



KINDSGUT



2024

WE WANT TO MAKE FAMILIES HAPPY

Kindsgut is a family-run online concept store from Berlin that offers high quality children's toys and stylish home accessories.

We believe: childhood is the most precious time of life. Every sandcastle is forever, every rainbow is a miracle and the most beautiful times in life are in the here and now. Thus, our motto is: „We want to make families happy!“

In our Berlin office, we have been passionately developing products that appeal to both our small and grown up customers since 2017. Our product range includes high quality products for babies, toddlers and children that stimulate their imagination in a natural way and offer age-appropriate fun.

Furthermore, we make sure that each of our toys also meets the esthetic demands of parents. Thanks to their minimalistic unisex designs, our products fit into every modern interior.

Kindsgut products don't need to be put away after playing with them. Instead, it allows families to concentrate on what is really important: creating unforgettable memories together!

Love,
Your Kindsgut Team



PATRICK LINKS AND CORINNA LINKS
Founders and Managing Directors

OUR VALUES



High quality and tested safety at fair prices



More colorful children's rooms with beautiful unisex design



By parents for parents



Educationally valuable play fun from 0-8 years



Stimulating the imagination



We make families happy

OUR COMMITMENT

We care about the environment and the future of our children. Therefore we support whales.org and trees.org and have even launched our own initiative for a gender-equal childhood on farbensindfueralle.de

But it doesn't stop there - we also put great value on sustainability in our Berlin office every day. Read more about our values and commitment on our website.



WE LOVE WHALES

With our bestselling bathroom products we donate an amount for each sold whale-design product to the internationally renowned organisation whales.org. This way, we contribute to the protection of the world's largest mammals and of our oceans.



TO PROTECT NATURE

Forests are the basis of our existence, as well as our children's. For each wooden toy sold through our webshop, we plant a tree in cooperation with trees.org to support their important reforestation projects.



PERFECT IMPERFECTION

Although we continuously aim for the highest quality - unfortunately we cannot prevent the occasional flaw or deviation from time to time. To preserve resources, we sell these products on special platforms for B-stock and give them a second chance to find a perfect home.



An initiative of Kindsgut -
for a colourful and equal childhood

At Kindsgut we are convinced that colours are for everyone. That's why we focus on a unisex design in all of our products. With our initiative "Farben sind für alle da" we aim to inspire families, the media and other companies to strive for gender equality from the early childhood onwards.



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BESTSELLERS



NEW
COLORS

POTTY AND TOILET SEAT - NEW COLORS



GERMAN
DESIGN
AWARD
GOLD
2023

POTTY AND TOILET SEAT WHALE



12 DIAPER BIN WHALE



SHOWER AID



BATH TOYS



BABY'S HOLDING POT
22 X 14 X 23 CM; PEE WALL & WIDE BRIM
17.99 EUR



LUFTHANSA LAYER PUZZLE AIRPLANE 13.99 EUR
 LUFTHANSA CUDDLE CLOTH 22.99 EUR
 LUFTHANSA GIFT-SET FOR BABIES 69.99 EUR



TOP DOWN
 PLUG-IN PUZZLE 25.98 EUR
 PLUG IN CUBE 27.98 EUR
 WODDEN STEP STOOL 69.98 EUR
 ANIMAL PUZZLE 19.98 EUR

MAKE IT YOUR OWN!

Kindsgut products can now be personalized - for even more joy in everyday family life



TOP DOWN
 LUNCH BOX 27.98 EUR
 SILICONE BIB FROM 20.98 EUR
 PLACEMAT CLOUD FROM 20.98 EUR

STACKING TOWER SUN 14.99 EUR



PLUG-IN PUZZLE COLORS
17.99 EUR



TOYS

Let's play! Stacking, digging, hopping around or making music - Kindsgut products bring out the creative side of our little ones, whilst at the same time stimulating their social and motor skills in a playful way.

For each wooden toy sold through our website, we plant a tree in cooperation with trees.org.





