



**KIND + JUGEND 2017 POLOLO on the shared "Green Kids Pavilion" exhibition stand
The central contact point for people interested in ecologically produced children's
fashion, from head to toe**

children, Cologne, natural goods, Pololo, shoes, youngsters

POLOLO (children's shoes) is appearing together with pat & patty (children's clothing and accessories), Pickapooh (hats for children) and PoPoLiNi (nappy systems).

[Berlin, September 5th, 2017] It is a much-loved POLOLO tradition to present its new collection of toddler shoes and slippers, kindergarten and outdoor shoes for children during "KIND + JUGEND" in Cologne at the shared "**Green Kids Pavilion**" exhibition stand. As always, the "Green Kids Pavilion" will be a central point at the trade fair, with contacts for high-quality, sustainable and ecologically produced children's fashion. In addition to being united under the letter "P" for "*Partnership*", the exhibitors are united under a shared commitment: "*Natural goods = Beauty + Closeness to nature + Ecology + Made in Europe + Health*". POLOLO is appearing together with pat & patty (children's clothing and accessories), Pickapooh (hats) and PoPoLiNi (nappy systems).

POLOLOs: Children's shoes made from ecological materials

POLOLO's tried-and-tested children's shoes are produced from vegetable tanned leathers, which are certified to the highest standards such as the ECARF Seal of Quality for hypo-allergenic products and the ecological seals for leather and contaminant-free shoes – the "IVN Natural leather" and "Biokreis" for organic leather. POLOLO also has styles made from hemp, cotton and (from autumn 2017) wool felt in its range.

POLOLOs are available in three style series:

- SOFT: Toddler shoes and slippers, "Made in Germany"
- KIGA: Kindergarten shoes "Made in Germany"
- MINI/MAXI: Children's outdoor shoes "Made in Spain"

POLOLO in China

At the upcoming "KIND + JUGEND", the POLOLO trade-fair team will be supported by a Chinese delegation, our collaborative partner Beautiful Brands, in order to be able to advise and look after Chinese specialist-trade customers on site. From 18-20 October 2017, POLOLO will then, for the first time, exhibit POLOLO children's shoes 'made in Germany' in the German Pavilion at the "**China International Exhibition of baby products**" in Shanghai.

The new POLOLO-SOFT family: The Walk slipper

POLOLO slippers made from wool felt are produced using 100 percent Tyrolean boiled wool. The finest merino wool, felted using clear mountain water from the Tyrolean Alps, is used to produce them in POLOLO's own factory in Oberreichenbach in Franconia.

This sheep's wool is breathable, robust, thermally insulating and water repellent - ideal for adventurous children. The three styles "*Car*", "*Strawberry*" and "*Tiger*" provide great freedom of movement; the outer sole is made from vegetable tanned leather. They are available from September 2017, in sizes 20/21 to 34/35.

The new POLOLO wool-felt slippers (from left to right):



["Wolli Strawberry"](#),
["Wolli Car"](#) and
["Wolli Tiger Tom"](#)

Trade visitors and media representatives are invited to visit the POLOLO stand to get an idea of both tried-and-tested and new POLOLOs at first hand. On the Saturday, we warmly invite you to a Come Together at 5:00 p.m. at our stand:

"KIND + JUGEND 2017"

14 to 17 September 2017

koelnmesse, "Green Kids Pavilion", Hall 11.3, Stand C 28

"Come Together" on Saturday, September 16th, at 17:00 hrs.

Messeplatz 1

D-50679 Cologne

More information: <http://www.kindundjugend.com/kindundjugend/index-2.php>

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About POLOLO:

POLOLO is a German children's shoe brand based in Berlin and with production sites in Oberreichenbach in Bavaria and in Alicante (Spain). The name POLOLO comes from Chile and means "firm friend". The company was founded in 2003 by the shoe designer Verena Carney and the business manager Franziska Kuntze – under the slogan: "Stand on healthy feet with POLOLO!" This is why only natural, high-quality materials are used to produce slippers (SOFT styles), children's shoes (for outdoors) and accessories (insoles, leg-warmers, etc.) – with the aim of designing colourful works of modern shoe art that can be slipped on and make you feel good.

POLOLO now sells to more than 800 specialist retailers, catalogues, mail-order companies, etc. across Europe, as well as Asia, Australia and America. In 2012, POLOLO gained the IVN Natural Leather certificate (the highest ecological leather standard) for the "SOFT" style series – the first shoe manufacturer in the world to do this. However, not only is the soft and smooth leather vegetable tanned and free of pesticides and chromium, it is also kind to the skin, breathable, compostable and allergy tested (awarded the ECARF Seal of Quality for hypo-allergenic products). POLOLO moccasins in four colours were launched on the market in summer 2016 – true craftsmanship from Franconia. POLOLO production and this new style series in particular were certified in May 2016 to the "biokreis" standard (controlled organic animal husbandry in Germany).

In 2010, this shoe manufacturer from Berlin received the Founder's Prize of KfW Bank, and in the July 2013 issue of Stiftung Warentest (German testing-institute magazine), POLOLO was awarded "very good". Style motifs also include popular children's characters, such as Maus and Elefant from "Sendung mit der Maus", "Shaun the Sheep" and the "Sandmännchen". In addition, there are special styles to promote ecological projects ("Susi Bee" for campaigns against hive death).

POLOLO contact for the media:

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