



Steiff

Original/Baby

NEW SPRING/SUMMER COLLECTION 2015

BEST MATERIALS

Millimetre by millimetre and thread for thread: simply the best.

The fusion with Schulte, our long-term Steiff supplier in 2009 has made us the world's only supplier of plush toys with an own fabric mill. The entire manufacturing process is therefore in the hands of the Margarete Steiff GmbH: from the first idea to the design, from fabric production to sewing and the manufacture of every single Steiff animal. At Steiff Schulte in Duisburg we turn thread into noble materials such as alpaca, mohair and silk as well as other luxurious materials. All these are in turn raw materials for wonderful, master-crafted Steiff creations.



Plush – fluffy, versatile, soft

Plush Steiff animals are fluffy and feel particularly soft and gentle. A special finishing technique gives Steiff's knitted plush fabric a unique combination of soft feel and high durability. Plush can be used for a multitude of applications and its functionality makes it the ideal choice for the special demands of children's sensitive skin.



Woven fur – cuddly, velvety, robust

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.

PERFECTED UNIQUE SPECIMEN

Characteristics which turn a brand into a legend.

For a child's toy, a child's life-long companion, to be welcomed into the famous home of the Steiff family it must first receive the Steiff seal of approval - the famous trademark "Button in Ear". The Steiff "Button in Ear" design may vary. A yellow tag attached to the Button indicates the toy is part of the current range. A white tag with red writing attached to the button is gifted to all the Steiff limited editions. And a white tag with black writing attached to the button is gifted to all the Steiff limited edition replica designs.



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.

THE STEIFF PURITY LAW

Uncompromising perfection.

When we say that "for children, only the best is good enough" then that's no empty promise but rather a creed we have been living for generations: children are our present and our future. All cuddly animals we produce and sell must therefore more than comply with the highest of demands with regard to quality, safety, processing and material characteristics. We place this standard above all other specified international controls and tests. Steiff's purity law is a fixed component of Steiff's corporate culture and is the basis for the trust our customers have bestowed in us for many years: that's what the Steiff seal stands for.



The Dekra certificate

Awarded based on worldwide recognised tests for mechanical, chemical, physical, health and hygienic clearance.



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.



Read here what we understand as the Steiff purity law for plush items and how we operate accordingly – not only because the legislation demands but also, more importantly, because we want to.

1. Free of pollutants

We voluntarily go above and beyond the standards required by law, as we are convinced that only toys that are completely harmless to health deserve the good name of Steiff.

2. Harmless dyes

With all dyes, we have voluntarily set the limit values more stringently than required by law. There is no worry whatsoever over children putting Steiff products in their mouths.

3. Top quality materials

In our own Steiff Schulte weaving production facility in Duisburg, we weave the finest natural fibres such as mohair and alpaca or woven fur made of synthetic fibres.

4. Finest plush quality

The plush of a Steiff toy has always been something special: it is exceptionally lifelike, soft, durable, and sheds almost no hair. We use only top quality outer material.

5. Harmless stuffing

We use only brand new, harmless materials for the stuffing in our Teddy bears and cuddly toys.

6. Best seam workmanship

This is ensured by the standardised Steiff seam widths and the high stitch density that is typical only for toys from our company. A Steiff toy therefore lasts a lifetime.

7. Hygienic production

In the production of our toys, we pay careful and thorough attention to compliance with all hygiene and purity requirements. We therefore use metal detectors throughout the entire production process.

8. Independently checked

We have had our products checked by independent institutions for decades and we work intensively with other independent establishments such as TÜV and Dekra. In our laboratory in Giengen an der Brenz, we also perform over 12,000 checks every year. The Steiff quality management system is certified in accordance with DIN EN ISO 9001.

9. Unrivalled quality since 1880

Our production is completely environmentally friendly across all stages and keeps in mind the immaculate quality and durability of our products. A Steiff toy can therefore be a companion right through childhood and still give great pleasure even into adult life.

LET'S PARTY!