STACKING TOWER ROCKET 19.99 EUR
MUSICAL INSTRUMENTS STRIPES 39.99 EUR



MEMO GAME TO GROW WITH YOU 15.99 EUR

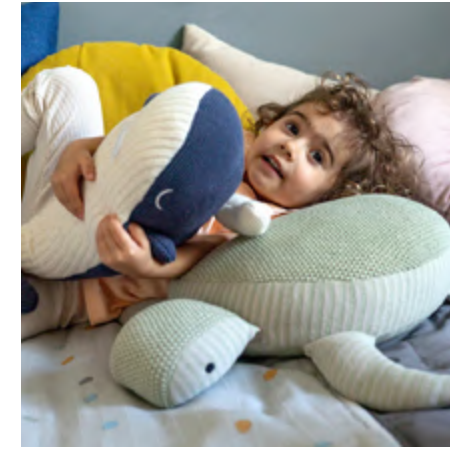
“
I HAVE NEVER TRIED THAT BEFORE.
SO I THINK I SHOULD DEFINITELY BE ABLE
TO DO THAT!

Pippi Longstocking



CUDDLY TOY OCTOPUS & TURTLE 39.99 EUR

“
**TO STIMULATE THE IMAGINATION AND MOTOR
 SKILLS IN AN AGE-APPROPRIATE WAY, IT HELPS
 WHEN TOYS DO NOT APPEAL TO ALL SENSES
 SIMULTANEOUSLY.**



DEKO-TEX®
 STANDARD 100®

CUDDLY TOY OCTOPUS
 16 X 14 X 34 CM
 39.99 EUR



DEKO-TEX®
 STANDARD 100®

CUDDLY TOY TURTLE
 56 X 14 X 50 CM
 39.99 EUR



DEKO-TEX®
 STANDARD 100®

CUDDLY TOY WHALE
 32 X 20 X 46 CM
 39.99 EUR



DEKO-TEX®
 STANDARD 100®

CUDDLY TOY CHAMELEON
 37.5 X 23 X 9 CM
 39.99 EUR



PUSHING ANIMAL DINOSAURS
11.99 EUR



WOODEN RAINBOW
18 X 9 X 3 CM
17.99 EUR



PUSHING ANIMAL DINOSAURS
15.5 X 13.5 X 5 CM
17.99 EUR



STACKING TOWER BEAR & PANDA
10 X 16 X 10 CM
14.99 EUR



STACKING TOWER SUN, CHRISTMAS TREE,
SANTA CLAUS, SNOWMAN
10 X 16 X 10 CM
15.99 EUR



1 € will be donated to
klische*esc for each sold
stacking tower rocket.

STACKING TOWER ROCKET
8 X 19 X 9 CM
19.99 EUR



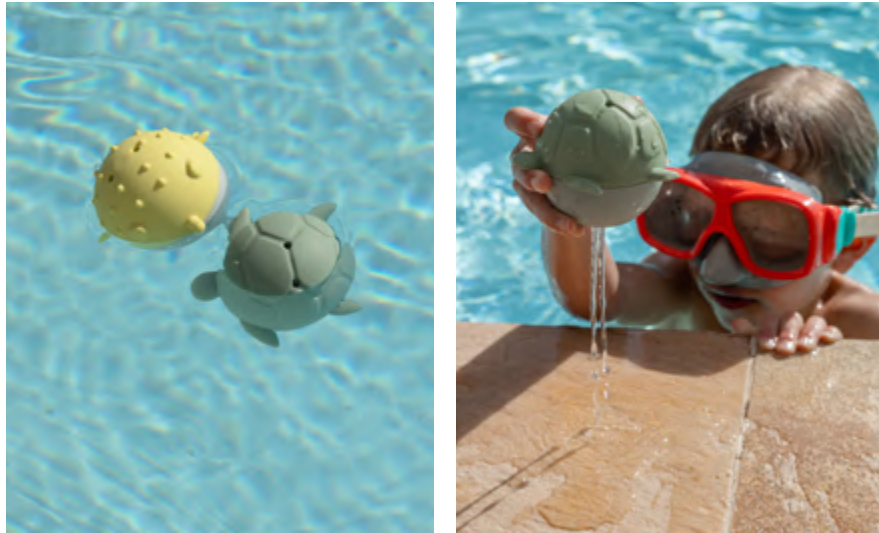
STACKING PUZZLE RAINBOW
21,5 X 11,0 X 10,5 CM
19.99 EUR

BATH TOYS 19.99 EUR



“

AT THE END OF THE DAY, YOUR HANDS SHOULD BE DIRTY, YOUR MOUTH SMEARED, YOUR HAIR DISHEVELLED, YOUR LAUGHTER LOUD AND YOUR EYES FULL OF SPARKLES.



