

Steiff

Collection Spring/Summer 2016



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In keeping with tradition

Some things may be thousands or several hundred years old – but they cannot be significantly improved. However, they can be continued at the highest level: That's why we like Steiff's manufacturing concept so much. "Manufacture" as an old Latin term: "manus", the hand, "facere" to do, build or produce something. And if this thought, this concept hadn't already existed, we at Steiff would surely have invented it. Creating something with your hands. Allowing skill, experience and craftsmanship to flow into the creation process. Bringing in passion,

commitment and lots of love for detail into the creative process – in order to bring something extraordinary and unique to life. But that's what it is: For us, manufacture is far more than just a fashionable word. Because, true to the spirit of our founder Margarete Steiff, we are fully committed to not only honour the tradition of manufacture, but to continually imbue it with new life. Day after day. With every animal leaving our company so steeped in tradition.



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

Those wanting to create something special and unique of lasting value will need nothing less than the perfect “ingredients”. This not only applies to many other areas but especially to our Steiff manufacture, where we only use “ingredients” of the highest quality: for every Steiff animal, from head to paw. Starting with the thread, the filling material,

buttons, eyes and accessories and right up to what is so characteristic for every Steiff animal: it’s “coat” or “fur”, which gives character and form to its appearance. So since 2009 we have been particularly happy to be able to call ourselves the world’s only manufacturer of stuffed toys with its own fabric factory.



Alpaca – soft, silky, opulent

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.



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.



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.



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.

Perfected unique specimen

Characteristics which turn a brand into a legend.

We at Steiff also have good reasons to be proud and happy: after all, the Steiff "Button in Ear" is one of the world's most renowned trademarks. This world renowned trademark, our "Button in Ear" with the Steiff ear tag, stands for something special, so rare in the hectic days of today: Craftsmanship and creativity, which have firmly

established roots and can paint a smile for the future with incomparable designs and innovative products. All Steiff animals from our range are creations of the highest standard, and recognizable by the immaculate workmanship, the quality of the materials, the love for minute details and the legendary trademark: the Steiff "Button in Ear".

Replicas

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 Archives. 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.



Limited Editions

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.



Classic 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.



Child/Baby Collection

This ear tag marks all of our child and baby products. For better differentiation between the child/baby assortment and the Classic Collection this ear tag shows additionally our bear head.



How it all began...



1847/1849

Margarete Steiff is born in Giengen an der Brenz; she contracts polio at the age of 18 months.



1877

Margarete establishes her own felt clothing business.



1880

The first soft toy – the little elephant – is created.



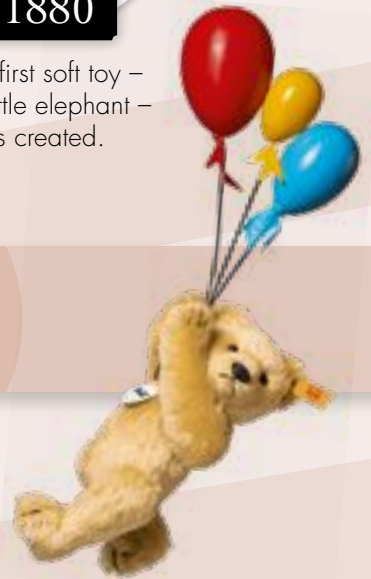
1903

Construction of the east wing in double steel design



1904

Franz Steiff (Margarete's nephew) develops the "Button in Ear" as the legendary trademark



1926

Teddy Clown and other colourful products are introduced.



1947

Relaunch after the 2nd World War



1951

The famous character, Mecki, appears.



1992

Founding of the Steiff Club for enthusiasts and collectors.



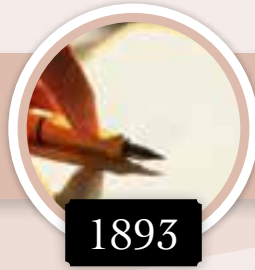
2002

100th birthday of the Teddy bear and world premiere of the musical "Teddy – a Musical Dream" by Uli Brée



1890

New construction of the 1st factory building



1893

Entry into the commercial register.



1902

Richard Steiff (Margarete's nephew) develops the 55 PB, which is later renamed Teddy bear after Theodore "Teddy" Roosevelt.



1906

Establishment of Margarete Steiff GmbH on 30th May 1906



1907

Teddy bear boom – 973,999 Teddy bears are produced.



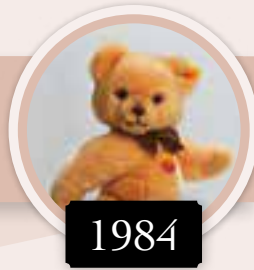
1909

Margarete Steiff dies on 9th May 1909. Richard Steiff (Margarete's nephew) constructs the "Roloplan" kite



1980

The first replicas for the collectors' market appear.



1984

Petsy – the first machine-washable Teddy bear – is created.



2005

125th anniversary of the company and opening of the Steiff Museum.



2006

1st Steiff Summer



2015

135 years of Margarete Steiff toys



2016

Replicas

A past to touch, experience and love.

It is a fascination which has already made history. A fascination of the here and now – and a fascination with which each and every Steiff friend and collector is continued into the future: the fascination of Steiff replicas. Each and every Steiff animal and Teddy bear has its very own personality, which has its very own story behind it. And this story it would like to tell to its owner and share it with them. Each Steiff Teddy bear of the limited replica edition is a fascinating

entity, an entity which brings the flair of the past into the now: because each replica Teddy bear, from head to paw, fibre for fibre, seam for seam is a faithful recreation of the very first Teddy bear from the very first day. The Teddy bear is lovingly handmade and decorated with traditional tools and in accordance with the original design – as only in this way can nothing but perfection be the result.

Caution! The following items are not a toy and are intended for adult collectors only.

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Teddy Clown replica 1926

Between 1926 and 1928, 30,000 Teddy Clowns left our workshop – all of them with black pompons and ruffs of blue, red, orange or purple. Really all of them? A good 90 years later a Teddy clown with black pompons and a black ruff pops up in Southern Germany! So we are rewriting a bit of Steiff history – and are showcasing the Teddy clown replica 1926. The bear is made out of delicately sculpted,

decorative mohair features and is stuffed with soft wood shavings. The back of his glass eyes are painted dark brown. To match his felt hat with handmade pompons he is wearing a pleated ruff. In his ear an “underscored-button” made of patinated steel. And he beguiles you with his clownish behaviour, just as before.



Teddy Clown replica 1926

with squeaker
made of finest mohair
delicate tipped
5-way jointed, surface washable
limited edition of 926 pieces
stuffed with wood shavings
with glass eyes
with “underscored button” made of patinated steel
25 cm, item no. 403279
MQ 1 piece

Teddy bear replica 1922

The original version of this 80 year old Teddy measures over 70 cm – it was created at Steiff in the 1920's and is now owned by an American collector. We have reinterpreted this characterful companion and present him as Teddy bear replica 1922, but this time in a size of 35 cm. He features a shorn muzzle and wears a shiny, curly coat made of finest caramel tipped mohair. Everything has been made

as in the past: head loosely fixed to his body, a sincere expression, glass eyes, a growler and excelsior stuffing. The Replica is released in a limited edition of 922 pieces with “underscored button” made of patinated steel. Do you want to admire this bear every day? He is looking forward to you meeting you.



Teddy bear replica 1922

with growler
made of finest mohair
caramel tipped
5-way jointed, head is loosely attached to the body
surface washable
limited edition of 922 pieces
stuffed with wood shavings
with glass eyes
with “underscored button” made of patinated steel
35 cm, item no. 403248
MQ 1 piece

Limited Editions

Teddy bear's picnic

"Do you see the beautiful rays of the sun? Dew is still on the grass, but soon its warmth will have dried it. And then a glorious spring day awaits us!" Picnic Dad, Mum and kids have already prepared everything. Now it is about taking the basket and enjoying nature... Their walk takes them through woods and fields which are giving off

the scent of canola and fresh grass. Once they have reached their picnic meadow, they spread out the tablecloth – and can hardly believe their eyes: Mommel rabbit! How did you work this one out, again?

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Picnic Mama

"Have you got everything?" Mum is always busy before they go on a picnic. Her darlings - Picnic Papa, Boy and Girl – seem to forget the simplest of things out of sheer excitement about their trip! She herself really likes fruit in the countryside: lying in the basket are half a melon, strawberry and pear all made of wood. Mother Bear is wearing a

plaid shawl, with red laced edging. Her hand embroidered nose in pale pink, makes a nice contrast to the fine, vanilla-coloured mohair. Like all bears in the Picnic family she is limited to 1,000 pieces. And one thing is certain: without her, Picnic Papa would not travel to Provence, not even in his dreams.



