, EAN 000812

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1920 TEDDY BEAR

made of finest mohair
dark brown
jointed, surface washable
25 cm, EAN 000805

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1920 TEDDY BEAR

made of finest mohair
brass
jointed, surface washable
15 cm, EAN 040092

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1920 TEDDY BEAR

made of finest mohair
blond
jointed, surface washable
with growler
51 cm, EAN 000690

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1920 TEDDY BEAR

made of finest mohair
blond
jointed, surface washable
25 cm, EAN 000645
with growler
35 cm, EAN 000669

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1909 TEDDY BEAR

made of finest mohair
 dark brown
 jointed, surface washable
 with squeaker
 25 cm, EAN 000423
 with growler
 35 cm, EAN 000447

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1912 TEDDY BEAR

made of finest mohair
 black
 jointed, surface washable
 22 cm, EAN 039997
 32 cm, EAN 039942

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1909 TEDDY BEAR

made of finest mohair
 blond
 jointed, surface washable
 with growler
 51 cm, EAN 000539

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1909 TEDDY BEAR

made of finest mohair
 blond
 jointed, surface washable
 with squeaker
 25 cm, EAN 000355
 with growler
 35 cm, EAN 000379

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1909 TEDDY BEAR

made of finest mohair
 blond
 jointed, surface washable
 15 cm, EAN 040115

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1909 TEDDY BEAR

made of finest mohair
white
jointed, surface washable
with squeaker
25 cm, EAN 000591
with growler
35 cm, EAN 000607

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



TEDDY BEAR 1908

made of finest mohair
black
jointed, surface washable
12 cm, EAN 039454

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



TEDDY BEAR 1908

made of finest mohair
green
jointed, surface washable
12 cm, EAN 039485

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1909 TEDDY BEAR

made of finest mohair
brass
jointed, surface washable
with squeaker
25 cm, EAN 000614
with growler
35 cm, EAN 000508
51 cm, EAN 000522

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1909 TEDDY BEAR

made of finest mohair
brass
jointed, surface washable
15 cm, EAN 040139

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



TEDDY BEAR 1908

made of finest mohair
yellow
jointed, surface washable
12 cm, EAN 039478

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



TEDDY BEAR 1908

made of finest mohair
pale pink
jointed, surface washable
12 cm, EAN 039461

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1905 TEDDY BEAR

made of finest mohair
light blond
jointed, surface washable
22 cm, EAN 004827
30 cm, EAN 004834

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1905 TEDDY BEAR

made of finest mohair
blond
jointed, surface washable
51 cm, EAN 004872

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of finest mohair
brass
jointed, surface washable
with growler
42 cm, EAN 000560

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1905 TEDDY BEAR

made of finest mohair
chestnut
jointed, surface washable
22 cm, EAN 004865
30 cm, EAN 004803

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1905 TEDDY BEAR

made of finest mohair
brass
jointed, surface washable
22 cm, EAN 004841
30 cm, EAN 004858

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC 1906 TEDDY BEAR

made of finest mohair
dark blond
jointed, surface washable
with growler
51 cm, EAN 000256

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of finest mohair
dark blond
jointed, surface washable
with growler
42 cm, EAN 004810

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of finest mohair
caramel
jointed, surface washable
with growler
35 cm, EAN 000553

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of high-quality alpaca
russet
with genuine leather collar
jointed, surface washable
18 cm, EAN 027710

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of high-quality alpaca
reddish blond
with genuine leather collar
jointed, surface washable
18 cm, EAN 027741

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of high-quality alpaca
brown
with genuine leather collar
jointed, surface washable
18 cm, EAN 027697

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of high-quality alpaca
caramel
with genuine leather collar
jointed, surface washable
18 cm, EAN 027734

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of high-quality alpaca
grey
with genuine leather collar
jointed, surface washable
18 cm, EAN 027727

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of high-quality alpaca
cream
with genuine leather collar
jointed, surface washable
18 cm, EAN 027680