BATH TOYS 19.99 EUR
BEACH TOYS TONI 14.99 EUR





HOPPING ANIMALS

50 X 26 X 60 CM

28 29.99 EUR



HOPPING ANIMAL DINOSAUR 29.99 EUR

29



WOODEN BOOK COLOURS

14 X 12,5 X 2 CM

17.99 EUR



MARBLE RUN EMIL & LUCA

23 X 32 X 9 CM

29.99 EUR



WORKBENCH

30 X 34 X 16 CM

39.99 EUR



LEARNING CLOCK

22,5 X 2,5 X 22,5 CM

19.99 EUR



CUBE-PUZZLE ANIMALS

13,2 X 13 X 4 CM

17.99 EUR



DOMINO

17 X 9 X 5 CM

17.99 EUR



DOMINO 17.99 EUR



aquamarine

dark grey

WOODEN CAMERA

27 X 16 X 2 CM

11.99 EUR



CASH REGISTER

18 X 17,5 X 13 CM, 12 PIECES

29.99 EUR



WOODEN STACKING TOWER

13 X 48 X 13 CM

24.99 EUR



petrol



pale pink

ABACUS

27 X 31 X 16 CM

19.99 EUR



SHOPPING TROLLEY

34 X 31 X 46 CM

49.99 EUR



**MUSICAL INSTRUMENTS SET;
SET OF 4**

39.99 EUR



triangles and stripes

stars and stripes

fox and stripes

ice cream and dots

elephant and triangles

octopus and stripes

panda and dots

RATTLES

4,8 X 14,9 X 4,8 CM

12.99 EUR



mint



pink

PAINTING AND CRAFTING UNDERLAY

50 X 33 X 3 CM

19.99 EUR



stars petrol

stripes dark grey

WOODEN TRAIN

36 X 11 X 6 CM

19.99 EUR



ANIMAL PUZZLE
 14 X 11 X 2 CM; 6 PIECES
 11.99 EUR



LEARNING GAME LETTERS
 10 X 0.3 X 6 CM; 26 CARDS (IN GERMAN)
 14.99 EUR



LEARNING GAME NUMBERS
 10 X 0.3 X 6 CM; 10 CARDS
 14.99 EUR



ABC-PUZZLE
 30 X 30 X 2 CM
 19.99 EUR



LUFTHANSA LAYER PUZZLE AIRPLANE
 14 X 11 X 2 CM; 6 PIECES
 13.99 EUR



dinos



ocean



safari



forest

PLUG-IN PUZZLE
 30 X 21 X 2 CM
 14.99 EUR

CUDDLY TOY TURTLE
39.99 EUR

PLUG-IN PUZZLE COLORS
17.99 EUR



HOODED TOWEL BUNNY ROSE
29.99 EUR



WOODEN STEP STOOL
59.99 EUR



BATHROOM

Cuddling into a comfy bathrobe after bathing time, being able to finally reach the sink in the bathroom all by yourself with help from our wooden step stool, or potty training with our adorable whale potty – Kindsgut products are simply indispensable in any bathroom. The ultimate accessories for our little ones that already feel so big!



TOILET SEAT WHALE
34.99 EUR



OUR ALLTIME FAVOURITES: KINDSGUT POTTY & TOILET SEAT WHALE



POTTY SAND 37.99 EUR
POTTY DUSTY PINK 37.99 EUR

For each sold potty, toilet seat and diaper bin, we donate to the internationally renowned organisation whales.org. This way, we contribute to the protection of the world's largest mammals and of our oceans.

We are also very proud to announce that our best selling products have been awarded with the German Design Award and the TOP10 Baby & Kind Award as some of the most innovative products for children.

