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**FROM COLLECTIBLE COMPANY TO TOY BRAND:
STEIFF RELAUNCHES IN THE AMERICAN MARKET**

Lincoln, RI (January 29, 2018) – Most children’s brands eventually reach “maturity” at some point. Keeping them fresh and up-to-date can be quite a challenge, even for one of the biggest names in the industry.

That’s why Steiff™, the company that invented the Teddy bear, has created its collection of all-new “Soft Cuddly Friends”; a plush line that is the key component in the 135-year-old brand’s relaunch in the U.S. as a plush toy company.

“In America, Steiff has gradually become a collectible brand instead of a plush brand,” said Jim Pitocco, President of Steiff North America. “In Europe, it’s always been a toy brand. We’re committed to bringing Steiff back to department stores, toy stores, and gift shops as what it truly is meant to be: an imaginative toy and companion for children. Over the years, we had become a collectible company that also sold toys. It’s time we get back to who we truly are: a classic toy company that also sells collectibles.”

The “Soft Cuddly Friends” line embraces all the ingredients that made Steiff famous through the years – ultra-high quality materials, intricate hand craftsmanship, and the signature “Button in Ear.” The products range from the classic teddy bear to puppies, elephants, and lambs, and are ideal for children ages 0 and up.

What is most surprising about the “Soft Cuddly Friends” line is the pricing that accompanies the new collection, particularly coming from a luxury brand. Many styles come in three sizes, and retail from just \$15.95 to about \$39.95.

Pitocco says sophisticated, affluent Moms with young children are the target audience for this new line, with Steiff designers creating the products with this particular demographic in mind. “Our creative staff was very cognizant of the kind of styles, colors, and textures we chose,” said Pitocco. “We are working to become a design leader in the toy industry.”

Steiff has always devoted itself to making the very best soft toys for children while embracing innovation, imagination, and perfection. As Margarete Steiff herself said: “For children, only the best is good enough.”

The entire “Soft Cuddly Friends” line, along with additional Steiff favorites, will be on display at the 2018 North American International Toy Fair in New York City, February 17 – 20th.

The story of Steiff is full of adventure, ambition, and innovation; it is lavish with romance, nostalgia,

and childhood dreams. It is the story of a company responsible for the unequalled popularity of the Teddy bear, the world's most favorite soft toy.

For more information on Steiff and the "Soft Cuddly Friends" line, visit www.steiffusa.com.

About Steiff

After more than 135 years, the popularity of Steiff has spread around the globe. The company has grabbed international headlines as antique Steiff bears set world record prices at auction. Still renowned for creating unrivaled "life-like" animals, Steiff is thrilled to add an extra dimension of playful characters that are sure to become friends for life. Proud of its heritage, yet forward-looking and adventurous, Steiff has never stopped chasing dreams. After all, just what would bedtime be like if there were no cuddly friends to snuggle up to? Unimaginable!

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