Picnic Mama

made of finest mohair
vanilla
5-way jointed, surface washable
limited edition of 1,000 pieces
with gold-plated „Button in Ear“
30 cm, item no. 021480
MQ 1 piece

Picnic Papa

Ô la la...When Picnic Papa is out and about he cannot be without his bottle of red wine. With that a baguette, some cheese – he already feels as if he were surrounded by the lavender scented summer breeze from his favourite landscape in Provence. He can really not get enough of it! Picnic Papa is made from the finest auburn mohair, wearing a

straw hat with a burgundy satin ribbon, a beige linen vest and has a wooden wine bottle (because it lasts longer). He invites his family to a picnic and everybody else who want to join in. Don't miss out on this piece of French lifestyle!



Picnic Papa

made of finest mohair
reddish blond
5-way jointed, surface washable
limited edition of 1,000 pieces
with gold-plated "Button in Ear"
32 cm, item no. 021473
MQ 1 piece

Picnic Boy

"Just look!" Whilst the adults are sitting in the grass, chatting and eating, the Picnic Boy does not hang around for long. He loves it when the wind swirls the warm air and lifts his kite high up... The Picnic Boy in old gold coloured mohair is a friendly, enterprising cuddly bear. He wears a white cotton collar with his colourful kite with blue satin

ribbon and of course a gold-plated "Button in Ear". He is part of the Picnic Series for spring 2016 – and prefers to be in the company of Picnic Mama, Papa and Girl. He is also happy to picnic on his own, provided he is in nice company.



Picnic Boy

made of finest mohair
old gold
5-way jointed, surface washable
limited edition of 1,000 pieces
with gold-plated "Button in Ear"
26 cm, item no. 021510
MQ 1 piece

Picnic Girl

"Do you see the poppies over there? And there is larkspur too!" No sooner has the Picnic Girl, made of cream-coloured finest mohair, discovered the summer meadow, then there is no holding back. She sniffs the flowers, spreads out her arms and lays herself down comfortably in the middle of the meadow. The stylish little bear is

wearing a lace collar tied with a bow and a gold-plated "Button in Ear". For hot days she has with her an umbrella of white cotton lace. It can be opened and closed easily – unfortunately it does not keep out the summer rains completely. This does not bother our Picnic Girl... Bring on the summer!



Picnic Girl

made of finest mohair
cream
5-way jointed, surface washable
limited edition of 1,000 pieces
with gold-plated "Button in Ear"
24 cm, item no. 021527
MQ 1 piece



MADE IN GERMANY
Steiff
Collectors

Pixi mouse

Who's that stretching out of his delicious home? During the last cool days Pixi Mouse has indeed been eating his fill in the pantry. Originally there were only a few small holes airbrushed onto the felted wool piece of cheese. Since then a pretty big one has appeared... and the question is... will the mouse's big round tummy still fit through? The brown/beige, 9 cm tall Pixi Mouse made of high quality alpaca

is a small work of art – he has been lovingly decorated with a nose, muzzle and delicate little paws. Ears, tail and paws are made of wool felt and glistening in his left ear is 'a golden "Button in Ear"'. He desperately wants to go out onto the green lawn for a spring picnic. Who can help Pixi?



Pixi mouse
made of high quality alpaca
brown/beige, sitting up
surface washable
limited edition of 1,000 pieces
with gold-plated "Button in Ear"
9 cm, item no. 021497
MQ 1 piece

Mommel rabbit

When spring is on its way, you cannot do without the rabbit. At least, that's what Mommel is convinced of. With the first rays of sunshine he sets off to look for fresh grass. He has taken a carrot to nibble - just in case. You never know if there will be enough fresh fodder... On a satin band around his neck Mommel rabbit is wearing a felt

carrot complete with its greenery. Made from soft brown alpaca, he can hide himself wonderfully in fields and forests. He then appears completely unexpected as a surprise guest at his friends' picnic – with the gold-plated "Button in ear" of course. Like the other picnic guests, Mommel is limited to 1,000 pieces.



Mommel rabbit
made of high quality alpaca
brown, sitting up
surface washable
limited edition of 1,000 pieces
with gold-plated "Button in Ear"
14 cm, item no. 021534
MQ 1 piece









Crispy Teddy bear

There are guys who just can't be pigeonholed. For example our friendly Crispy... With his glistening eyes and a mischievous grin on his bearlike face he is game for anything. Just like his friends Rascal and Tramp - Crispy will go all out to maintain his own style: he opted for novel mohair, with a slightly spiky appearance. High

quality felt soles and a mottled cotton ribbon in grey-beige match his embroidered nose, and he wears the light shadows on his nose and ears with dignity. Crispy has five articulated joints and thanks to his softly stuffed body is sitting bent slightly forwards. Our daily routine needs "crispy" moments.



Crispy Teddy bear
with squeaker
made of finest mohair
cream

5-way jointed, surface washable
limited edition of 1,360 pieces
with gold-plated "Button in Ear"
28 cm, item no. 021596
MQ 1 piece

Vinzenz Teddy bear

This bear really gets your imagination going. He comes across as somebody with the weight of decades on his shoulders. And why should I not show my age, he thinks: worn out patches and airbrushed shadows are evidence of hard work, of unforgettable events and encounters. His disc-jointed head hangs loosely to one side, arms and legs are slightly curved. With Vinzenz we want to introduce you to a

mohair Teddy bear in a novel rugged style. As a mature companion he is a good listener. He has time for dreams, memories and everyday stuff – taking the rough with the smooth. When it pleases him, he hums appreciatively. And his gold-plated "Button in Ear" tells us: the distressed look is precious!



Vinzenz Teddy bear
made of finest mohair
antique brown

5-way jointed, head is loosely attached
to the body, surface washable
limited edition of 750 pieces
with gold-plated "Button in Ear"
35 cm, item no. 021589
MQ 1 piece

Cinny Teddy bear

Whatever Bear Collections you go to look at – you will never quite see a lady like Cinny Teddy bear. The reason: Cinny is made of long pile Batik mohair. This lavish Batik technique is very, very rare. That is why each one of them shimmers in its own individual way. For this reason we cannot say today, how your Cinny will end up looking

exactly. One thing is certain however: you will be very proud of her! This Batik-Mohair is adorned with a silk ribbon bow, studded with six Swarovski® crystals. Her soles made of short mohair are a perfect colour match. Furthermore, we recommend that you share the pictures of your distinctive bear with other Cinny-friends worldwide.



Cinny Teddy bear

made of finest mohair
brown batik

5-way jointed, surface washable
limited edition of 1,360 pieces
with gold-plated "Button in Ear"
30 cm, item no. 021404
MQ 1 piece

Nodding bear

Warning - this photo does not show you the whole truth! Although the little friend is what you take him for, a darling bear with an expressive gaze, a characteristic little nose, artistically created airbrush details made out of wonderfully cuddly alpaca plush. The actual secret of the nodding bear is only revealed in real life. For he can nod his

head, vertically and horizontally, regulated by an adjustable weight. Some may know this from the back ledges of cars in the 50's and 60's. However, until now, there has never been a nodding mohair bear made by Steiff. No question: this première should be shared.



Nodding bear

made of high quality alpaca
brown, sitting
4-way jointed (arms and legs)
surface washable
limited edition of 750 pieces
with gold-plated "Button in Ear"
24 cm, item no. 021466
MQ 1 piece





Little Tina Teddy bear

Little Tom looks at his girlfriend with admiration - at the fluffy ears that he could cuddle all over again, her apricot-coloured coat and her matching embroidered nose. No doubt, he is completely love-struck: since he met Tina he prefers to spend every minute with her. Who would be surprised? With her feathery, gently shining mohair she is

definitely a bear to fall in love with. She is tall and yet graceful. She loves to be alive and lets others enjoy it with her.... Our collectors tip: Little Tina is limited to 500 pieces. Just follow Tom's example and cuddle up to her too!



Little Tina Teddy bear

made of finest mohair
apricot tipped
5-way jointed, surface washable
limited edition of 500 pieces
with gold-plated "Button in Ear"
56 cm, item no. 021367
MQ 1 piece

Designer's Choice "Candy"

Candy is part of the new series "Designer's Choice". The idea: our designers create new classics, by freely changing life-like animals, whilst remaining faithful to our traditional standards. Candy is made out of high-quality turquoise coloured Mohair and white pure wool plush and really enjoys life! In the Chinese Year of the sheep is a wonderful symbol for bringing us closer to love, compassion, caring

and all other aspects of humanity. And let's remember to make a contribution ourselves... Let yourself be inspired by our peace-loving, joyful Candy lamb. It will be released in a limited edition of 1,000 pieces, wearing a gold-plated "Button in Ear" and a black velvet ribbon with bells. Candy loves to spend her days together with Pinky - the pretty sheep from the same series.



Designer's Choice "Candy"

made of finest mohair
turquoise/white, standing
surface washable
limited edition of 1,000 pieces
with gold-plated "Button in Ear"
14 cm, item no. 021626
MQ 1 piece



Licensed pieces 2016

Diversity and imagination characterises the Steiff range and similarly in the field of licensed products. Licenses entitle us to interpret individual figures- for example, the heroes of famous cartoons who then become unique characters in our range. The result: Enthusiasts recognise their heroes at first glance. They are fascinated by how authentic Steiff

figures represent the original. And the world of Steiff is enriched by the combination of countless impressions of the heroes of comic books, fairy tales and stories. The result is a winning one! We are pleased to be able present special licensed products again this year.