DIAPER BIN WHALE
99.99 EUR



THE KINDSGUT DIAPER BIN

Our diaper bin in cute whale design and with many thoughtful features follows the bestsellers potty and toilet seat and makes our „whale family“ complete.



ODOR-PROOF
Odor trap by double flap and by cutting the closed tubular film from the bottom.



TUBULAR FILM CHANGE
Simple turning mechanism of the head for inserting the tubular film.



FILLING VOLUME
Length of tubular film is adapted to respective filling volume (optimized film consumption).



HYGIENIC
The plastic surface is easy to clean and thus ensures daily hygiene.



KINDSGUT PRINCIPLES
High quality and tested safety.



EASY CUTTING TO SIZE
Tubular film can be ideally divided by integrated cutter.



EASY TO HANDLE
Lid can be opened and closed with one hand opened and closed, so that the child can be held safely with the other hand.



LIGHTWEIGHT BUT STABLE
Thanks to a rubber ring on the bottom of the product, the trash can is stable and non-slip.



EASY ASSEMBLY
Quick assembly with a few simple steps.



NO NEED TO USE TUBULAR FILMS
You can use the biodegradable Kindsgut tubular films OR conventional 35 liter garbage bags can be used.



DIAPER BIN WHALE AQUAMARINE 99.99 EUR



TUBULAR FILM
SET OF 3, BIODEGRADABLE
15.99 EUR

POTTY
37.99 EUR



TOILET SEAT WHALE
40 X 22 X 38 CM; WITH SPLASH GUARD AND RUBBER UNDERSIDE
34.99 EUR



POTTY
34 X 32 X 28 CM; NON-SLIP & WITH A REMOVABLE BOWL
37.99 EUR



DIAPER BIN WHALE
37 X 39 X 68 CM; STAND AND NON-SLIP & SECURE TRAP
99.99 EUR





SHOWER AID 17.99 EUR (TOP LEFT)
HOODED TOWEL DINO 75X75 & 100X100 FROM 29.99 EUR (RIGHT)
BATH TOYS 19.99 EUR (BOTTOM LEFT)



SHOWER AID
17.99 EUR



aquamarine

light grey

dusty pink

pistachio

SHOWER AID

19.5 X 9 X 18 CM; MADE FROM ENVIRONMENTALLY FRIENDLY SILICONE

17.99 EUR



BATH TOYS OCEAN

19.5 X 9 X 18 CM; SET OF 3; MADE FROM ENVIRONMENTALLY FRIENDLY SILICONE

19.99 EUR



light grey

dusty pink

aquamarine

sand

WOODEN STEP STOOL

37 CM HIGH; NON-SLIP

50 59.99 EUR



cat

bunny



cat

bunny



HOODED TOWEL GREY

76 X 76 X 0.5 CM; OEKOTEX-CERTIFIED

27.99 EUR

HOODED TOWEL ROSE

76 X 76 X 0.5 CM; OEKOTEX-CERTIFIED

29.99 EUR



dino

lion

unicorn



HOODED TOWEL 75X75

OEKOTEX-CERTIFIED

29.99 EUR



dino

lion

unicorn



HOODED TOWEL 100X100

OEKOTEX-CERTIFIED

44.99 EUR

KINDSGUT X MIDWIFE SISSI RASCHE THE NEW KINDSGUT HOLDING POTTY



PRACTICAL, ENVIRONMENTALLY FRIENDLY & EASIER THAN EXPECTED: ELIMINATION COMMUNICATION

Together with Berlin midwife and mother of four Sissi Rasche, we are proud to present the new Kindsgut holding pot for elimination communication. No longer a niche topic, the advantages for baby and the environment speak for themselves and the integration into everyday life is less complicated than expected. The holding pot is available in two colors.



BABY'S HOLDING POT
22 X 14 X 23 CM; PEE WALL & WIDE BRIM

52 17.99 EUR

WHAT IS ELIMINATION COMMUNICATION?

