

Parent
& Baby
awards

sindibaba®

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Best Handcrafted Baby Toys & Accessories - Germany

We share a fascinating insight into this unique brand and the creations it crafts for its valued clientele.



Sindibaba® Best Handcrafted Baby Toys & Accessories - Germany

Part of Augusta GmbH, Sindibaba is a German brand that creates modern lifestyle products for babies and children that are both pleasing to the parents and their loved ones. As part of our overview of a selection of winners from this year's Parent & Baby Awards we share a fascinating insight into this unique brand and the creations it crafts for its valued clientele.

Since its inception in 2011, Sindibaba has flourished, and today the brand offers a wide range of handcrafted toys and accessories for babies and children.

Today, Sindibaba sells its stunning products through a network of carefully selected retailers with a proven history in the sale of children products. In its home market Germany and neighbouring Austria, Switzerland and Luxemburg the firm delivers its products directly to retailers through its warehouse. Internationally, products are provided through wholesalers, but no matter where in the world they are based Sindibaba clients can rest assured that they will receive a high-quality product that will be their child's best friend for many years to come.



People are central to the brand's success, and the core team behind Sindibaba is deeply rooted in toy-making since 2003. At that time Lynn and her sister Melody began sourcing and manufacturing toys and interior lifestyle products for European clients. They grew up in a family that had been in textile manufacturing since 1978. Two years later, in 2005, she met her later German husband Rainer, who at that time worked in marketing and was on a sabbatical year at a nearby university. During those first years they developed a deep understanding of children safety requirements and where to find high quality materials and a dedicated and cautious workforce.

After getting married Lynn and Rainer decided to use their accumulated knowledge in the fields of toy-making, textile manufacture and quality assurance and moved to Europe to start Sindibaba. In the beginning they lived in the beautiful Alsace wine country in Eastern France near Strasburg. Later when it became clear that Germany would become their major market they moved to Germany near Berlin where the new office and warehouse are located.

To this very day, the core team remains central to the brand's success, and each plays their role in ensuring continued development. Lynn has been involved in the design and development of safe products for children since 2003 while working as an agent for a Scandinavian child's interior company and obtained great insight into how certain materials and technical designs behave over a longer period of time. She



also has a passion for children, crocheting, fashion and graphic design, and shares this desire with her two older sisters, who are both owners of two local fashion stores. Rainer has an engineering background and earned a doctorate's degree in material testing in 2000, and later worked in marketing and product management. Melody has been in sourcing and quality assurance from 2003 until today and provides of an invaluable experience of qualified suppliers and material sources.

This combined technical background is still of great use when Sindibaba develops new products today that are great looking and functional and still remain save and durable. Along with the firm's in-house designers, quality assurance managers, material suppliers and master needle women the entire team all work very closely together and share our thoughts and ideas.

For example, Sindibaba's fox collection, which became a big hit after its launch in late 2014, was a project that took us more than a year to complete. In order to create the skinny facial look, that is so typical for cartoon foxes, the firm had to give up a basic design principal: up to this point all of its soft toys were equipped with a lining between upper and filling in order to prevent the filling material to ooze out, which happens over time when the meshes give way or the upper has to be stuffed tightly in order to make it more rigid to emphasize certain features – for instance in order to make the brand's deer Audrey to stand upright the team had to stuff

the trunk and legs tightly in order not to let them spread too far apart and thus losing its balance. So, Sindibaba tried to find a way to still use the lining by making the face fuller. Many prototypes and quarrels later the team took a chance and created the entire head without a lining by crocheting the meshes so densely that not only the filling wool would stay inside. They were also able to design the foxes mouth and nose even thinner with a concave curvature than we could have ever imagined, making it truly look like a cartoon animal.

This design and the many others the brand produce are all designed with quality in mind, and over the years the collection has grown into a vast array of cuddly playmates that children and parents adore. All designs are created in-house and are adaptable for seasonal trends, children's varying perceptions in different age groups as well as parents' aesthetic preferences and the safety requirements in different target markets. Designed for both children and parents, Sindibaba aims to combine functionality, style and safety requirements to create fun and usable pieces that not only appeal to children, but also look great around the house.

From cute soft toys and melamine tableware to stroller chains and pram clips and play dolls for little princesses, Sindibaba's charming designs will add German feel and safety to their bedroom or playroom.

After all, babies and young children heavily orient to their senses. They explore their environment by touching and biting the things that surround them and take comfort and pleasure in the feel of wood, cotton, wool and



metal. Therefore it is best to surround them with natural materials that are non-toxic, since everything they come into contact with is imprinted into their bodies. What is more, the earlier children are exposed to toys made of natural materials, the better they will develop a healthy standard by which to judge synthetics that often contain substances that in the long-term might have a negative impact on their health over the coming years.

As such, Sindibaba created its flagship product line, a range of handcrafted toys and accessories for babies and children. On the one hand their designs stimulate the child's senses and development with materials, colour combinations, and details that little fingers and eyes love to explore, while on the other hand they add atmosphere and personal touch to the house through their clean and modern design.

Despite having enhanced its product offering over the years, Sindibaba's soft toys are still made of natural materials like yarn (cotton or bamboo fibre yarn), wood, silk and leather or environmentally-friendly alternatives like natural rubber and recycled paper. The firm avoids plastics wherever it is possible. Since the brand's crocheted soft toys are hand-crafted, every item is unique, and most products are crocheted with yarn made of bamboo fibres



that complies with the OekoTex® Standard 100. Bamboo yarn is very soft, has a silk-like texture, and - unlike cotton - grows without the need of pesticides and fertilizers, which is advantageous to the delicate baby skin.

Since 2013, Sindibaba has also started selling nursery products that are made of organic cotton and meet the GOTS (Global Organic Textile Standard). Due to the extended contact with the baby's and child's skin, the brand's whole bedding collection is fabricated from organic cotton and the textile prints are free from harmful substances and comply with the OekoTex® Standard 100.

The company does its utmost to ensure that its products not only comply with the European and international legal standards, but also with the stricter requirements of the German consumer testing institute. The artisans that create the brand's toys and accessories have worked for Sindibaba for many years. They usually work from the convenience of their homes, and later the patches are all put together in the manufactory, where Lynn's sister Melody is a regular guest to make sure that all design and safety criteria are met and put into practice.

Looking to the future, early next year Sindibaba will move their office and warehouse from Berlin to Trier in Southwestern Germany near Luxemburg, Belgium and France. The firm's new warehouse is triple the size of its current space and the brand will have shorter distances to many of its key accounts in those countries. Additionally, Sindibaba will also open a small concept store. This is an opportunity to obtain feedback from end-consumers and



connect with them, as well as allowing them to explore new opportunities.

Seeking to support the wider international community as well as its customers, over the coming year Sindibaba will also start an initiative for underprivileged children in China, where many of its products are crafted, to give something back to the society that provides the brand with such carefully hand-crafted premium products. These developments offer Sindibaba many great opportunities which is looks forward to taking advantage of over the coming year and beyond.

Ultimately, while Sindibaba is still a relatively new brand and despite of all the many changes that it has already gone through, the team have not lost touch with the values that have been with them since the beginning: beautiful design that is liked by both children and parents, premium materials and children's safety. Sindibaba continues to work hard to bring their clients the very best in children interior design, and with more materials and upcoming new products on their way the brand will continue to offer styles that will meet the needs of even the most discerning of children.

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A man with a beard, wearing a dark blue suit jacket, a light blue dress shirt, and a brown textured tie, is holding a glass of whisky. He is standing in front of a blurred cityscape. The word 'LUX' is written in large, gold, sans-serif letters at the top right of the image.

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