

Welcome to the world of



A German family company since 1949!

# Welcome to the Fehn world of toys

- Since 1949 the brand Fehn stands for **innovative** and **high-quality** baby soft toys from birth on.
- With our very soft products you can **develop the motoric skills** of your baby, capture baby's imagination and stimulate all his visual, auditory and tactile senses.
- **Safety and quality** are most important for us:

We exclusively use high-quality materials and permanently control the quality of our toys. In addition all of our products are tested according to the **European Safety Standards** by leading test institutes for toys in Germany.



# Geographic position



# Geographic position



# History - Fehn® is an illustration of modern German entrepreneurship

- 1949: Arthur Fehn starts manufacturing and trading toys
- 1956: Arnold Fehn sen., the son of the company's promoter, **starts with the manufacturing of stuffed toys**
- 1972: The company moves to the current location in Roedental, Germany
- 1974: Arnold Fehn sen. becomes managing director
- 1975: The product portfolio is increased by baby soft toys and musicals made from velours and fabrics
- **1984: Establishment of an own manufacturing plant in Sri Lanka**
- 1994: The grandson of the company's founder, Arnold Fehn jun., becomes the new managing director
- 1995: In Sri Lanka, the new company "Paradise Toys (Pvt.) Ltd." is established in the area of Colombo
- 1996: The company starts focussing on the production of baby toys, musicals, musical mobiles, grabbers and baby quilts made from velours and fabric. The product range is extended step by step by various soft toys for babies from 0-12 months.
- 2010: Establishment of a second manufacturing plant in Sri Lanka.  
Dr.-Ing. Achim Fehn, the CEO's brother, takes responsibility of the production in Sri Lanka.
- **2019: Celebration of „70 successful years of excellence and competence“.**



# Philosophy & Principles

- Quality & Safety
  - We design and manufacture safe products which make babies happy.
- Long-term nature
  - We are looking for sustainable and durable collaborations.
- Fairness
  - We are playing a fair game.
- Environment
  - We accept the responsibility for our subsequent generations.
- Innovation
  - We are always looking for new ideas and change our offer continuously.
- Design
  - We create outstanding items which are suitable for our target group.
- Sustainability
  - We responsibly handle our resources.



# Core competences

- We fully concentrate on our target group: **items for babies from 0 – 18 months**
- We focus on our **own designs** and therefore have an own design department.
- To ensure **quality and safety** standards we only sell items „made by Fehn“ in one of our own production facilities in Sri Lanka.

## What do we offer?

- > Safe and very high quality toys!
- > Beautiful modern design!
- > Reasonable price points!



# Facts & Key figures



# Key figures - Employees

- Fehn GmbH & Co. KG: about 40
- Paradise Toys (Pvt.) Ltd.: more than 2000
- Production capacity (pieces):
  - per day: 25.000
  - per week: 150.000 (6 day week)



# Product range



# What do we offer: collections



# What do we offer: toys

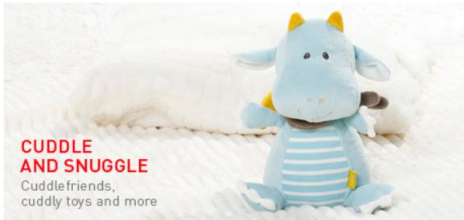
## MUSICALS

Sweet lullabies  
for baby's dreams



## CUDDLE AND SNUGGLE

Cuddlefriends,  
cuddly toys and more



## BALLS AND CUBES

Rolling, shaking,  
pressing



## SOFT PICTURE BOOKS

For cheerfully page  
turning and learning



## LEARN TO GRAB

Perfect for small  
baby hands



## MUSICAL MOBILES

Dreaming, listening  
and observing



## SOOTHER AND MORE

Pacifier holders  
and pacifier pals



## NECK SUPPORTS

Safe hold and playfun  
on the go



## ACTIVITY PLAYMATS AND NESTS

For curious small  
discoverers



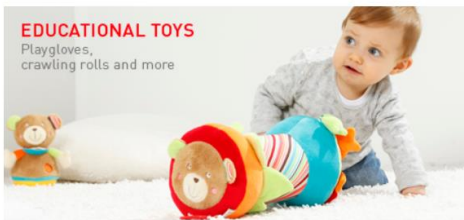
## TRAVEL TOYS

Around buggy,  
stroller & Co.