Holding a baby and practicing elimination communication means holding it without a diaper so that it can comfortably go potty. Stool and urine do not go into the diaper, but into a bowl, the toilet or a specific holding pot. The majority of parents use hold-offs as a supplement to diapers, especially during the day and at home. The best choice is a potty that ergonomically fits the shape of the baby's bottom, is easy for adults to hold and is easy to clean. The Kindsgut potty convinces with its rounded shape, an elevation in the front area (which is especially essential for boys) as well as safe stand and hold.

BENEFITS OF HOLDING OFF:

- The baby does not have to lie in his wet diaper, which stresses the sensitive skin less.
- Fewer diapers are good for the environment as well as for the parents' wallet!
- The upright position with bent legs can support, release pressure in the intestines and thus provides relief from abdominal pain.
- Babies who are used to not always being in wet diapers, usually turn into toddlers who don't want to do that either - and show an early interest in potty training.
- Babies communicate with us parents from birth - even about their excretions. Paying attention to these signals can further strengthen the bond between parent and child.

HOW DOES IT WORK EXACTLY?

Depending on age and size, there are different techniques to hold the child. It is always important that the baby is well supported and the legs are gently bent. Midwife Sissi Rasche therefore recommends holding close to the body!



Carefully pick up baby without diaper.



Lean baby's back against your stomach, reach around and hold under the back of your knees. Have the holding potty ready and hold it under the bottom.



Gently hold baby by the little legs so that they are slightly above the bottom. It can take a little while until "something comes", you should have a little patience!

53

PLATE 19.99 EUR



PLACEMAT CLOUD
FROM 13.99 EUR



TABLEWARE

Yummy! Our Kindsgut tableware makes eating together with the family even more fun. And because we all know how hard it is to eat without spilling, we offer gorgeous bibs, made of textile and environmentally friendly silicone.

