

The logo features a white silhouette of a bear's head with two large, rounded ears and a jagged top edge representing fur. The text is centered within this silhouette.

**ThreadBear**

*toys & gifts*

# Hello

We are ThreadBear - Designers and Distributors.  
We design premium wooden toys and furniture,  
and delightful soft toys and gifts for children.  
We are wholesale distributors of ThreadBear  
and Tender Leaf toys and gifts throughout  
the UK and Europe



# About us

We create delightful and imaginative wooden toys for Tender Leaf and enchanting soft toys for ThreadBear Design, that are made to last with a lifetime of love. We strive to continuously develop and grow our charmingly quirky products, that are engaging, tirelessly entertaining, and perfect for little hands.

While we love to be educational through play, we encourage every child to be authentic so that they can grow with confidence, and have fun at the same time!

Our core value is to operate our business in a sustainable way to ensure environmental and ethical impacts are suitably managed.

We are continually working with our suppliers for a more sustainable future where we can minimise our impact on the environment, from the use of organic fillings to eliminating single use plastic, to actively planting 10 trees for every order taken!



# Our ranges

- Premium wood and textile brands
- Ethical trading, sustainably sourced
- Gender neutral colours
- Suitable from birth to 8 years old
- Classic timeless themes with unique designs
- Price points to suit all seasons
- Validate with logos and packaging to support sales





ThreadBear  
*design*

# Our designs

- Delightful textile gifts for children
- Ethical trading, Sustainably sourced
- Organic baby range
- Unique designs and illustrations
- Contemporary styling
- Quality packaging for the gift market
- Suitable from birth and 3 years +



# Categories



## Rag Books

100% cotton

Biodegradable wipe clean

Gift box

Made in China



## Knitted Toys

100% soft cotton yarn

Safe from birth

Gift box

Made in India



## Rag Dolls

Jersey bodies

Wool yarn hair

Hand finished

Made in China



## Aprons

100% cotton and wipe clean

Adjustable

Washable

Made in China

# Ethical standards

Our suppliers have all been awarded the SMETA Best Practice Guidance and SMETA Measurement Criteria seal of approval and are members of the SEDEX, Global Ethical Trade organisation.

All our soft toys and textile products meet the European standard safety of products according to EN71, parts 1 & 3, Azo Dyes, Formaldehyde and Phthalates. We strive to maintain ethically high standards throughout our organisation. In addition, regular audits take place in all our factories, by the BSCI.





# Sustainable

We are continually looking for ways to become more sustainable and work closely with all our wonderful suppliers to ensure that sustainability is at the forefront of their practices.

- We have introduced an 100% organic baby range
- We are close to eliminating all single use plastic
- All our packaging and wipe clean aprons are biodegradable
- We are converting to corn starch inner bags wherever possible
- We are using paper tape on all our cartons.





tender leaf<sup>®</sup>

love wood & play...

# Our designs



- Wooden toys to suit all occasions.
- Early years, pretend play, small world.
- Designed for childhood learning.
- Fabric and tidy away bags where applicable.
- Created for floor, tabletop, and portable play.
- Stylish Nursery furniture



# Categories



Pretend Play



Dolls and Dolls Houses



Animals and Arks



Toddler Toys



Open Ended Play



Space and Cars



Train Sets



Nursery Furniture

# Ethical standards

When it comes to our wooden toys, the cutting, drying, and painting of the wood is all undertaken at the same factory in Indonesia. With over 25 years of hands-on experience, the company has become a world leader in wooden toy manufacturing, providing employment to approximately 1,500 people from the local areas.

We have been awarded the ICTI and the ISO 9001 seal of approval and we strive to maintain ethically high standards throughout our organisation.

In addition, regular audits take place by the BSCI and all of our products meet the European and American standard safety of toys according to EN71, CPSC and ASTM.



# Sustainable wood

Our toys are made from sustainably sourced rubberwood from plantations in Java, Indonesia. We avoid using forest wood. We use plantation wood from the rubber industry which we repurpose and upcycle into toys to save them from being burned. Because we use reclaimed timber we are in a sustainable manufacturing class of our own.

We believe in the process of regeneration, and this is why, in partnership with the Indonesian government we are totally committed to replanting all the trees that we use to make our toys, and for this we have been awarded the SVLK legal wood certification.

If we need to add plywood to make our premium toys we source only top grade wood from FSC certified suppliers.



# Giving back



Eden Reforestation Projects



ThreadBear Design is partners with the international non-profit organisation Eden Reforestation Projects to ensure that for every order placed, 10 young trees will be planted. Whenever you place an order with ThreadBear Design, you are giving employment to local artisans who make our toys and the communities that grow the trees, not just in Indonesia, but also around the world.

“Eden Reforestation Projects runs one of the most effective reforestation schemes on the planet, creating local jobs and protecting natural habitats.”

Governments and organizations around the world are currently working on strategies to combat climate change and environmental disasters, as it has become increasingly clear that reducing and eliminating major sources of carbon emissions right now is more important than ever.

As one of the leading organizations at the forefront of this mission, Eden Reforestation Projects is focused on reforestation and utilizing the amazing power of trees to not only sequester carbon but rebuild habitats and raise communities from poverty (the United Nations’ number one Sustainable Development Goal).

While it has now become common knowledge that tree planting done carefully will play an important role in the climate solution, it has also become apparent that the reforestation efforts carried out by Eden are more than just necessary—they are critical.



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