



## **Counting sheep the easiest way!**

**New fehnNATUR® 'Sheep' collection focuses on a Scandi look, natural materials and cuddly sheep to develop baby's sensorimotor skills.**

**Fehn launched its first fehnNATUR® collection in 2020 and the sustainable organic products have been real bestsellers ever since. So it's no wonder that fehnNATUR® sheep is being released just in time for the 2024 toy fair and is once again consistently based on organic materials such as cuddly soft plush made from organic cotton. At the centre of this collection is a cute little sheep to accompany babies to sleep. Whether crinkle toy, musical mobile or comforter - all products are designed in the colour style of modern nurseries. Beige, natural white with small colour accents in brown, green and light blue dominate the colour scheme and harmonise perfectly with the currently much-loved Scandi furnishing style.**

Rödental, January 2024

fehnNATUR®, a unique combination of timeless design and ecological materials, has been inspiring retailers and families who are keen on sustainability since 2020. Fehn's successful organic collection enters its fourth round in 2024. The traditional Upper Franconian manufacturer is setting its usual high standards: All products are packaged in an environmentally friendly and resource-saving way. All outer materials with which the baby comes into contact and the filling are of organic quality. Fehn also remains true to its line of high-quality organic plush in this collection and uses 100% organic cotton.

### **Little sheep accompany you to sleep!**

The sheep has always symbolised purity, innocence, patience and gentleness. It has been used as a sleeping aid for centuries. 'Counting sheep' has become representative of a repetitive perception of the ever-same and a meditative relaxation aid at the same time.

The little sheep from the fehnNATUR® sheep collection are made of cuddly soft organic cotton plush. The faces made of a soft velvety fabric already have their eyes closed. With its long ears and soft little feet, the little sheep is adorable and will delight the hearts of young and old alike. Whether as a mini musical mobile, muslin comforter, rod rattle, activity sheep, cloth book, heatable soft toy with grape seed filling or bath set - the new little sheep is a best friend and loyal companion for day and night. The fehnNATUR® collection now also includes a new hand puppet and a mini roly poly sheep for even more play value. The different materials plush, velvet, corduroy, piquet and muslin encourage the sense of touch. Squeaks, crinkly paper, a ding-dong, rattle and much more let your little one go on a curious journey of discovery.



All products are in natural white and beige with small accents in brown, green and light blue. With their subtle colour scheme, they harmonise perfectly with the currently popular Scandi look of contemporary children's room furnishings.

### **Fair production in our own production facilities**

However, sustainable production does not only mean using ecological raw materials. It is also about fair working conditions. Fehn therefore founded its own production companies in Sri Lanka over thirty years ago. The advantage: Fehn GmbH & Co. KG can set and check the standards for the employees there, ensure that fair wages are paid and that prescribed breaks and working hours are observed. The company's own testing areas on site in Sri Lanka guarantee the best quality of the raw materials delivered and processed there. In this way, everything is in one hand and maximum safety can be guaranteed.

### **Family is colourful - Fehn celebrates its anniversary in 2024!**

The traditional Upper Franconian company will be celebrating its 75th anniversary this year. Under the title 'Family is colourful', Fehn is celebrating all types of family. Because Fehn knows that family is where there is love and where children can grow up in the best possible company and protection. It doesn't matter whether the family belongs to the classic father-mother-child model, has two fathers or two mothers, lives in a successful patchwork or unites different nationalities. And everyone decides for themselves who belongs to the family! Family is colourful!

#### **Fehn GmbH & Co KG: quality toys for 75 years**

Founded by Arthur Fehn in 1949 in Rödental, Franconia, the toy company is now run by the third generation of the family, Arnold Fehn. Permanently employed toy designers are constantly developing new, innovatively designed products that promote babies' fine motor skills as well as their sense of touch, sight and hearing. Safety and quality are Fehn's highest priorities. This is why the company founded its own factory in Sri Lanka back in 1984, which is sustainably managed and closely monitored in accordance with German quality standards. All toys are tested by leading independent testing institutes and tested for safety and security. This means that all parents can be sure they are buying the best for their baby.

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