*135 years of Margarete
Steiff toys*



1. Item no. 111389
Fynn Teddy bear



2. Item no. 080265
Mr. Cupcake rabbit



3. Item no. 080241
Mr. Cupcake rabbit



1. Item no. 111389 | 80 cm | made of cuddly soft plush | beige | hand washable
2. Item no. 080265 | 28 cm | made of cuddly soft plush | beige | machine washable at 30° C
3. Item no. 080241 | 22 cm | made of cuddly soft plush | beige | machine washable at 30° C



Can you imagine how children played in 1880? There was hide and seek of course, catch, climbing trees, board games, dolls... Toys to cuddle though? There were very few and children were missing them! Even the first little elephants – given by Margarete Steiff as pin cushions – were therefore spontaneously turned into animal toys. Soft animals to play with and love were a wonderful idea! That is now 135 years ago. More and more new Steiff animals were added, full of imagination and always with Margarete Steiff's guiding principle - "for children, only the best is good enough."



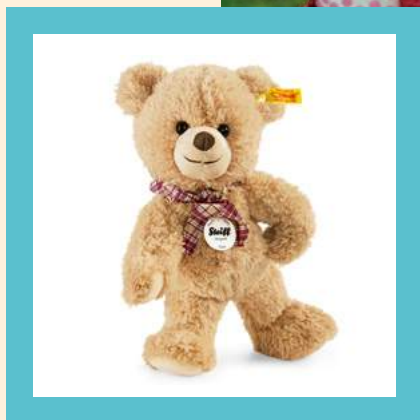
“Shall I comfort you?”

“Tell me a story!”

“Come on, let’s go and play!”

Steff Teddy bears look at their friends time after time with bright eyes. Children can find love and understanding in those eyes, and then sudden, sheer exuberance too; certainly some of the best criteria for great play days. Our cuddly friends can be thrown in the air and hugged. They are great listeners and bed-time companions. Tears also have a place here in Teddy bear’s plush fur. Nearly all of our Teddy bears are made from the best eco-friendly materials and when they get a little dirty while out in the garden, then they don’t mind being washed warm at 30° C in the washing machine. Wash, ruffle up and leave to dry and Teddy bear’s fur will soon be back in great shape.

1. Item no. 022951
Lotta Teddy bear



2. Item no. 022944
Lotta Teddy bear



- 1. Item no. 022951 | 24 cm | made of cuddly soft plush | beige | machine washable at 30° C
- 2. Item no. 022944 | 28 cm | made of cuddly soft plush | beige | machine washable at 30° C



1. Item no. 022142
Mr. Honey Teddy bear



2. Item no. 022159
Mr. Honey Teddy bear



3. Item no. 113567
Wish Bear Clover



4. Item no. 113581
Wish Bear Sun

- 1. Item no. 022142 | 28 cm | made of cuddly soft plush | brown | machine washable at 30° C
- 2. Item no. 022159 | 20 cm | made of cuddly soft plush | brown | machine washable at 30° C
- 3. Item no. 113567 | 28 cm | made of cuddly soft plush | cream | machine washable at 30° C
- 4. Item no. 113581 | 28 cm | made of cuddly soft plush | cream | machine washable at 30° C
- 5. Item no. 113574 | 28 cm | made of cuddly soft plush | cream | machine washable at 30° C



with great personalisable hangtag

5. Item no. 113574
Wish Bear Heart



Cuckoo! Helloooo, who's going to play with me?

Endless energy. Just as much adventurousness and curiosity. Yes, they have a great deal in common with their role models outdoors. With their little owners by their side they are up for all kinds of fun every single day. They are also real experts when it comes to providing comfort and support when children's everyday lives are a bit mad. And when they are all tired after romping around and playing hide-and-seek, there's an extra large portion of affection with 100% hugging and cuddling guarantee. Or even two portions. Or three...

