

Clas Ohlson launches the “kid's room” - sustainable wooden toys in focus

The kid's room initiative is characterized by an increased environmental and sustainability approach, and is part of Clas Ohlson's new strategy. The product range offers smart and tasteful solutions for organizing and decorating as well as inspiration to play for the little ones in the home. Everything to simplify life at home for families with small children. In conjunction with the launch, Clas Ohlson also launches a new series of custom-designed wooden toys which are labelled with the FSC® mark.

Clas Ohlson's new range inspires to playful arts and crafts for both young and old, and makes it more fun for the whole family to keep order in the kid's room. With solutions such as colour-coordinated storage, educational sticker labels and self-cleaning carpets, the cleaning up will be pure child's play. And like all products in Clas Ohlson's product range, these too are rigorously tested in Clas Ohlson's lab.

Particularly noticeably in the launch are the new custom-designed, and FSC®-labelled, wooden toys, adapted for educational play for younger children 2–6 years. FSC® is a mark for responsible forestry.

“Both parents and children appreciate sustainable and educational toys, and it is really exciting that we already have produced so many different products - and this is just the beginning. With durable material choices and high quality, the toys can be loved longer by all playful children,” says Anna Stenvi, Product Manager for Children and Play at Clas Ohlson.

The wooden toys

Clas Ohlson launches several classic wooden toys which will inspire to creative play. With a car garage, for example, the children are free to create a story for themselves and decide what to include in it. Some of the wooden toys also encourage the children to learn new things. An example is the hammer bench where children learn to knock down blocks and at the same time practice their motor skills. In the new wide wooden toy range, there is also a cash register, a dollhouse, furniture, cars, a carpenter belt with tools, stackable blocks and trays, ice cream lollies and candy bars, knob puzzles, games and toys on wheels. All wooden toys are FSC®-labelled.

Kid's room storage

To make it easier to keep the kid's room in order, there are smart storage solutions that can be mixed and matched in different shapes and colours. To facilitate sorting, and also include the children in keeping order, there are small sticker labels with various symbols to attach to the storage solution to show what goes where. Clas Ohlson has also developed a smart play mat that can be easily transformed into a storage bag.

Kid's room furnishing

In order to facilitate the decoration of the kid's room, Clas Ohlson has produced vinyl decorations which can be easily attached, and removed, on walls - which is both more flexible and affordable than wallpaper or painting an entire wall. Another alternative is washi tape, which can be used to define and highlight different play areas in the home. There is also a chalkboard which can be attached to the wall.

“Our goal is to offer a comprehensive solution for the kid's room. We want to become a destination for smart and tasteful solutions for all the children's areas in the home. And we're well on our way!” says Anna Stenvi, product manager for children and play at Clas Ohlson.

For more information, high resolution pictures and product samples, please contact:
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Clas Ohlson was founded in 1918 as a mail order business in Insjön, Sweden. Today we are a retail company with customers in five markets, approximately 5,000 co-workers and annual sales of approximately 8 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Visit about.clasohlson.com to read about our passion for simplifying life in all kinds of homes.