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
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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**: Cuddle toys and more
- **BALLS AND CUBES**: Rolling, shaking, pressing
- **LEARN TO GRAB**: Perfect for small baby hands
- **MUSICAL MOBILES**: Dreaming, listening and observing
- **SOOTHER AND MORE**: Pacifier holders and pacifier pads
- **ACTIVITY PLAYMATS AND NESTS**: For safe, small discoveries
- **TRAVEL TOYS**: Armed fergus, stricker & co.
- **NECK SUPPORTS**: Safe hold and play fun on the go
- **TRAPEZES AND SPIRALS**: A lot of fun at home and on the go
- **SOFT PICTURE BOOKS**: For childhood page turning and learning
- **EDUCATIONAL TOYS**: Playchains, creating rolls and more
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
Spielend lernen von Anfang an
Banner / Shop-In-Shop

Spielend lernen von Anfang an
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
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
www.fehn.de (English version)
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
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:

Christian Vollmer
Leitung Vertrieb & Marketing
Sales & Marketing Director
Tel.: +49 (0) 9563 7499 69
christian.vollmer@fehn.de
FEHN GmbH & CO. KG
Badegasse 58
96472 Rödental
Germany
www.fehn.de

Rainer Kirchner
Export & Key Accounts
Tel.: +49 (0) 9563 7499 35
kirchner@fehn.de
FEHN GmbH & CO. KG
Badegasse 58
96472 Rödental
Germany
www.fehn.de
Thank you for your attention!