



INTERNATIONAL  
KIDS  
CONCEPTS

Customer experience  
becomes more  
important, especially  
in retail



Make sure everyone  
feels welcome,  
also families with  
children!

# A better world because of happy children



1.

A room is fully completed when everyone feels welcome.



2.

Children as well!



3.

That's why IKC offers play value worldwide, everywhere, for every budget, according to any wishes.



4.

While the kids play, customers get more time to browse, shop and focus on your products or advice.

**IKC**  
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All our products are inspected, tested and certified by SGS Laboratories.



European standard EN 71 specifies safety requirements for toys. Compliance with the standard is legally required for all toys sold in the European Union.



All our products only use FSC certified wood, so eco- and environment friendly!



Our products are conform with health, safety and environmental protection standards for products sold within the EU.



# A suitable kids' corner for your store

## INCREASE CUSTOMER EXPERIENCE IN YOUR ESTABLISHMENT

Nowadays most people expect a better shopping experience. We believe that investing in play value is one of the essential elements that should not be discarded. This increases customer experience, because you care about children, their parents and the atmosphere in your store.

## A CHILDREN'S CORNER ALWAYS PAYS OFF

By adding a kids' corner, you give parents and other customers more time to browse and make purchases at their leisure. In addition, playing also creates beautiful memories. Those memories pay off, because when children grow up they remember where they used to have a great time. By giving young children a great experience with your brand, you can create a positive brand awareness from an early age.



**“The kids' corner offers a great solution for parents who like to shop and browse at their ease.”**

- Interior manager H&M the Netherlands



# Play concepts

## Retail



"Because of the kids' corner I can speak with my customers and give thoughtful advice without getting disrupted."

- Jaap de Vries,  
Owner car dealership de Vries





“Families now like to use our shop as a day out with the children. While the children play, the adults have the time to get advice and ask all the questions they have.”

- Marketing furniture boulevard Möbel Hesse



“Parents prefer shopping at our store because they can bring their children with them.”

- Owner supermarket  
Albert Heijn Bavel



# Why together with IKC?



## THE POWER OF PLAYING BY IKC

Our goal is to turn every organisation into a child friendly environment. By combining our knowledge and love for the way children play, we create powerful products that transform any room into a child friendly place.

The goal of our creative and challenging kids play areas is to enable children to feel comfortable and enjoy themselves endlessly.



## SAFE, FAIR AND SUSTAINABLE IS OUR MIDDLE NAME

Especially when it comes to children playing. We have mapped our footprint and are working to reduce it as much as possible. That is why we use materials that are safe, durable and don't cause any damages to the environment. This will not just benefit the playing children now, but also in the future.



## FROM DESIGN TO INSTALLATION

We control the entire supply chain, from design to installation. With headquarters in the Netherlands and Shanghai China and a factory in Jiaxing China, we serve customers all over the world.

### Our full-service philosophy:

- Extensive advice.
- Choice from our collections.
- A custom design.
- Complete installation, maintenance and broad warranty.



## A PLAY CONCEPT ON A STRATEGIC PLACE

Nothing is more important than the optimal use of the floor space in your store. Every square metre is valuable. That's why we design play corners that fits within any space from as little as 0.5 m<sup>2</sup>. Without losing any sales space, the children's corner can be placed under a staircase or in a lost corner.

## SUSTAINABILITY AND SAFETY STARTS WITH MATERIALS

Only the best woods, paint that leaves no chemical traces, as little as possible plastic and as much recycling as possible.

### Our sustainable play concepts:

- Only use the best types of FSC certified wood.
- Complies with the EN-71 safety standard.
- Only use paint without any chemical traces.
- Avoid using plastic as much as we can.
- Recycle as many products as we can.

## DO YOU WANT A CHILD FRIENDLY ENVIROMENT?

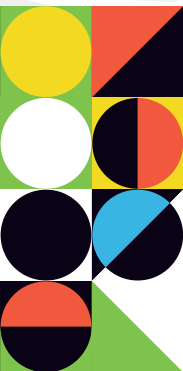
Whether you have a lot or little space, a large or small budget: creating play value is always an option. We have been providing play value to retailers all over the world for years.

Would you like more information or advice? Contact one of our specialists or visit our website.



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