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Bugs Bunny

Bugs Bunny is part of the Looney Tunes - the quintessential evergreen entertainment brand whose classic characters' boisterous and outrageous personalities have attracted fans for decades. Bugs was created in 1938 and has appeared in over 50 animation episodes. A

cool, collected, carrot-chomping hare. He is inordinately brainy and dangerously clever, relaxed in the face of adversity and has a unique ability to outsmart his rivals.



Bugs Bunny

made of finest mohair
grey/white
3-way jointed (arms and head), surface washable
limited edition of 2,000 pieces
with gold-plated "Button in Ear"
26 cm, item no. 355042
MQ 1 piece

LOONEY TUNES and all related characters and elements
© & ™ Warner Bros. Entertainment Inc. (s15)

Tasmanian Devil

The Tasmanian Devil is an animated cartoon character featured in the Warner Bros. "Looney Tunes" and "Merrie Melodies" series of cartoons. As the youngest of the Looney Tunes characters, Taz is generally portrayed as a ferocious albeit dim-witted omnivore with a notoriously short temper and little patience. He will eat anything

and everything, with an appetite that seems to know no bounds. He is best known for his speech consisting mostly of grunts, growls and rasps, and his ability to spin like a vortex and bite through just about anything. Our Tasmanian Devil is made from finest mohair and limited to 2,000 pieces.



Tasmanian Devil

made of finest mohair
russet/beige
4-way jointed (arms and legs), surface washable
limited edition of 2,000 pieces
with gold-plated "Button in Ear"
25 cm, item no. 355059
MQ 1 piece

LOONEY TUNES and all related characters and elements
© & ™ Warner Bros. Entertainment Inc. (s15)



Pluto

Premiering in 1930 - Pluto is fun-loving, curious, playful, and has the heart of a puppy. He's Mickey's very loyal pet and best pal. Pluto, also known as Pluto the Pup, is a mixed-breed dog with an enormous heart. Together with Mickey and Minnie Mouse, Donald and Daisy Duck, and Goofy, Pluto is one of the „Sensational Six“ - the biggest

stars in the Disney universe. Pluto appeared in 24 Mickey Mouse cartoons before receiving his very own series of shorts in 1937. He's quite simply everyone's favourite hound. Our Pluto is made from finest mohair in the colour of dark yellow and limited to 2,000 pieces.



Pluto
made of finest mohair
orange, standing
1-way jointed (head), surface washable
limited edition of 2,000 pieces
with gold-plated "Button in Ear"
19 cm, item no. 354557
MQ 1 piece

© Disney

Donald Duck

Premiering in 1934 - Donald Fauntleroy Duck is one of the most popular Disney characters and was included in TV Guide's list of the 50 greatest cartoon characters of all time in 2002. Donald is most famous for his semi-intelligible speech and his mischievous and temperamental personality. He can be happy, he can be angry, he can be short tempered yet positive. Whenever scared, his fear is

replaced by anger. And he never backs down from a fight - whether it be with ghosts, sharks, mountain goats, giant kites, or even the forces of nature. And, more often than not, when he fights, he comes out on top. The Steiff version of Donald is made of finest white mohair and limited to 2,000 pieces.



Donald Duck
made of finest mohair
white, standing
surface washable
limited edition of 2,000 pieces
with gold-plated "Button in Ear"
25 cm, item no. 354984
MQ 1 piece

© Disney

Image is not final, prototype
has been photographed.





Daisy Duck

Daisy is the beautiful girlfriend of Donald Duck and best friend of Minnie Mouse. She first appeared in the short Mr. Duck Steps Out in 1940. Like Donald, she is capable of getting angry when upset. Despite this, she manages to keep her temper in check. Daisy is a loving girlfriend, always there for Donald, but she's also not afraid

to speak her mind or try to change Donald's way for the better. She has faith in her boyfriend, recognizes her importance to him, and uses this to help handle Donald's explosive temper. She often wears a hair bow, blouse, and shoes. Our beautiful Daisy is made of finest white mohair and limited to 2,000 pieces.



Daisy Duck

made of finest mohair
white, standing
surface washable
limited edition of 2,000 pieces
with gold-plated "Button in Ear"
25 cm, item no. 354991
MQ 1 piece

© Disney

Image is not final, prototype
has been photographed.

Winnie the Pooh

This enduring character is widely known as just a „Silly Old Bear“. But there's nothing trivial about the genuine affection that millions of adults

and children feel for this classic figure. Steiff is pleased once again to present a mohair Pooh with music box for a new generation of fans.



Winnie the Pooh

with melodie "Winnie the Pooh"
made of finest mohair
blond
3-way jointed (arms and head)
surface washable
limited edition of 2,000 pieces
with gold-plated "Button in Ear"
20 cm, item no. 355004
MQ 1 piece

© Disney and Based on the „Winnie the Pooh“
works by A.A. Milne and E.H. Shepard



Feel welcome among friends!

This club has a lot to offer: you can enjoy many advantages and the exchange with Steiff collectors.

The Steiff Club is something really special: Here innumerable enchanting animals can meet people who have kept young at heart. The Steiff Club is unique, because here the pleasure in something special is tended and maintained with so much enthusiasm. Because the exchange of experience, personal memories and stories is so

contagiously happy and alive. Yes, there is only one Club in the world where everything is all about Steiff animals.

Welcome to the Steiff Club! Become a club member now and enjoy great benefits! Register online now at www.steiff.com

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1 Steiff Club edition 2016 Maple

Exclusive for Steiff Club members.

made of finest mohair
yellow tipped,
5-way jointed, surface washable
production limited to the year 2016
with gold-plated "Button in Ear"
27 cm, item no. 421389



2 Event Teddy bear 2016 Mady

This item is only available
at Club Events.

made of finest mohair
golden brown
5-way jointed, surface washable
production limited to the year 2016
with gold-plated "Button in Ear"
21 cm, item no. 421365



3 Steiff Club Annual gift 2016

This item is part of the membership.
It isn't available for sale.

made of finest mohair
blond tipped
5-way jointed, surface washable
production limited to the year 2016
with gold-plated "Button in Ear"
10 cm, item no. 421372



Country Exclusives 2016

Hallo! Hello! Bonjour! Grïezi! Ciao!

You can travel the world, to faraway countries and foreign cities to get a taste of the big wide world. Every country, every culture has it's very specific characteristics such as customs, culture, history or landscapes that leave everlasting impressions behind on travelers and visitors. Another way of seeing the diversity of cultures with curious

eyes are the Steiff Country Exclusives: they were created to offer collectors something uniquely specific to different countries. These exceptional Steiff animals are depicted with their respective national flags and are only available in Steiff specialist shops in these countries.

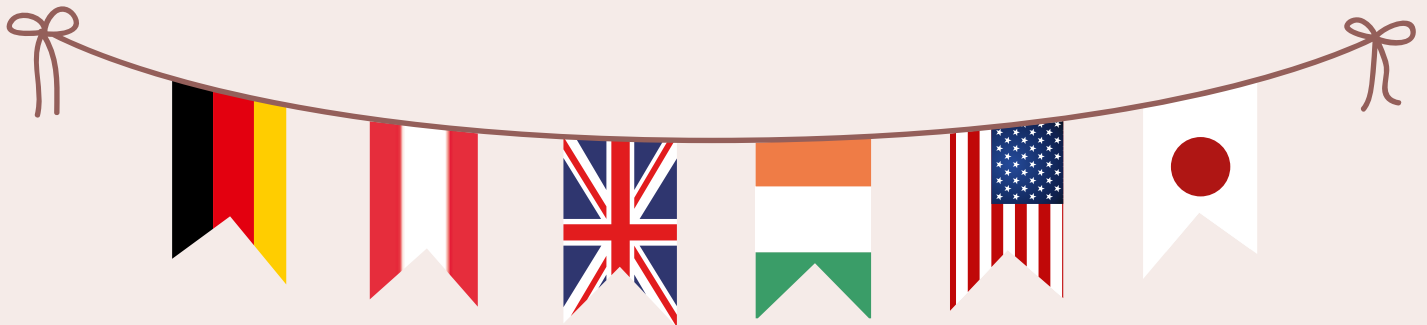
Caution! The following items are not a toy and are intended for adult collectors only.

