

LABEL LABEL - A NEW CHAPTER BEGINS

THE WORLD OF LABEL LABEL

Where little imaginations grow into limitless possibilities



SOMEWHERE, NOT SO FAR FROM HERE,
lies a gentle world where everything grows at a child's pace.

A world where wood feels warm,
colours bring calm and every detail whispers a story.
A collection designed to inspire curiosity, spark imagination
and grow alongside every child



Welcome to the World of Label Label

THE STORY

WE BELIEVE IN SPACE



IN THE WORLD OF LABEL LABEL, TIME IS TAKEN.

We believe in giving children space –
to grow, to unfold, to play and to discover.

Space to be exactly who they are.

We believe in creating space for who a
child already is – and for who they are still
becoming. There is no single way to play,
discover or grow.

Calm or curious.

Dreaming or discovering.

Alone or together.

*It's not about perfection –
authenticity is.*

We believe in a world where every child
can explore at their own pace and every
discovery becomes part of their story.

*Because play is discovery.
And discovery helps us grow.*

CALM

Soft colours and natural materials create
space to slow down and simply be.

OWN RHYTHM

Every child discovers, repeats, learns and
grows in their own way.

DISCOVER TOGETHER

Residents, places and stories invite
children to explore, imagine and share.

EVERYTHING IS CONNECTED

HERE STORIES BEGIN...

In the world of Label Label, nothing stands alone.

Every resident, every place and every toy is part of a bigger story. Together, they create a world where stories begin and imagination finds room to wander, one discovery at a time.



THE POND

Where gently rippling waters bring calm and invite children to pause, observe and wonder.

THE FOREST

Filled with hidden paths and little discoveries.

THE FIELDS

Where patience, care and growth unfold over time.

THE PICNIC SPOT

Where stories are shared, laughter lingers and memories are made.

Meet the Residents

Curious explorers, gentle dreamers and familiar friends.

Together they bring the world of Label Label to life.



INSPIRED BY CHILDHOOD, DESIGNED IN **BELGIUM**

PLAY WITH MEANING

EVERY TOY IS PART OF THIS WORLD

Not just as an object, but as a story. A story that invites children to build, discover and dream. To stay curious. To feel, to try and to explore. This is how play grows with the child – gentle, natural and at their own pace.



DISCOVER WITH EVERY SENSE

Designed to inspire curiosity, every block holds a little discovery.

Inspired by the curious nature of *Luma*, *Lila*, *Bibi* and *Lilo*, children can look, touch, build and explore through all their senses.



OFF ON AN ADVENTURE

Inspired by the adventurous spirit of *Gigi*, *Otto* and *Dori*, every journey leads to new places to explore.

From the fields to the forest and beyond, imagination grows with every adventure.

NEW COLLECTION 2026

STACKING TRAIN

A moving story full of calm and imagination.



NOT JUST A TRAIN

A wooden stacking train that invites children to build, rearrange and create their own stories.

With 14 stacking elements, 3 wagons and familiar Label Label residents, every journey becomes a new adventure.

18M+ FSC WOOD Water-based paints

TOP FEATURES

- Open-ended play
- Fine motor skills
- Hand-eye coordination
- Creativity
- Storytelling
- Logical thinking

STACKING TRAIN - PINK



Dori the duck brings softness and balance.

Lila the dragonfly inspires movement and imagination.

Together, they turn every journey into a story waiting to unfold.



Build, stack and discover



Stories in motion

REF. LLWT-06759

41,5 x 77,0 x 11,3 cm

45,0 x 10,6 x 13,9 cm

6 pcs



STACKING TRAIN - BLUE

Bruno the bear brings calm and comfort.

Bibi the bee inspires curiosity and discovery along the way.

Together, they turn every journey into a story waiting to unfold.



REF. LLWT-06742

41,5 x 77,0 x 11,3 cm

45,0 x 10,6 x 13,9 cm

6 pcs



Build, stack and discover

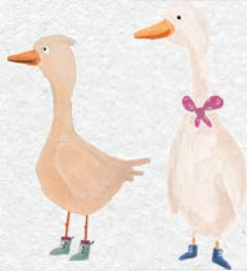


Stories in motion

NEW COLLECTION 2026

TRACTOR

Off on an adventure together.



NOT JUST A TRACTOR

A wooden tractor that invites children to pull, transport and create adventures of their own.

