

## **New Steiff baby room from PAIDI: *Mila & Ben* charms with clean design in cashmere beige**

**Hafenlohr/Frankfurt am Main 7th September 2023. The children's furniture specialist PAIDI is set to launch its second baby room collaboration with Steiff in the coming year. With its Scandinavian design and clear lines, the *Mila & Ben* range is not only on-trend but will also blend seamlessly into any interior thanks to the muted shades of cashmere beige and Scandinavian wood. The convertible cot and bed mean that the furniture can grow alongside little ones.**

### **Clear lines and colours**

PAIDI and Steiff have always been companies that accompany children from birth on, and they have been working together with great success since 2019. 'We are delighted with the new collaboration and the wonderful design, which is a great fit for us,' says Frank Rheinboldt, CEO of Margarethe Steiff GmbH. 'PAIDI and Steiff are well-established German brands that are aiming to create the perfect environment for babies to sleep snugly and safely the world over,' adds Anne-Laure Bigot, chair of the management board and sales/marketing director at PAIDI. The distinctive room range in calming cashmere beige grows alongside a growing child. The cube-shaped Scandinavian wood shelves are a highlight of the practical design, while the embossed Steiff teddy bear head logos on the furniture raise the visual and tactile appeal.

### **The cot**

Parents are sure to love the versatile options. The cot (70 x 140 cm) can be converted in four different ways as the child grows, for example to make a junior bed or children's sofa. There's also a larger follow-on bed (120 x 200 cm), providing space for mum and dad during the bedtime routine. Side guards are available separately for additional safety. The light and airy look of the cot is complemented by its tapered feet. The AIRWELL® Comfort slatted frame can also be adjusted to three different heights to make it easier to lift a child out and to protect

parents' backs. Like all PAIDI cots, this design also features the patented detachable bar mechanism, which is extremely quiet and easy to use.

## **The changing unit**

The changing board can be attached to the left, right or centre of the chest of drawers without any tools – and can be removed without a trace when no longer needed. The changing unit gives parents three drawers with space for all kinds of things that they'll need in their first year with their baby. And for even more storage space, the top drawer can be fully extended and also features an internal compartment.

## **Storage options – wardrobes, highboards, play boards and more**

The wardrobes have handle-free fronts with a push-to-open function. Alongside the two- and three-door wardrobes, PAIDI also offers two sizes of highboard and a lowboard. The lowboard gives kids lots of space for their favourite toys and they can use it to stand, play or sit comfortably. Plus, the lowboard's box features a lid with a leather strap. Extra wall boxes in a range of sizes create a relaxed look and provide space for decoration, cuddly toys, pictures and memories. Aside from this, the wood comes from sustainable European forestry and the furniture's surface is dirt- and scratch-resistant, making it extra-easy to clean.

## **Availability:**

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

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

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