KIDZbranding –
The Kids Collection 2026/2027

KIDZ branding
Family focused brand activation

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1. About KIDZbranding

KIDZbranding – bringing brands to life for kids and families

- KIDZbranding is a Scandinavian company specialising in the development, design and production of customised products for children and families.
- From plush toys, mascots and activity packs to promotional merchandise, souvenirs and complete kids' concepts, we help international brands create engaging experiences and lasting connections with their youngest customers.
- With more than 40 years of experience, we combine creativity, quality and reliable production with flexible logistics solutions – from the first idea to the final delivery.

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2. Collection | 0–1 Years

Baby bibs

Our range of baby bibs combines practical everyday use with fun, attractive designs for little travellers.

Choose from a wide variety of styles, shapes, colours and prints, from classic bibs to bandana styles and easy snap closures. Designs can be fully customised to match your brand, mascot or travel concept.

We offer a selection of soft and sustainable fabrics, with comfort, durability and easy care in mind.

A practical little travel essential, designed especially for little ones.

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2. Collection | 0–1 Years

Baby cuddle plush -soft comfort for little travellers

Our baby cuddle plush collection is designed to give little ones a soft and comforting companion, perfect for travelling, nap time and everyday cuddles.

Available in a wide range of characters, shapes, colours and fabrics, each design can be customised to complement your brand or mascot. Choose from soft, durable and sustainable fabric options to create a unique cuddle toy.

Soft, comforting and made for little hands to love.

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2. Collection | 0–2 Years

Baby fold-out changing bag

A thoughtfully designed all-in-one baby changing bag.

Makes traveling with little ones easier and more organized.

The compact bag unfolds into a comfortable changing mat while providing dedicated storage for everyday baby essentials.

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2. Collection | 0–2 Years

Sustainable kids' amenity kit

We design to keep little travelers comfortable, entertained, and cared for while supporting a more sustainable journey.

Content examples:

- Bamboo Toothbrush – An eco-friendly bamboo toothbrush with soft bristles for gentle dental care.
- Baby Point & See Book – An engaging board book that encourages early learning, curiosity, and interaction.
- Organic Baby Socks – Soft, comfortable socks made from natural fibers to keep little feet warm.
- Baby Bib – A reusable, washable bib designed for everyday mealtime convenience.
- Plush Toy – A cuddly companion that provides comfort, helps children relax, and supports restful sleep during travel.

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2. Collection | 0–2 Years

Point 'n' See Book

Point 'n' See books are designed to engage young minds through bold illustrations and bright, high-contrast colors that capture attention and encourage visual development.

Pointing to pictures and naming objects helps build early language skills, while the interactive format promotes curiosity, focus, and parent-child bonding.

Perfect for little hands, these books turn every page into a fun learning experience that supports cognitive and sensory development.

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2. Collection | 0–2 Years

Finger puppets – little toys, big interaction

Our soft finger puppets encourage playful interaction between babies and parents, helping stimulate curiosity, imagination and early communication through stories, sounds and play.

We offer a wide range of characters, colours and custom designs to match your brand or travel concept.

Designed with little ones in mind, the puppets are soft, durable and made without loose parts, making them ideal for young travellers.

Perfect for creating special moments together.

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2.Collection | 0–2 Years

Sun hats for little travellers

Keep little ones comfortable and protected on sunny adventures with our range of baby and toddler sun hats.

We offer a wide selection of styles, colours, fabrics and designs, from classic sun hats and caps to styles with ear and neck coverage.

Each design can be customised with your brand, colours, artwork or travel theme.

Practical, comfortable and designed for little travellers on the go.

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3. Collection | 3–6 Years

Magic Sticker Set

The Ultimate Travel Toy

Let children's imagination take flight with our Magic Sticker Set – the perfect travel companion for creative fun on the go.

Kids can create their own adventures by placing the reusable stickers on beautifully illustrated scenery boards. They can change the scenes, invent new stories, and play again and again. The stickers contain no glue, making them safe, mess-free, and easy for little hands to use. Simply peel, stick, remove, and create a whole new adventure!

Features

- ✓ Reusable stickers for endless play
- ✓ Encourages creativity and imaginative storytelling
- ✓ No glue – safe and mess-free
- ✓ Compact and easy to storage

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3. Collection | 3–6 Years

Postcard color book – colour, create & send

Our Postcard Color Book combines creativity and travel fun in one engaging activity. Children can colour and personalise their own postcards, then write a message and send them to family and friends.