With 12 wooden play pieces, including a tractor with 2 trailers, a farmer and familiar Label Label residents, every journey becomes a new adventure.

18M+ FSC WOOD Water-based paints

TOP FEATURES

- Open-ended play
- Fine motor skills
- Hand-eye coordination
- Imagination
- Storytelling
- Social play

ELLA'S TRACTOR - PINK



Ella the farmer helps the world around her grow with patience and care. **Otto the dog** follows every trail with playful curiosity.

Together with **Dori the duck** and **Gigi the goose**, she gathers little treasures, visits familiar places and turns every journey into a gentle adventure.



Load, pull and explore



Off to the next adventure

REF. LLWT-05783

35,5 x 8,7 x 11,1 cm

12,4 x 11,4 x 37,7 cm

6 pcs



SAM'S TRACTOR - BLUE

Sam the farmer is always curious about what lies beyond the next bend. **Otto the dog** happily follows along, eager to see what awaits.

Together with **Dori the duck** and **Gigi the goose**, he explores woodland paths, quiet ponds and open fields, collecting stories along the way.



REF. LLWT-05790

35,5 x 8,7 x 10,6 cm

12,4 x 11,4 x 37,7 cm

6 pcs



Load, pull and explore



Off to the next adventure



LITTLE CAR

Ready to roll into new adventures.

NOT JUST A CAR

A wooden push-along car designed for little hands and growing imaginations.

Easy to grasp, roll and explore, it encourages movement, curiosity and endless adventures through play.

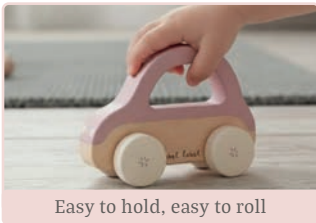
- 12M+
- FSC WOOD
- Water-based paints

TOP FEATURES

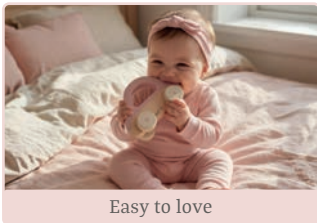
- Open-ended play
- Fine motor skills
- Hand-Eye coordination
- Imagination
- Early exploration

LITTLE CAR - PINK

Perfectly sized for little hands and first adventures.



Easy to hold, easy to roll



Easy to love

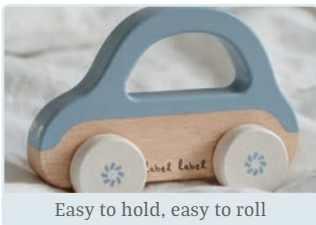
REF. LLWT-04946

- 16,5 x 5,6 x 11,6 cm
- 19,7 x 7,1 x 16,5 cm
- 8 pcs

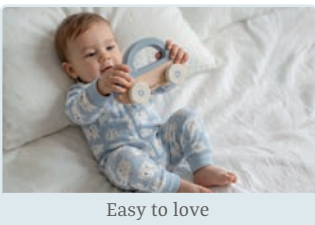


LITTLE CAR - BLUE

Perfectly sized for little hands and first adventures.



Easy to hold, easy to roll



Easy to love

REF. LLWT-04953

- 16,5 x 5,6 x 11,6 cm
- 19,7 x 7,1 x 16,5 cm
- 8 pcs

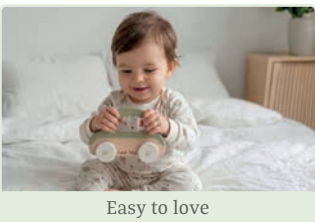


LITTLE CAR - FOREST GREEN

Perfectly sized for little hands and first adventures.



Easy to hold, easy to roll



Easy to love

REF. LLWT-04960

- 16,5 x 5,6 x 11,6 cm
- 19,7 x 7,1 x 16,5 cm
- 8 pcs



NEW COLLECTION 2026

CAR SLIDER

From treetop to forest floor.



NOT JUST A CAR SLIDER

A wooden car slider that invites children to watch, discover and explore.

With 4 rolling cars, familiar Label Label residents and a forest inspired design, every ride becomes a little journey of discovery.

18M+ FSC WOOD Water-based paints

TOP FEATURES

- Open-ended play
- Fine motor skills
- Hand-eye coordination
- Cause-and-effect understanding
- Visual tracking
- Concentration

CAR SLIDER - PINK



Mimi the mouse brings curiosity to every ride. Pippa the bird encourages children to observe and discover.

