

OUR PRODUCTS

We offer a broad range of inspiring products that spans everything from toys, trampolines and pools to children's books, bed linen, role-play costumes and accessories.

The right product assortment is key to our business. So it is essential for us to find fun and exciting products that inspire play and have a positive impact on children's development.

We design own brand products or choose some of the interesting new products developed by other toy suppliers. Here is an example of how that process works from the first idea for a fun vehicle range to the arrival of the Rockin' Rollers series in the homes of children and their families.

2015

EARLY 2015



An idea is born

We get the idea to create a range of vehicles for young children with a unique play feature. The new range should fit the overall vision for our own brand products for small children: classic toys with a contemporary Scandinavian twist.

MARCH 2015



Rockin' Rollers on the drawing board

Our design team comes up with a figure on wheels. The figure has a counterweight so it stands upright and at the same time has wobbly action. Animals and fun vehicles to fit the figures also becomes part of this new series, which we call "Rockin' Rollers".

Play features that are developmentally appropriate for young children are added to the animals. For example, the lion makes a clicking sound when you turn its head and has a chewable textured mane.

The Rollers should be as safe as they are fun. They are tested thoroughly. For example, there must be no small parts in the Rollers, so they are safe for children below three years of age.

SEPTEMBER 2015



Production of our Rockin' Rollers assortment initiated

As part of our factory compliance programme, it was checked that the factory producing the Rollers has been subject to a social audit to ensure production conditions are safe and responsible for factory workers.

FEBRUARY 2016



Rockin' Rollers on the move

The first shipment of Rockin' Rollers lands in our distribution centre in Greve in February 2016.

In our distribution centre, we focus on reducing waste and energy use, for example by using environmentally-friendly, longer-lasting banderole foil. As the Rockin' Rollers are part of our own brand range, the product packaging is made of recycled cardboard with a UV coating that ensures quality and environmental standards are met.

MARCH 2016



Rockin' Rollers in our stores and in play

Our customers can buy the first Rollers in our stores from March 2016 and the wider range from September 2016. The world of Rocking Rollers has come to life by children playing with them and creating their own stories and games with these wobbly toys.

2016