Available in many different themes, shapes and age-appropriate versions, the designs can be fully customised to suit your brand.

Colouring helps stimulate creativity, imagination, concentration and fine motor skills, making it an ideal activity.

Create it. Colour it. Send it.

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3. Collection | 3–6 Years

2in1 Game

Happy Friends Go Away Cockroach

Happy Friends

Shuffle the cards and deal 4 cards to each player.
Place the remaining cards face down as the draw pile.
On your turn, draw a card.
If it matches a card in your hand, place the pair in front of you.
If it doesn't match, discard one card and end your turn.
If another player asks, "Happy Friends?", give them the card they request if you have it. If not, they draw from the pile.
Keep playing until all sets are completed or the draw pile is empty.

The player with the most completed Happy Friends sets wins!

Go Away Cockroach

Deal all cards face down until none remain.
The youngest player starts by taking one card from the player on their right.
Continue clockwise, taking one card from the player on your right each turn.
If you collect a matching pair, place it face up in front of you.
The last player holding the cockroach card loses.

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3. Collection | 3–6 Years

Classic Memo Game

A timeless favourite that combines fun and learning. Children turn over the cards, remember the pictures and try to find the matching pairs.

The classic memory game helps stimulate concentration, visual memory and recognition skills while keeping kids entertained.

Available in a wide range of themes, illustrations, and sizes, and fully customisable to your brand or travel concept.

Simple to play, fun to share and perfect for young travellers.

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4. Collection | 6–11 Years

Fast Match

Objective
Be the first to spot the matching symbol and collect the most cards.

Setup
- Shuffle the cards.
- Place one card face up in the centre.
- Give each player one card.
- Put the rest in a draw pile.

How to Play
1. Turn over your card.
2. Find the one matching symbol with the centre card.
3. Call it out first.
4. If correct, take the centre card.
5. Place a new card in the centre.
6. Keep playing until no cards remain.

Winner
The player with the **most cards wins!**

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4. Collection | 6–11 Years

World Match Game

Travel the world while having fun!

Turn over two cards at a time and try to match the same country or destination.

Each time you find a pair, read the fun fact on the card and discover something new about that place.

The player with the most matching pairs wins!

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4. Collection | 6–11 Years

Speed quiz

Place all category and letter cards face down in two separate piles.
Turn over the top category card and the top letter card.
Be the first player to name something that matches both the category and the letter.

Example: Category: Countries + Letter: S → *Spain*.

The first player with a correct answer wins the round.
Turn over a new category and letter card and continue playing.

The player with the most correct answers wins!

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4. Collection | 6–11 Years

What is missing

Shuffle all the **CHECK** cards and place them face down.
Place the **CHECK BOARD** in the centre.

Turn over the top CHECK card and place it next to the board.
Study the card for 30 seconds, then turn it face down.

Find and point to the matching items on the CHECK BOARD from memory.
The player who finds the most correct items wins the round.

The player with the most points after all rounds wins!

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4. Collection | 6–11 Years

What is it?

Shuffle all the cards and deal them evenly to all players.
Turn over the top card from your pile.

Be the first to spot the matching symbol between your card and another player's card.

Call out the matching item and collect the card.
Continue until all cards have been played.

The player with the most cards at the end wins!

Fast eyes and quick reactions are the key to victory!

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4. Collection | 6 and up

Classic playing cards

A classic deck of playing cards offers simple, engaging entertainment for children and families while travelling.

Compact and easy to carry, cards provide endless possibilities for games, interaction and shared fun.

Our playing cards can be fully customised with your own colours, illustrations, characters and branding, creating a unique game that connects entertainment with your brand.

Classic entertainment, customised for every journey.

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4. Collection | 6–11 Years

My journey log book

This is a special place where kids can collect memories, record adventures, and celebrate everything they discover along the way.

Whether they are traveling, visiting a museum, exploring nature, flying on an airplane, sailing on a ferry, or learning something new, every adventure has a story to tell.

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4. Collection | 6–11 Years

Fold-Out Activity Books – Big fun in a small format

Our fold-out activity books turn every journey into an adventure. Packed with puzzles, mazes, search-and-find games, drawing activities and playful challenges, they keep kids entertained while stimulating creativity, concentration and problem-solving skills.

Available in different sizes, shapes, themes and age groups, each activity book can be fully customised to your brand and travel concept.

Compact to carry, exciting to unfold and full of fun!

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4. Collection | 6–11 Years

Activity Magazines – Play, Learn & Explore

Our activity magazines are designed to keep young travellers entertained, engaged and inspired.

