

Retro look: the striking new *Eefje* range from PAIDI with warm wood and neat grooves

Hafenlohr/Frankfurt am Main 7th September 2023. Launching next year, the *Eefje* range from children's furniture specialist PAIDI is set to bring new harmony and atmosphere to children's bedrooms. The distinctive design can be adapted to individual styles with the two decorative colours. The highly functional furniture is child-safe and makes a great choice that will stand the test of time as children grow.

Choice of warm tones and grooved look

The new furniture range with the natural groovy oak and cashmere beige colours creates a lovely atmosphere where children feel at ease. From the convertible cot that gradually grows with a child, to two- or three-door wardrobes, changing units and highboards, the *Eefje* baby room range offers an adaptable style with a whole host of variation options. 'Parents will love the striking retro look with its tapered feet and recessed fronts. The groovy oak finish with its warm and lively grooved effect is particularly distinctive, while the cashmere beige option is right on-trend and creates a calming feel in a child's room,' says PAIDI head designer Bruno Agostino.

The adaptable *Eefje*

What makes this range special is that parents can create their own design, for example with all the furniture fronts in the striking groovy oak option or in combination with the trendy cashmere beige look.

'Families are diverse and individual, and so are their needs. That's exactly why we are offering the furniture fronts in groovy oak or cashmere beige. The customisation option gives our customers the opportunity to design their rooms themselves and gives our partners great sales opportunities,' highlights Anne-Laure Bigot, chair of the management board and sales/marketing director at PAIDI.

Sustainable growth

Eefje is sustainable to the core: made of wood from European forestry and resistant to fading, dirt and scratches. The drawers also have new, patented fittings, which make life easier for parents as they speed up drawer assembly. On top of that, the new system is also more efficient to transport and therefore reduces emissions.

Aside from this, *Eefje* can be combined with the *Little Flo* floor bed, making it perfect for children for many years. That's truly sophisticated sustainability.

The cot

The stylish and long-lasting cot in the striking *Eefje* design doesn't just look great – it also offers four height adjustment options that protect parents' backs when they are putting a baby down to sleep. The bed also grows alongside the child, with four conversion options from the junior level to the junior bed and the high and low youth sofa. Like all PAIDI cots, it features the *AIRWELL*® Comfort slatted base and the patented detachable bar mechanism, which is extremely easy to use. When the centre bars are removed, the child can get in and out of bed themselves.

Storage space – the 'Tiny' wardrobe and side unit encourage toddler independence

The two 'Tiny' pieces are another highlight of this range.

The wardrobe offers plenty of space for clothes and accessories. It is designed so that toddlers can reach the lower shelves and clothes rails, enabling them to choose their own outfits. All parts of the range can be expanded with clever options to create even more storage space. In addition, all doors and drawers have a soft close function to prevent any fingers from getting caught.

The side unit offers two great benefits: Families with small rooms can opt for the narrow changing unit and use the 'Tiny' next to the chest of drawers for an additional surface and storage space. And if toddlers want to store their things somewhere, the lower shelves are ideal for toys and treasures.

PRESS RELEASE



Availability:

All PAIDI furniture will be available from baby and furniture retailers from around February 2024.

You can find related images here: <https://www.blattert-pr.de/presse/presse-downloads>

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