## EDUCATIONAL TOYS

Playgloves,  
crawling rolls and more



## TRAPEZES AND SPIRALS

A lot of fun at home  
and on the go



# What do we offer: accessoires



# Top collections

## Bruno (nature)

- Active items: 16



060119 Musical bear



060249 Musical mobile



060188 Soft book

# Top collections

## Sleeping Forest (colorful)

- Active items: 20



071214 Musical mobile



071559 3-D activity quilt



071184 3-D activity nest

# Top collections

## Little Castle (boy)

- Active items: 24



065091 3-D activity quilt



065084 Musical mobile



065077 Comforter dragon deluxe

# Top collections

## Garden Dreams (girl)

- Active items: 22



068399 3-D activity quilt beetle



068122 Musical mobile bee



068016 Mini musical bee

# New Spring Collections 2019 – Aiko & Yuki

- Active items: 24



# New Spring Collections 2019 - Peru

- Active items: 21



# New Spring Collections 2019 – Loopy & Lotta

- Active items: 22



# New: Textile Products 2019



(Baby) Bed linen



Changing mat cover



Baby bed bumper



Baby bumper snake



# New Autumn collection 2019 – Ocean Club

- Active items: 20



# Assortment by gender

- Nature: Peru, Bruno, Australia, Rainbow, BabyLOVE
- Girl: Aiko&Yuki, Sweetheart, Garden Dreams, Swan Lake, Monkey Donkey
- Boy: Little Castle, Australia, Ocean Club, Monkey Donkey
- Colorful (classic): Loopy&Lotta, Oskar, Sleeping Forest, Funky Friends



# POS & Marketing material



# Displays & POS



Item 198089



item 199307



# Displays & POS



# Poster



# Banner / Shop-In-Shop



# Banner / Shop-In-Shop



# Fehn-Shop (2mx2,4m)



# Endcunsumer Fehn-Collection Flyer



# Magazine advertising

- Image transfer
- German end consumer magazines
- German retail magazines



# Trade Shows in Germany

## B2B shows:

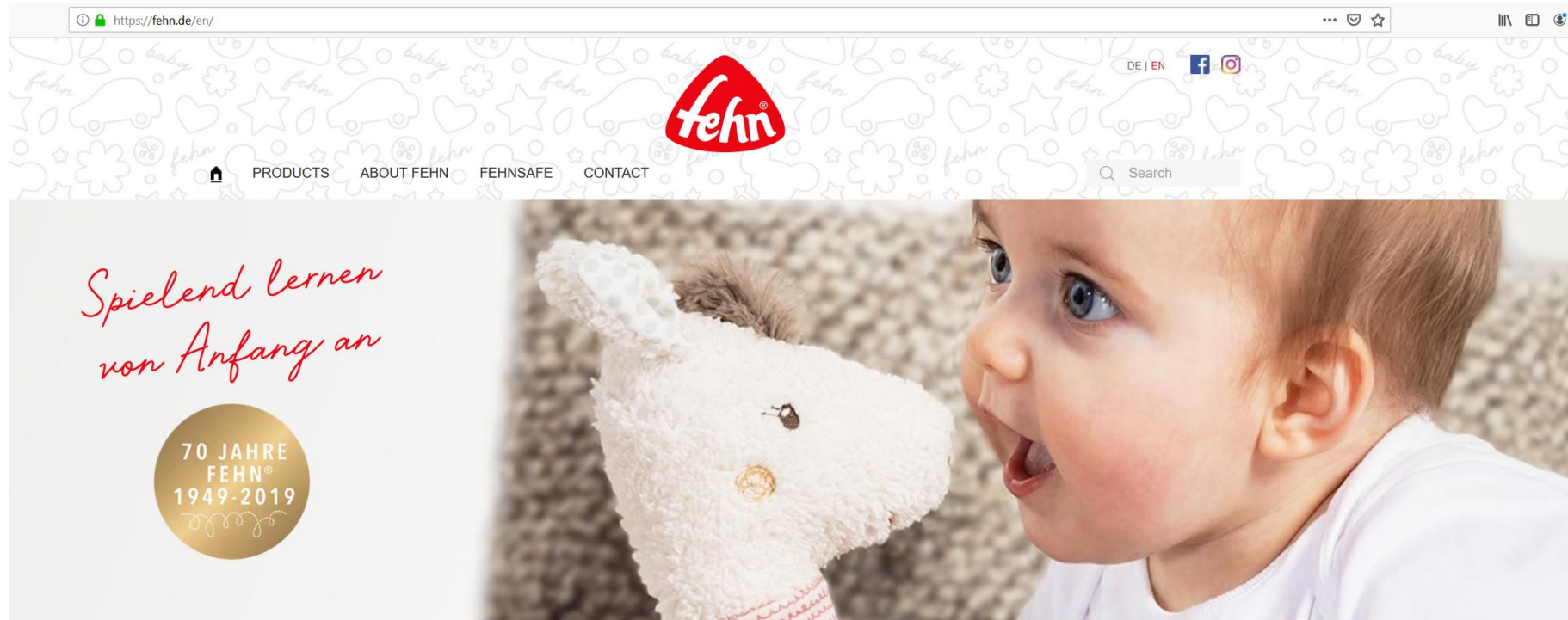
- International Toy Fair Nürnberg
- Kind&Jugend, Cologne

