

Press release | Product of the Year 2010

The new kiditec® Multicar toy has been awarded as product of the year 2010.

The new kiditec® Multicar concept is innovative and worldwide unique. Techno Bloxx AG from Zug, a young Swiss Enterprise, has been awarded by the German Industry Association pro-K, semi-finished products and consumer products made from plastics as “Product of the year 2010” in the category toys.

After we won the Innovation Award for our kiditec® Multicar concept at the fair „Kind and Jugend“ in Cologne in September 2009 another award followed.

The award Product of the Year 2010

On November 3, 2009 we have received for our new product development an award from the German Industry association pro-K, semi-finished products and consumer products made from plastics.



Our submitted toy concept the kiditec® Multicar has been chosen by a jury of thirteen people in the areas: Innovation, Design and Functionality as product of the Year 2010 in the category toys.

The award product of the year 2010 is a great compliment for our young, dynamic Design- and Development team.

You will find additional information about this award at www.produkte-des-jahres.de

kiditec® Multicar

The new toy concept from Switzerland. The new kiditec® Multicar already conveys to the small child the first impressions of building and constructing. The mobile Multicar models can fully be used as toys and it even carries the weight of children. With the innovative and simple click wheel connection wheels can be changed by the youngest without a problem.

With the Multicar set a total of 14 different models – e.g. the walking aid “walky” up to the trolley “baggy” – can be built. The high stability offers up to now not realizable construction possibilities.

The Jury:

“Based on its modular system which offers 14 different building possibilities, the kiditec® Multicar comes with an exceptional high playing value.