



TFWA World Exhibition & Conference Preview

Steiff and the case for exclusive teddies

This autumn sees teddy-bear inventor Steiff introducing a new Travel Retail exclusive teddy bear.

Targeted primarily at tourists visiting Germany – the home of Steiff – the bear comes with its own handy suitcase featuring typical images of the country such as flag colours, pretzel, sausage etc.

The bear shows the versatility of Steiff and its ability to custom make items for customers.

“I do think exclusive items are important in the children’s plush sector as they are in other product categories and we create more often on request by airlines looking for a logo product, but are equally able to supply for ground-stores, ferries etc,” explains Ken Wakatsuki, Head of Sales Asia-Pacific and Global Travel Retail. “We already provide some exclusive articles to Heinemann and Lufthansa, and are keen to expand this service to other retailers.”

Steiff’s exclusive travel retail teddy can be seen on its stand at TFWA World Exhibition (Mediterranean Village N 17).

ABOUT STEIFF:

Steiff is a globally known brand with a heritage that goes back to 1880. Indeed Steiff is responsible for inventing the ‘teddy bear’ in 1902 so our bears, with their iconic coloured ear buttons are recognised universally and collected by children and adults alike. We pride ourselves on quality and 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.

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