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of high-quality alpaca
black
with genuine leather collar
jointed, surface washable
18 cm, EAN 027703

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of high-quality alpaca
dark green
jointed, surface washable
with genuine leather collar
18 cm, EAN 039188

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



GROWLING BEAR

made of finest mohair
blond
jointed, surface washable
with growler
33 cm, EAN 011566



CLASSIC TEDDY BEAR

made of high-quality alpaca
dark blue
jointed, surface washable
with genuine leather collar
18 cm, EAN 039171

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of high-quality alpaca
dark grey
jointed, surface washable
with genuine leather collar
18 cm, EAN 039195

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



GROWLING BEAR

made of finest mohair
blond
jointed, surface washable
with growler
25 cm, EAN 011719





CLASSIC TEDDY BEAR

made of high-quality alpaca
caramel
jointed, surface washable
with felt bow
25 cm, EAN 027642

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR HANNES

made of finest mohair
mottled grey
jointed, surface washable
24 cm, EAN 027604

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR LEO

made of finest mohair
ash blond
jointed, surface washable
24 cm, EAN 027611

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of high-quality alpaca
reddish blond
jointed, surface washable
with felt bow
25 cm, EAN 027628

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of high-quality alpaca
cream
jointed, surface washable
with felt bow
25 cm, EAN 027635

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR SISSI

made of finest mohair
light beige
jointed, surface washable
24 cm, EAN 027598

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



JONA TEDDY BEAR
made of finest mohair
blond
jointed, surface washable
28 cm, EAN 001079



JONA TEDDY BEAR
made of finest mohair
light brown
jointed, surface washable
18 cm, EAN 001031



JONA TEDDY BEAR
made of finest mohair
chestnut
jointed, surface washable
28 cm, EAN 001062



JONA TEDDY BEAR
made of finest mohair
blond
jointed, surface washable
18 cm, EAN 001055



JONA TEDDY BEAR
made of finest mohair
brown
jointed, surface washable
18 cm, EAN 001048



CLASSIC TEDDY BEAR
made of finest mohair
russet
jointed, surface washable
25 cm, EAN 039911



CLASSIC TEDDY BEAR
made of finest mohair
golden blond
jointed, surface washable
25 cm, EAN 039652



CLASSIC TEDDY BEAR
made of finest mohair
golden blond
jointed, surface washable
35 cm, EAN 039683



CLASSIC TEDDY BEAR
made of finest mohair
russet
jointed, surface washable
35 cm, EAN 039928



CLASSIC TEDDY BEAR
made of finest mohair
white
jointed, surface washable
25 cm, EAN 039669



CLASSIC TEDDY BEAR
made of finest mohair
white
jointed, surface washable
35 cm, EAN 039676



CLASSIC TEDDY BEAR PANDA
 made of finest mohair
 black/white
 jointed, surface washable
 35 cm, EAN 039690



CLASSIC TEDDY BEAR PANDA
 made of finest mohair
 black/white
 jointed, surface washable
 25 cm, EAN 039645



**CLASSIC TEDDY BEAR
 CAPPUCCINO**
 made of finest mohair
 brown/cream
 jointed, surface washable
 33 cm, EAN 001000

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



**CLASSIC TEDDY BEAR
 LATTE MACCHIATO**
 made of finest mohair
 brown/cream
 jointed, surface washable
 33 cm, EAN 001017

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MORITZ TEDDY BEAR
 made of finest mohair
 dark blond
 jointed, surface washable
 33 cm, EAN 027543



**TEDDY BEAR
 PURPLE CONEFLOWER**
 made of finest mohair
 white
 with flower embroidery
 jointed, surface washable
 18 cm, EAN 027512

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MORITZ TEDDY BEAR
 made of finest mohair
 chestnut
 jointed, surface washable
 33 cm, EAN 027536



**CLASSIC TEDDY BEAR
 CORNFLOWER**
 made of finest mohair
 pink
 with flower embroidery,
 jointed, surface washable
 18 cm, EAN 039898

