



Press kit tonies®

The tonies® brand:

tonies® was launched in 2016 by Patric Faßbender and Marcus Stahl. Since then, the Toniebox has replaced CD players or cassette recorders in many children's rooms. The soft cube has a digital core which is intuitive and easy to use: the audio starts as soon as the "Tonie" audio character, such as The Gruffalo or Zog, are placed to the top of the "Toniebox" magnetic pad. The Toniebox and Tonies are suitable for children as young as three. The audio system is available in Germany, Austria, Switzerland, the UK, Ireland, USA, France and since April 2022 in further European countries such as Belgium, Netherlands, Luxembourg, Portugal, and Spain.

Toniebox and its Tonies:

For many children and parents, the Tonies have become an indispensable everyday companion. Why? For the first time, there is a toy that combines two things that truly belong together: listening and playing! The soft, shockproof, five-inch cube is made of durable fabric and has no screens, sharp corners or edges, complicated controls, buttons, discs, or cables, making it super simple, safe and fun to use.

It features a digital core, a headphone jack, a rechargeable battery for listening on the go, and large and small rubber ears for children to control the volume. You can skip between chapters by tapping left or right. The hand painted Tonies, which are two to three inches in size, play stories like The Gruffalo and Zog as well music and audio on educational topics suitable for children aged three to eight.

Once placed on the magnetic pad on the Toniebox, the audio adventure begins to play. When the Tonie is set up for the first time, the chosen content is downloaded once from the cloud via WIFI and stored digitally in the Toniebox. Thanks to an NFC chip in each Tonie, the Toniebox always knows what content is to be played when the figure is placed on the Toniebox. When a Tonie is removed, the Toniebox stops playing, and by replacing the Tonie on the Toniebox the audio automatically restarts at the same place.

Creative-Tonies:

In addition to the audio characters with set content are Creative-Tonies, which allow up to 90 minutes for personalised recordings of your own songs, stories and greetings. Using a free smartphone app you can record content from anywhere the world and play it in your child's room via the Creative-Tonie, or simply upload any other audio file via drag and drop also on the app.

The story behind the tonies:

The inventor is Patric Faßbender, a father from Düsseldorf who grew tired of his daughter's scratched CDs and searched for alternatives - which didn't exist. He found the perfect business partner in engineer and father of two Marcus Stahl, who was immediately drawn to the idea. The two already know each other from their children's nursery and, thanks to their children, had a very clear idea of what parents expect from a modern and child-friendly playback device. To make the project a reality, Faßbender and Stahl founded Boxine GmbH in December 2013. They quit their old jobs - Faßbender was Creative Director of an advertising agency, Stahl Manager in an electronics company - and launched the Toniebox in September 2016. Since November 2021, the company is listed on the Frankfurt Stock Exchange as tonies SE. Boxine GmbH was renamed tonies GmbH in February 2022.

Awards:

After just a few weeks, the Toniebox received the Red Dot Award/Best of the Best, the German Design Award from the German Design Council and the "iF Design Award 2017", an award from the International Forum Design. Further awards followed: LIMA Award 2017, Goldenes Schaukelpferd 2017, Creativity Award from the city of Düsseldorf 2017, Vision Award 2018, German Brand Award 2018, LIMA Award 2018, Deutscher Gründerpreis 2019 in the category up and coming, 2021 Game Changer Award of manager magazin and Bain & Company.

Facts and Figures:

- 300+ employees
- Headquarter in Düsseldorf, further offices in Hamburg, Berlin, Schwäbisch-Gmünd, London, Palo Alto und Paris.
- over 300 Tonies in Portfolio
- Available at over 5000 POS
- 100 Mio. Euro revenue in 2019
- Since launch almost 2.4 million sold Tonieboxes and 25 million sold Tonies (status: September 2021)

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