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#kindundjugend

High level of entries for Kind + Jugend Innovation Award 2025 - meet the winners



The international leading trade fair for baby and toddler products opened in Cologne on 9 September with a real highlight - the festive presentation of the Kind + Jugend Innovation Award and special Midwives' Choice award in the Europasaal sent a powerful message about the innovative strength of the industry right from the start

Kind + Jugend
09.09. - 11.09.2025
www.kindundjugend.com

The Innovation Award is one of the top industry honours worldwide and highly regarded by both trade professionals and consumers. This year, the international independent expert jury selected the most innovative new products in the industry from 132 entries representing 22 countries - the highest number in years. The following eight winners stood out for their creative ideas, sustainable concepts and smart solutions that improve the lives of families all over the world.

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Winners of the Innovation Award 2025

Moving & Travelling: Hauck GmbH & Co. KG (Germany), Lite N Care

Lite N Care is a high-quality, ultra-light travel buggy made of carbon fibre designed for style-conscious parents on the go. It is ideal for air travel, weekend trips or everyday city life. The buggy combines a compact design, exceptional comfort and modern safety standards - all perfectly tailored to the needs of today's families.

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Furniture & Facility: Spylo BV (Netherlands), Womy Sleeper

The Womy Sleeper is a safe, patented innovation designed to help babies fall asleep on their own, without any electronics in the crib. A mat placed under the mattress and connected to the Breather device mimics gentle breathing movements and produces soothing sounds. Developed with neonatologists, pediatricians and ergonomists, and certified by Intertek, the Womy Sleeper promotes healthy sleep patterns in babies during their first year of life. Thanks to the rental model, the solution is both sustainable and cost-effective.

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Home Textiles & Decoration: Osann GmbH (Germany), Kid's Alm EcoSoft Changing Mat

The Kid's Alm EcoSoft is a reversible, waterproof changing mat that features ten different design options with removable terrycloth covers held by magnets. Made from sustainable cotton and virgin wool, the mat provides temperature-regulating comfort with self-cleaning properties, while the special Sorona® padding makes it entirely petroleum-free. The perfect blend of design, functionality and sustainability.

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

Toys & Education: Lenabo GmbH (Germany), Lenabo Smart Toy System

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A modular smart toy system for children aged 0 to 7 that brings together play and learning in a unique way. The smart speaker interacts with interchangeable plush toys called Lenabies, and plays age-appropriate content - from white noise for babies to stories and interactive games. The Lenabo Smart Toy System grows with the child, is durable, can be easily controlled via the app and meets the highest safety standards.

Maternity & Kids Fashion: Momcozy (China), Momcozy Ergonest Maternity Belly Band

The ergonomic maternity belly band features an integrated, patented back support structure and innovative O-shaped design to provide comfort and support throughout pregnancy.

Mom & Kids Care: Lactamo Holdings Pty Ltd (Australien), Lactamo breastfeeding ball

The world's first breastfeeding ball that combines lymphatic drainage with temperature, movement and compression. Lactamo eases breastfeeding problems such as pain, engorgement, mastitis, oversupply and low milk supply, helping millions of mothers worldwide. The ball is specifically designed for the elasticity of breast tissue and based on decades of research. Lactamo is made from safe, non-toxic medical silicone, and is both washable and reusable.

Safety & Monitoring: reer GmbH (Germany), Drawer Stopper

The innovative stopper keeps little fingers safe while letting children reach harmless items on their own, like plastic containers or snack boxes - even when parents are busy in the kitchen. The stopper also prevents them from closing the drawer completely. Safety and independence together in one product.

Sustainability & Nature: Candide Baby Group (France), Cotton Mattress

Made from upcycled cotton fibres from the garment industry, this sustainable, baby-safe mattress is hypoallergenic, breathable and temperature regulating. Crafted in France, Cotton Mattress sets new standards with its soft organic cotton cover - removable, machine washable and designed for lasting comfort, durability and sustainability.

Special Midwives' Choice award

The special Midwives' Choice award, which acknowledges innovative products that demonstrate practical value from a midwife's perspective, was granted for the third time in partnership with hebammen-testen.de. This year, the midwife jury selected these three products as their top choices:

1st place: Zodream (France), Ezi stroller 3 in 1 cover, Safety & Monitoring

The Ezi stroller 3 in 1 cover does it all in one smart design - a fine-mesh mosquito net, breathable rain cover with built-in storage pouch and UPF 50+ sun protection. Practical, compact and perfect for on the go.

2nd place: Bumprider (Sweden), Bumprider Connect Mini, Moving & Travelling

The most versatile travel stroller in its class - bringing together innovation, Swedish

engineering and patented technology. The Bumprider Connect Mini meets the recommended IATA carry-on dimensions without compromising your child's comfort. At just 7 kg, it is lightweight, foldable and exceptionally easy to handle. Thanks to the optional magnetic locking system, it delivers unmatched flexibility while setting new standards in travel strollers with exclusive features available nowhere else worldwide.

3rd place: Lactamo (Australia), Lactamo breastfeeding ball, Mom & Kids Care

Double award winner: Winning over both the Innovation Awards jury and midwife jury, the Lactamo ball provides effective support for breastfeeding - one of the biggest challenges for new mothers. Multiple hospital pilot projects have confirmed Lactamo's exceptional effectiveness, attesting to the significant practical benefits of its evidence-based concept.

The ten award-winning products, along with all nominated entries, will be on display throughout the entire fair from 9 to 11 September 2025 in the Innovation Award Exhibition (Trend Space, Hall 11.2).

Further information about the winners and products can also be found on the Kind + Jugend [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:

Pueri Expo - International Trade Fair for Baby & Childcare Products, São Paulo
26.04. - 28.04.2026

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, on [LinkedIn](#), [Instagram](#) and [Facebook](#).

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