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



**CLASSIC TEDDY BEAR
 DAISY**
 made of finest mohair
 light blue
 with flower embroidery,
 jointed, surface washable
 18 cm, EAN 039904

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MINI TEDDY BEAR

made of finest mohair
brown tipped
jointed, surface washable
10 cm, EAN 040023

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MINI TEDDY BEAR

made of finest mohair
cinnamon
jointed, surface washable
10 cm, EAN 040016

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MINI TEDDY BEAR

made of finest mohair
blond
jointed, surface washable
10 cm, EAN 040009

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of finest mohair
golden blond
jointed, surface washable
13 cm, EAN 040061

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of finest mohair
café-au-lait
jointed, surface washable
13 cm, EAN 040085

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of finest mohair
sand
jointed, surface washable
13 cm, EAN 040078

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MINI TEDDY BEAR

made of finest mohair
café-au-lait
jointed, surface washable
9 cm, EAN 039584

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MINI TEDDY BEAR

made of finest mohair
golden blond
jointed, surface washable
9 cm, EAN 039591

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MINI TEDDY BEAR

made of finest mohair
black
jointed, surface washable
9 cm, EAN 039621

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of finest mohair
light blond
jointed, surface washable
12 cm, EAN 040030

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of finest mohair
blond
jointed, surface washable
12 cm, EAN 040047

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



CLASSIC TEDDY BEAR

made of finest mohair
caramel
jointed, surface washable
12 cm, EAN 040054

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

AMBASSADORS OF LOVE

— *Very welcome guests for life's most wonderful moments.*

Often it is the little things in life that bring us such joy. Just like the precious, little Steiff ambassadors of love made of mohair that touch people's hearts with their friendly nature and their lovingly-formulated message. Is there a nicer way to show someone near and dear to your heart that you are thinking of him or her at a special moment than a loving Steiff greeting on four little paws? And the best thing about gift giving will always be that it is just as wonderful to give as well as to receive!



TEDDY BEAR CHIMNEY SWEEP

made of finest mohair
blond
jointed, surface washable
10 cm, EAN 033254

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



SUMMY LADYBIRD ON LEAF

made of finest mohair
on a felt leaf
red
surface washable
5 cm, EAN 032837

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



HAPPY FROG

made of finest mohair
green
surface washable
9 cm, EAN 033247

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



LUCKY PIG

made of finest mohair
pale pink, standing
surface washable
10 cm, EAN 033261

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MINI TEDDY BEAR LITTLE DEVIL

made of finest mohair
red
jointed, surface washable
in gift packaging
9 cm, EAN 039843

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MINI TEDDY BEAR LITTLE ANGEL

made of finest mohair
beige
with wings of white silk organza
jointed, surface washable
in gift packaging
9 cm, EAN 039874

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MINI TEDDY BEAR LUCKY CHARM

made of finest mohair
beige
jointed, surface washable
in gift packaging
9 cm, EAN 039836

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

Gift giving can be so personal...

The birth of a new child, a declaration of love or a wedding: all moments of which you have fond memories. And with the Steiff Ambassadors of Love, these wonderful memories will become unforgettable. The Teddy bears made of finest mohair in wool white or reddish blond look forward to having the soles of their feet embroidered with the name of the recipient and the date of the wonderful occasion. On the order coupon, you may fill in the title you wish to have.



TEDDY BEAR GROOM

personalised Teddy bear
wool white
surface washable
29 cm, EAN 001970

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



TEDDY BEAR BIRTH

personalised Teddy bear
reddish blond
surface washable
with blue bib
29 cm, EAN 002021



TEDDY BEAR BIRTH

personalised Teddy bear
wool white
surface washable
with pink bib
29 cm, EAN 001949



TEDDY BEAR BRIDE

personalised Teddy bear
wool white
surface washable
29 cm, EAN 001963

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



TEDDY BEAR BRIDE

made of high-quality alpaca
cream
jointed, surface washable
12 cm, EAN 027970

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



TEDDY BEAR GROOM

made of high-quality alpaca
caramel
jointed, surface washable
12 cm, EAN 027963

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

PETS AND FARM ANIMALS

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

Here they come with boundless energy and a zest for action – the spirited four-legged friends by Steiff will take every dog lover's heart by storm with their feisty character. The cat and tom cat are somewhat head-strong but nonetheless lovable as they go on the prowl for exciting adventures on their four velvety-soft paws or as they seek a quiet, cosy spot in the proud new owner's home. What a wonderful life for all Steiff pets and farm animals!