PLACEMAT X THE MOUSE AND THE ELEPHANT
14.99 EUR



dusty pink

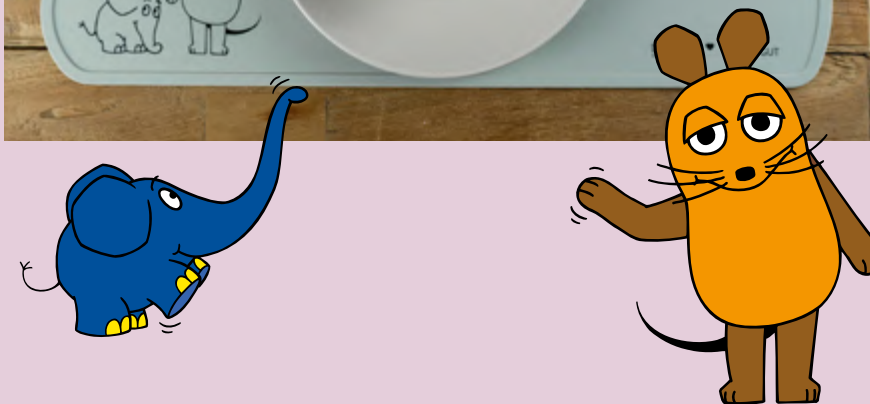


aquamarine



light grey

PLACEMAT X THE MOUSE AND THE ELEPHANT
49 X 27 X 0.3 CM; MADE OF NON-SLIP SILICONE
14.99 EUR





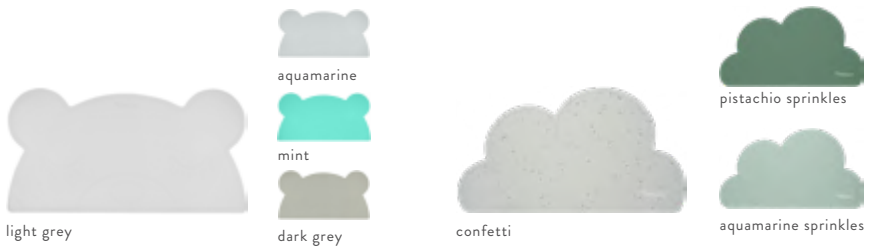
SILICONE BIB
23 X 5 X 25 CM
12.99 EUR



PLACEMAT RAINBOW
47 X 26 X 0.3 CM; SILICONE
12.99 EUR



PLACEMAT CLOUD
49 X 27 X 0.3 CM; SILICONE
13.99 EUR



PLACEMAT BEAR
48 X 25 X 0.3 CM; SILICONE
12.99 EUR

PLACEMAT CLOUD CONFETTI
49 X 27 X 0.3 CM; SILICONE
14.99 EUR



PLATE
20 CM DIAMETER; WITH SUCTION PAD
19.99 EUR

PLATE ANGULAR
25 X 16 X 3.5 CM, WITH SUCTION PAD
19.99 EUR



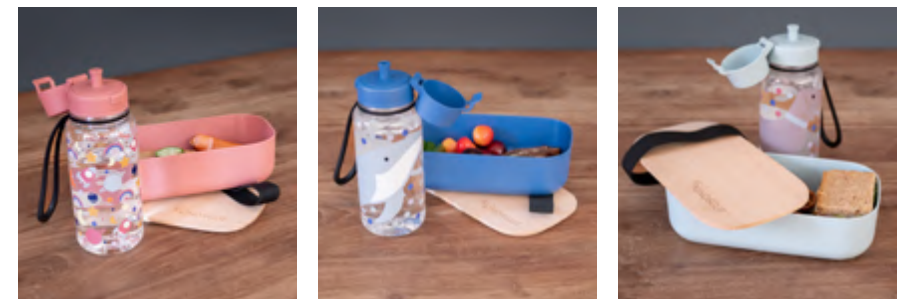


DRINKING BOTTLE
 6,5 X 17 / 21 X 6,5 CM, TRITAN INCL. TWO LIDS
 19.99 EUR



KIDS BACKPACK MINI
 24 X 32 X 12 CM
 49.99 EUR

KIDS BACKPACK MAXI
 28 X 38 X 12 CM
 69.99 EUR



LUNCH BOX & DRINKING BOTTLE EACH 19.99 EUR



MOBILE SPACE
39.99 EUR

BED LINEN MUSTARD
39.99 EUR



NURSERY

Colourful or reduced, tidy or chaotic – the nursery is the place where your little one should be able to feel completely safe and cosy. Their very own space where they can play, learn and dream. Cuddly Kindsgut products and practical accessories turn each nursery into their favourite room.



PENNANT CHAIN 14.99 EUR
 PLAYING BASKET POMPON 49.99 EUR
 BED LINEN PISTACHIO 39.99 EUR
 COLLAPSIBLE BOX SET 17.99 EUR



CRAWLING MAT DOTS
 89.99 EUR



OEKO-TEX®
STANDARD 100



star sheep cloud

OEKO-TEX®
STANDARD 100

LUFTHANSA CUDDLE CLOTH AIRPLANE
35 X 4 X 40 CM; OEKOTEX-CERTIFIED
22.99 EUR

CROCHET TOY WITH RATTLE
7 X 4 X 13 CM; OEKOTEX-CERTIFIED
14.99 EUR



star



cloud



sheep

OEKO-TEX®
STANDARD 100

CUDDLY CLOTH WITH RATTLE
35 X 4 X 40 CM; OEKOTEX-CERTIFIED
18.99 EUR



CHILDS
VIEW



OEKO-TEX®
STANDARD 100



CHILDS
VIEW



OEKO-TEX®
STANDARD 100

MOBILE SPACE
30 X 70 X 30 CM; OEKOTEX-CERTIFIED
39.99 EUR

MOBILE NIGHTSKY
30 X 70 X 30 CM; OEKOTEX-CERTIFIED
29.99 EUR



OEKO-TEX®
STANDARD 100



light blue

pink

grey

OEKO-TEX®
STANDARD 100

CRAWLING MAT DOTS
120 X 5 X 120 CM; 100% COTTON
89.99 EUR

CRAWLING BLANKET
70 X 90 X 4 CM; 100% COTTON
79.99 EUR



BEDLINEN MUSTARD, DUSTY PINK, PISTACHIO
PILLOW CASE (40 X 60 CM), DUVET COVER (135 X 100 CM); OEKOTEX-CERTIFIED
39.99 EUR