Together with Lio the dragonfly and Lilo the ladybug, they turn every journey through the forest into a little adventure.



4 little cars, endless discoveries



The joy of seeing things move

REF. LLWT-06360

31,0 x 8,4 x 27,7 cm

31,9 x 8,5 x 30,0 cm

4 pcs



5 420067 906360

CAR SLIDER - BLUE



Hugo the hedgehog encourages children to watch each journey unfold, while Pip the bird looks ahead to every new discovery.

Together with Bibi the bee and Sia the spider, they bring curiosity, patience and wonder to every ride through the forest.



Who's first to the forest floor?



The thrill of the ride

REF. LLWT-06377

31,0 x 8,4 x 27,7 cm

31,9 x 8,5 x 30,0 cm

4 pcs



5 420067 906377

NEW COLLECTION 2026

PULL-ALONG FRIENDS

Follow the adventure.



NOT JUST A PULL-ALONG TOY

A wooden pull-along friend that encourages children to move, explore and discover.

Designed for little hands and growing confidence, each companion invites children to follow along, stay active and enjoy every step of the journey through play.

18M+ FSC WOOD Water-based paints

TOP FEATURES

- Gross motor skills
- Fine motor skills
- Hand-eye coordination
- Balance and movement
- Sensory exploration
- Confidence and independence

PIP THE BIRD



Pip the bird encourages children to follow their curiosity and discover what might be waiting around the corner.

His colourful bead maze invites little fingers to move, guide and explore while developing fine motor skills through play.



Follow your curiosity



Little steps, big discoveries

REF. LLWT-06414

13,2 x 6,3 x 12,0 cm

18,1 x 8,0 x 17,0 cm

8 pcs



5 420067 906414

OTTO THE DOG



Otto the dog follows every trail with playful curiosity. His gentle nature encourages children to explore with confidence and joy.

His soft fabric ears introduce a playful sensory element, inviting children to touch, feel and discover along the way.



A friend for every adventure



Growing confidence with every step

REF. LLWT-06407

13,2 x 6,3 x 12,0 cm

18,1 x 8,0 x 17,0 cm

8 pcs



5 420067 906407

NEW COLLECTION 2026

TREE LOG TRUCK SORTER

Little treasures on the move.



NOT JUST A SHAPE SORTER

A wooden truck and tree log trailer ready for discovery.

With 7 sorting shapes, a removable tree log trailer, an opening rear door and a friendly driver, children can sort, load, unload and explore familiar residents and nature-inspired treasures from the Label Label World.

18M+ FSC WOOD Water-based paints

TOP FEATURES

- Shape recognition
- Fine motor skills
- Hand-eye coordination
- Problem-solving
- Matching skills
- Spatial awareness
- Logical thinking
- Imaginative play

TREE LOG TRUCK - PINK



Lily the rabbit loves collecting little treasures wherever she goes.

Together with Pippa the bird and Lilo the ladybug, she fills every journey with discoveries waiting to find their place.



Every discovery fits somewhere



Off to the next adventure

REF. LLWT-05820

29,6 x 12,0 x 11,0 cm



TREE LOG TRUCK - BLUE

Bruno the bear enjoys exploring woodland paths and searching for hidden treasures.

Together with Pip the bird, Bibi the bee and Kiki the cricket, he turns every journey into a woodland adventure full of discoveries.

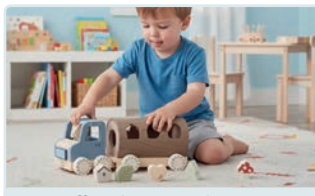


REF. LLWT-05837

29,6 x 12,0 x 11,0 cm



Every treasure finds its place



Off to the next adventure

NEW COLLECTION 2026

DISCOVERY WHEEL

Where curiosity keeps turning.



NOT JUST A SHAPE SORTING TOY

A wooden discovery wheel that invites children to sort, pull, feel and explore.

With 4 sorting shapes, a rotating wheel and a hidden sensory search compartment, every discovery leads to another.