RICO GOLDEN RETRIEVER
made of finest mohair and high quality alpaca cream, standing
turnable head, surface washable
35 cm, EAN 035043

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



HASSO HUSKY
made of high-quality alpaca grey/white, standing
turnable head, surface washable
30 cm, EAN 031779

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



BENNY BORDER COLLIE
made of finest mohair
black/white, standing
surface washable
35 cm, EAN 035029

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



TREFF WEST HIGHLAND TERRIER
made of finest mohair
white, standing
turnable head, surface washable
11 cm, EAN 033377

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



HEXIE JACK RUSSELL TERRIER
made of finest mohair
white/brown, sitting
turnable head, surface washable
10 cm, EAN 033391

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



**CLASSIC 1935
FELLOW TERRIER**

made of finest mohair
gold/brown, standing
with genuine leather collar
surface washable
30 cm, EAN 035012

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



**HEXIE
JACK RUSSELL TERRIER**

made of finest mohair
white/brown/black, standing
with genuine leather collar
surface washable
33 cm, EAN 031731

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



MINKA SIAMESE CAT

made of finest mohair
brown/beige, sitting
surface washable
14 cm, EAN 033452

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



PETER TOM

made of finest mohair
black, standing
surface washable
14 cm, EAN 033445

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



MIMIC MOUSE

made of finest mohair
grey, sitting up
surface washable
9 cm, EAN 032141

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



**TREFF
WEST HIGHLAND TERRIER**

made of finest mohair
white, standing
with genuine leather collar
turnable head, surface washable
28 cm, EAN 079573

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



**FOXY
FOX TERRIER**

made of finest mohair
white/brown/black, standing
with genuine leather collar
surface washable
35 cm, EAN 031717

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



LUISE COW

made of finest mohair
black/white
turnable head
with cow bell around the neck
surface washable
30 cm, EAN 072833

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



WILLY DRAKE

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

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



SIGLINDE CHICKEN

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

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



BABY DONKEY

made of high-quality alpaca
grey, standing
surface washable
12 cm, EAN 052866

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



HANSI PARAKEET

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

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



FRANZI PARAKEET

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

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

FOREST AND MEADOW ANIMALS

— *Four seasons of fun for all!*

It doesn't matter what the season, there's always something interesting going on in the forest and meadow. In spring, the chipmunk diligently stores nuts so he'll have a cold weather feast. In summer, the badger and racoon spend their days sunning themselves

and looking for treats. All year long, the fox and the owl are engaged in a constant debate – trying to prove who's most clever. There's never a dull moment. And there's definitely nothing cuter than this collection of mohair and alpaca creatures from forest and meadow!



KECKI CHIPMUNK
made of finest mohair
mottled brown
arms and head movable
surface washable
16 cm, EAN 070969

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



BADGER
made of high-quality alpaca
black/white, standing
surface washable
28 cm, EAN 071195

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



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

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



FERDY FOX
made of high-quality alpaca
russet, sitting
surface washable
25 cm, EAN 045080

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



ROCCO RACCOON
made of finest mohair and high-quality alpaca
grey/brown, sitting up
jointed, surface washable
25 cm, EAN 045547

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

WILD ANIMALS

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

Welcome to wildlife at home! The Steiff wild animals bring a portion of adventure into the home of every Steiff lover and collector. It is almost as if you are going to go on an exciting animal safari around the world, when you look at these wild – and yet so affectionate – animals eye to eye. The chimpanzee takes us to the wilderness of the rain forest. Lion, giraffe, elephant and meerkat report on the natural beauties of their continent. All these animals have one thing in common:

with their wonderful fur made of luxurious alpaca, the thickest and warmest natural fibre, or made of exquisitely soft, fine mohair, all these animals not only have very strong characters, thanks to their detailed designs, but it is as if they were made for wild life in nature.



