



TODDLEKIND INTRODUCES NEW COLLECTIONS IN BABY FLOORING & INTERIORS

Babies and Interior design don't always mix. That's why Toddlekind have developed their **Prettier Playmats, Clean Wean Mats & Bare Baby mats** offering practical & functional flooring solutions that fit into the beautiful design of your home. New for 2020, Toddlekind have also expanded the collections to bring you toy storage, floor cushions, baby gyms and tipis. Playtime has never looked so pretty.

Prettier Playmats

Toddlekind's Prettier Playmats look more like high-end rugs but have all the functionality of traditional foam puzzle mats. *Prettier Playmats* come in stylish **NORDIC** - inspired by geometric lines often seen in Scandinavian interiors, **PERSIAN** which resembles a muted, shabby chic Persian rug and their newly released **EARTH COLLECTION** which offers earthy tones on a stone effect background, offset by a spotted print.

They are available in a range of fourteen colors - both muted neutrals and bold modern shades:

Persian Collection:

- Sea Spray (soft blue)
- Blossom (soft pink)
- Sand (beige)
- Smoke (warm grey)
- Lavender (lilac) New for 2020

Nordic Collection:

- Neo Matcha (creamy green)
- Vintage Nude (nude pink)
- Petroleum (dark midnight blue)
- Pebble (bold grey)

Earth Collection:

- Dove (light grey) New for 2020
- Ash Rose (dirty pink) New for 2020
- Clay (beige) New for 2020
- Slate (petrol) New for 2020
- Mustard flower (mustard)

Prettier Playmats are soft and padded, with your child's safety in mind, and are practical too-easily wiped down for those inevitable accidents. The mats are multi-functional and can be used as yoga mats or throughout the home as soft flooring. Multiple packs can be joined together to create a seamless look to cover any space. Toddlekind playmats are sold in three sizes: standard 120x180cm (6 piece mat), large 180x240cm (12 piece mat) and playroom size 240x360cm (24 piece mat)- offering a playmat for every size home and budget. They are comprised of puzzle pieces of 60cm x 60cm and come with edging which enables multiple packs to join together to create a seamless look. Toddlekind have sourced non-toxic, odorless foam that is rigorously tested by an independent laboratory to exceed EU and US safety standards.

RRP 99 Euros
Available January 2020

Clean Wean Mats

Weaning has never looked so pretty before with Toddlekind's new range of weaning mats, to protect your floors from those inevitable meal time messes. Made from super soft, non-toxic CE & REACH certified PVC you can choose between The **Ammil Collection** which are reminiscent of the glittering layer of ice over water after a freeze, or The **Earth Collection** - solid neutrals with a strong spotted print.

They are available in eight colorways:

Ammil Collection:

- Rain (grey)
- Sunshine (dark yellow)
- Night (petrol blue)
- Dawn (dusky pink)

Earth Collection:

- Clay (beige)
- Ash Rose (dirty Pink)
- Coal (dark Grey)
- Dark Sapphire (navy blue)

RRP 59 Euros
Available January 2020

Bare Baby Mats

Our **Bare Baby Mats** are perfect for newborns and nappy free time. Made from 100% organic cotton with a clever absorbent center, babies burdened by their nappy get their much needed bare bum time, and your floor stays protected by accidents. Machines washable, fully portable & organic.

Available in two motif designs:

- Leaf (Mustard & Grey)
- Turtle (Petrol & Mustard)

Size: 105cm x 80cm
RRP 55 Euros
Available March 2020

Floor Friends

To compliment your child's play space and to encourage imaginative play, Toddlekind introduces Floor Friends, a stylish range of animal inspired floor cushions. Using geometric patterns and bold colours, Turtle, Toucan & Leaf are the perfect addition to your playmat.

- Turtle (Petrol blue & Yellow) *RRP 55 Euros*
- Toucan (Petrol blue, Nude pink & yellow) *RRP 48 Euros*
- Leaf (Yellow & Grey) *RRP 55 Euros*

Available March 2020

Storage

Toddlekind's simple but stylish cotton canvas storage hampers are the perfect accessory to your playmat. Made from a durable cotton canvas & decorated with mixed coloured pom poms and matching stitching. Available in two sizes and 4 colour options, there's one for everyone.

- Nude & Beige
- Grey & Dark Grey
- Mustard & Blue
- Petrol blue & Beige

Small: H: 25cm, W: 22cm RRP 29 Euros

Large H: 50cm, W: 45cm RRP 59 Euros

Available March 2020

Baby Gym

It's play time! This stylish baby gym will provide interaction and stimulation for your little one and sit beautifully on your playmat. The frame comes in natural birch wood, with a grey base and includes wooden shapes, which also double as teething toys.

Size: 70cm W x 45cm H

RRP 80 Euros

Available January 2020

Tipi

Toddlekind's Tipi is perfect for little adventurers. Made of high quality cotton canvas and birch wood with cream & grey panels, yet colorful trimming to match any playmat from the Earth collection. In addition it is adorned with a reversible leaf hanging so you can change the look as you wish.

Size: 110x110x162cm;

RRP 155 Euros

Available March 2020

So let's bring an end to multi-coloured headache-inducing kids' clutter and keep your house stylishly you.

Behind Toddlekind

Created by British Mum Samantha Brueckner who was frustrated with the lack of stylish playmats on the market, she developed the range whilst on maternity leave. Samantha said "As parents we make a lot of compromises, but I believe we shouldn't compromise on the stylish interiors of our homes. After being disappointed with the choice available on the market, I sought to create a range of playmats that would exceed in safety and quality for baby, but also appeal to stylish parents. Our playmats & kids interior items deliver on practicality, beauty and safety".

Notes about launch

Please note, some pricing may change on market release. Please contact sam@toddlekind.com for more information.

Websites: toddlekind.com, toddlekind.co.uk, toddlekind.eu

Instagram: [@](#)

Facebook: [Toddlekind](#)