FITTED SHEET MUSTARD, DUSTY PINK, PISTACHIO
AVAILABLE IN TWO SIZES: 120 X 60 CM & 140 X 70; OEKOTEX-CERTIFIED
39.99 EUR



CHILDREN'S BLANKET
100 X 80 CM X 0.3 CM; 100% COTTON
27.99 EUR



FOLDABLE BOX SET
2X SMALL, 1X LARGE; STACKABLE
17.99 EUR



CHILDREN'S PLAYING BASKET
40 X 31 CM; 100% COTTON
39.99 EUR

CHILDREN'S BASKET SMALL
16 X 22 CM; 100% COTTON
24.99 EUR



PLAYING BASKET POMPON
30 X 35 X 30 CM; 100% COTTON
49.99 EUR



RAINBOW WARDROBE
48 X 26 X 7 CM
24.99 EUR



PILLOWCASE RAINBOW
45 X 45 CM; PILLOW NOT INCLUDED
19.99 EUR



PILLOWCASE ELEPHANT
40 X 40 CM; PILLOW NOT INCLUDED
19.99 EUR



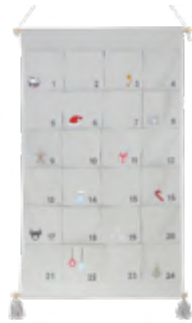
Oskar



Alma



RAINBOW PILLOW
40 X 30 X 11 CM; 100% COTTON
29.99 EUR



ADVENT CALENDAR
120 X 70 CM; 100% COTTON
59.99 EUR



PLAY MAT PUZZLE NORA & ARON
120 X 1,1 X 120 CM
29.99 EUR



PENNANT CHAIN
60 X 0,5 X 250 CM
14.99 EUR



ADVENT CALENDAR 59.99 EUR

“

SEE THE WORLD THROUGH THE EYES OF A CHILD AND YOU WILL SEE THAT IT IS FULL OF MIRACLES.



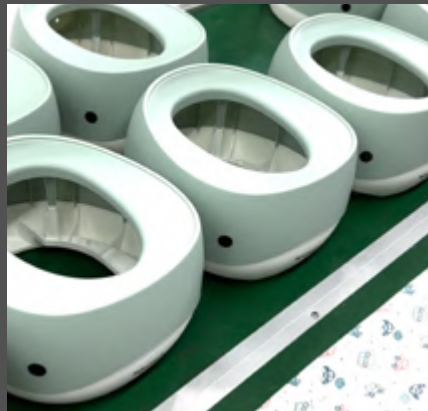
OUR PRODUCTION SITES

WHERE DO KINDSGUT PRODUCTS COME FROM?

Our products are produced in several countries: for example in Poland, China and Turkey. We know all of our producers personally, and keep a close eye on all manufacturing processes.

Did you know, that a third of the world's cotton cultivation area lies in India? Many of our wonderful fabric products come from there.

For our wooden toys, there is even a special town in China, which is lovingly called the „hometown of wooden toys“. Here, in Yunhe, there are over 700 factories that produce more than 50% of all wooden toys sold worldwide. Many of our toys are produced here as well.



BERLIN VISIT FROM OUR CHINESE MANUFACTURING TEAM



POTTIES IN PRODUCTION
800KG HEAVY DIAPER BIN STEEL MOULD



FACTORY VISIT WITH OUR INDIAN PRODUCTION TEAM

OUR TESTING METHODS & SUSTAINABILITY INITIATIVES

For our little ones we want nothing but the best. All of our Kindsgut products have been thoroughly tested and meet all essential requirements for sale in Europe. We also put great value in using sustainable production processes and eco-friendly materials.

SEALS OF APPROVAL



SUSTAINABILITY INITIATIVES





HOW WE WORK

Family friendly, authentic, environmentally conscious – here at Kindsgut, everyone is free to be and work the way they want. It doesn't matter if they work in our warehouse or in our office, full time, part time or even remote - Kindsgut is a joint success of many creative, strong and entrepreneurial thinking minds.

We develop and sell what we love the most. Decisions concerning new products, colours or projects are made by the whole team. And of course, our most critical testers are our own children.