KOKO CHIMPANZEE

made of high-quality alpaca
brown, jointed
surface washable
38 cm, EAN 040559

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



RADJAH TIGER

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

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



ELI ELEPHANT

made of finest mohair
grey, standing
surface washable
11 cm, EAN 040498

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



LEO LION

made of finest mohair
light blond, standing
surface washable
12 cm, EAN 040832

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MOCKY HIPPO

made of finest mohair
caramel, standing
surface washable
13 cm, EAN 041143

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



OSSI KOALA

made of high-quality alpaca
grey, jointed
surface washable
25 cm, EAN 040160

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



TROTTY TORTOISE

made of finest mohair
olive/beige
surface washable
12 cm, EAN 035593

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



BENDY GIRAFFE

made of finest mohair
brown flecked, standing
surface washable
20 cm, EAN 041990

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



COCKIE MEERKAT

made of finest mohair
brown tipped, sitting up
surface washable
20 cm, EAN 045257

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.



MUNGO MEERKAT

made of finest mohair
brown, sitting up
surface washable
30 cm, EAN 071249

This collector's item is not a toy as defined in the European
directive (2009/48/EC) on toy safety.

ARCTIC AND MARINE ANIMALS

— *They get a warm recommendation as faithful companions!*

The faraway lands of the Arctic – a wilderness, so fascinating and yet so foreign at the same time – are the home of the polar bear and penguin. Bone-chilling temperatures and ice as far as the eye can see are their constant companions. But the Arctic Steiff animals are very excited about the trip to warmer climates. And they are looking forward to finding a new, loving home with a Steiff fan and collector. The waddling penguin and the polar bear proudly marching across the ice get a warm and fuzzy feeling!



RICO POLAR BEAR

made of high-quality alpaca
white
jointed, surface washable
29 cm, EAN 040405

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



LARI BABY PENGUIN

made of high-quality alpaca
grey/black/white
surface washable
9 cm, EAN 045660

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



HIPPIE PENGUIN

made of high-quality alpaca
black/white
surface washable
12 cm, EAN 045677

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

KEYRINGS

— *Here come Steiff's most helpful animals yet.*

They are small, friendly, lovable, and prove themselves to be loyal and practical companions in day-to-day life: the Steiff keyring. With their happy manner Teddy bears, ladybirds, hedgehogs, mice and pigs made of finest mohair ensure that you can find your key again quickly in the hurly burly of everyday life or in the depths of your bag. And with their strokeably soft fur made of mohair – a

wonderfully soft, long lasting beautiful natural fibre made of the lustrous white fur of the angora goat, which is amongst the most valuable species of goat in the world – you can take them in your hand for a little escape from the everyday: to stroke their fur and think of the people who gave you the cute Steiff animal as a present. Indeed the Steiff animal minis are not only lovable keepsakes, rather they remain confident day by day. As a keyring they keep you company and you can put them on your desk, in the car or on the key hook, and they will make you happy.

One thing is clear: with the small, hanging Steiff friends, every time you use your key is twice as much fun. Looking for your keys has never been nicer!



