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#kindundjugend

## Innovation Award and Midwives' Choice: These products took the spotlight at Kind + Jugend 2024



Outstanding new products were once again honoured with the Kind + Jugend Innovation Award at this year's leading international trade fair for the baby and toddler industry. Highly esteemed by both industry professionals and consumers, the award often contributes to the success of the winning products in the market. An international, independent jury of experts selected their favourites from 116 submissions spanning 22 countries. At the opening ceremony of the trade fair on 3 September, the following companies were delighted to receive the Innovation Award for their products in these categories:

### **Moving & Travelling - Axxid UP, Axxid AB (Sweden)**

Axxid UP was designed with the vision of making the most of a car's safety features by improving the seat belt guide and raising the child to the same sitting height as an adult. This ensures that children can also benefit from all the built-in safety systems, such as the seat belt and airbag. The seat is foldable, provides ergonomic back support and the side panels can be removed to accommodate three child seats in the rear.

### **Furniture & Facility - Arketa Family, hauck GmbH & Co. KG (Germany)**

Made from FSC-certified wood, the Arketa Family features a timeless design and includes the Arketa wooden highchair, Highchair Bouncer Eco and Play Cockpit activity table. The wooden highchair is suitable for children from birth up to 15 kg and offers versatile functionality when paired with the additional bouncer and swing frame. Created for children aged ten months and up, the Play Cockpit attaches easily with a single click, and helps develop motor and visual skills.

### **Home Textiles & Decoration - Baby-Mäxchen with dual ventilation system, ALVI GmbH (Germany)**

The innovative breathable membrane at the front of the sleeping bag promotes continuous airflow and prevents overheating. A second ventilation system, specifically developed for children with a fever, ensures optimal temperature regulation without having to remove the child from the sleeping bag. The sleeping bag meets the highest safety standards and features a snug neck opening to prevent CO2 rebreathing. The high durability of the material minimises wear and tear, which results in less waste.

### **Toys & Education - Turtle Green Stacking Toy, Lässig GmbH (Germany)**

The versatile stacking toy offers endless fun in sand or water while promoting early childhood development. Its vibrant, eye-catching turtle design sparks children's

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[www.kindundjugend.com](http://www.kindundjugend.com)

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imagination and the shape and size of the pieces make it easy for little hands to grasp and stack. This helps to build fine motor skills and stimulate sensory development in children. The stackable turtle is also completely BPA-free and made from eco-friendly materials.

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#### **Maternity & Kids Fashion - Hopfrög Kids KidzQuaRd, Hopfrög Mag. (Turkey)**

KidzQuaRd shoes blend sustainability, technology, and innovation. Made from upcycled sailcloth and 100% recycled cotton, these sustainable shoes feature a recycled Orthoflex insole and biodegradable outsole made from TP rubber for comfort and durability. They also feature a moisture-wicking lining to help prevent foot ailments. The integrated QR code system provides instant access to crucial information in the event of an emergency, making it particularly helpful for parents of children with communication challenges. The smart velcro system (WingVelcros) and hop-click tongue make the shoes easy to put on, while the 3F (Feel, Fit, Flex) Barefoot Design supports the natural development of the feet and contributes to lifelong foot health.

#### **Mom & Kids Care - Hegen Mealtime Starter Kit with Foldable Placemat, Hegen Pte. Ltd. (Singapore)**

Designed to make feeding easy, the Hegen Mealtime Starter Kit for infants aged 6 months and up ensures that mealtimes are convenient, efficient and enjoyable at home or on-the-go. The kit comes with two 60 ml/2 oz PPSU containers, featuring Hegen's Press-to-Close, Twist-to-Open™ (PCTO™) system, perfect for storing breast milk, purees or small food portions. Made from durable PPSU, these containers can withstand temperatures from -20°C to 180°C, making them suitable for warming, baking or frying. The Hegen PPSU Multi-Stage Fork and Spoon Set features a removable silicone handle for better grip, a safety stopper to prevent choking and an adaptable design that grows with the child. The utensil case also doubles as a small plate, and the foldable silicon placemat keeps mealtimes tidy and mess-free.

