



Theo - a cute otter with a great cuddle value.

Fehn's 2024 collection features a social media star with lots of play functions!

The traditional Upper Franconian company Fehn is presenting the new 'Theo' collection in 2024 and is focussing on a particularly popular animal at the moment, the otter. With their soft fur and funny beady eyes, these little predators are real social media stars at the moment. As usual, Fehn has staged the little otter 'Theo' in a particularly cute way. He has his comforter and his friend, the fish, with him on all his adventures. Whether as an activity figure, swimming animal, crawling roll or music mobile - all products are once again equipped with a variety of exciting play functions and help to stimulate babies' senses.

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Theo: High cuteness factor paired with lots of exciting play functions!

Without a doubt: otters are cute! No wonder they are real social media stars right now and otter videos are going viral. They hold on to each other's paws while they sleep, and if the sun is too bright for them, they cover their eyes. All otters keep a personal favourite stone in their belly bag, which they use as a tool to crunch shellfish. In the new Fehn collection, the little otter 'Theo' is not holding a stone, but a soft muslin comforter. This is his constant companion and offers a nice tactile change from the otter's cuddly brown plush. In general, Fehn has once again used many different materials in this collection, including knitwear and soft muslin fabric. So the baby has lots to feel and discover.

The Theo range includes a variety of different product categories with a high play value. After a long break, there is finally a new crawling roll that helps little explorers become mobile. The much-loved Fehn night light is also part of the range with a light element inside the sitting Theo, which can be adjusted in stages and is also completely removable. The Activity Theo can not only be hung on the ring provided, but also on the arms and feet thanks to hook and loop fasteners. In addition to the classic musical mobile, comforter, soft book, musical, play glove and stand-up Theo, there is also a swimming animal.



The little otter has a ball in its tummy that gives it float in the water and allows it to swim. The floating animal itself is also made of cuddly soft plush and can also accompany your little one as a best friend for baby swimming. The plush is particularly easy for little hands to grasp - a real added value in the pool or bath. When the little one comes out of the water, the soft matching hooded bath towel is perfect for drying off.

Theo, the little otter, will win hearts by storm, just like all the characters in the Fehn collections. Whether boy or girl - Theo is there for everyone! And just as real otters hold hands when sleeping in the wild, your little one won't want to give up this best friend any time soon.

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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