

**bilibo**<sup>®</sup>  
a new toy classic



**bilibo**<sup>®</sup>  
design icon



# bilibo®

## USPs



### toy

- award-winning design
- attractive colors
- no moving parts
- extremely durable
- stackable
- 100% recyclable

### play

- educational and fun
  - appeals to kids of different ages – grows with them
  - trains many different motor skills and balance
  - stimulates the imagination – great for pretend play
  - indoors and outdoors
  - works with water, sand, snow and other toys
  - gender neutral
- 
- recommended by leading experts





## specialty retail

Best-seller in many dedicated specialty retail shops where staff can engage interested customers and explain the many great features of Bilibo.

## museum & gift shops

Bilibo appeals to modern, design conscious parents and customers who look for an innovative, sustainable toy. Example: MoMA Design Store.

## online stores

Top selling product in online shops driven by video/ images and overwhelmingly positive customer reviews. Example: www.fatbraintoys.com

## upscale chain and department stores

Very good results when supported with POS material and video in particular. Example: Eveil et Jeux in France.

## educational market

Durability, great play value and therapeutical benefits make Bilibo a strong and steady seller in educational channels, catalogues for schools and nurseries etc.



Photo: Shutterstock. BOBBI STRUBIN, 5, and MARISA, 3, play with Bilibo. PHOTO: CRAIG SCOTT/AM

**Booming Toyland has a ball in tough times**

Billibo's success is a testament to the power of a simple, well-designed toy. The toy, which is made of durable plastic, is designed to be used in a variety of ways. It can be used as a ball, a seat, a chair, a table, or a bed. It is also a great toy for children with disabilities. The toy is made of durable plastic and is designed to be used in a variety of ways. It can be used as a ball, a seat, a chair, a table, or a bed. It is also a great toy for children with disabilities.

## Today's Best Sellers

See also our [Top Rated Products...](#)

**1.**  **bilibo**  
Both boys and girls love sitting on the water, and even more so when they are sitting on the water.

[More Info](#)

Retail Price: \$30  
**Our Price: \$21**

**WEEKEND**



**Designobjekte: Megaseller**

Das Multitalent: Das Spielzeug, welches sich als eines der wichtigsten Objekte in der Kindheit erweist, ist das Bilibo. Es ist ein Spielzeug, das sowohl für Jungen als auch für Mädchen geeignet ist. Es ist ein Spielzeug, das sowohl für die Freizeit als auch für die Schule geeignet ist. Es ist ein Spielzeug, das sowohl für die Freizeit als auch für die Schule geeignet ist.

# The Stuff That Sells

Coal-black piggies with trays on their backs, sofas carrying five-figure price tags—these are the products debuted at trade fairs, reported on by the media, and flogged by designers. But who actually buys them? For an issue focused on design's currency in the marketplace, we asked a handful of influential stores and manufacturers to divulge their single best-selling item.

**Kid O Bilibo**

Designer: Alex Hochstrasser, 2001  
Price: \$30  
In stock: Since 2004

Bilibo is a plastic kids' toy that can be used, depending on the child and circumstance, as a seat, a rocking chair, a hat, a raft, a sled, or a turtle shell. "I love that adults always ask 'what is it?' but kids never do," says Lisa Mahar, proprietor of the New York children's store. "Children are very open to Bilibo's play potential and instinctively know what to do with it." Developed by Swiss designer Alex Hochstrasser for Active People in collaboration with childhood development experts from University Children's Hospital in Zurich, the nearly unbreakable, brightly colored shell is meant to encourage creative play. The piece appeals to both boys and girls in a remarkably wide age range—from 2 to 7—and is praised by everyone, Mahar says: "childhood development experts, designers, parents, and most importantly, children." [www.kidony.com](http://www.kidony.com)



BY JILL SINGER  
ADDITIONAL REPORTING BY MONICA KHEMSUROV

- US Preschool Toy of the Year 2010
- ITSA Best Product, Gold Award, Australia 2008
- Reader's Digest, Best Toy 2007
- Toy of the Year - UK Good Toy Awards 2006
- Good Toy, Good Toy Committee, Japan 2005
- Deutscher Lernspielpreis, Auswahlliste 2003
- Dr. Toy 10 Best Active Products 2002
- spiel gut, Arbeitsausschuss Kinderspiel 2002
- Design Distinction, I.D. Review 2002
- Swiss Product Design Award 2002
- Design Preis Schweiz, Distinction 2001
- Swiss Federal Award for Design 2001



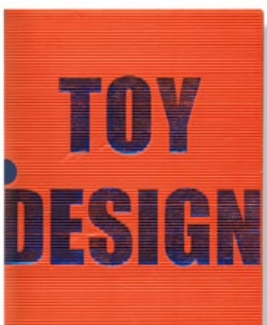
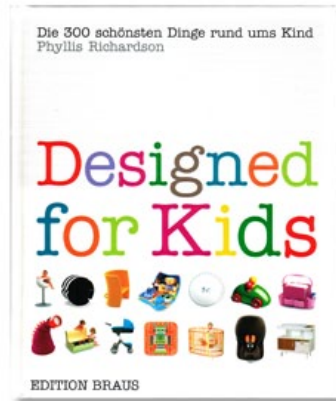
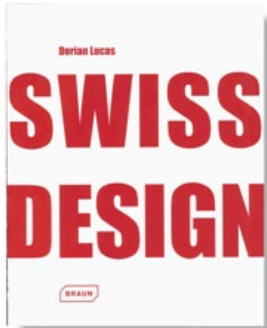
Anerkennung  
**design  
 preis  
 SCHWEIZ**  
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- MoMA New York, *Century of the Child*, 2012
- MoMA New York, *Shape Lab*, 2010
- Museum of Technology Vienna, 2007
- Museum of Technology Berlin, 2006
- Musée des Art Décoratifs Paris, permanent collection
- Maison&Objets Paris, *Kidesign*, 2006
- Museum of Design Zürich, *PLAY*, 2005
- Centre Culturel Suisse Paris, *Signes quotidiens*, 2005
- Museum of Design Zürich, permanent collection
- Swiss Design, *CRISS + CROSS*, travelling exhibition
- Vitra Design Museum, *KID SIZE*, travelling exhibition





- [www.bilibo.com](http://www.bilibo.com)
- [www.facebook.com/bilibo](http://www.facebook.com/bilibo)
- [www.twitter.com/bilibo](http://www.twitter.com/bilibo)
- [www.youtube.com/bilibo](http://www.youtube.com/bilibo)
- [www.pinterest.com/bilibo](http://www.pinterest.com/bilibo)

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**WHY  
KIDS**

**LOVE**



**BILIBO**