Available in a wide variety of sizes, shapes, themes and content, each magazine can be fully customised to suit different ages, destinations and brands. From colouring and drawing to puzzles, mazes, games and creative challenges, the activities combine fun with learning and stimulation.

Designed to encourage creativity, concentration, problem-solving and imagination – wherever the journey takes them.
Fun, stimulating and made for young minds on the move.

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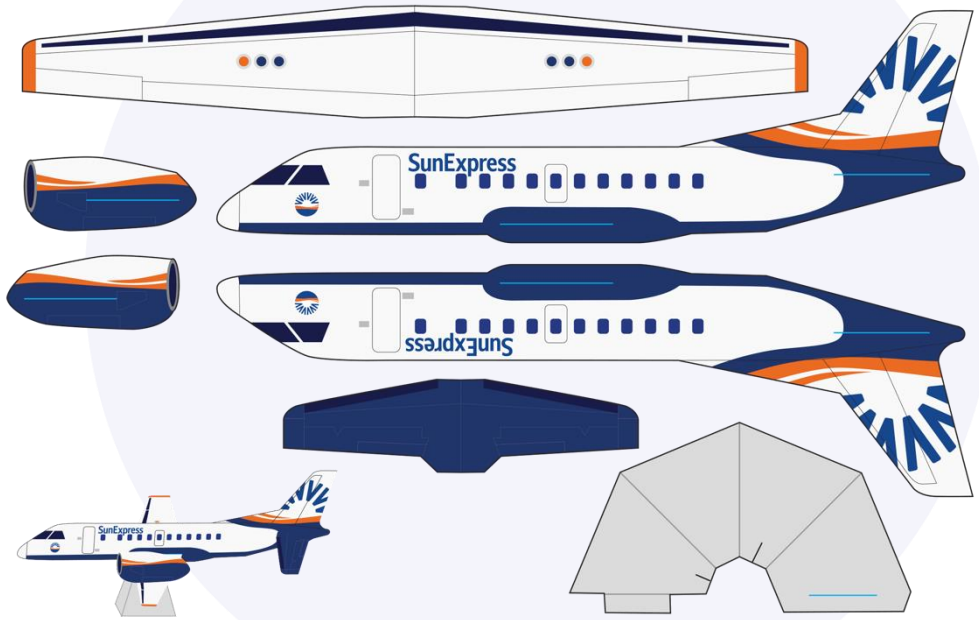
4. Collection | 6–11 Years



Build your own aircraft – create, play & explore

Our Build Your Own Aircraft is a fun and creative activity that lets children assemble their very own airplane.

Made from strong, lightweight cardboard, the aircraft is easy to build, handle and take along on the journey. It can be fully customised in colours, graphics, airline branding and design to suit your individual requirements.

A fun hands-on activity that encourages creativity, concentration and a sense of achievement.

Build it. Play with it. Take off!

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4. Collection | 6–11 Years

Magic Match™

A clever folding puzzle with endless fun!
Magic Match™ is a unique brain teaser combining creativity, memory and problem-solving. By folding the panels, children can create 6 different images, keeping the game fresh and engaging.
Inspired by the challenge of a Rubik's Cube, it encourages logical thinking, concentration and fine motor skills.
Made from strong, durable paperboard, it is designed for repeated use and is compact enough for travel.

Features

- Creates 6 different images
- Fun and educational
- Develops problem-solving skills
- Strong and durable
- Compact and lightweight
- Fully customisable with your artwork and branding

A smart travel game that keeps children entertained again and again.

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5. Collection | Plush toys

Mascots – bringing your brand to life

Our custom-designed airline mascots create a friendly and memorable connection between your brand and young customers.

We offer a wide range of styles, sizes and materials, all fully customisable to reflect your brand identity and personality.

A fun companion that makes your brand become alive!

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5. Collection | Accessories

Little accessories, big adventures

At KIDZbranding, we create custom key rings and lanyards for kids, combining quality, fun and functionality.

Choose from a wide range of fabrics, materials, colours and designs, all customised to match your brand, mascot or theme.

Designed your way – made for every adventure.

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7. Collection | Sleep mask

Sleep mask

Make every journey more comfortable with a custom-designed sleep mask created especially for children.

At KIDZbranding, we design and manufacture children's sleep masks in any shape, design, colour and fabric to match your brand, mascot or theme. Whether you are looking for a playful animal, a custom character, or a classic travel design, we can bring your idea to life.