18M+ FSC WOOD Water-based paints

TOP FEATURES:

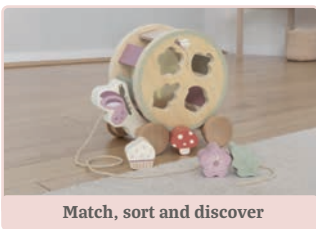
- Fine motor skills
- Hand-eye coordination
- Shape recognition
- Problem-solving
- Sensory exploration
- Cause-and-effect understanding

LUMA'S DISCOVERY WHEEL - PINK

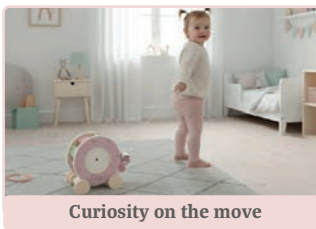


Luma the butterfly inspires children to explore freely and discover the world through curiosity and imagination.

She reminds little explorers that every discovery begins with a sense of wonder.



Match, sort and discover



Curiosity on the move

REF. LLWT-06384

18,3 x 11,9 x 16,3 cm

17,2 x 12,6 x 18,6 cm

6 pcs



BEENI'S DISCOVERY WHEEL - BLUE

Beeni the beetle loves searching for hidden treasures and encourages children to explore, investigate and discover.

He inspires children to look closer and uncover the surprises hidden along the way.



REF. LLWT-06391

18,3 x 11,9 x 16,3 cm

17,2 x 12,6 x 18,6 cm

6 pcs



Match, sort and discover



Curiosity keeps turning

NEW COLLECTION 2026

SHAPE SORTING BOX

Finding the perfect fit.



NOT JUST A SHAPE SORTER

A wooden shape sorting box that invites children to match, compare and discover.

With 11 wooden shapes, a removable lid, opening side door and carry handle, every challenge becomes an opportunity to learn through play.

18M+ FSC WOOD Water-based paints

TOP FEATURES:

- Shape recognition
- Problem-solving skills
- Fine motor skills
- Hand-eye coordination
- Spatial awareness
- Logical thinking

LUMA'S SHAPE SORTING BOX - PINK



Luma the butterfly helps the world around her flourish and encourages children to explore freely and discover that every shape finds its place in its own way.

With curiosity and patience, every little challenge becomes a new discovery.



Finding the perfect fit



Take the fun along

REF. LLWT-04977

14,5 x 14,5 x 12,0 cm

15,9 x 16,0 x 13,0 cm

8 pcs



TIBO'S SHAPE SORTING BOX- BLUE

Tibo the turtle approaches every challenge with patience and persistence, encouraging children to keep trying until they found the right solution.

One shape at a time, every discovery builds confidence.



REF. LLWT-04984

14,5 x 14,5 x 12,0 cm

15,9 x 16,0 x 13,0 cm

8 pcs



Every shape finds its place



Open, empty and start again



NEW COLLECTION 2026

MY FIRST PUZZLE

Meet the residents.

KNOB PUZZLE - MEET THE RESIDENTS



Easy to grasp, easy to explore



Matching shapes, building confidence



Meet the residents



Everyone finds their place

NOT JUST A PUZZLE

A wooden knob puzzle designed for little hands discovering the world of Label Label.

With 5 easy-to-grasp puzzle pieces and familiar residents to meet along the way, every match becomes a playful moment of learning and discovery.

TOP FEATURES:

- Fine motor skills
- Hand-eye coordination
- Shape recognition
- Problem-solving skills
- Concentration
- Visual perception
- Independent play

12M+

FSC WOOD

Water-based paints

Meet a few of the friendly residents who call the world of Label Label HOME.

Mimi the mouse brings curiosity and encourages children to discover what comes next.

Hugo the hedgehog shows that learning happens one step at a time.

Lily the rabbit reminds children to notice the little wonders hidden along the way.

Otto the dog inspires playful exploration and joyful discovery.

Gigi the goose brings confidence and helps children explore with reassurance.

REF. LLWT-06322

30,0 x 22,4 x 5,0 cm

30,0 x 22,4 x 5,0 cm

8 pcs



NEW COLLECTION 2026

ACTIVITY CUBE

Every side holds a new discovery.



NOT JUST AN ACTIVITY CUBE

A wooden activity cube designed to inspire curiosity through play.

With 5 engaging activities, familiar Label Label residents and endless opportunities to explore, every side reveals a new way to learn and discover.

