



PRESS RELEASE

Creative impulses for the world of sweet gifts- Windel presents product innovations at ISM 2026

Osnabrück, 01 February 2026 Die Windel GmbH & Co. KG from Osnabrück links together sweet moments of indulgence with creative gift ideas like hardly any other company. For decades, the specialist for seasonal items has consistently demonstrated its enthusiasm for innovation and its sense of trends – and repeatedly surprises with exceptional concepts. The product range spans wooden toys, music boxes and decorative accessories, dancing plush toys, and the popular Advent calendars in all shapes and colours. Each product uniquely combines play and indulgence. At the ISM Köln Cologne 2026, the traditional company again shows how diverse and inspiring the seasonal business can be.

Small and large Christmas fans can look forward to the following innovations for the 2026 season:

CHRISTMAS BELLS

Two tiny bells that, with their enchanting playful Christmas design, instantly spread festive cheer: lovingly crafted from ceramic, fitted with a real clapper, and decorated in atmospheric colours. But the design isn't the only highlight—the interior houses fine chocolate pieces with a delicate milk cream filling and a small milk chocolate Santa (47g) to be discovered. With the ceramic bells, Windel expands its range with a new concept that turns the products into true collectables. Even after the sweet surprises have long been enjoyed, the bells remain as beautiful decorative items.

FANCY GIFT TINS

Imaginative, charming, and perfect for gifting: with Windel's new gift tins, the sweet surprise itself becomes the attraction. The cute moose metal tin delights with its cheerful face, red nose, and a Christmas-decorated antlers – a real eye-catcher under the Christmas tree. It is filled with fine chocolate pieces with a delicious praline cream filling (86g). The second tin is just as noble and detail-oriented: designed as a gift, adorned with an opulent red ribbon, masterfully and cleverly crafted from metal. A small masterpiece that not only impresses with its delicious content – chocolate pieces with praline cream filling (43g) – but also with its sustainable reusability.



NOSTALGIC TREE ORNAMENTS

A touch of nostalgia enters the Christmas season: with Windel's lovingly designed metal tree decorations, tradition meets sweet delight. The small ornaments are not only decorations but are also filled with fine chocolate pieces with a delicate milk cream filling (32g). Whether a red star with a Christmas wreath motif, a festive Christmas tree, or a cheerful Santa Claus – every detail evokes memories of classic Christmas celebrations and brings sparkle and joy to the Christmas tree.

CHRISTMAS MUSIC TIN

When music and nostalgia meet sweet delights, small treasures with great enchantment are born: Windel's new music tin captivates with loving details and a festive atmosphere. Through a nostalgic hand-crank music box, the melody of "White Christmas" plays, transporting you to a cheerful winter world. It shows children joyfully playing in the snow—set in a picturesque, cosy street with brightly lit, festively decorated houses. The tin is filled with fine fruit gum and delicious chocolate pieces with a delicate milk cream filling (93g).

ENCHANTED CHRISTMAS ELVES

Cuddly, sweet, and simply lovable: Windel's little plush elves are guaranteed to put a smile on anyone's face. With their large, festive hat, from beneath which their cute eyes sparkle, a long fluffy beard, and a round tufted nose, they immediately spread festive cheer. Filled with fine chocolate pieces with a delicious milk cream filling, the plush elves combine indulgence and decoration in a wonderfully charming way.

ADVENT CALENDERS IN ALL SHAPES AND COLORS

What must not be missing from Windel's colourful range, or our festive living and children's rooms are the popular Advent calendars – after all, they are among the best-known Windel products and travel the world every Christmas. In various shapes, colours, and designs, they bring small moments of happiness each day in December and are filled with finest milk chocolate (75g).



For the 2026 Christmas season, Windel expands its licensing portfolio with two genuine highlights: the new Super Mario Advent calendar and the Unicorn Academy Advent calendar. In addition, many bestsellers appear in fresh, imaginative designs – including Paw Patrol, Barbie, Hello Kitty, Fireman Sam, Hot Wheels and Peppa Pig. The popular vegan and organic Advent calendars also receive new, enchanting design ideas. This gives Windel once again Advent calendars to suit every taste and target group – guiding both young and old chocoholics through a sweet Christmas time.

Further information:

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