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Medal Teddy bear

Every Steiff bear tells a story. And what story is as compelling as that of Margarete Steiff, the founder of our company? It is with great pride that we offer a series of special Teddy bears, accompanied by commemorative medals, to honour her memory and legacy. Available in Germany, Austria and Switzerland, these limited editions will appeal to both arctophiles and numismatists – collectors of Teddy bears and precious coins respectively. The series began in 2014 with the introduction of the Teddy bear with a copper-nickel medal (production limited to three years) and with a bronze medal (limited

edition of 1,000 pieces), both sewn from the finest alpaca plush. They were followed in 2015 by the Teddy bear with a silver medal (limited edition of 1,000 pieces) and are now joined by the Teddy bear with a gold medal (limited edition of 1,000 pieces) in 2016. All the bears feature a unique metallic-coloured cross-stitch on their noses that matches their commemorative medals. Why not join us in paying tribute to the heritage of Margarete Steiff with this rare and valuable collectible series?



Medal Teddy bear
 with medal made of gold
 made of finest mohair
 blond
 5-way jointed, surface washable
 limited edition of 1,000 pieces
 with gold-plated "Button in Ear"
 32 cm, item no. 674068
 MQ 1 piece



Front side:



Back side:



Image source:
 State Mints of
 Baden-Württemberg



Medal Teddy bear item no. 673801
 with medal made of bronze
 of the spring 2014 collection.



Medal Teddy bear item no. 673795
 with medal made of copper-Nickel
 of the spring 2014 collection.



Medal Teddy bear item no. 674051
 with medal made of silver
 of the spring 2015 collection.

50th anniversary IDEFIX - DOGMATIX

DOGMATIX, the cute little friend of Obelix has first appeared in the album "Asterix and the Banquet" in 1965. Dogmatix has celebrated in 2015 his 50 Anniversary! He owes his name to a contest in the magazine Pilote (chosen by the authors from among suggestions such as "Patracourcix" or "Papeurdurix"), Dogmatix plays an important part starting with Asterix and Cleopatra, his infallible sixth sense allows him to save our heroes from certain death in a pyramid (true, there are worse places to be entombed, but nonetheless!). He later becomes

famous for his environmental concerns which are very much ahead of their time (he can't bear the thought of anyone harming a tree). And his success seems to know no bounds since Albert Uderzo, who has never disguised his pleasure in drawing Dogmatix, has given him a regular role in the albums for which he writes the scripts. Much to Asterix's surprise, he even gave Dogmatix the gift of speech in the 2003 story Chanticleerix, which can be found today in the Asterix and the Class Act album.



50th anniversary IDEFIX - DOGMATIX

made of finest mohair
white, standing
1-way jointed (head), surface washable
limited edition of 1,965 pieces
with gold-plated "Button in Ear"
17 cm, item no. 674167
MQ 1 piece

Asterix® Obelix®/© 2015 Les Editions Albert René/Goscinny - Uderzo

Not available in Germany, UK and Ireland.

British Collectors' Teddy bear 2016

Embracing tradition and timeless values our British Collectors' Teddy bear is bursting with nostalgia and fond memories of yesteryear yet snuggles a huge spoonful of contemporary magic. He is sunshine and smiles, merriment and laughter all wrapped up in a joyful bear. Extremely proud of his past yet excited about his future this bear is certain to fill your home with hilarity and hopefulness, gaiety and

gladness, so be sure to let him in! His striking fresh yellow mohair is exceptionally produced and skilfully woven. His deep-set eyes overflow with warmth, playfulness and never ending friendship. He is a Steiff gentlebear of yesteryear enjoying the delights of today. A bear that is immensely proud to join the celebrated series known as the „Jewell in the crown“ of the collectors' world.



British Collectors' Teddy bear 2016

with growler
made of finest mohair
yellow
5-way jointed, surface washable
limited edition of 2,000 pieces
with gold-plated „Button in Ear“
36 cm, item no. 664953
MQ 1 piece





Willy Wonka

"Mr Willy Wonka is the most amazing, the most fantastic, the most extraordinary chocolate maker the world has ever seen!"

Willy Wonka is a chocolate-making genius who relishes nonsense and cannot abide ugliness in factories. But he is not just a genius with chocolate. Mr Wonka is also a very well-travelled man, having been all the way to Loompaland and to the further reaches of outer space. He is a thoughtful man, who knows that only a child like Charlie Bucket could ever be the right person to take over his beloved

Chocolate Factory. And he is a clever man, with a knack of getting the right people to do the right things at the right time. In short, Mr Willy Wonka is a man who knows a thing or two. Inspired by Quentin Blake's original illustrations, Steiff bring their scrumdiddlyumptious style to the beloved Roald Dahl classic Charlie and the Chocolate Factory with this delicious eccentric candy-maker Steiff Willy Wonka who is guaranteed to draw you to the delicious world of an enduring story.

ROALD DAHL 



Willy Wonka

made of finest mohair
beige
5-way jointed, surface washable
limited edition of 1,916 pieces
with gold-plated "Button in Ear"
28 cm, item no. 664939
MQ 1 Stück

© Roald Dahl Nominee Ltd / Quentin Blake 2015
Roald Dahl is a registered trademark of Roald Dahl
Nominee Ltd. - www.roalddahl.com

Big Timmy Teddy baer

He's Delightful. He's Delicious. He's De-lovely!

He's our delectable Big Timmy who may be small in stature but he has a super-duper helping of sugar-coated yumminess. Cradle Big Timmy in your hands and he's guaranteed to put a huge smile on your face

and a warm glow in your heart. He will fill you with dreamy thoughts and wash away any worries. He is a true darling of a bear. He's just too adorable and a must in everyone's home.



Big Timmy Teddy bear

made of high quality artificial silk plush
cinnamon
5-way jointed, head and arms are loosely
attached to the body, surface washable
limited edition of 1,500 pieces
with gold-plated „Button in Ear“
23 cm, item no. 663994
MQ 1 piece



Mini Wicked Witch

"What are you going to do with my dog? Give him back to me!"

"All in good time, my little pretty, all in good time."

"Please, give me back my dog!"

"Certainly, certainly..."

With these famous lines we conjure up one of the greatest antagonistic villains of all times - Wicked Witch of the West. Over the decades, audiences have grown to love this colourful character - making her

second only to Dorothy in terms of popularity. As part of the hugely popular series which celebrated MGM's 1939 film classic "The Wizard of Oz", by far the most famous adaptation of L. Frank Baum's novel, Steiff are delighted to offer all Oz fans a wonderful Wicked Witch who flies in the villainous footsteps of her predecessor. Allow her to cast her spell on you, you won't regret it!



Mini Wicked Witch

made of finest mohair
green

5-way jointed, surface washable
limited edition of 1,939 pieces
with gold-plated "Button in Ear"
14 cm, item no. 661860
MQ 1 piece

TM und © Turner Entertainment Co.

Little Boy Blue

Little Boy Blue, come blow your horn,

The sheep's in the meadow, the cow's in the corn...

Almost every child can recite this famous nursery rhyme, which dates back to the eighteenth century. Now Steiff is pleased to present a timeless Teddy bear interpretation of the immortal verse. "Little Boy Blue" is an endearing young boy bear who is sewn from finest quality

russet alpaca and holds a tiny, handmade sheep puppet. Around his neck, he wears a satin ribbon that perfectly matches the colours of the sheep's blue eyes. Both the Teddy and the puppet feature hand-stitched detailing. "Little Boy Blue" is the perfect heirloom gift or nursery decoration - in the inimitable Steiff style.



Little Boy Blue

made of high quality alpaca

russet

5-way jointed, surface washable

limited edition of 1,500 pieces

with gold-plated "Button in Ear"

30 cm, item no. 683077

MQ 1 piece



Our new Mini Wicked Witch and her predecessor (already sold out).

Mr. Winter

When the first snow falls, "Mr. Winter" begins planning his holiday ski getaways. And when Christmas finally arrives, he knows the time has come! Dressed in a black felt hat and wearing a red scarf, this delightful snowman ornament will grace your holiday tree for years

to come. Made of finest snow white mohair, he has a carrot nose and holds two wooden ski poles. "Mr. Winter" makes an ideal gift for anyone on your list – he's a keepsake that will be treasured for generations.



Mr. Winter
made of finest mohair
white
surface washable
limited edition of 1,500 pieces
with gold-plated "Button in Ear"
12 cm, item no. 683091
MQ 1 piece

Uncle Sam

Although best known for being the face of historic recruiting campaigns for the U.S. military, the origins of "Uncle Sam" date back even further. The name is linked to Samuel Wilson, a meat packer from Troy, New York, who supplied barrels of beef to the United States Army during the War of 1812. Wilson stamped the barrels with "U.S." for United States, but soldiers began referring to the meat as "Uncle Sam's." To

bring this historic figure to life, Steiff is pleased to present a patriotic bear. This brass curly mohair Teddy bear wears a handmade felt hat, an "Uncle Sam" pin, and a wild silk bow tie, all of which have been airbrushed for an antique effect. It's a fitting tribute to this enduring American symbol.