18M+ FSC WOOD Water-based paints

TOP FEATURES

- Fine motor skills
- Hand-eye coordination
- Problem-solving
- Shape recognition
- Logical thinking
- Observation skills
- Cause-and-effect understanding
- Independent exploration

ACTIVITY CUBE - PINK



Hugo the hedgehog encourages children to explore at their own pace, while **Lila the dragonfly** invites them to slow down and enjoy every discovery.

Together with **Luma the butterfly**, **Lilo the ladybug** and **Gigi the goose**, they turn every side of the cube into a world of curiosity and imagination.



Turn, slide and discover



Curiosity from every angle

REF. LLWT-06810

21,2 x 18,0 x 32,2 cm

22,1 x 18,6 x 19,0 cm

6 pcs



ACTIVITY CUBE - BLUE

Otto the dog follows every trail with curiosity, while **Bibi the bee** inspires children to notice the little details hidden throughout the cube.

Together with **Sia the spider**, **Bruno the bear** and **Hugo the hedgehog**, they encourage children to explore, connect and discover something new with every turn.



REF. LLWT-06803

21,2 x 18,0 x 32,2 cm

22,1 x 18,6 x 19,0 cm

6 pcs



Turn, slide and discover



Curiosity from every angle

NEW COLLECTION 2026

SENSORY BUILDING BLOCKS

Discover with every sense.



NOT JUST BLOCKS

A sensory block set designed to inspire curiosity through sight, sound, touch and play.

With 13 sensory blocks, multiple textures, sounds and moving elements, every discovery invites children to explore the world through their senses.

12M+ FSC WOOD Water-based paints

TOP FEATURES

- Sensory development
- Fine motor skills
- Hand-eye coordination
- Cause-and-effect understanding
- Visual exploration
- Auditory exploration
- Tactile discovery
- Creativity

GARDEN-THEMED SENSORY BUILDING BLOCKS



Pause, wonder and discover

Lila the dragonfly inspires children to pause and observe, while Luma the butterfly encourages imagination and wonder.

Together with Bibi the bee and Lilo the ladybug, they transform every sensory discovery into a little moment of exploration.



See, hear, touch and discover



Curiosity through every sense

REF. LLWT-05929

- 18,0 x 18,0 x 4,3 cm
- 19,6 x 18,6 x 4,8 cm
- 8 pcs



POND-SIDE THEMED SENSORY BUILDING BLOCKS

See, listen and explore

Finn the fish encourages children to look a little closer, while Beeni the beetle inspires curiosity and hands-on discovery.

Together with Hugo the hedgehog, Sia the spider and Tibo the turtle, they invite children to explore the world through every sense.



REF. LLWT-05936

- 18,0 x 18,0 x 4,3 cm
- 19,6 x 18,6 x 4,8 cm
- 8 pcs



See, hear, touch and discover



Curiosity through every sense

NEW COLLECTION 2026

LITTLE STACKING FRIENDS



Say Hello.

NOT JUST A STACKING TOY

A playful stacking set that invites children to sort, stack and explore.

With 17 stacking pieces, including 2 friendly residents, 2 nature-inspired figures, 12 colourful rings and a wooden base, every creation becomes a little discovery from the world of Label Label.

12M+

FSC WOOD

Water-based paints

TOP FEATURES

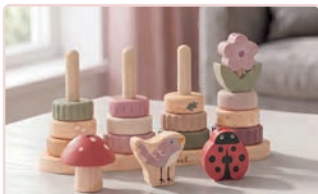
- Fine motor skills
- Hand-eye coordination
- Sequencing and sorting skills
- Problem-solving
- Spatial awareness
- Independent play
- Concentration

LITTLE STACKING FRIENDS - PINK

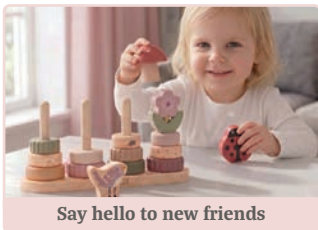


Pippa the bird encourages children to explore with curiosity, while **Lilo the ladybug** reminds them that every little piece plays an important part.

Together they turn every stack into a playful discovery.



