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## Kind + Jugend Innovation Awards 2013 presented



For the ninth time, the Kind + Jugend Innovation Awards for the best products of the year for babies and toddlers were presented at the start of Kind + Jugend 2013. A particularly innovative idea, outstanding technology, high level of functionality or extraordinary design were again the most important criteria for the decisions of the international and independent specialist jury consisting of industry professionals, trade journalists and safety experts. This year, 145 companies from 24 countries put forward a total of 183 products for the coveted winner's seal in eight categories. The nominees and award winners are on display in the Innovation Area in hall 11.3 of Koelnmesse until the last day of the fair on September 22.

Kind + Jugend  
19.09.-22.09.2013  
The Trade Show for Kids' First Years  
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### The winners of the Kind + Jugend Innovation Award 2013 at a glance:

In the category '**World of Moving Baby**', the **Greentom Upp** buggy by Dutch manufacturer **Greentom Operations B.V.** secured first place. The decisive factor for the jury's decision was the buggy's sustainable production process. The Greentom Upp consists entirely of recycled plastic and can thus simply be recycled again. The buggy is constructed in just three minutes and from only four materials, without the use of screws or bolts. As a result, the Greentom Upp can be produced locally without importing additional components and sold at the same price in every country.

The **2wayPearl** children's car seat from **Dorel Europe** came in on top in the category '**World of Travelling Baby**'. The 2wayPearl is the first children's car seat on the market to comply with the new 'i-Size' EU standard and was thus

able to fulfill the jury's safety criteria in particular. Additional advantages included the high level of seat comfort of the 2wayPearl and the possibility of transporting children facing backwards up to a height of 105 cm.

In the category '**World of Moving Baby & Travelling Baby Accessories**', the **Dooky Buggy Bar** from Dutch company **Xplorys BV** took the title. The Dooky Buggy Bar is an additional element which can be fitted between the two handles of a buggy. A simple and absolutely practical solution which makes it possible to push the buggy with only one hand with very little effort.

The brand new folding system and the flexible possibilities of use of the new **Guard Me™** stair guard from Danish company **Baby Dan A/S** convinced the jury in the '**World of Baby Safety at Home**' category. The stair guard is size-adjustable in a few simple steps and can be used both at the top and at the bottom of the stairs. It folds itself up at the touch of a button, becoming almost invisible. The ideal system for small rooms.

The **Mingo** multi-functional toy by **Educational Toy Design GmbH** from Austria won the award in the category '**World of Baby Toys**'. The jury was impressed by the diverse construction possibilities, which stimulate children's creativity and fine motor skills. Whether car, scooter, horse or chair – just six components can be used to create numerous modes of transport and various pieces of seating furniture.

This year's winner in the category '**World of Baby Textiles**' comes from the area of clothing for mothers. The **Seamless GelWire™ Nursing Bra** by **Cariwell ApS** from Denmark scored with the jury through its high level of comfort for the growing breasts of new mothers. The bra has no unnecessary seams or underwiring yet still offers sufficient support.

**MilkSense** by **SML Success Ltd.** from Israel convinced the jury in the category '**World of Baby Care**'. With the MilkSense, the mother can gauge the amount

of milk in the breast as well as the amount of milk drunk by the baby per feeding session, without interrupting the feeding. The MilkSense displays the amount of milk drunk by the baby in real time. The measuring process takes only a few seconds. The MilkSense is delivered together with a set of baby scales which can be connected to the MilkSense using software. An innovative technology which gives the mother more peace of mind when breastfeeding, was the jury's verdict.

In the category '**World of Baby Furniture**', the **Evolu** highchair from Belgian manufacturer **Childhome - Aerts NV** came out on top. The chair is characterized by its high level of functionality. The seat height can be adjusted to three different positions in just a few simple steps and adapted to the child's changing requirements. The trendy design was another reason for the jury's vote.

#### **'Runner-up' incentive prize**

In addition to the eight winners, another product in the '**World of Moving Baby**' category grabbed the jury's attention and was acknowledged "apart from the competition". The **espresso sole** from Italian manufacturer **ITALTRIKE** is a bus-like buggy in which up to six small passengers can take a seat. It is operated with rechargeable batteries and can be pushed by hand by one person, supported by the electric engine. All seats are equipped with seat belts. The espresso sole is manufactured entirely in Italy.

#### **About Kind + Jugend:**

For over 50 years, the national and international baby and toddler outfitting industry has been using Kind +Jugend to present its new products and innovations. More than 1,000 exhibitors from 44 countries present international trade visitors with all new products in the areas of children's furniture, safety seats, textiles, prams, hygiene articles and toys. Over 21,000 trade visitors used Kind + Jugend 2012 to get informed, place orders and forge new business contacts.

Note for editorial staff:

**Picture material of the winning products** can be found in our online image database at [www.kindundjugend.de](http://www.kindundjugend.de) in the "Press" area.