



# Why the early years matter.

A booklet about Stokke's belief in child development and how we bring it to life.



# Table of contents.

<b>3-7</b>	<b>Our belief in child development</b>	<b>15-24</b>	<b>Connecting our commitment to our product range</b>
4-5	Why we believe in the importance of child development	16-17	Our seating range
6-7	Timelines of growth	18-20	Our strollers and carriers
		21-22	Our nursery
		23-24	Our play table
<b>8-9</b>	<b>How one chair started our commitment to child development</b>		
		<b>25-27</b>	<b>Putting our beliefs in a sustainability perspective</b>
<b>10-14</b>	<b>The three pillars that define our commitment</b>	<b>28-30</b>	<b>The role parents play in the early years</b>
11	Connection		
12	Exploration		
13	Safety		
14	Connecting our pillars to our mission		



Our belief in child development

Being small is a  
pretty big deal.

Why we believe in the power of the early years.



# Laying the groundwork.

It's during the first years of life that we set the foundation for everything to come. As a brand that champions children, we're big believers in those years. In everything kids can accomplish as grown-ups when we give them the tools to develop as little ones. Simply put, we think confident kids make for confident adults.

Our reason for this belief is because of the power the early years yield. For example, did you know that the ability to create good and meaningful relationships is determined before our first birthday? That it's during that time we form our ability to attach to other people as well as control our emotions and feelings? Being able to handle these things isn't something we're born with, it's a foundation built and created during our first year of life.

”The early years of life have impact on our development throughout our lives.



**Johanne Smith-Nielsen**

Associate Professor Ph.D. Clinical Psychologist University of Copenhagen, Center for Early Intervention and Family Studies.

Johanne Smith-Nielsen is an associate professor with the same mission and belief as us – childhood plays a major role in adulthood. For that reason, we've funded a PhD project, supervised by Smith-Nielsen, that focuses on different eating situations with caregivers and young children (0-3 years old) in relation to socialization and learning.





# Good now means better later.

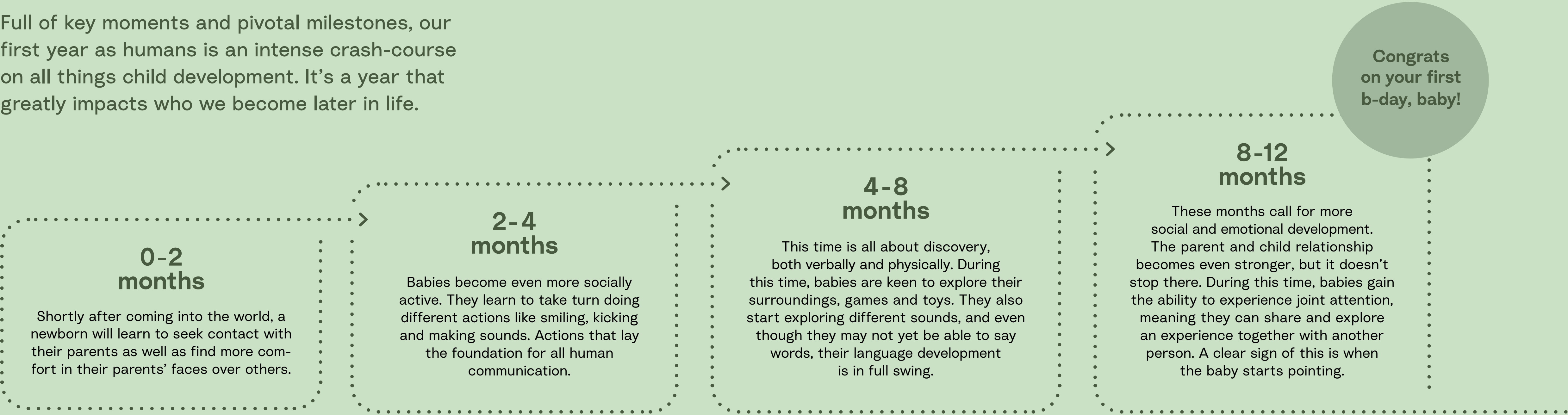
The pace of development during the early years is a pace never repeated again. It's a time bursting full of firsts where every single experience and feeling adds to the building of the brain. The quality of these early experiences determine how well you function in school, work and relationships later in life.

The experiences shared by parent and child are the foundation for children's social and emotional development. These social interactions are what allow children to communicate and engage long before they can form actual sentences. It's what let's them understand and navigate their world before they can find the words.