Building one piece at a time



Say hello to new friends

REF. LLWT-04991

25,0 x 7,0 x 13,2 cm

25,2 x 7,4 x 14,2 cm

8 pcs



5 420067 904991

LITTLE STACKING FRIENDS - BLUE

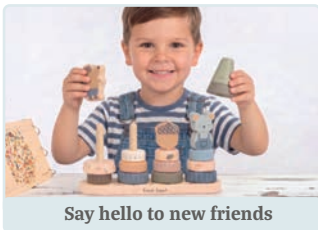


Theo the mouse encourages children to build and create, while **Hugo the hedgehog** encourages patience and persistence.

Together, they show that every story starts one piece at a time.



Building one piece at a time



Say hello to new friends

REF. LLWT-05004

25,0 x 7,0 x 13,2 cm

25,2 x 7,4 x 14,2 cm

8 pcs



5 420067 905004

NEW COLLECTION 2026

STACKING RINGS BALANCE

One piece at a time.



NOT JUST A STACKING TOY

A wooden stacking tower that encourages children to build, balance and discover.

With a gentle wobbling base, 4 stacking rings and a decorative topper, every attempt becomes part of the fun.

- 12M+
- FSC WOOD
- Water-based paints

TOP FEATURES

- Fine motor skills
- Hand-eye coordination
- Size recognition
- Spatial awareness
- Concentration
- Patience and perseverance
- Cause-and-effect understanding
- Logical thinking

STACKING RING BALANCE - PINK



A sweet finishing touch

The charming cupcake topper turns every completed tower into a little celebration.

Piece by piece, children discover that patience, practice and perseverance help create something special.



A sweet reward for little builders



Building one piece at a time

REF. LLWT-06797

- 11,0 x 11,0 x 16,0 cm
- 25,2 x 7,4 x 14,2 cm
- 6 pcs



STACKING RING BALANCE - BLUE

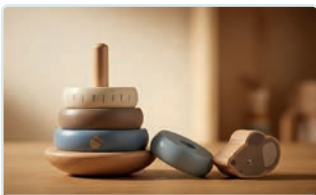


Theo the mouse reminds children that great things are built one step at a time.

With patience, curiosity and a little persistence, every ring gradually finds its place and every stack becomes part of a new story.



Small steps, big achievements



Building one piece at a time

REF. LLWT-06780

- 11,0 x 11,0 x 15,6 cm
- 25,2 x 7,4 x 14,2 cm
- 6 pcs



NEW COLLECTION 2026

SQUARE STACKING TOWER

Growing step by step.



NOT JUST A STACKING TOY

A wooden stacking tower that invites children to build, explore and grow through play.

With 6 stacking layers, 2 hidden shape blocks and a familiar Label Label resident, every new level becomes part of a rewarding journey of discovery.

12M+ FSC WOOD Water-based paints

TOP FEATURES

- Fine motor skills
- Hand-eye coordination
- Shape recognition
- Spatial awareness
- Problem-solving
- Concentration
- Logical thinking
- Independent play

STACKING TOWER - PINK



Gigi the goose moves through the world with quiet confidence.

She encourages children to keep exploring, trusting that every small step helps build something wonderful.



More than meets the eye



Building confidence through play

REF. LLWT-05707

10,0 x 10,0 x 15,5 cm
14,2 x 10,8 x 20,1 cm
6 pcs



STACKING TOWER - BLUE



Milo the ant is always looking for new ways to solve a problem.

Curious and determined, he reminds children that every challenge can be explored one step at a time and that every solution starts with trying.



More than meets the eye



Building confidence through play

REF. LLWT-05714

10,0 x 10,0 x 15,5 cm
14,2 x 10,8 x 20,1 cm
6 pcs



NEW COLLECTION 2026

STACKING BLOCKS HOUSE

Where little stories live.



NOT JUST A STACKING HOUSE

A wooden building set that invites children to stack, build and imagine.

With 18 building pieces, a friendly Label Label resident and endless building possibilities, every creation becomes the beginning of a new story.

18M+ FSC WOOD Water-based paints

TOP FEATURES

- Fine motor skills
- Hand-eye coordination
- Spatial reasoning
- Problem-solving
- Creativity
- Storytelling
- Open-ended play

PIPPA'S STACKING HOUSE



Pippa the bird brings curiosity and wonder to every home.

She inspires children to imagine who lives inside, who might visit and what adventures are waiting behind every little door.



Where little sotries live



Small builders, big ideas

REF. LLWT-06773

27,2 x 6,0 x 18,5 cm

32,2 x 22,8 x 6,8 cm

6 pcs



OTTO'S STACKING HOUSE

Otto the dog turns every house into the start of a new adventure.

