

No. 7 / September 2026, Cologne
#kindundjugend

Prizewinning new products: these products convinced for the Kind + Jugend Innovation Award 2026



With the presentation of the Innovation Award and of the special Midwives' Choice distinction, Kind + Jugend 2026 started on 15 September with a central programme highlight. The festive award ceremony once again took place in the Europasaal, which had already provided the appropriate context for honouring outstanding product developments in the previous year.

Behind the total of 80 submissions from 23 countries stand new ideas, intensive development work and the ambition to think existing products further or create new solutions. From this highly varied field of applicants, the international and independent trade jury nominated 20 new products and chose the six winners of the Innovation Award 2026.

Sustainability was assigned a new significance in the evaluation this year: instead of continuing "Sustainability & Nature" as an independent category, sustainability was for the first time considered as a cross-section criterion through all categories.

This overarching approach is also reflected in the composition of the jury, which combines international industry knowledge with expertise in sustainability and child safety. It included Nils Bader, founder of the Green Product Award and expert for sustainability, Urszula Kaszubowska, editor-in-chief of Branza Dziecieca - Toys & Baby Products Trade Magazine, Katja Keienburg, editor-in-chief of baby&junior, Jürg Reinhard, expert for child safety with the Touring Club Schweiz, Sara Urbainczyk, co-founder and Managing Director of Echte Mamas as well as Marlous van Irsen, owner of the online and offline platform BabyWereld.

Winners of the Innovation Award 2026

Moving & Travelling: Croozer GmbH (Germany), Croozer Kid Lykke

The Croozer Kid Lykke combines bike trailer and buggy in a full-featured, collapsible two-seater. The model can also be used as a jogger with the corresponding accessories. A patented folding mechanism reduces the width from 80 to 40 centimetres and enables space-saving storage in the apartment, basement, elevator or car boot. In this way, Croozer particularly addresses the requirements of urban mobility for flexibility, comfort and minimal storage space.

Furniture & Facility: Artsana S.p.A. (Italy), Chicco Meraviglia Learning Tower

Kind + Jugend
15.09. - 17.09.2026
www.kindundjugend.com

Your contact:
Paul Schubert
Tel.
+49 17612563104
e-mail
p.schubert@koelnmesse.de

Koelnmesse GmbH
Messeplatz 1
50679 Köln
P.O. Box 21 07 60
50532 Köln
Germany
Tel. +49 221 821-0
Fax +49 221 821-2574
www.koelnmesse.com

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

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Torsten Burmester

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

The Chicco Meraviglia Learning Tower is a 4-in-1 furniture item that grows with the child. Inspired by Montessori principles, it allows children to participate safely in everyday activities. The platform, with height adjustment in three stages, adapts to various developmental stages. The product can be transformed without tools into a children's table with a reversible chalkboard side, a stool for children and adults up to 110 kilograms or a step stool. A telescopic safety barrier also enables compact folding and storage.

Toys & Education: Regnum Sp. z o.o. (Poland), NUMI - Compact Bilingual Multimedia Projector

NUMI is a compact, bilingual story projector that functions without a screen, app or smartphone. As soon as a figure and a card are inserted, the projection starts automatically and links alternating images with language and music. The starter set encompasses eight stories specifically developed for the product that promote imagination, attentive listening and dealing with feelings and everyday situations. Various language combinations make it possible for children to experience stories in their own language and to at the same time playfully come into contact with a second language.

Maternity & Kids Fashion: oogu (South Korea), OOGU SWADDLE

OOGU SWADDLE is a newborn swaddle blanket of soft, breathable rayon originating from bamboo. The Adaptive Comfort Band adapts to the movements of the baby and should calm the Moro reflex without excessively restricting natural freedom of movement. An expandable pouch construction supports various arm positions, while the Open-Air Zone improves air circulation in the leg area. The multi-directional design and a low-noise Velcro system also simplify use and nocturnal adjustments.

Mom & Kids Care: Subo Products Australia (Australia), Subo Food Bottle

The reusable Subo Food Bottle allows babies and toddlers to autonomously eat purée, yoghurt and other soft foods. The patented valve system dispenses controlled portions without compressing the bottle or use of a spoon being necessary. The design reduces contamination and food waste and at the same time offers a reusable alternative to disposable squeeze pouches.

Safety & Monitoring: CLEMIX BV (Belgium), Kidô

Kidô is a portable water safety alarm system for children. It consists of a rechargeable children's bracelet and a hub for the supervising person. The system combines intelligent water recognition with a distance warning, thus creating an additional level of safety when children find themselves close to pools, lakes or other water environments.

Special Midwives' Choice award

Together with Hebammen-testen.de, the Midwives' Choice award was presented for

the fourth time. It honours the relevance in practice of innovative products from the perspective of midwives. This year, all three honoured products originate from the category "Moving & Travelling". The focus is thus shifted in particular to safety, ergonomics and flexible mobility solutions for newborns and their families.

Page

3/4

1st place: Axkid AB (Sweden), Axkid Zero Pro

The Axkid Zero Pro infant carrier car seat was developed with a special focus on the protection of the head, neck and spinal column as well as on free airways. In order to also realistically consider very small newborns as of 40 centimetres in size, Axkid tested the product with three additional smaller dummies, according to their own information. With a weight of 2.5 kilograms, the infant carrier car seat is around 50 percent lighter than the market average, according to the manufacturer. As a result, it should reduce physical strain when carrying, especially after birth or a Caesarean.

2nd place: THULE SCHWEDEN AB (Sweden), Thule Chariot 2 Bike Holder

The Thule Chariot Cab 2 is a spacious multisport bike trailer that can be used for everyday life and various outdoor activities. Changes can be made between bike, ski and cargo mode with one-hand operation. A large cab, integrated LED lighting, adjustable suspension, a low centre of gravity and a 5-point belt combine comfort with safety functions. The integrated compatibility with the Thule Maple infant carrier car seat and the Thule Elm toddler seat also simplify the change between the car and the trailer.

3rd place: Croozer GmbH (Germany), Croozer Kid Lykke

Distinguished twice: in addition to the Innovation Award in the "Moving & Travelling" category, the Croozer Kid Lykke also received the third place of the Midwives' Choice. The jury of midwives was especially convinced by its easy handling and the space-saving design, which is especially suited for smaller apartments and limited storage space.

The eight award-winning and all 20 nominated products will be on display throughout the entire trade fair from 15 to 17 September 2026 in the Innovation Award Exhibition (Trend Space, Hall 11.2). Further details on the winners and other product information can be viewed at [Innovation Award | K+J](#)

A media kit with the press releases of Kind + Jugend as well as current press releases from select exhibitors on new products and industry trends is available as of now at [Press events | K+J](#)

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.

Page

4/4

The next events:

Kind + Jugend - The Trade Show for Kids' First Years, Cologne 15.09. - 17.09.2026

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](#).

Your contact:

Paul Schubert
Public and Media Relations Manager

Koelnmesse GmbH
Messeplatz 1
50679 Cologne
Germany
Tel +49 221 821-3217
[http://p.schubert@koelnmesse.de](mailto:p.schubert@koelnmesse.de)
www.koelnmesse.com