1. Item no. 067044
Ladybird cushion with bag



2. Item no. 064593
Abraxas dangling raven

1. Item no. 067044 | 40 cm | made of cuddly soft woven fur | black/red | machine washable at 30° C
2. Item no. 064593 | 33 cm | made of cuddly soft plush | black/orange | machine washable at 30° C, in a laundry bag/net

1. Item no. 061738
Eusebia tarantula



2. Item no. 069574
Andy anteater



3. Item no. 064043
Trampili elephant



4. Item no. 068041
Bendy giraffe



5. Item no. 062131
Goran gorilla



6. Item no. 062292
Gora baby gorilla

1. Item no. 061738 | 18 cm | made of cuddly soft woven fur | black | machine washable at 30° C
2. Item no. 069574 | 35 cm | made of cuddly soft woven fur | grey brown | standing | machine washable at 30° C
3. Item no. 064043 | 45 cm | made of cuddly soft woven fur | grey | standing | machine washable at 30° C
4. Item no. 068041 | 45 cm | made of cuddly soft plush | beige/brown | standing | machine washable at 30° C
5. Item no. 062131 | 39 cm | made of cuddly soft plush | black | standing | machine washable at 30° C
6. Item no. 062292 | 25 cm | made of cuddly soft woven fur | grey tipped | machine washable at 30° C



1. Item no. 074073
Tapsy grey goose



2. Item no. 064586
Froggy dangling frog

1. Item no. 074073 | 32 cm | made of cuddly soft woven fur | grey/white | sitting | machine washable at 30° C
2. Item no. 064586 | 30 cm | made of cuddly soft woven fur | green/yellow | machine washable at 30° C



3. Item no. 061752
Kyle Highland Cow

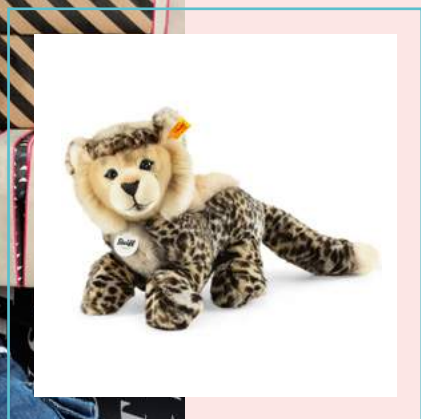


4. Item no. 080425
Dui husky

3. Item no. 061752 | 26 cm | made of cuddly soft plush | brown | standing | machine washable at 30° C
4. Item no. 080425 | 27 cm | made of cuddly soft plush | beige/cream | lying | machine washable at 30° C