DISPLAY KEYRING

incl. 24 keyrings
(3 x 039201, 3 x 039300,
3 x 039492, 3 x 039089,
3 x 039003, 3 x 033292,
3 x 032820, 3 x 056161)
51 cm wide, 51 cm high, 28 cm deep
EAN 897474

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



**KEYRING
MINI TEDDY BEAR**

made of finest mohair
black
jointed, surface washable
10 cm, EAN 039201

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



**KEYRING
MINI TEDDY BEAR**

made of finest mohair
blond
jointed, surface washable
10 cm, EAN 039300

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



**KEYRING
MINI TEDDY BEAR**

made of finest mohair
café-au-lait
jointed, surface washable
10 cm, EAN 039492

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



**KEYRING
LUCKY PIG**

made of finest mohair
pale pink, standing
surface washable
7 cm, EAN 033292

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



**KEYRING
SUMMY LADYBIRD**

made of finest mohair
red
surface washable
5 cm, EAN 032820

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



**KEYRING
MINI TEDDY BEAR**

made of finest mohair
wheat blond
jointed, surface washable
8 cm, EAN 039089

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



**KEYRING
MINI TEDDY BEAR**

made of finest mohair
russet
jointed, surface washable
8 cm, EAN 039003

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



**KEYRING
MINI TEDDY BEAR**

made of finest mohair
café-au-lait
jointed, surface washable
8 cm, EAN 039096

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



**KEYRING
SNIFFY HEDGEHOG**

made of finest mohair
brown tipped
surface washable
6 cm, EAN 056031

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



**KEYRING
PEKY MOUSE**

made of finest mohair
white
surface washable
5 cm, EAN 056161

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

BOOK AND FILM HEROES

— *Magic moments with the real Steiff stars!*

Here are the real stars, the great role models from books and films as new friends and companions to touch, love, cuddle and for turbulent, cinematic stories in which home would also be a fantastic film location for new adventures. The Steiff Book and Film Heroes are the really big stars for children and young-at-heart adults. Because every adventure, every sequel to the books and films are eagerly awaited. Some of the stories and episodes have to be read or re-told again and again as bedtime stories. The little ones

are the biggest fans. But the irrepressible charm of the old as well as the new heroes from books and films still captivates those of us who have retained our "inner child". Steiff is glad to roll out the red carpet for these famous book and film heroes so that the Steiff darlings can find the way home to their adoring fans.



TOM KITTEN
made of finest mohair
cinnamon
with a light blue suit
surface washable
25 cm, EAN 354823

Only available in Germany, Austria, UK und Ireland.
This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



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PADDINGTON BEAR™
made of finest mohair
blond
jointed, surface washable
28 cm, EAN 354694

Only available in the countries of the European Union and USA.
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PADDINGTON BEAR™
made of finest mohair
jointed, surface washable
29 cm, EAN 354731

Only available in the countries of the European Union and USA.
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PADDINGTON BEAR™
made of high-quality alpaca
jointed, surface washable
25 cm, EAN 354700

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Mecki made since 1951

MECKI the hedgehog can look back on a long and proud career. Created by Ferdinand Diehl as a cartoon character in 1940, he made his first great breakthrough as the editorial symbol of the German television magazine "HÖRZU" in the Fifties and soon became known in his own right. MECKI stepped on to the stage of the Steiff world as early as 1951. MECKI fans formed MECKI clubs, books were published and finally he had his own series on television. Only a real star can boast a career of this kind. But despite all this star hype, MECKI has not changed a bit and is still as lovable as ever. He is still wearing his famous patched trousers held up with string for lack of a belt. After all, it is the inner values that count! And MECKI is a hedgehog who is always infectiously good-humoured and spreads happiness and joy in life – as do his wife MICKI and children MACKI and MUCKI.



MACKI B
surface washable
12 cm, EAN 350054

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.

MUCKI M
surface washable
12 cm, EAN 350559

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MECKI B
surface washable
17 cm, EAN 350108
28 cm, EAN 350153

This collector's item is not a toy as defined in the European directive (2009/48/EC) on toy safety.



