

A Danish toy company seeks manufacturers of hobby horses.

Summary

Profile type	Company's country	POD reference
Business request	Denmark	BRDK20220506015
Profile status	Type of partnership	Targeted countries
PUBLISHED	Supplier agreement	
Contact Person	Term of validity	Last update
Kurt Bogild Kristensen	6/5/2022 6/5/2024	05/06/2022

General Information

Short summary

A Danish toy company supplies Scandinavian retailers with high quality wooden toys. The Danish toy company seeks manufacturers of hobby horses. For logistic reasons, there is a preference for European manufacturers. See photos of hobby horses.

Full description

In close cooperation with manufacturers, the Danish company designs and lets produce quality toys with high educational content. However, also toy horses are part of the product range.

The Danish company sells to private label toy shops/chains, and the Danish company also has its brands, which are positioned as a guarantee for developing, fun and colourful toys of high quality and unique design for the pleasure and benefit of all kids.

The markets are primarily Denmark, Norway, and Sweden, and there is a wide range of products – please see pictures with examples.

The goal for the Danish company is to be able to add quality toys to the toy market with high educational content, and to be a credible supplier, that the customers can always trust in these areas. In this way, the Danish company will contribute to increasing the quality level in the market in the future, for the benefit of all children and the customers.

For logistic reasons, the Danish company seeks manufacturers in countries like Romania, Poland, Baltic countries, Bulgaria, Ukraine, Bosnia, and Turkey, but all European countries are relevant.

Advantages and innovations

Advantages and innovation

The Danish company is:

- looking for innovative manufacturers
- financially trustworthy and solid
- looking for quality and lasting relationships with manufacturers
- interested in developing new products together with our manufacturers
- aiming to develop partnerships with our manufacturers and create a win-win cooperation

Stage of development

Already on the market

IPR Status

No IPR applied

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**

Partner Sought

Expected role of the partner

Expected role of the partner:

- The manufacturers must-have designers, who can cooperate with the Danish company on the development of new products
- The manufacturers must have experience in exporting products
- Key staff must be English speaking
- The manufacturers must be able to work in various kinds of wood
- The manufacturers must be able to fulfill "Directive 2009/48/EC of the European Parliament and of the Council of 18 June 2009 on the safety of toys"
- The manufacturers must use only FSC certified wood
- The manufacturers must be aware of the United Nations 17 Sustainable Development Goals and work in the direction of fulfilling these goals
- Manufacturers must be flexible concerning small and larger order volumes

Type of partnership

Supplier agreement

Type and size of the partner

- **Other**

Dissemination

Technology keywords

Market keywords

- **07004008 - Other consumer products**

Targeted countries

Sector groups involved

Media

Images



[hobby_horses.png](#)

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