1. Item no. 066153
Bharat, the white tiger



2. Item no. 064647
Baby dangle cheetah



3. Item no. 075735
Leonie lioness



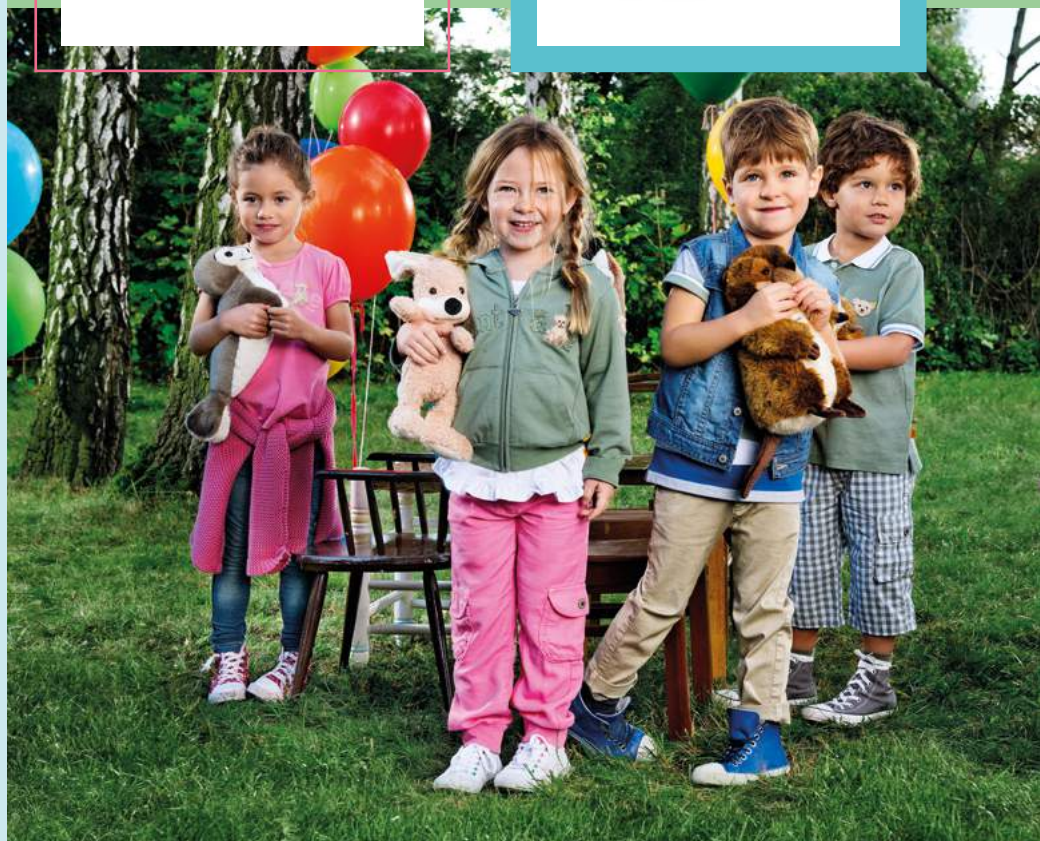
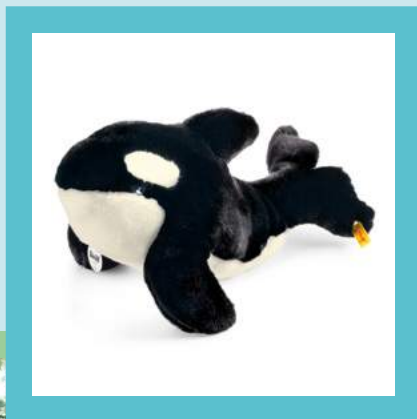
4. Item no. 066658
Leo lion

1. Item no. 066153 | 43 cm | made of cuddly soft plush | striped white | lying | machine washable at 30° C
2. Item no. 064647 | 26 cm | made of cuddly soft plush | striped beige/brown | lying | machine washable at 30° C
3. Item no. 075735 | 100 cm | made of cuddly soft plush | blond | lying | hand washable
4. Item no. 066658 | 16 cm | made of cuddly soft plush | beige | standing | machine washable at 30° C

1. Item no. 063114
Robby seal



2. Item no. 063251
Olly killer whale

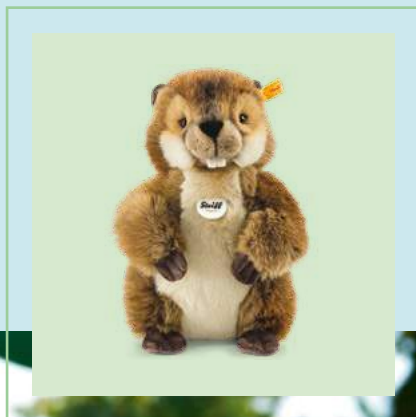


1. Item no. 063114 | 30 cm | made of cuddly soft woven fur | grey/white | machine washable at 30° C
2. Item no. 063251 | 35 cm | made of cuddly soft woven fur | black/white | machine washable at 30° C

3. Item no. 281235
Steiff's little Floppy Cappy frog



4. Item no. 071065
Nagy beaver



3. Item no. 281235 | 16 cm | made of cuddly soft plush | green | lying | machine washable at 30° C
4. Item no. 071065 | 27 cm | made of cuddly soft woven fur | brown | sitting up | machine washable at 30° C



“They are always with you – whenever and wherever you may need them. They guard important stuff. Wave at you from your key ring. Adorn cars, bags, rucksacks, school satchels and much more. Their motto is: “Participation is everything!” And that’s why we love these small charming keyring animals so much!”