MICKI M
surface washable
17 cm, EAN 350603
28 cm, EAN 350658

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BOUTIQUE

— *Something really nice for real Steiff Fans.*

You can recognise a true Steiff fan by their sense for beauty and for lovely, small things that make life more beautiful. The charming gold-plated Steiff Teddy bear pendant is just such a wonderful trifle which an enthusiastic Steiff lover and collector would love to have with them at all times. Also in their home

you would not only find a large family of Steiff animals, but also a whole range of entertaining Steiff literature, with which you can pass the time browsing under the curious eyes of Steiff Teddy bears & co. And so that the interesting Steiff books fit in perfectly in your home book shelf, there are the original Steiff book ends Teddy bear and elephant, who will serve their owner day in day out with an untiring smile.



DVD "ODE TO JOY" –
THE MARGARETE STEIFF
STORY
20 min
German/English
EAN 602986



BOOK "DAS TOR ZUR
KINDHEIT"
192 pages
German
22 x 15 cm, EAN 610042



TEDDY BEAR PENDANT
with necklace
gold-plated
Teddy bear 2 cm
necklace 45 cm, EAN 605154

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BOOK "STEIFF ASSORTMENT
1947 – 2003"
18 x 24.5 cm, 736 pages, bilingual
(German/English), EAN 610387



BOOK "KNOPF IM OHR"
special edition to celebrate the
150th birthday of Margarete Steiff
23 x 28 cm, 264 pages
German, EAN 610035



BOOK "STEIFF ASSORTMENT
1892 – 1943"
18 x 24.5 cm, 608 pages, bilingual
(German/English), EAN 610202