## B2C shows:

- BabyWelt Hamburg
- BabyWelt Essen
- BabyWelt München
- BabyWelt Berlin



# [www.fehn.de](https://www.fehn.de) (English version)



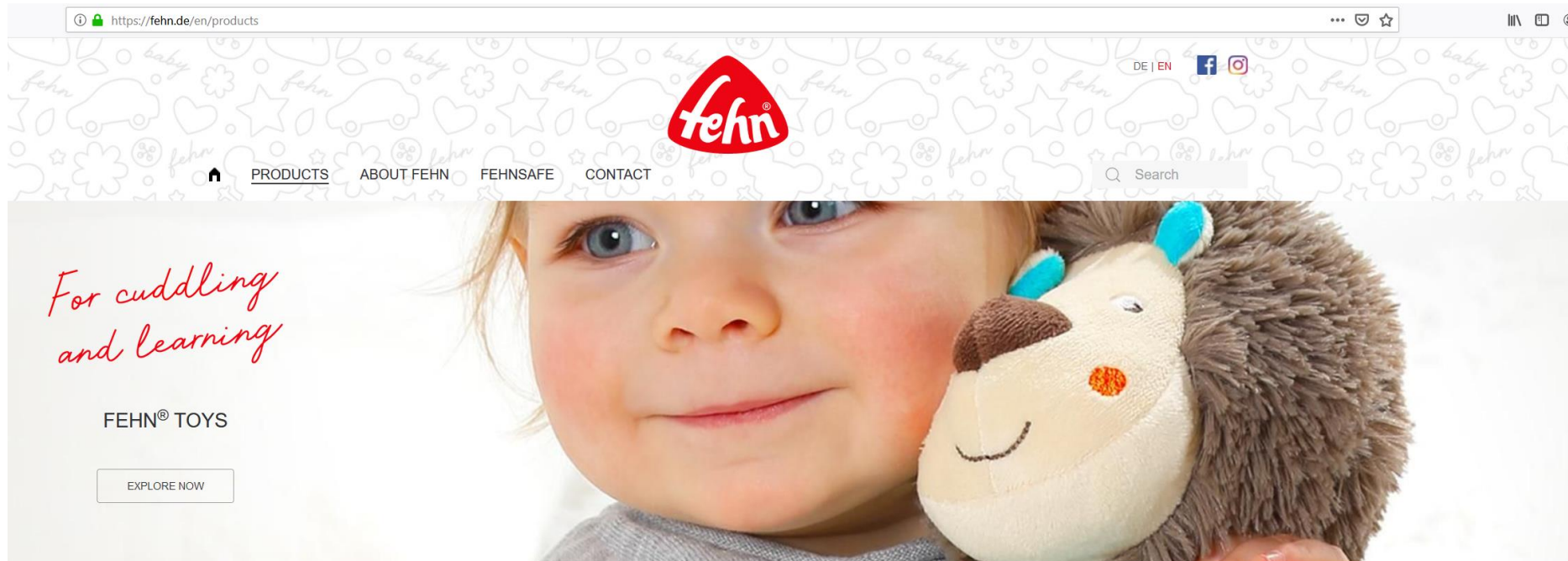
## Welcome to our colorful **Fehn®** World of Toys

Since 1949 the brand Fehn stands for innovative and high-quality baby toys from birth on. Our lovely products are very soft and an ideal present for all little babies. With Fehn you can support the motoric skills of your baby, capture baby's imagination and stimulate all his visual, auditory and tactile senses.