# A life-changing year.

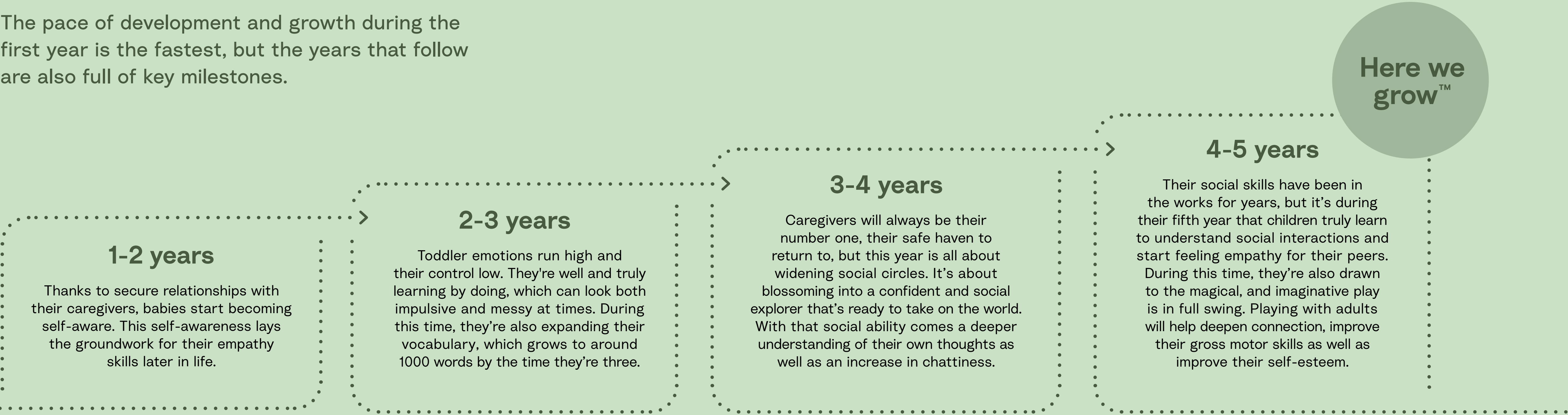
Full of key moments and pivotal milestones, our first year as humans is an intense crash-course on all things child development. It’s a year that greatly impacts who we become later in life.





# The journey continues.

The pace of development and growth during the first year is the fastest, but the years that follow are also full of key milestones.





Where our commitment started

# The chair that put us on a new path.

How we started to produce children's furniture and  
came to believe in the importance of the early years.





# Bringing parent and child together since 1972.

Designed by Norwegian designer Peter Opsvik in 1972, the release of the Tripp Trapp® chair marked a new beginning and mission for Stokke. It did something no other chair had done before. Tripp Trapp® is the iconic chair that let children and parents sit together at eye level throughout their entire childhood. It let them bond, connect and form deeper relationships no matter their age. Gone were the days of kids tables. Children had been given a seat at the table together with the family, and with that, reshaped Stokke's focus, future and philosophy. From that day forward, child development and the shared bond between parent and child sits at the heart of everything we do.



Our commitment to child development

# The Stokke approach to the early years.

And the three pillars that define it  
– connection, exploration and safety.





# Connected through it all.

A child learns to navigate and understand their world by seeing it through the lens called parent. They use facial expressions and sounds from parents and caregivers to teach them how to react to a given situation. One look from a parent can help a child deduce whether something is safe or not and therefore, how to act based upon that look. This means that the role of a parent or caregiver couldn't be more important to the development of a child. For that reason, we always make sure to enable connection between parent and child by creating products that allow them to see eye-to-eye.

“Every interaction is a window of opportunity for learning and development.”

Johanne Smith-Nielsen  
Associate Professor Ph.D. Clinical Psychologist



# The power of exploring.

It might look wobbly, but those stumbling steps are more important than you'd think. Because it's only when kids are allowed to go off and take the lead while at the same feeling the full support from their caregivers, that they dare to do so. It's only when kids are allowed to discover the world on their own terms that they grow up to be confident. With that in mind, our products are designed to give children that confidence to explore while giving parents the support to trust that they can do it.

” Letting your child experiment and explore is one of the most fundamental ways of learning for a young child.

Johanne Smith-Nielsen  
Associate Professor Ph.D. Clinical Psychologist







# Why safety is key.

Every discussion of product development starts and ends with safety. Protection before progression. Because we want to create a world where kids grow up confidently. For that, we need them to be free from harm, free to rest, learn and be curious. It's only when kids feel safe and secure that their curiosity kicks in and they want to explore. Our mission is to give children that want to experiment and explore, and for parents to let them, without feeling worried.

“When a child knows that ‘You are here for me and you have my back. If I look at you, you will be there’, they are encouraged to explore more.