THE ASSORTMENT

are consecutively numbered with the EAN codes

	Moritz Teddy bear 027536 70 027543 70	Hexie Jack Russell Terrier 033391 79	Mr. Googly 036620 26	Classic Teddy bear 040085 73	Mecki B 350108 97 350153 97
	Classic 1926 Teddy bear 027581 49	Peter Tom 033445 81	125 Carat Teddy bear edition 038983 43	Classic 1920 Teddy bear 040092 50 040108 51	Mucki M 350559 96
Classic 1906 Teddy bear 000256 56	Classic Teddy bear Sissi 027598 63	Minka siamese cat 033452 81	Keyring mini Teddy bear 039003 92 039089 92 039096 92	Classic 1909 Teddy bear 040115 53 040139 54	Micki M 350603 97 350658 97
Classic 1909 Teddy bear 000355 53 000379 53 000423 52 000447 52 000508 54 000522 54 000539 53	Classic Teddy bear Hannes 027604 63	Classic 1935 Fellow Terrier 035012 80	Benny Border Collie 035029 78	Ossi koala 040160 88	Paddington Bear™ 354694 95 354700 95 354731 95
Classic Teddy bear 000553 57 000560 57	Classic Teddy bear Leo 027611 63	Rico Golden Retriever 035043 79	Rico Golden Retriever 035043 79	Rico polar bear 040405 90	Tom Kitten 354823 94
Classic 1909 Teddy bear 000591 54 000607 54 000614 54	Classic Teddy bear 027628 62 027635 62 027642 62 027680 59 027697 59 027703 59 027710 58 027727 58 027734 59 027741 58	Trotty tortoise 035593 89	Keyring mini Teddy bear 039201 92 039300 92	Eli elephant 040498 87	Teddy bear Replica 1910 400032 17
Classic 1920 Teddy bear 000645 51 000669 51 000690 51 000713 50 000737 50 000805 50 000812 50 000843 50	Teddy bear groom 027963 77	Classic 1910 Teddy bear 036118 20 036125 21	Teddy bear 1908 039454 55 039461 55 039478 55 039485 55	Koko chimpanzee 040559 86	Teddy bear Replica 1960 400049 16
Classic Teddy bear Cappuccino 001000 69 001017 69	Teddy bear bride 027970 77	Rocky Grizzly bear cub masterpiece 036170 32	Keyring mini Teddy bear 039492 92	Leo lion 040832 87	Teddy Clown Replica 1928 403019 15
Jona Teddy bear 001031 65 001048 65 001055 65 001062 64 001079 64	Classic 1926 Teddy bear 027994 49	Limpy Teddy bear 036217 22	Keyring mini Teddy bear 039584 72 039591 72 039621 72	Bendy giraffe 041990 88	PGB 35 Replica 1904 403026 13
Teddy bear birth 001949 77	Foxy Fox Terrier 031717 80	Crystal Teddy bear bag pendant 036316 41 036323 41 036330 41	Mini Teddy bear 039645 68	Ferdie fox 045080 85	Teddy bear Replica 1925 408748 14
Teddy bear bride 001963 76	Hexie Jack Russell Terrier 031731 80	Grizzly bear 036361 31	Classic Teddy bear panda 039652 67 039669 67 039676 67 039683 67	Cockie meercat 045257 89	Classic Teddy bear tiger 420689 28
Teddy bear groom 001970 76	Hasso husky 031779 79	Christmas Teddy bear 2010 036378 27	Classic Teddy bear panda 039690 68	Rocco racoon 045547 85	Steiff Club Edition 2010 Paper Teddy bear Replica 1919 421099 46
Teddy bear birth 002021 77	Mimic mouse 032141 81	Classic 1910 Teddy bear 036385 21	Classic Teddy bear 039652 67 039669 67 039676 67 039683 67	Lari baby penguin 045660 90	Steiff Club annual edition 2010 421105 45
Classic 1905 Teddy bear 004803 56	Keyring Summy ladybird 032820 93	Kitty cat 036422 36	Mini Teddy bear 039683 67	Hippie penguin 045677 90	Event Teddy bear 2010 421112 45
Classic Teddy bear 004810 57	Keyring Summy ladybird on leaf 032837 75	Koko cat masterpiece 036439 35	Classic Teddy bear panda 039690 68	Baby donkey 052866 82	Teddy bear annual gift 2010 421129 45
Classic 1905 Teddy bear 004827 56 004834 56 004841 56 004858 56 004865 56 004872 56	Happy frog 033247 75	Niki rabbit 036446 37	Mini Teddy bear lucky charm 039836 75	Keyring Sniffy hedgehog 056031 93	DVD "Ode to joy" – The Margarete Steiff story 602986 99
Growling bear 011566 61 011719 61	Teddy bear chimney sweep 033254 74	Theo Teddy bear 036453 19	Mini Teddy bear little devil 039843 75	Keyring Pesty mouse 056161 93	Teddy bear pendant 605154 98
Teddy bear purple coneflower 027512 71	Teddy bear groom 033254 74	Matthias, the nostalgia Teddy bear 036460 23	Mini Teddy bear little angel 039874 75	Kecki chipmunk 070969 85	Book "Knopf im Ohr" 610035 99
	Lucky pig 033261 75	Reinhard, the Schulte patchwork Teddy bear 036477 24	Classic Teddy bear cornflower 039898 71	Badger 071195 85	Book "Das Tor zur Kindheit" 610042 99
	Keyring lucky pig 033292 93	Classic Teddy bear panda Ted 036484 29	Classic Teddy bear daisy 039904 71	Mungo meercat 071249 89	Book "Steiff assortment 1892 – 1943" 610202 99
	Hansi parakeet 033308 83	Ralph Teddy bear 036569 25	Classic Teddy bear 039911 66 039928 66	Luise cow 072833 82	Book "Steiff assortment 1947 – 2003" 610387 99
	Wittie owl 033315 84	Barry polar bear cub 036583 30	Classic 1912 Teddy bear 039942 52 039997 52	Siglinde chicken 075636 83	Summer Teddy Bear – Lladró Four Seasons Collection 677076 40
	Franzi parakeet 033339 83	Hasso German Shepherd puppy masterpiece 036606 33	Mini Teddy bear 040009 72 040016 72 040023 72	Willy drake 076039 83	The Happy Couple 677083 38
	Radjah tiger 033346 87	Mizzy Maine Coon cat masterpiece 036613 34	Classic Teddy bear 040030 73 040047 73 040054 73 040061 73 040078 73	Treff West Highland Terrier 079573 80	Display keyring 897474 91

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