

A leading Danish online retailer seeks suppliers (brands) of baby & children's articles

Summary

Profile type	Company's country	POD reference
Business request	Denmark	BRDK20231114006
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• World
Contact Person	Term of validity	Last update
Andrii KUTS	22 Nov 2023 21 Nov 2024	22 Nov 2023

General Information

Short summary

Danish company that sells high-quality children's products online, such as clothing, accessories, toys, and equipment is looking for new partners who can offer innovative and practical products for children, babies and toddlers, especially those that are suitable for outdoor activities and travel. The envisaged cooperation is under the form of a commercial agreement.

Full description

Founded in 2008 the company has grown to become one of the most popular online retailers of baby products in Denmark. The company has more than 20,000 items including children's clothing, baby toys, and children's furniture, offering a wide range of products from well-known brands, as well as its own exclusive collections. Their mission is to provide parents with the best products for their children, at affordable prices and with fast and reliable delivery.

The passion for high-quality and functional equipment has always been at the heart of the company. Their selection includes not only well-known and popular brands but also more niche-oriented products with clever features that make everyday life smoother. This focus on innovative and practical solutions is at the core of what the company stands for. The company's name itself reflects the commitment to providing smart, efficient gear that eases the daily lives of parents and their children.

Advantages and innovations

The company aspires to either develop their own line of products or proceed with a private label range to complement their current selection. It's crucial that these products maintain high quality, adhere to all EU standards, and possess a design that is both appealing and at a competitive price. The company is therefore in search of products that either offer unique functionality or have a design and look that resonates with parents of younger children.

Technical specification or expertise sought

The company is looking for products that are:

- Safe and durable
- Easy to use and maintain
- Comfortable and stylish
- Environmentally friendly and sustainable

These could encompass:

Wooden Toys: Focusing on durable, eco-friendly, and educational wooden toys that stimulate creativity and learning.

Textile Products: Including bibs, cloth diapers, swaddles, drool bibs, swim diapers, and more, made from high-quality, skin-friendly fabrics.

Safety Equipment: Baby-proofing products designed to ensure the utmost safety for infants and toddlers in various home environments.

Ink and Clay Prints: Creative kits for making hand and footprints or castings, capturing precious moments of babies' growth.

Food Bags and Breast Milk Storage: Convenient, hygienic solutions for storing breast milk and baby food, ensuring freshness and safety.

Silicone Products: Such as tableware and food cube accessories for lunch boxes, made from safe, durable silicone ideal for young children.

Baby Food Containers: Containers designed for easy storage, transport, and feeding of homemade baby food, emphasizing convenience and health.

Accessories to the lunch box: such as silicone cups as well as cooling bags that match the size of the lunch boxes.

Each of these products will be designed with a focus on quality, safety, adherence to EU standards, and appealing design at competitive prices, catering to the needs and preferences of parents with small children.

The company is open to different types of partnerships, such as distribution, licensing, or joint development. The company is also willing to provide feedback and support to potential partners, as well as marketing and promotion opportunities.

Stage of development

Already on the market

Sustainable Development goals

- **Goal 4: Quality Education**
- **Goal 3: Good Health and Well-being**

IPR Status

No IPR applied

Partner Sought

Expected role of the partner

The potential partner should be experienced in manufacturing products that fall within the interest of the Danish company. Also, experience in terms of international collaborations would be a plus.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME <=10**
- **SME 11-49**
- **SME 50 - 249**
- **Big company**

Dissemination

Technology keywords

Market keywords

- **09004008 - Other manufacturing (not elsewhere classified)**
- **09004003 - Textiles (synthetic and natural)**
- **08003005 - Other industrial machinery for textile, paper & other industries**

Targeted countries

- **World**

Sector groups involved