

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 has been available in the UK and Ireland since late 2018, following launches in Germany, Austria, Switzerland. Find out more about tonies® here: www.tonies.com

The 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.

The 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.

The awards:

After just a few weeks, the Toniebox was awarded the Red Dot Award/Best of the Best, the German Design Award by the German Design Council and the "iF Design Award 2017", an International Forum Design prize. Further awards followed: LIMA Award 2017, LIMA Award 2018, German Founders Award 2019.

Contact:

For further information, images and samples, please contact our press office on 0203 206 9979 or tonies@tinmancommunications.com