#### **Safety & Monitoring - ClicknSeeYoo Video Door Phone, MCD Limited (Hong Kong)**

The ClicknSeeYoo Video Door Phone, a new patented device from the baby monitor developer, combines a baby monitor and door intercom system.

#### **Sustainability & Nature - Magic Heka and Thoth GREEN 4 in 1, CTP Innovations B. V. (Netherlands)**

The revolutionary odourless diaper pail offers multiple advantages in one innovative design. The expandable pail features compact packaging, allows more units to be shipped at once and requires less storage space in stores, thereby contributing to a smaller ecological footprint. A patented airtight seal with three extra-flexible wavy ridges ensures complete odour containment. Made from traceable recycled plastic with no metal parts, the new product line is completely eco-friendly and can be easily disassembled for recycling. Once the diaper pail is no longer needed, it can be converted into a potty trainer and later repurposed as a trash bin for the kitchen or bathroom. No expensive refills or cartridges are required.

#### **Additional Midwives' Choice award**

The additional Midwives' Choice award was presented again this year in partnership

with Hebammen-testen.de. A jury of midwives selected three winners from all the nominated products.

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**First place: Thule Chariot Air Purifier Canopy, Thule AB (Sweden)**

The Thule Chariot Air Purifier Canopy is an accessory for the Thule Chariot child bike trailer, making it ideal for commuters and active families. Specifically designed for urban parents, it effectively protects children against the harmful effects of exhaust emissions. Developed by medical professionals, the technology refreshes the air in the trailer multiple times per minute, ensuring the child breathes in clean air with every breath. The air purifier features three different settings and is powered by a power bank. The filters are replaceable and available as accessories.

**Second place: ConverTABLE, Buba Tasarim San. Tic. As. - Mamatoyz (Turkey)**

While changing tables for babies are essential in many households, their usefulness is short-lived and usually limited to the first six months of a baby's life. After that, they are often no longer needed. Specifically designed to address this issue, the ConverTABLE can be easily transformed into a table and chair without additional parts or screws, ensuring no pieces are left over.

**Third place: Axxkid UP, Axxkid AB (Sweden)**

Axxkid UP was designed with the vision of making the most of a car's safety features by improving the seat belt guide and raising the child to the same sitting height as an adult. This ensures that children can also benefit from all the built-in safety systems, such as the seat belt and airbag. The seat is foldable, provides ergonomic back support and the side panels can be removed to accommodate three child seats in the rear.

The product earned both the Innovation Award and additional Midwives' Choice award.

All winners can be viewed on the trade fair [website](#).

**Koelnmesse - industry trade fairs for the children's first years segment:**

Koelnmesse is the world's top trade fair organiser in the premium baby and toddler products segment. At the trade fair grounds in Cologne/Germany, the leading international trade fair Kind + Jugend is an established, central industry platform for the global trade and ordering business and presents an annual showcase of the latest products, trends and innovations. In addition to the event at its Cologne headquarters, Koelnmesse is expanding its portfolio internationally: Pueri Expo in São Paulo/Brazil is the largest trade fair in Latin America for premium baby and childcare products, bringing leading Brazilian and international brand manufacturers together with buyers and retailers from across the region with a carefully targeted approach. With Kind + Jugend ASEAN in Bangkok/Thailand, the successful brand is launching an additional event specifically tailored to the emerging Southeast Asian region.

**The next events:**

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 03.09. - 05.09.2024

Pueri Expo - International Trade Fair for Baby & Childcare Products, São Paulo April

2025

Kind + Jugend ASEAN - The Premier Trade Show for Baby & Kids Products in ASEAN,  
Bangkok 12.06. - 14.06.2025

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**Note for editorial offices:**

Kind + Jugend photos are available in our [image database](#). Press information can be found [here](#). If you reprint this document, please send us a sample copy.

You can find more information about the Kind + Jugend at [www.kindundjugend.com](http://www.kindundjugend.com), on [LinkedIn](#), [Instagram](#) and [Facebook](#).

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