1. Item no. 111877
Keyring lucky charm Teddy bear



2. Item no. 112362
Keyring Strolch dog



3. Item no. 112379
Keyring ladybird



4. Item no. 112355
Keyring raven



1. Item no. 111877 | 12 cm | made of cuddly soft plush | golden brown | machine washable at 30° C, in a laundry bag/net
2. Item no. 112362 | 10 cm | made of cuddly soft plush | beige/brown | machine washable at 30° C, in a laundry bag/net
3. Item no. 112379 | 7 cm | made of cuddly soft plush | red/black | machine washable at 30° C, in a laundry bag/net
4. Item no. 112355 | 9 cm | made of cuddly soft plush | black | machine washable at 30° C, in a laundry bag/net



HEAT CUSHIONS

Use in the children's room

Warmth does good!

“Caution – use!” The frog hops off the shelf and the cherry stones in his tummy can be warmed quickly in the kitchen. Frog’s little friend goes off to bed, but she is crying – “my dear little friend, what is the matter?” “Oh Frog, my tummy aches” “Then let me help your aches and pains go away”. He smiles at her, slips under the blanket and lies down on her aching tummy. She feels the wonderful warmth on her tummy. A little smile: “Mummy, my frog is magic!” “Of course I am,” the frog thinks, and both the little girl and her frog friend sleep happily: warmth and cuddling are among the nicest experiences in the world of Steiff! To make sure that the heat cushions are always fresh for cuddles, they can enjoy a bath in the washing machine if the cherry stone pillow is removed. They are the first choice for parents when their little ones have aches and pains. And they are every child’s favourite warm cuddle.

1. Item no. 239144 | 22 cm | made of cuddly soft plush | light brown | lying | machine washable at 30° C, cherry pit pillow not washable
2. Item no. 239120 | 22 cm | made of cuddly soft plush | green | lying | machine washable at 30° C, cherry pit pillow not washable
3. Item no. 239199 | 22 cm | made of cuddly soft plush | beige | lying | machine washable at 30° C, cherry pit pillow not washable
4. Item no. 239137 | 22 cm | made of cuddly soft plush | cream | lying | machine washable at 30° C, cherry pit pillow not washable
5. Item no. 238987 | 22 cm | made of cuddly soft plush | grey | lying | machine washable at 30° C, cherry pit pillow not washable

with removable cherry pit pillow



1. Item no. 239144
Floppy Hoppel rabbit heat cushion



2. Item no. 239120
Floppy Cappy frog heat cushion



3. Item no. 239199
Floppy Lumpi Golden Retriever heat cushion



4. Item no. 239137
Floppy Linda lamb heat cushion



5. Item no. 238987
Floppy Trampili elephant heat cushion

The heat cushions are only available in Germany, Austria, Switzerland, Luxembourg, Belgium, France, Monaco, Holland, USA, UK, Ireland, Australia, South Africa, Taiwan, China, Singapore and Hong Kong.



1. Item no. 240126
Sweet dreams lamb pendant

2. Item no. 240133
Good night dog pendant

3. Item no. 239885
Sleep-well-bear
heat cushion

4. Item no. 239878
Sleep-well-bear
heat cushion

- 1. Item no. 240126 | 14 cm | with rattle | made of plush for babysoft skin | pink | machine washable at 30° C, fixing clip not washable | with embroidered eyes
- 2. Item no. 240133 | 12 cm | with rattle | made of plush for babysoft skin | blue | machine washable at 30° C, fixing clip not washable | with embroidered eyes
- 3. Item no. 239885 | 25 cm | made of plush for babysoft skin | pink | machine washable at 30° C, cherry pit pillow not washable | with embroidered eyes

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5. Item no. 240065
Bear head heat cushion



6. Item no. 205309
Rattle ball with rustling foil



7. Item no. 205293
Rattle ball with rustling foil



- 4. Item no. 239878 | 25 cm | made of plush for baby-soft skin | blue | machine washable at 30° C, cherry pit pillow not washable | with embroidered eyes
- 5. Item no. 240065 | 20 cm | made of plush for baby-soft skin | reddish blond | machine washable at 30° C, cherry pit pillow not washable | with embroidered eyes
- 6. Item no. 205309 | 9 cm | with rattle | made of cotton for baby-soft skin | blue | machine washable at 30° C, fixing clip not washable
- 7. Item no. 205293 | 9 cm | with rattle | made of cotton for baby-soft skin | pink | machine washable at 30° C, fixing clip not washable

Steiff

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