Johanne Smith-Nielsen  
Associate Professor Ph.D. Clinical Psychologist



# Confident kids for a better world.

Our work is to support parents and caregivers as they support their children to grow up confident. With connection, safety and exploration as our foundation for this, we encourage parents to take advantage of the many opportunities they have each and every day to help their children develop. We truly believe that by bettering the relationship between a child and their parent, we can better the entire world and create a more sustainable future.





Connecting our belief to our products

# Turning care into action.

How we create all our products with  
the early years in mind.





Our seating range

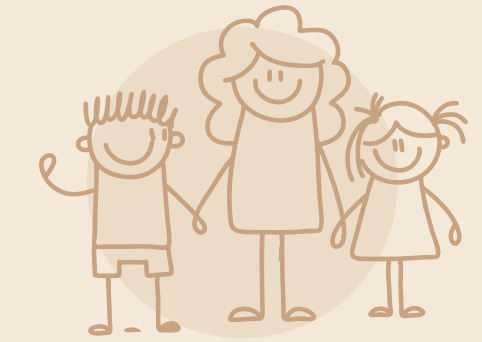
# There's more to sitting than you'd think.

The table is where the real growth is. It's where we take the time to slow down, connect, listen and learn from each other. And that's where our high chairs come in. They make connecting even easier. They let you see eye-to-eye and have meaningful conversations, both the gibberish kind and those that make sense. Either way, letting children be part of the dinner table from a young age makes them feel both seen and heard – allowing them to grow alongside you.



## Hero products

# Our seating range.



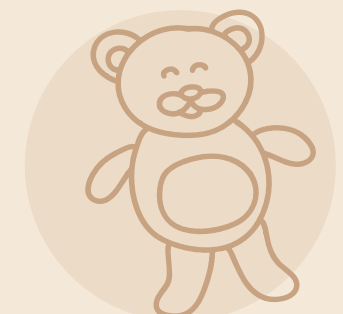
### Connection

Designed to support both growing bodies and minds, our seating range brings your baby to the table and into the heart of family.



### Exploration

Allows your baby to learn and develop alongside you while offering the freedom to move, participate actively and improve learning.



### Safety

Both award winning and tested to the highest safety standards, our seating range is a testament to our 50+ years of experience and expertise.





Our strollers & carriers

# There's a whole world waiting.

Whether it's a big family trip or just a walk down the block, there's always something new to be seen. And we think every new experience should be a shared one. Which is why our strollers and baby carriers make it easy to stay connected through it all. Both product ranges offer safe and comfortable exploring while also enabling close contact between parent and child.



## Hero product

# Stokke® Xplory® X



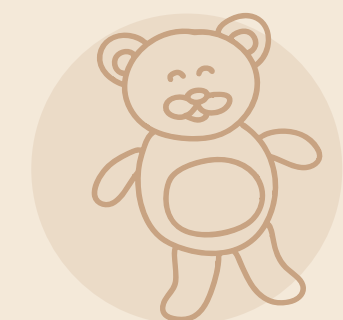
### Connection

This multifunctional stroller has a high seat height that allows for even closer bonding and connection.



### Exploration

With an adjustable and reclining seat, the baby can sit parent-facing or forward-facing. This means they can see both you and their surroundings, letting them explore confidently.



### Safety

Made with high quality and durable materials, this stroller has been tried, tested and trusted for 20 years.



## Hero product

# Stokke® Limas™ Carrier



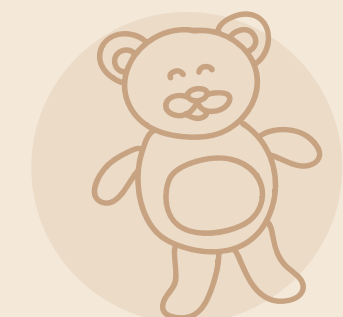
### Connection

Our carriers let you carry your baby as close as can be, which promotes emotional bonding.



### Exploration

Carrying a baby at your height means they can explore and discover the world from the comfort of your chest.



### Safety

Recommended by the International Hip Dysplasia Institute, our carriers keep babies secure while ensuring the correct spread-squat position.





Our nursery

# Growing one dream at a time.

There's so much more to a nursery than just a room to sleep in. It's a place of tranquility and growth. Where kids get ready to take on the day and rest after everything they've experienced. Where they learn to read, sing, play and connect. With this in mind, we've created a range of nursery products that allow for safe, snug and cozy connection between parent and child. No matter if it's a diaper change or a bedtime story, it's a moment together.