"Uncle Sam" pin



Uncle Sam
with music box "America, the beautiful"
made of finest mohair
brass
5-way jointed, surface washable
limited edition of 1,500 pieces
with gold-plated "Button in Ear"
31 cm, item no. 683107
MQ 1 piece



Mittens Teddy bear

When it is a winter wonderland outdoors, our Mittens Teddy bear is ready for whatever Mother Nature has in store. As the temperature dips below 32 degrees, he dons his warm mittens and makes the best of his time in the cold. Mittens Teddy is sewn from snow white mohair, has hand-stitched features, and wears a rich satin ribbon around his neck to the side. His mittens are sewn from finest dark red mohair and embroidered with a traditional Christmas snowflake pattern. They are

suspended on a festive woven cord around his neck. Wind „Mittens“ up and hear his favourite song: „Winter Wonderland,“ of course! Our beloved series of musical Christmas bears continues in 2016 with another beautiful addition to the collection, our charming and enchanting „Mittens“ Teddy. And there are still more to come in the series, so be sure to add this edition to your collection and plan to collect the entire set!



Mittens Teddy bear
with melody „Winter Wonderland“
made of finest mohair
white
5-way jointed, surface washable
limited edition of 1,500 pieces
with gold-plated „Button in Ear“
30 cm, item no. 682872
MQ 1 piece

Keyring “Year of the Monkey”

A scrutinizing look, a quick weighing-up of the odds – and reaching the target with a skillful leap. People born under the Chinese Zodiac sign of the monkey, know how to help themselves. They navigate life flexibly and self-assured, they are considered to be imaginative, casual and witty. In this way they also cope effortlessly with their “own kind”. 2016 is again a year that will bring forth such people! The keyring “Year of the Monkey” is dedicated to them and all those whose year

of birth is divisible by 12. The grey beige little friend is made of soft alpaca with gold-plated “Button in Ear” and would like to be your life’s companion. He swings elegantly from any bag into your hand. And cheers you up in sad moments. And when it is difficult to make a decision, it is enough just to look into his friendly eyes – he will point you in the right direction.



Keyring “Year of the Monkey”
made of high quality alpaca
grey beige
surface washable
limited edition of 1,500 pieces
with gold-plated “Button in Ear”
12 cm, item no. 678127
MQ 1 piece



Classic Collection

Faithful companions in all walks of life.

You can see whether a cuddly toy is a member of the big Steiff family or not from the famous trademark „Button in Ear“. The yellow tag shows that it is one of the many wonderful animals and Teddy bears from the

wide, unlimited Steiff range. Our Classic Collection is made of the best and highest quality materials - mohair and alpaca.

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Achtung! Die nachfolgenden Produkte sind kein Spielzeug (ausgeschlossen Art.-Nr. 036255, 035654, 036156). Die Artikel sind ausschließlich für erwachsene Sammler bestimmt.

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WE CELEBRATE: 10 YEARS FYNN, CHARLY AND LOTTE
— CELEBRATE WITH US!





Fynn Teddy bear
with growler
made of finest mohair
light beige
5-way jointed, surface washable
28 cm, item no. 028960
MQ 1 piece



Charly Teddy bear
with growler
made of finest mohair
brown
5-way jointed, surface washable
30 cm, item no. 000973
MQ 1 piece



Lotte Teddy bear
with growler
made of finest mohair
white
5-way jointed, surface washable
28 cm, item no. 000904
MQ 1 piece



Mouse Ted
made of finest mohair
white
5-way jointed, surface washable
8 cm, item no. 001086
MQ 1 piece



Nils Teddy bear
made of finest mohair
light brown
5-way jointed, surface washable
26 cm, item no. 026829
MQ 1 piece



Camillo Teddy bear
made of finest mohair
sand
5-way jointed, surface washable
32 cm, item no. 026805
MQ 1 piece



Teddy Baby
made of finest mohair
light blond
5-way jointed, surface washable
26 cm, item no. 027789
MQ 1 piece



Matti Teddy bear
made of high quality alpaca
cream
5-way jointed, surface washable
25 cm, item no. 000287
MQ 1 piece



Adoni Teddy bear
 made of high quality alpaca
 grey/white
 5-way jointed, surface washable
 27 cm, item no. 039379
 MQ 1 piece



Frederic Teddy bear
 with growler
 made of finest mohair
 caramel tipped
 5-way jointed, surface washable
 42 cm, item no. 000478
 MQ 1 piece



Classic Teddy bear
 made of finest mohair
 brass
 5-way jointed, surface washable
 25 cm, item no. 000867
 MQ 1 piece



Classic Teddy bear
 with growler
 made of high quality alpaca
 white
 5-way jointed, surface washable
 30 cm, item no. 027000
 MQ 1 piece



Classic Teddy bear Honey
made of finest mohair
light brown
5-way jointed, surface washable
15 cm, item no. 040146
MQ 1 piece



Classic Teddy bear Linda
with growler
made of finest mohair
pale pink
5-way jointed, surface washable
30 cm, item no. 000331
MQ 1 piece



Classic 1920 Teddy bear
made of finest mohair
light brown
5-way jointed, surface washable
25 cm, item no. 000713
MQ 1 piece



Classic 1920 Teddy bear
with growler
made of finest mohair
light brown
5-way jointed, surface washable
35 cm, item no. 000737
MQ 1 piece



Classic 1909 Teddy bear
 with growler
 made of finest mohair
 blond
 5-way jointed, surface washable
 35 cm, item no. 000379
 MQ 1 piece



Fabian, the love messenger Teddy bear
 made of finest mohair
 white
 5-way jointed, surface washable
 27 cm, item no. 000164
 MQ 1 piece



Mini Teddy bear crocus
 made of finest mohair
 white
 5-way jointed, surface washable
 10 cm, item no. 040191
 MQ 1 piece



Mini Teddy bear champagne bottle
 made of finest mohair
 brown
 5-way jointed, surface washable
 10 cm, item no. 028908
 MQ 1 piece



Mini Teddy bear present
made of finest mohair
light gold
5-way jointed, surface washable
10 cm, item no. 028892
MQ 1 piece



Mini Teddy bear heart
made of finest mohair
pale pink
5-way jointed, surface washable
10 cm, item no. 028915
MQ 1 piece



Mini Teddy bear lucky charm
made of finest mohair
beige
5-way jointed, surface washable
9 cm, item no. 039836
MQ 1 piece



Mini Teddy bear
made of finest mohair
brown tipped
5-way jointed, surface washable
10 cm, item no. 040023
MQ 1 piece



Mini Teddy bear
made of finest mohair
blond
5-way jointed, surface washable
10 cm, item no. 040009
MQ 1 piece



**Keyring
Mini Teddy bear**
made of finest mohair
wheat blond
5-way jointed, surface washable
8 cm, item no. 039089
MQ 1 piece



Silvo dog
made of cuddly soft plush
white, standing
1-way jointed (head), hand washable
34 cm, item no. 035654
MQ 1 piece



Lielou pug
made of high quality alpaca
white, standing
1-way jointed (head), surface washable
30 cm, item no. 045042
MQ 1 piece



Foxy Fox Terrier
 made of finest mohair
 white/brown/black, standing
 surface washable
 35 cm, item no. 031717
 MQ 1 piece



Bully bulldog puppy
 made of high quality alpaca
 grey, standing
 machine washable at 30° C
 without leather collar washable
 24 cm, item no. 036156
 MQ 1 piece



Sam West Highland Terrier
 made of finest mohair
 white, standing
 1-way jointed (head), surface washable
 21 cm, item no. 033513
 MQ 1 piece



Molly dog
 made of finest mohair
 dark grey/white, standing
 surface washable
 14 cm, item no. 031434
 MQ 1 piece



Fluffy cat
made of finest mohair
dark grey/white, sitting
surface washable
14 cm, Art.-Nr. 031816
MQ 1 piece



Chari cat
made of high quality alpaca
white
5-way jointed, head and limbs
are loosely attached to the body
hand washable
26 cm, Art.-Nr. 036255
MQ 1 piece



Ladybird
made of finest mohair
red/black
surface washable
7 cm, item no. 032790
MQ 1 piece



Clicki chick
made of high quality alpaca
delicate yellow
surface washable
9 cm, item no. 033094
MQ 1 piece



Franzi parakeet
 made of finest Trevira velvet
 blue, standing
 surface washable
 12 cm, item no. 033520
 MQ 1 piece



Hansi parakeet
 made of finest Trevira velvet
 green, standing
 surface washable
 12 cm, item no. 033490
 MQ 1 piece



 **Piccy blue tit**
 made of finest mohair
 yellow/blue/white, standing
 surface washable
 10 cm, item no. 033360
 MQ 1 piece



 **Kecki chipmunk**
 made of finest mohair
 striped russet, sitting up
 surface washable
 10 cm, Art.-Nr. 070075
 MQ 1 piece



Greta giraffe
 made of finest mohair
 beige/brown, standing
 surface washable
 22 cm, Art.-Nr. 068058
 MQ 1 piece



Najumo monkey
 made of finest mohair
 brown tipped
 5-way jointed, head and limbs are
 loosely attached to the body
 surface washable
 32 cm, item no. 035128
 MQ 1 piece



Siro panda
 made of finest mohair
 black/white
 5-way jointed, surface washable
 27 cm, item no. 035753
 MQ 1 piece

Studio animals

Characters that love being in the spotlight.

