



RETAIL



INTERNATIONAL
KIDS
CONCEPTS

**Customer experience
is becoming more important,
especially in retail**



**Make sure everyone
feels welcome,
also families with
children!**

Happy children make a better world



1.

A room is fully completed when everyone feels welcome.



2.

Children as well!



3.

That is why IKC offers play value worldwide, in any area, for every budget and 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 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 PLAY 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

This is important, 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 damage 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 IN 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 fit within any space from as little as 0.5 m². Without losing much sales space, the children's corner can even be placed under a staircase or in a lost corner.

SUSTAINABILITY AND SAFETY STARTS WITH THE MATERIALS

Only the best kind of wood, paint that leaves no chemical traces, a minimum amount of plastic and as much recycling as possible.

Our sustainable play concepts:

- contain the best types of FSC certified wood
- comply with the EN-71 safety standard
- are sprayed with antibacterial and scratch resistant paint
- are easy to clean and to maintain
- don't contain any loose parts

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 the Rtail sector all over the world for many years.

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



www.ikcplay.com

+31 (0)321 387 730 | sales@ikcplay.com | www.ikcplay.com



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**International Kids Concepts
HQ EUROPE**

De Linge 41
8253 PJ Dronten
The Netherlands
+31 (0)321 38 77 30
sales@ikcplay.com

**International Kids Concepts
HQ ASIA-PACIFIC**

Office 1-232, 1933 Laochangfang,
611 LiYang Road, Hongkou district,
Shanghai, China
+86 (0)573 8258 6183
sales.cn@ikcplay.com



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