Why the early years matter

Hero product

# Stokke® Sleepi™



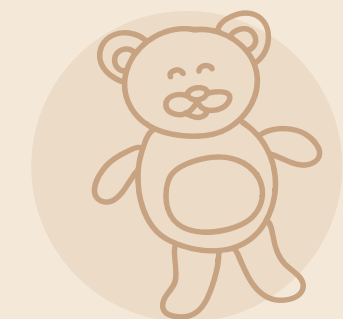
## Connection

Designed with a nest-like feeling, our Stokke® Sleepi™ provides a comforting familiarity that promotes connection and creates reassurance.



## Exploration

We encourage independence, so as the child grows older, the sides of the crib can be removed and the child can climb in and out more freely.



## Safety

With over 20 years of experience, this crib is tried, tested and trusted. It's sturdy bed frame as well as breathable yet firm mattress fulfills the highest safety standards.





Our play table

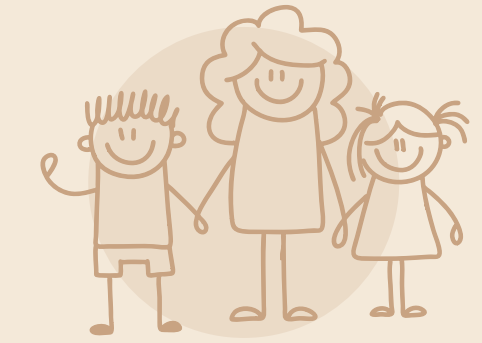
# Learning by playing.

Sure, playing is a lot of fun and games. But secretly, it's also a great opportunity to learn. Research shows that language skills are nurtured during pretend play. And whether it's block building, drawing or making up some dinosaur drama, playing let's children discover with both their hands and minds. There's growth in those funny moments. Playing can be done alone, with friends or as a family, but no matter what, our Stokke® MuTable™ allows for all sorts of fun and engaging moments.



Hero product

# Stokke® MuTable™



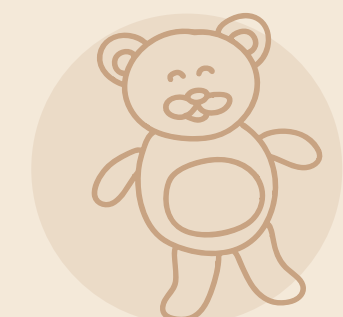
## Connection

Children learn a lot of valuable social and emotional skills through playing. This table lets them have fun together while promoting cooperation and teamwork.



## Exploration

By promoting open ended play and storytelling, this table lets children tap into their creativity and imagination while still developing their fine motor skills. An approach that supports STEAM - a high standard of learning and engagement.



## Safety

Made with sturdy wood, this table features softly rounded curves.



Putting our beliefs in a future-first perspective

# Together for a better world.

How caring for children is  
caring for the planet.





# Crafting a brighter future.

Sustainability is the guiding hand that leads the way when it comes to how and what we produce. This means we always strive to ensure fair practice and decent work through every step of our supply chain. Our materials are chosen with care, making sure they have a lower environmental impact and that the wood we use is certified and sourced responsibly. But the thing that sets our sustainability approach apart is the way we design. Our grow-with-your-child mentality and multi-functional approach is what gives our products a longer than usual lifespan, some of them lasting for years, lifetimes and generations even.



# Sustainability beyond climate.

Our definition of sustainability doesn't stop at supply chains and material choices, it stretches to something far less tangible but equally important. It's simple really, we think we can create a sustainable and better future by making sure the kids of today turn into confident adults later. This means that every single one of our products is designed and created through the lens of child development. That everything we put out into the world plays a role in children's learning, development and future. By dedicating ourselves to the early years of childhood, we truly believe we can shape and develop a more sustainable adulthood, and therefore, planet.





Our commitment in reference to the parent-child relationship

# The role parents play in the early years.

How one relationship plays a crucial part in child development and what we do to better it.



# Supporting parents is supporting children.

Just like parents, our world revolves around the wellbeing of kids. Around everything we can do to make them more confident. Because with age, that confidence translates into trust. Trust in their capabilities, in themselves, and in their abilities to handle situations that might not go their way. Parents and caregivers play a vital role in this confidence-building. By making their children feel seen, heard and supported in the everyday, they're slowly but surely giving their children the right tools to one day become confident adults.

With help from child psychologists and researchers, we're doing everything we can to support parents and caregivers on this shared journey. Because we know supportive parents make for confident children who make for better communities.







# Above all, it's about growing together.

Childhood and parenthood may sound like two fundamentally different journeys. But they couldn't be more similar. There isn't one without the other and no adventure in life is more shared. It's a time full of firsts and shared understandings. That's why the relationship between parent and child sits at the heart of our belief in the early years. Because going through life together is ultimately growing together. It's shaping our future one wobbly step at a time.





Here we grow™