They are accustomed to attracting attention, being in the spotlight and being photographed: the largest of all the Steiff animals – the studio animals. As both sought-after as well as beloved models of great proportion, they know what is important: an impressive, absolute

realistic stature, a charming character and great charisma. The high-quality, hand-stuffed giants are always decorative highlights at events, parties or in commercial and private premises. They attract people's attention with lots of enthusiasm. Guaranteed.

Caution! The following items are not a toy and are intended for adult collectors only.

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In particular cases delivery of the following items may last from 3 to 4 months. Kindly contact us for availability information.

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Studio king penguin
made of cuddly soft woven fur
white/black, standing
surface washable
65 cm, item no. 505010
MQ 1 piece



Studio arctic fox
made of cuddly soft woven fur
white, sitting
surface washable
40 cm, item no. 501401
MQ 1 piece



Studio cockerel
made of cuddly soft woven fur
multicoloured, standing
surface washable
40 cm, item no. 502347
MQ 1 piece



Studio bald eagle
made of cuddly soft woven fur
white/black, standing
surface washable
62 cm, item no. 505232
MQ 1 piece



Studio giraffe
made of finest mohair
beige/brown, standing
surface washable
stuffed with wood shavings
255 cm, item no. 502309
MQ 1 piece



Studio giraffe
made of finest mohair
beige/brown, standing
surface washable
150 cm, item no. 502200
MQ 1 piece



Studio giraffe
made of cuddly soft woven fur
spotted blond, standing
surface washable
110 cm, item no. 502170
MQ 1 piece



Studio elephant
made of cuddly soft woven fur
grey, standing
surface washable
95 cm, item no. 500725
MQ 1 piece



Studio elephant

made of cuddly soft woven fur
grey, standing
surface washable
75 cm, item no. 501470
MQ 1 piece



Studio lion

made of cuddly soft woven fur
blond, standing
surface washable
80 cm, item no. 502613
MQ 1 piece



Studio lion
made of cuddly soft woven fur
blond, standing
surface washable
110 cm, item no. 502651
MQ 1 piece



Studio bear
made of cuddly soft plush
brown, sitting up
surface washable
160 cm, item no. 500558
MQ 1 piece

Personalised Teddy bears

Giving is as much a pleasure as receiving!

A Steiff Teddy bear or animal lasts for ever and so it will always be remembered by its recipient. And because special occasions call for special gifts, Steiff has come up with some wonderful gift ideas.

These Teddy bears' paw pads are embroidered according to your specifications – gifts for weddings and birthdays, but also to celebrate a child's first day at school or the birth or baptism of a baby.

Caution: The following items (except item number 014208) are not a toy and are intended for adult collectors only.

Opgelet: Deze producten zijn geen speelgoed (uitgezonderd Art.-Nr. 014208). Deze artikels zijn bedoeld voor volwassen verzamelaars.

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Attention ! Ces articles ne sont pas un jouet (à l'exception de l'article réf. 014208). Ils sont destinés exclusivement aux collectionneurs adultes.





Celebration Teddy bear
 personalised Teddy bear
 made of finest mohair
 blond
 5-way jointed, surface washable
 with individual embroidered foot pads
 27 cm, item no. 001772
 MQ 1 piece
 Production time is usually 4 weeks + delivery time

Examples for embroideries foot pads



Teddy bear birth
 personalised Teddy bear
 made of finest mohair
 cream
 5-way jointed, surface washable
 with individual embroidered foot pads
 with pink or blue bib
 27 cm, item no. 001758
 MQ 1 piece
 Production time is usually 4 weeks + delivery time





Teddy bear birth

personalised Teddy bear
made of finest mohair
beige
5-way jointed, surface washable
with individual embroidered foot pads
with pink or blue bib
27 cm, item no. 001765
MQ 1 piece

Production time is usually 4 weeks + delivery time



Teddy bear birth*

personalised Teddy bear
made of cuddly soft woven fur
cream
machine washable at 30° C
with pink or blue bib (embroidered)
30 cm, item no. 014208
MQ 1 piece

*This item is only available in Europe and in German, English and French languages.
Embroidery: Name (max. 12 letters), birth date and time. The embroidered bib will be sent to the customer within 10 workdays.



Guardian angel Teddy bear
personalised Teddy bear
made of finest mohair
white
5-way jointed, surface washable
with individual embroidered foot pads
27 cm, item no. 001734
MQ 1 piece

Production time is usually 4 weeks + delivery time



Guardian angel Teddy bear
personalised Teddy bear
made of finest mohair
white
5-way jointed, surface washable
with individual embroidered foot pads
27 cm, item no. 001710
MQ 1 piece

Production time is usually 4 weeks + delivery time



Guardian angel Teddy bear
personalised Teddy bear
made of finest mohair
white
5-way jointed, surface washable
with individual embroidered foot pads
27 cm, item no. 001741
MQ 1 piece

Production time is usually 4 weeks + delivery time

Steiff's purity law

For children, only the best is good enough.

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 CE mark

All of our Child and Baby products bear the CE mark.



The "spiel gut" Award

The Children's Toys Working Committee awarded Steiff the "spiel gut" award for outstanding toys. Above all, the material, production and usage of these toys were examined.



The NOS mark

NOS means Never Out of Stock – so the item is always available.





Here you can read what we mean by the Steiff purity law and how we act accordingly. Not only, because the legislators specify it but rather because we want to.

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 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.

3. 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. Further more, we use only carefully-selected, inspected materials by wellknown manufacturers.

4. Lint-Free plush

The plush of a Steiff animal has always been something special. It is extra-ordinarily true-to-nature, soft, long-lasting and loses nearly no hair. We use only uppers made of the highest quality.

5. No harmful fillings

We use exclusively new and nonharmful materials from the factory for the fillings of our Teddy bears and animals.

6. 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.

7. 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.

8. Independent inspection

For decades we have had our products checked by independent institutions and work intensively with further independent institutions such as TÜV and Dekra. In our laboratory at Giengen an der Brenz we additionally carry out over 12,000 tests per year. The Steiff quality management system is certified according to DIN EN ISO 9001.

9. Unrivalled quality since 1880

Throughout the various production steps, we produce continuously environmentally-friendly as well as in view of the flaw-less 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.

Teddy bears

For wonderful friendships which begin on four paws.

Good day! The Steiff Teddy bears introduce themselves, and look forward to making their way to their new little owners. Lara and Luis are quite excited about which children's room they are going to move into. The lively bears can hardly keep their arms and legs still because of their excitement. The Steiff Bobby Teddy bears take a curious look around with their big bear eyes and think about what wild adventures they will soon be having with their children. The Elmar and Petsy Teddy

bears are already telling each other stories about how they would like their new homes to look. And the Teddy bears Charly, Fynn and Lotte, have already packed their suitcases with all their belongings: ready for the great journey to their children. Finally, all the enchanting, cuddly soft Steiff bears raise their paws in greeting, wave their Steiff home in Giengen goodbye for the last time – and open up their arms in a hearty hug for their new little owners.





NEW

Kimba and Kai
made of cuddly soft plush
brown/beige
machine washable at 30° C
21 cm, item no. 113703
MQ 1 piece



NEW

Marie and Lisa
made of cuddly soft plush
cream
machine washable at 30° C
32 cm, item no. 113697
MQ 1 piece



NEW

Lucky Teddy bear
made of cuddly soft plush
grey
machine washable at 30° C
27 cm, item no. 109867
MQ 2 pieces



NEW

Cosy Teddy bear
made of cuddly soft plush
reddish blond, sitting
machine washable at 30° C
16 cm, item no. 023613
MQ 2 pieces



Growling bear
with growler
made of finest mohair
blond
5-way jointed, surface washable
33 cm, item no. 011566
MQ 1 piece



Paddy Teddy bear
made of finest mohair
light brown
5-way jointed, surface washable
28 cm, item no. 027178
MQ 1 piece



Luca Teddy bear
made of finest mohair
blond
5-way jointed, surface washable
35 cm, item no. 027475
MQ 1 piece



Cosy Year bear 2016
made of cuddly soft plush
beige
machine washable at 30° C
35 cm, item no. 664847
MQ 1 piece

not available in Germany



Kim Teddy bear
 made of cuddly soft plush
 beige
 machine washable at 30° C
 28 cm, item no. 013577
 MQ 2 pieces



Kim Teddy bear
 made of cuddly soft plush
 beige
 machine washable at 30° C
 65 cm, item no. 013584
 MQ 1 piece



Theo Teddy bear
 made of cuddly soft plush
 beige
 machine washable at 30° C
 30 cm, item no. 023507
 MQ 2 pieces



Theo Teddy bear
 made of cuddly soft plush
 beige
 machine washable at 30° C
 23 cm, item no. 023491
 MQ 2 pieces