DISCOVER OUR WORLD OF TOYS



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# Distribution & POS around the world



# Distribution Channels

- Retail: Toy & Baby / Nursery stores
- Drugstores
- Hypermarkets
- Clothing chain stores
- Mail order companies
- Department stores
- Online
- Discount chains



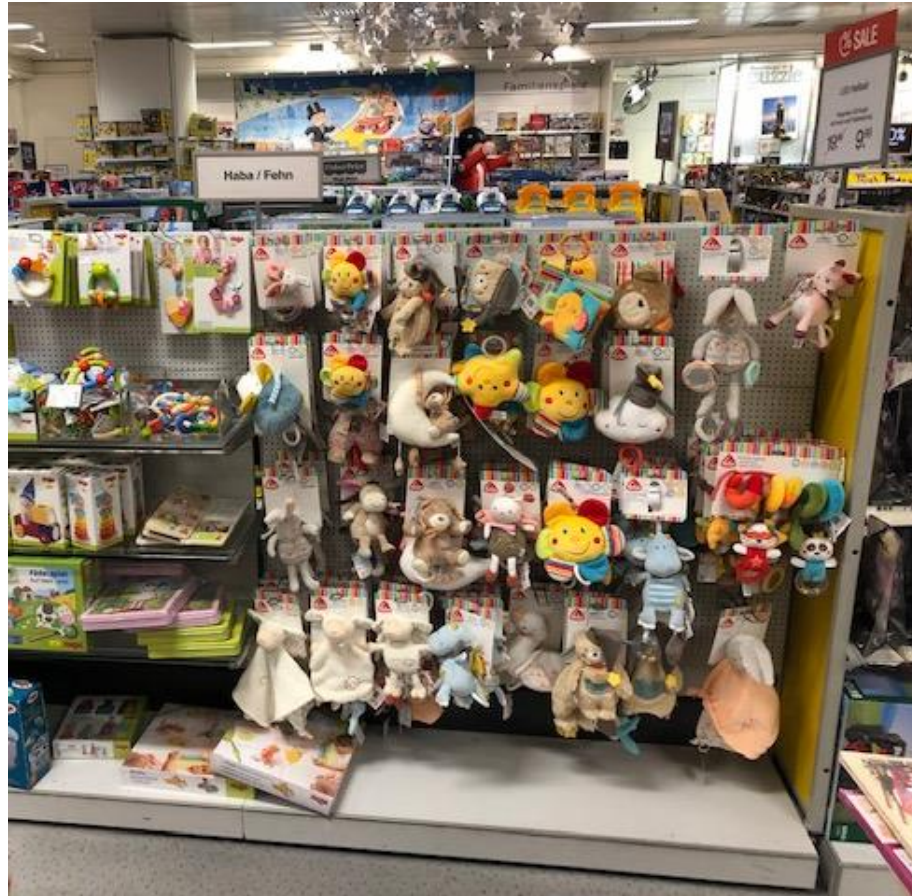
# Trade Shows worldwide

- Canada, Toronto: Canadian Gift show (January)
- China, Shanghai: Toy Expo (October)
- Poland, Kielce: Kids Time (February)
- Hong Kong Toys & Games Fair (January)
- Utrecht (Netherlands)
- Paal-Homeshow (Belgium)





# Kaufhof, Germany



# Smyths, Germany



# Baby Walz, Germany (Stuttgart & Nürnberg)



# Baby One, Germany



# TeddyToys, Germany



# Eugene Group, HongKong



# BabyCity, Taiwan



# Order options



# EXW Germany or FOB Sri Lanka

- EXW: no MOQs, only packing units per item
- FOB: MOQ = 120 pcs per item
- Invoicing in USD



Any questions?



# Don't hesitate to contact us:



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Thank you for your attention!

