

PRESS RELEASE | Innovation Award Cologne 2009

**The new kiditec® »Multicar« concept wins the Innovation Award 2009 in Cologne.**

**The new kiditec® Multicar concept is worldwide unique. The novelty of the small Swiss company Techno Bloxx AG from Zug did convince the jury of experts and has been honoured in Cologne at the "Kind + Jugend" with the Innovation Award 2009 in the category "World of Baby Toys".**

"Kind + Jugend" confirms its position as the world's leading trade fair for the sector. 781 exhibitors gave about 18,000 trade visitors from 95 countries an extensive overview of the babies and toddlers market.

An ideal platform for product novelties: Innovations for the youngest consumers make their way from Cologne to the rest of the world. The "Kind + Jugend" Innovation Award celebrated its fifth anniversary on the first day of the fair. The coveted award is considered a recognized seal of approval within the sector. This year some 180 companies had once again applied to participate in the competition, which celebrates the innovative power of the sector and offers a special boost for both new ideas and the continued development of high-quality products. The prize-giving ceremony for the award, which took place as part of the official trade fair opening ceremony on Thursday, 17th September, in the presence of numerous exhibitors, trade visitors and representatives of the media was a real highlight of "Kind + Jugend".

We've got it! Receiving the Innovation Award for the category "World of Baby Toys" was a great experience for us. This award confirms that in these economically tough times we are on the right track with our development activities.



Press report of the "Kind + Jugend" 2009:

The kiditec Multicar from Techno Bloxx AG was the jury's favourite in the category "World of Baby Toys" (toys for babies and toddlers). "It's exactly the kind of toy I've been looking for to give to my children" was the conclusion of one of the members of the jury. The jury especially liked the fact that the children can build the product to form different variations. For example, the kiditec Multicar can be a walking aid for a baby's first steps, a pushcart, a transport cart or a doll's pram, and it can even be turned into a soapbox car. It helps to stimulate and encourage the child's creativity and motor skills