**WITH GREAT
PERSONALISABLE HANGTAG**





Wish Bear Clover
 made of cuddly soft plush
 cream
 machine washable at 30° C
 with personalisable hangtag
 28 cm, item no. 113567
 MQ 1 piece



Wish Bear Sun
 made of cuddly soft plush
 cream
 machine washable at 30° C
 with personalisable hangtag
 28 cm, item no. 113581
 MQ 1 piece



Wish Bear Heart
 made of cuddly soft plush
 cream
 machine washable at 30° C
 with personalisable hangtag
 28 cm, item no. 113574
 MQ 1 piece



Julian Teddy bear
 made of cuddly soft plush
 beige
 machine washable at 30° C
 26 cm, item no. 023514
 MQ 2 pieces



NOS

Lotta Teddy bear
made of cuddly soft plush
beige
machine washable at 30° C
28 cm, item no. 022944
MQ 2 pieces



NOS

Lotta Teddy bear
made of cuddly soft plush
beige
machine washable at 30° C
24 cm, item no. 022951
MQ 2 pieces



NOS

Mr. Honey Teddy bear
made of cuddly soft plush
brown
machine washable at 30° C
28 cm, item no. 022142
MQ 2 pieces



NOS

Mr. Honey Teddy bear
made of cuddly soft plush
brown
machine washable at 30° C
20 cm, item no. 022159
MQ 2 pieces



Carlo Teddy bear
 made of cuddly soft plush
 beige
 machine washable at 30° C
 30 cm, item no. 109980
 MQ 1 piece



Bobby dangling Teddy bear
 made of cuddly soft woven fur
 cream
 machine washable at 30° C
 30 cm, item no. 013461
 MQ 1 piece



Bobby dangling Teddy bear
 made of cuddly soft plush
 cream
 machine washable at 30° C
 40 cm, item no. 013478
 MQ 1 piece



Bobby dangling Teddy bear
 made of cuddly soft plush
 cream
 machine washable at 30° C
 50 cm, item no. 013492
 MQ 1 piece



Bobby dangling Teddy bear
 made of cuddly soft woven fur
 brown tipped
 machine washable at 30° C
 30 cm, item no. 013508
 MQ 1 piece



Bobby dangling Teddy bear
 made of cuddly soft plush
 brown tipped
 machine washable at 30° C
 40 cm, item no. 013515
 MQ 1 piece



Bobby dangling Teddy bear
 made of cuddly soft plush
 brown tipped
 machine washable at 30° C
 50 cm, item no. 013539
 MQ 1 piece



Hannes Teddy bear
 made of cuddly soft plush
 beige
 5-way jointed, machine washable at 30° C
 32 cm, item no. 022586
 MQ 1 piece



Lilly dangling Teddy bear
 made of cuddly soft plush
 cream
 machine washable at 30° C
 28 cm, item no. 111556
 MQ 1 piece



Lilly dangling Teddy bear
 made of cuddly soft plush
 cream
 machine washable at 30° C
 40 cm, item no. 111945
 MQ 1 piece



Molly Teddy bear
 made of cuddly soft plush
 light brown tipped
 machine washable at 30° C
 24 cm, item no. 019593
 MQ 2 pieces



Molly Teddy bear
 made of cuddly soft plush
 blond
 machine washable at 30° C
 24 cm, item no. 019272
 MQ 2 pieces



Petsy Teddy bear
made of cuddly soft woven fur
caramel
5-way jointed, machine washable at 30° C
35 cm, item no. 012440
MQ 1 piece



Petsy Teddy bear
made of cuddly soft woven fur
caramel
5-way jointed, machine washable at 30° C, in a
laundry bag/net
28 cm, item no. 012402
MQ 1 piece



Petsy Teddy bear
made of cuddly soft woven fur
blond
5-way jointed, machine washable at 30° C
28 cm, item no. 012266
MQ 1 piece



Petsy Teddy bear
made of cuddly soft woven fur
blond
5-way jointed, machine washable at 30° C
35 cm, item no. 012273
MQ 1 piece



Lenni Teddy bear
 made of cuddly soft plush
 blond
 machine washable at 30° C
 40 cm, item no. 109508
 MQ 1 piece



NOS

Elmar Teddy bear
 made of cuddly soft plush
 golden brown
 5-way jointed, machine washable at 30° C
 32 cm, item no. 022456
 MQ 1 piece



Elmar Teddy bear
 made of cuddly soft plush
 golden brown
 5-way jointed, machine washable at 30° C
 40 cm, item no. 022463
 MQ 1 piece



small play

Happy Teddy bear
 made of cuddly soft plush
 light brown
 machine washable at 30° C
 20 cm, item no. 012648
 MQ 2 pieces



Happy Teddy bear
made of cuddly soft plush
light brown
machine washable at 30° C
28 cm, item no. 012662
MQ 2 pieces



Happy Teddy bear
made of cuddly soft plush
light brown
machine washable at 30° C
40 cm, item no. 012617
MQ 1 piece



Charly dangling Teddy bear
made of cuddly soft plush
russet tipped
machine washable at 30° C
28 cm, item no. 113345
MQ 2 pieces



Charly dangling Teddy bear
made of cuddly soft plush
beige
machine washable at 30° C
28 cm, item no. 012754
MQ 1 piece





Charly dangling Teddy bear
made of cuddly soft plush
brown
machine washable at 30° C
16 cm, item no. 012846
MQ 3 pieces



Charly dangling Teddy bear
made of cuddly soft plush
brown
machine washable at 30° C
23 cm, item no. 012891
MQ 2 pieces



NOS

Charly dangling Teddy bear
made of cuddly soft plush
brown
machine washable at 30° C
30 cm, item no. 012914
MQ 2 pieces



NEW

Charly dangling Teddy bear
made of cuddly soft plush
beige
machine washable at 30° C
40 cm, item no. 012853
MQ 1 piece



NOS

Charly dangling Teddy bear
 made of cuddly soft plush
 beige
 machine washable at 30° C
 16 cm, item no. 012822
 MQ 3 pieces



NOS

Charly dangling Teddy bear
 made of cuddly soft plush
 beige
 machine washable at 30° C
 23 cm, item no. 012815
 MQ 2 pieces



NOS

Charly dangling Teddy bear
 made of cuddly soft plush
 beige
 machine washable at 30° C
 30 cm, item no. 012808
 MQ 2 pieces



Fynn Teddy bear
 made of cuddly soft plush
 beige
 machine washable at 30° C
 24 cm, item no. 110795
 MQ 2 pieces



WE CELEBRATE: 10 YEARS FYNN, CHARLY AND LOTTE
— CELEBRATE WITH US!



NOS

Fynn Teddy bear
made of cuddly soft plush
beige
machine washable at 30° C
18 cm, item no. 111372
MQ 3 pieces



NOS

Fynn Teddy bear
made of cuddly soft plush
beige
machine washable at 30° C
28 cm, item no. 111327
MQ 2 pieces



NOS

Fynn Teddy bear
made of cuddly soft plush
beige
machine washable at 30° C
40 cm, item no. 111679
MQ 1 piece



Fynn Teddy bear
made of cuddly soft plush
beige
hand washable
80 cm, item no. 111389
MQ 1 piece





Lotte Teddy bear
made of cuddly soft plush
white
machine washable at 30° C
18 cm, item no. 111365
MQ 3 pieces



Lotte Teddy bear
made of cuddly soft plush
white
machine washable at 30° C
28 cm, item no. 111310
MQ 2 pieces



Lotte Teddy bear
made of cuddly soft plush
white
machine washable at 30° C
40 cm, item no. 111778
MQ 1 piece





NEW

Fynn Teddy bear in suitcase
 made of cuddly soft plush
 beige
 machine washable at 30° C,
 suitcase not washable
 24 cm, item no. 114007
 MQ 1 piece



Fynn Teddy bear in suitcase
 made of cuddly soft plush
 beige
 machine washable at 30° C,
 suitcase not washable
 23 cm, item no. 111730
 MQ 2 pieces



NOS

Fynn Teddy bear in suitcase
 made of cuddly soft plush
 beige
 machine washable at 30° C,
 suitcase not washable
 28 cm, item no. 111471
 MQ 2 pieces



Lotte Teddy bear in suitcase
 made of cuddly soft plush
 white
 machine washable at 30° C,
 suitcase not washable
 28 cm, item no. 111563
 MQ 1 piece



NOS

Lotte Teddy bear in suitcase
 made of cuddly soft plush
 white
 machine washable at 30° C,
 suitcase not washable
 28 cm, item no. 111464
 MQ 2 pieces



NOS

**Charly dangling
 Teddy bear in suitcase**
 made of cuddly soft plush
 beige
 machine washable at 30° C,
 suitcase not washable
 30 cm, item no. 012938
 MQ 1 piece



Sweetheart Teddy bear in heart box
 made of cuddly soft plush
 cream
 machine washable at 30° C,
 heart box not washable
 22 cm, item no. 109904
 MQ 2 pieces



Lenni Teddy bear in suitcase
 made of cuddly soft plush
 blond
 machine washable at 30° C,
 suitcase not washable
 22 cm, item no. 111211
 MQ 2 pieces



Magnetic animals

Climbing fun!

