



Cuddlier Stuffed Animals

– Molli Toys from Sweden launches a new exclusive premium range

The young Stockholm based toy company Molli Toys is taking the market by storm. After nearly six years, their “mollis” (soft, high quality stuffed animals) are becoming a household name among all families with children in the stuffed animals age.

This fall, Molli Toys is launching a new range of stuffed animals called Premium. The Premium Mollis will be extra soft. The unique material is a dense plush, and is manufactured in Korea. Molli Toys has the exclusive rights to the Nordic market. The entire premium range comes from one single supplier, unlike other mollis which may come from multiple factories.

– Mollis means soft/smooth in Latin. With our new premium range we are doing the name even more justice, says Gabriella Beutelrock at Molli Toys.

– We constantly strive to offer high quality and new materials within the stuffed animals industry. Molli Toys Premium is our biggest venture yet, and we expect it to make a big impression in the industry, says Gabriella.

Molli Toys are sold in selected toy stores and toy store chains across the country. Molli Toys Premium will be in stores in October.

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MOLLI TOYS®

Molli Toys – A Quality Conscious Toy Company

Molli Toys was founded in 2009 by a group of coworkers with several years of experience in the toy industry, and from the very beginning we have been working towards the clear goal of being at the forefront in terms of the quality and safety of our product range.

Mollis is Latin for soft/smooth, which is both a description and a feature. Our range mainly consists of soft stuffed animals (or “mollis” like most of our young consumers call them), but since 2015 we also distribute “non-soft” toys. Common for the entire range of toys is that they all have some kind of extra feature.

Molli Toys was the first company to launch LAMO (Look At Me Only) in Sweden, and we were also the first company in the country to have stuffed animals with sparkly eyes.

All our products are CE marked and comply with EN71. This means that they are safe for children – they contain no sharp components. Eyes, nose, seams, and other details are double locked. They are tested and approved under current fire safety regulations, and all materials, including colors, are non-toxic.

All the stuffed animals are machine washable at 30 degrees, except toys that contain musical boxes and batteries.

All the factories that Molli Toys cooperate with are connected to the organizations ICTI or BSCI, and are thus inspected and approved according to their respective requirements.

The toy wholesaler Molli Toys has its head office in Täby, outside Stockholm.

