

A Danish company seeks European suppliers (brands) of baby & children's equipment to complement the existing supply chain.

## Summary

Profile type	Company's country	POD reference
<b>Business request</b>	<b>Denmark</b>	<b>BRDK20230426007</b>
Profile status	Type of partnership	Targeted countries
<b>PUBLISHED</b>	<b>Commercial agreement</b>	<b>• World</b>
Contact Person	Term of validity	Last update
<a href="#">Rita Elste - Tomson</a>	<b>26 Apr 2023</b> <b>25 Apr 2024</b>	<b>26 Apr 2023</b>

## General Information

### Short summary

A Danish company importing and distributing brands all over Scandinavia seeks more suppliers (with own brands) of baby & children's equipment.

### Full description

The Danish company imports baby & children's equipment from a wide range of countries, mainly Europe. They have suppliers from France, Norway, Finland, and Poland, among others, and their customers are spread all over Scandinavia, which differs from brand to brand.

The Danish company has a strong focus on negotiating quality products that go in and add something new to the market. Therefore, they also bring in great selectivity when choosing new brands. The Danish company benefits greatly from being a leading stockist for virtually all ranges. This ensures both a short delivery time for the retailers, as well as avoiding expensive shipping costs on imports when partnering with the Danish company.

They have 90 % of their turnover in Denmark, but have distribution rights in the whole of Scandinavia (DK/N/S) for several brands.

The Danish company works with the biggest retailers and chains in Denmark within the baby and kids industry. They are as a distributor much acknowledged as a quality supplier, mostly because of their imported quality brands, but also because of their wide flexibility.

Scandinavia – where the Danish company operates – has the highest standards of certifications and approvals for the products. That is why the Danish company is only looking for suppliers which can supply those standards.

The order sizes could span from single cartons/collies to several pallets per load. It depends on the product and the

case. Today their biggest customers cover from BabySam, Ønskebørn, Med24.dk, and Spejdersport. Today the Danish company distributes the following brands:

- Babymoov/Badabulle (France)
- MiniMeis (Norway)
- Monbento (France)
- Buubla (Finland)
- Baby Wallaby (Finland)

#### Advantages and innovations

The Danish company:

- Is design and innovation-oriented and ready to bring innovative products to the market

#### Technical specification or expertise sought

Baby and children's equipment products with the highest standards of certifications and approvals for the products.

#### Stage of development

**Already on the market**

#### Sustainable Development goals

- **Not relevant**

#### IPR Status

## Partner Sought

#### Expected role of the partner

The ideal suppliers:

- Speaks English.
- Can handle various order sizes.
- Is ready and motivated for product development for future products.
- Can handle logistics for Denmark.
- Must have space in the margin for both a distributor (the Danish company) and the retailer.
- The ideal supplier should be ready to put resources into marketing together with the Danish company.

#### Type of partnership

**Commercial agreement**

#### Type and size of the partner

- **Other**

## Dissemination

---

Technology keywords

Market keywords

- **07004008 - Other consumer products**
- **07002005 - Other retailing**

Targeted countries

Sector groups involved

- **World**