



TFWA World Exhibition & Conference Preview

Famous plush toy company returns to Cannes with cuddly new additions

The inventor of the teddy bear, Steiff is returning to TFWA World Exhibition (Mediterranean Village N 17) with two new range additions to its plush portfolio.

The soft plush toy company has a long history dating back to 1880, but has only been participating at the TFWA exhibitions for the past two years. Steiff returns to Cannes not only to showcase its new additions, but also to highlight the brand's heritage, craftsmanship, and quality to key industry buyers.

"In Germany, we have a very good partnership with both Lufthansa and Heinemann for years, since our German heritage connects us. We are obviously delighted with these listings and some other existing ones, but this year at Cannes we are looking to add additional airlines and sales points in duty-free shops across the world," comments Ken Wakatsuki, Head of Sales Asia-Pacific and Global Travel Retail.

"One of our key USP's is that we are able to make customisable items for our customers. We currently make such items for Lufthansa, ANA, and JAL, so we are very happy to offer this service to other airlines and duty-free operators."

While Steiff offers a range of collectable bears with adult appeal, the main focus in travel retail is on the brand's children's plush range; each bear or other character sold often becoming a life-long companion of the recipient.

The new additions being launched at Cannes this year include:

The Hello Baby range – The ultimate cuddly toy range for the newborn baby. Made of extra soft plush, the range includes:

- Hello Baby Lea/Hello Baby Levi Teddy Bear in a gift box – A beautiful teddy bear adorned with a pink or blue bow. A great gift for someone who has just added to their family.
- Hello Baby Lea/ Hello Baby Levi Teddy Bear Comforter in a gift box – A soft and comforting item for a young baby.
- Hello Baby Lea/ Hello Baby Levi Teddy Bear Grip Toy with Rattle in a gift box – Keep young babies comforted and entertained with this soft grip toy and rattle.

Soft Cuddly Friends range - Designed for young children, this new range introduces a variety of different animals, all made of ultra-soft plush. The unmatched quality will ensure that they will be appreciated just as much by parents as the children themselves.

My Bearly – a beautiful brown bear that would make the ideal companion for any child.



Pinky Dangling Flamingo– A fun and cuddly Flamingo toy. A great addition to any child’s toy collection who wants something a little different to a teddy bear.

Adds Wakatsuki, “Steiff is delighted to be returning to TFWA World Exhibition this year. We feel strongly that there is still huge potential for retailers to develop the children’s offer instore and plush is a universal favourite for all ages and all nationalities. Authenticity, quality and safety are paramount, of course, and every Steiff piece offers the very best of all these requirements with craftsmanship that is second to none. When we say that children can gain a life-long friend with a Steiff bear, we mean it. The quality is such that they will last a lifetime.

“Along with our new additions, we will also be showing our classic Steiff pieces,” continues Wakatsuki. “These collectible items are set at a higher price point but are ideal for those that enjoy collecting soft plush pieces made of the highest quality, or are ideal as a very special and personal gift for a loved one. Travel retailers can really benefit from incremental sales from plush and both our children’s and collectable ranges can create a compelling offer from a relatively small footprint.”

Each toy that is welcomed into the famous home of the Steiff family must first receive the Steiff seal of approval – the famous trademark ‘Button in Ear’. Each Button’s design may vary; a yellow tag attached to the Button indicates the toy is part of the current range while a white tag denotes a limited edition. A white tag with black writing is used for all Steiff limited edition replica designs.

For more information, please contact:

Sales: Ken Wakatsuki – E:ken.wakatsuki@steiff.de T: +49 (0)7322 131 215

Press: Tilly Holland – E:tilly@essencompr.com T:+44 7740 790 216

JULY 2018