OUR EXPERTS



PEDIATRICIAN
Dr. Katharina Schroth

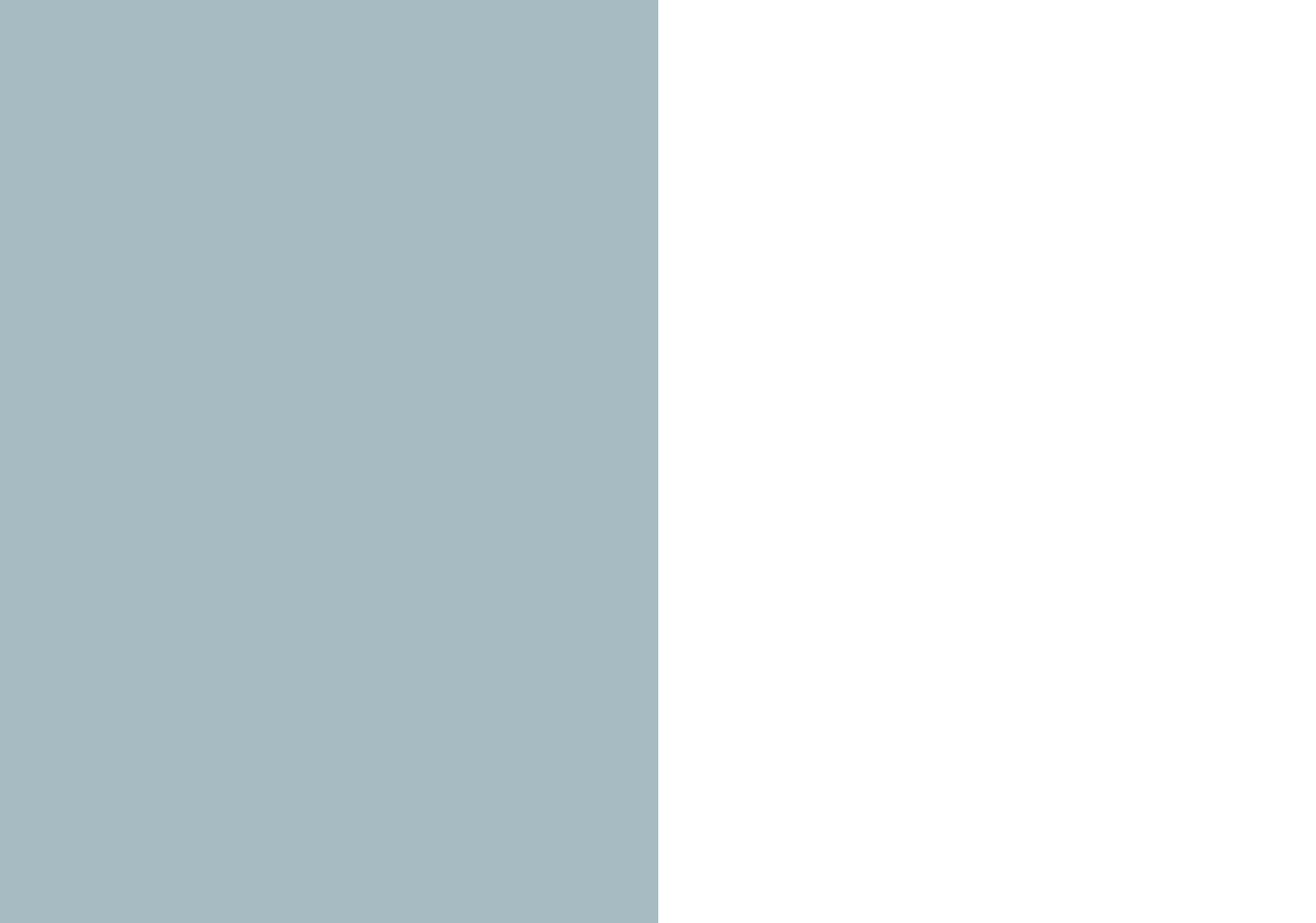


TOY SAFETY EXPERT
Laura Schulz



CHEMICAL EXPERT
Alexander Breunig







CHILDHOOD, THE

['tʃaɪld,hʊd] noun

Unforgettable stage of life.
Days go by so slowly,
but years way too fast.
And moments become memories.