

## Snuggle up with the latest GUND® Bears

With worldwide renown for its high quality, luxuriously soft and classically styled designs, GUND<sup>®</sup> Bears has announced nine additions to the collection for summer 2014. With a selection of lovable bears from the mischievous Zag<sup>™</sup>, in grey and white stripes, to the popular Maxie<sup>™</sup> in an extra-large size, there's a huggable character for every occasion and for every fan.

Made with the skills and love learnt from over a century of pioneering work by GUND<sup>®</sup>, the striking Calvin<sup>™</sup>, elegant Wagner<sup>™</sup> and demure Petunia<sup>™</sup> are fully jointed bears, and, adorned with pretty sheer-ribbon bows, they are perfect for classic bear collectors or young children alike.

In addition, joining this much loved heritage brand are Reid<sup>TM</sup> Bear, Slouchers and Babbs whilst the handsome GUNDer<sup>TM</sup> Bears are available in an assortment of popular colours from soft brown to charcoal grey.

Featuring timeless, traditional plush animals and bears as well as innovative character-driven soft toys, GUND® is America's oldest and most prestigious soft toy company. Amongst its many achievements is the development of the 'under stuffing' technique using super-soft materials and being the first to produce a licensed soft toy.



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