Our sleep masks are made from soft, child-friendly materials that provide comfort while encouraging rest during travel. They are perfect for airlines, hotels, cruise lines, promotional campaigns and retail collections.

Available in:

- Any shape and size
- Custom colours and prints
- A wide range of soft, premium fabrics
- Embroidery or printed branding
- Fully customised packaging

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8. Collection | Socks

Fun socks, warm feet

Add comfort, fun and personality to every journey with KIDZbranding custom kids' socks.

Choose any colour, design, pattern or material to match your brand, mascot or theme.

Made from soft, high-quality fabrics, with optional anti-slip silicone dots for extra safety.

Features

- Fully customisable
- Soft and child-friendly
- Premium materials
- Optional anti-slip dots
- Perfect for travel, gifting and retail

Keeping little feet warm, safe and smiling.

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9. Collection | Amentity kits

Little comforts for big adventures

At KIDZbranding, we create customised kids amenity kits designed to make every journey more comfortable, enjoyable and memorable for young travellers.

Our kits can include sleep masks, socks, soft plush toys, toothbrushes made from sustainable materials, toothpaste, and other practical or fun travel essentials.

Every kit can be tailored to the child's age and your brand, with a choice of bags, materials, colours, contents and designs, including sustainable options.

A thoughtful travel kit combining comfort, practicality and a little extra fun.

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10. Collection | Bags

Bags for kids
Designed for every adventure

At KIDZbranding, we create custom bags for children that combine fun, style and functionality. Every bag can be tailored to your brand, mascot or theme in any shape, size, colour or material, including sustainable options.

Our range includes:

- School bags & backpacks
- Gym & drawstring bags
- Tote & travel bags
- Pencil cases
- Weekend & duffel bags

Fun, practical and made for every adventure.

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11. Collection | Headphones

Colorful comfortable

Make listening extra fun with these soft and comfortable headphones designed especially for kids.

Perfect for music, stories, games, and learning.
The headphones can be designed in any color and customized with your own print.

Features

- Comfortable fit for kids
- Fun, colorful design
- Customizable colors and prints
- Perfect for music, stories, games, and learning
- A fun and practical gift

Product information

- Noise level (max.): 85 decibels (dB)
- 2-in-1: works with both cable and Bluetooth connections (cables included)
- Battery life: up to 8 hours
- Standby time: up to 200 hours
- Battery capacity: 150 mAh
- Charging time: approx. 2 hours

Good to know

- Minimum age: 3 years
  Collapsible
  Adjustable
  Easy to clean with a damp cloth

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12. Collection | Towels

Kids towels

At KIDZbranding, we design
and manufacture custom towels and hooded ponchos
that children love.

From colourful characters and mascots to custom patterns and branding, every towel and poncho is designed to match your concept and delight young users.

Available in any size, shape, colour and material, our collection can be produced in soft cotton,velour, terry, bamboo blends, recycled fabrics and other premium materials to suit your requirements.

Features

- Fully customised designs
- Available in all sizes and colours
- Wide selection of premium materials
- Soft, absorbent and child-friendly
- Sustainable fabric options available

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13. Collection | Inflatables

Kids pool & beach collection

At KIDZbranding, we offer a wide range of custom inflatable products designed for fun at the pool and beach. From swim rings and arm floaties to animal-shaped inflatables and beach accessories, every product can be customised with your own branding, mascot or design.
Made from high-quality, child-safe materials, our inflatables are perfect for airlines, hotels, resorts, cruise lines, water parks and promotional campaigns.

Our range includes:
- Swim Rings
- Animal Floats
- Swim Arm Bands
- Baby Floats
- Beach Balls
- Pool Toys

Fun, safe and fully customised to create unforgettable experiences for young travellers.

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14. Collection | Beach games

Kids beach games

Our range of kids beach games is designed to keep young travellers active, entertained and having fun outdoors.

From soft foldable frisbees and flying gliders to fun catch-and-throw ball games, we create lightweight products that are easy to pack and perfect for holidays.

All products can be fully customised with your brand, colours, mascot or unique design and are available in a variety of child-friendly materials.

Compact, colourful and made for fun – perfect for hotels, resorts, cruise lines, airlines and family travel.

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15. Collection | Luggage tags

Kids luggage tags

Make every journey more personal and fun with our range of colourful luggage tags for kids.

Available in playful shapes, characters and travel-inspired designs, they make bags easy to recognise while adding a fun touch to every adventure.

Our luggage tags can be fully customised with your brand, mascot, colours and messages.

Fun, practical and fully customisable – a perfect travel accessory for young travellers.

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Book a Call

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