

KINDSGUT ALS „CHILDREN’S TOY MANUFACTURER OF THE YEAR” AUSGEZEICHNET



Kindsgut GmbH

2021/22 Award Winner

**Children's Toy Manufacturer
of the Year | Germany**

Das Jahr 2022 ging für den Spielzeug Hersteller Kindsgut gleich doppelt gut los: Neben dem begehrten Top10 Baby&Kind Siegel für den Toilettenaufsatz Wal wurde das Berliner Familienunternehmen außerdem mit dem Corporate Live Wire Global Award ausgezeichnet.

Kindsgut ist als „Children’s Toy Manufacutrer of the Year 2021/2022“ prämiert worden.

Anbei finden Interessierte weitere Informationen zu der Auszeichnung,
über die sich das gesamte Team sehr freut!

ÜBER KINDSGUT

Das 2017 in Berlin gegründete Unternehmen Kindsgut hat es sich zur Aufgabe gemacht, Spielzeug und Accessoires anzubieten, die auf natürliche Art und Weise die kindliche Fantasie anregen, altersgerechten Spielspaß versprechen und gleichzeitig den ästhetischen Ansprüchen der Eltern gerecht werden. Hinter dem Unternehmen steht ein leidenschaftliches Team aus Müttern, Vätern und Familienmenschen, das den Anspruch hat, nur das zu entwickeln und zu verkaufen, was sie selbst und ihre Kinder lieben. Das Kindsgut Motto lautet „Wir machen Familien glücklich!“.

Germany

CHILDREN'S TOY MANUFACTURER OF THE YEAR

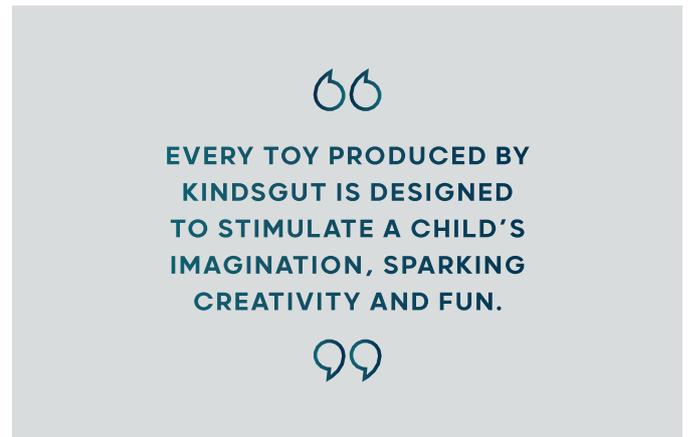
Kindsgut GmbH

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Founded in 2017, Kindsgut GmbH is a family run online concept store specialising in high-quality toys and accessories for the whole family. These products are designed by Kindsgut at their headquarters in Berlin, before being produced by hand-picked manufacturers around the world. Believing that childhood is the most precious time in our lives, Kindsgut develops products that enrich the lives of children, helping to create cherished memories for them and their families. The products range from educational toys for babies and children to accessories that develop life skills that are necessary in everyday scenarios. Every toy is designed to stimulate a child's imagination, sparking creativity and fun without encouraging unnecessary distractions or over-stimulation.

Its catalogue is predominantly aimed at children aged zero to six years old, employing stylish, unisex designs in classic toys that won't go out of style – in colours that are exceptionally pleasing to the eye to children and their parents. Sustainable materials are used to ensure that the production process is environmentally-friendly, leaving a lasting legacy for the planet, whilst all of its toys are free of toxins and certified as safe before they are available to purchase. By using sustainable materials, the toys are genuinely built to last and are geared towards being passed down from sibling to sibling and generation to generation. The products are exceptionally varied, consisting of wooden toys for early-years learning, cuddly animals, table-wear for creative meal times, and potties in various eye-catching designs including a whale – synonymous with the Kindsgut brand.



The judging panel was particularly impressed by the charitable partnerships that the company has forged since its inception. Kindsgut GmbH regularly donates toys to national children's charity SOS Kinderdorf, helping those who need it most. For each wooden toy it sells, the company plants a tree in coordination with Trees.org, and for every sale of its popular whale-potty it donates money to Whale and Dolphin Conservation (WDC). As a family-run company with plenty of mothers and fathers in the team, it only develops toys based on what their children love, so customers know these innovative ideas have been enthusiastically tried and tested.