Wow! Jocko chimpanzee swings from the shelf in the children's room and hops onto his friend Marko's shoulders. "Come on, let's go to the fridge!" And in the blink of an eye, he's hanging from the fridge door watching Marko's mum from a lofty height as she cooks. "Can you help me, Jocko?" she asks. Marko grabs Jocko's favourite spoon and puts it in Jocko's hand who supports himself on the oven door and helps Marko stir. How does he do that? Quite simply. Jocko the chimpanzee also has magnetic hands just like Lommy the dangling magnetic ring-tailed lemur and Eric the magnetic sloth from the new

Steiff range. Together the three acrobats at 50 cm, 70 cm and 45 cm are fantastic playmates, even for big kids. Wherever there is metal, they are almost invincible. And our ideas haven't run out just quite yet... Clack! And Lommy is already sitting on Lisa's bicycle rack. It's a short ride over to the playground and then it's over to the swings, then the climbing frame: "Hello Lisa! I'm already up here!" And then onto the slide. "Now you're stuck!" laughs Lisa, putting Lommy in her lap. Down they go and onto the next adventure...





Mungo the magnetic monkey
 made of cuddly soft woven fur
 blond/brown
 machine washable at 30° C
 40 cm, item no. 060199
 MQ 1 piece



Lommy the dangling magnetic ring-tailed lemur
 made of cuddly soft plush
 grey/beige/white
 1-way jointed (head), machine washable at 30° C
 70 cm, item no. 075858
 MQ 1 piece



Eric the magnetic sloth
 made of cuddly soft woven fur
 brown tipped
 machine washable at 30° C
 45 cm, item no. 056277
 MQ 1 piece



Jocko the magnetic chimpanzee
 made of cuddly soft woven fur
 dark brown
 machine washable at 30° C
 50 cm, item no. 060212
 MQ 1 piece

Big friends for big cuddles

Here come the favourites of all children and parents...

It's wonderful to have good friends. A loyal, understanding companion for all everyday situations is just as great. That's why there's the elaborately crafted Steiff animals in great detail, which are modelled in a deceptively authentic and life-size way, for children and all those young at heart. As a result, the child-friendly soft Steiff animals are a popular

purchase with parents, grandparents, aunts, uncles and good friends so that they can find a new home with a little Steiff friend. As one thing is and remains undisputed: a Steiff animal is a constant companion for life. Day in, day out. Over years and even decades. It's wonderful that there are these kinds of fantastic friendships.

In particular cases delivery of the following items may last from 3 to 4 months. Kindly contact us for availability information.





Leonie lioness
made of cuddly soft plush
blond, lying
hand washable
100 cm, item no. 075735
MQ 1 piece



Cheetah
made of cuddly soft plush
beige/brown, lying
hand washable
80 cm, item no. 075667
MQ 1 piece



Petsy Teddy bear
made of cuddly soft woven fur
blond
5-way jointed, hand washable
80 cm, item no. 012037
MQ 1 piece



Pummy panda
made of cuddly soft woven fur
black/white, sitting
hand washable
70 cm, item no. 075803
MQ 1 piece



Snorry wolf
made of cuddly soft woven fur
grey, sitting
hand washable
60 cm, item no. 075759
MQ 1 piece



Studio Bobby
made of cuddly soft plush
brown
hand washable
120 cm, item no. 500411
MQ 1 piece



Urs brown bear
made of cuddly soft plush
mottled brown, lying
hand washable
120 cm, item no. 069635
MQ 1 piece



Arco polar bear
made of cuddly soft woven fur
white, sitting
hand washable
60 cm, item no. 075681
MQ 1 piece



Flaps penguin
made of cuddly soft woven fur
black/white/grey, standing
hand washable
70 cm, item no. 075711
MQ 1 piece



Arco polar bear
made of cuddly soft plush
white, lying
hand washable
120 cm, item no. 063060
MQ 1 piece



Studio baby penguin
made of cuddly soft woven fur
grey/brown, standing
machine washable at 30° C,
in a laundry bag/net
37 cm, item no. 504976
MQ 1 piece



Studio seal
made of cuddly soft plush
grey, lying
machine washable at 30° C
60 cm, item no. 501302
MQ 1 piece



Studio arctic hare
made of cuddly soft woven fur
white, sitting
hand washable
40 cm, item no. 501203
MQ 1 piece

Riding animals

I wish for an animal to ride on!

The familiar children's nursery rhyme "Horsey Horsey...", still makes children giggle with glee today just as it has in days gone by. Experiencing the world from a whole different perspective on the back of an animal has always had a special kind of magic. Therefore, the riding horse has long been one of the most beloved items on children's Christmas lists. We at Steiff have provided a few comrades on a

par for the classic riding horse. All of them have an improved design and especially high-quality woven fur. And so that our smallest riding enthusiasts can mount up and go on adventures comfortably and safely on the backs of their favourite animals, the rockers of the Steiff riding animals are made of solid beech and the inner frame is handmade of stainless steel that can hold up to 150 kilograms.





Rocky riding dragon
 made of cuddly soft woven fur
 green
 surface washable
 saddle height ca. 45 cm
 70 cm, item no. 048890
 MQ 1 piece



Franzi riding pony
 made of cuddly soft woven fur
 blond
 surface washable
 saddle height ca. 45 cm
 70 cm, item no. 048906
 MQ 1 piece



Urs riding bear
 made of cuddly soft woven fur
 mottled brown
 surface washable
 saddle height ca. 45 cm
 70 cm, item no. 048920
 MQ 1 piece



Leo riding lion
 made of cuddly soft woven fur
 golden blond
 surface washable
 saddle height ca. 45 cm
 70 cm, item no. 048982
 MQ 1 piece

Pets and farm animals

Bring life to life. And lots of joy.

Horse, dog, cat, rabbit. Interacting with animals enriches our lives and makes them more colourful too. And although a real pet brings an abundant amount of happiness, it is also a lot of work. That is why the pets and farm animals by Steiff are very easy-care companions that are happy and content with a little attention; a cosy, warm spot at home and a large portion of affection. And the best thing: at first glance, you can hardly tell the difference between them and their role models in real life. Whether large or small, the pets and farm animals by Steiff are just as exciting and cuddly as a real animal. Yet they are much more patient and forgiving when little hands stroke their fur and cuddle them with a bit too much childlike enthusiasm.

Which of the lovingly and realistically created Steiff pets will win over your heart? A fluffy kitten or a budgie with a strong character? Or perhaps one of the charming and sprightly farm animals such as the Steiff rabbits, lambs, mice or chicks? And if you and your little family members have always wanted to go canine crazy: you will certainly find your favourite family dog among the enchanting four-legged friends by Steiff. And your Steiff dog has another advantage, he doesn't need quite as much exercise as the real thing. There is only one absolute necessity: lots of affection. All of the Steiff animals are in agreement on that.





Dani dalmatian
made of cuddly soft plush
white/black, lying
machine washable at 30° C
28 cm, item no. 083785
MQ 1 piece



Bernie husky
made of cuddly soft plush
grey/white, standing
machine washable at 30° C
17 cm, item no. 104985
MQ 2 pieces



Sigi Bernese mountain dog
made of cuddly soft woven fur
black/brown/white, lying
machine washable at 30° C
45 cm, item no. 079528
MQ 1 piece



Moritz dachshund
made of cuddly soft woven fur
dark grey tipped, standing
machine washable at 30° C
30 cm, item no. 076985
MQ 1 piece



Lenni Golden Retriever
made of cuddly soft plush
blond, lying
machine washable at 30° C
28 cm, item no. 076961
MQ 1 piece



**Little friend
Lumpi Golden Retriever puppy**
made of cuddly soft woven fur
golden blond, lying
machine washable at 30° C
22 cm, item no. 280160
MQ 2 pieces



Little Sammy puppy
made of cuddly soft plush
white, sitting
machine washable at 30° C
17 cm, item no. 083549
MQ 2 pieces



Little Bonny puppy
made of cuddly soft plush
golden brown, sitting
machine washable at 30° C
17 cm, item no. 083556
MQ 2 pieces





Little Tommy puppy
made of cuddly soft plush
grey/white, sitting
machine washable at 30° C
17 cm, item no. 083532
MQ 2 pieces



Little Timmy puppy
made of cuddly soft plush
brown, sitting
machine washable at 30° C
17 cm, item no. 083525
MQ 2 pieces



NEW

Lizzy kitten
made of cuddly soft plush
red tabby, sitting
machine washable at 30° C
17 cm, item no. 084027
MQ 2 pieces



NEW

Minka kitten
made of cuddly soft plush
grey tabby, sitting
machine washable at 30° C
17 cm, item no. 084010
MQ 2 pieces