He loves discovering what lies around the next corner, and encourages children to explore, build and create homes where new stories can unfold.



REF. LLWT-06766

27,2 x 6,0 x 18,5 cm

32,2 x 22,8 x 6,8 cm

6 pcs



One set, endless possibilities



Small builders, big ideas

NEW COLLECTION 2026

CONTAINER SHIP

A world ready to travel.



NOT JUST A SHIP

A wooden transport set that invites children to load, carry and explore.

With a container ship, cargo truck and a collection of illustrated cargo blocks, every delivery becomes a new journey through the world of Label Label.

24M+ **FSC WOOD** **Water-based paints**

TOP FEATURES

- Fine motor skills
- Hand-eye coordination
- Spatial awareness
- Problem-solving
- Logical thinking
- Imaginative play
- Storytelling
- Open-ended play

DESSERT SHIP - PINK

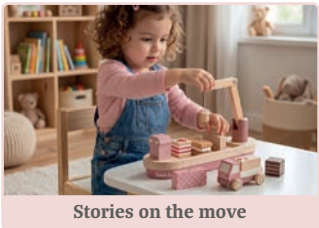


Filled with sweet discoveries and colourful cargo, the dessert ship brings playful deliveries wherever the journey leads.

With 8 illustrated cargo blocks, children can create endless stories through loading, transporting and exploring.



Load, lift and explore



Stories on the move

REF. LLWT-05868

26,0 x 9,6 x 9,2 cm

26,5 x 10,1 x 16,7 cm

6 pcs



FOREST SHIP - GREEN

Inspired by the forest of the Label Label world, the forest ship carries woodland treasures and discoveries from one destination to the next.

With 7 illustrated cargo blocks, every shipment becomes a new adventure waiting to unfold.



REF. LLWT-05882

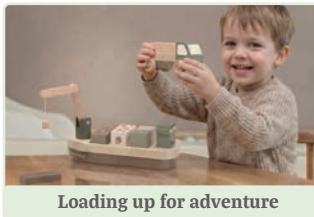
26,0 x 9,6 x 9,2 cm

26,5 x 10,1 x 16,7 cm

6 pcs



A world ready to travel



Loading up for adventure

NEW COLLECTION 2026

BRITHDAY CAKE

A Slice of Happy Moments.



LABEL LABEL BIRTHDAY CAKE



NOT JUST A BIRTHDAY CAKE

A wooden birthday cake designed for little celebrations.

With 6 cake slices, number toppers from 1-6, 6 birthday candles, a wooden cake stand, cake server and a collection of fruit and sweet-themed toppings, children can decorate, count, serve and celebrate through imaginative play.

Whether it's a birthday party, a tea party or a make-believe gathering with friends, every celebration becomes a joyful moment of creativity, sharing and discovery.

TOP FEATURES:

- Fine motor skills
- Hand-eye coordination
- Creativity
- Imaginative play
- Social interaction
- Storytelling
- Counting skills
- Number recognition



Decorate your own celebration



A slice of happy moments



Count the candles



Ready to celebrate

Decorate, count and celebrate

Choose a number, add the candles and decorate the cake with colourful toppings to create a celebration that's uniquely your own.

Made for sharing

Serve a slice, share a treat and enjoy imaginative celebrations together. Six cake slices turn every gathering into a special occasion.

18M+

FSC WOOD

Water-based paints

REF. LLWT-06001

17,0 x 17,5 x 14,0 cm

21,5 x 7,4 x 20,3 cm

6 pcs





NEW COLLECTION 2026

MUSIC PLAYTABLE

Every sound tells a story.

KIKI'S MUSIC TABLE



NOT JUST A MUSIC TABLE

A wooden music table designed for little musicians and curious explorers.

With six different sound activities, familiar Label Label residents and removable instruments, children can discover rhythm, sound and creativity through playful exploration.

Every tap, ring, scrape and beat becomes part of a musical adventure.

TOP FEATURES

- Fine motor skills
- Hand-eye coordination
- Auditory development
- Rhythm recognition
- Creativity
- Self-expression
- Concentration
- Musical exploration



Tab out a melody



Discover rhythm and sound



Explore new ways to play



A world of musical discovery

Rhythm and discovery

Kiki the cricket fills the world with cheerful rhythms, while **Milo the ant** inspires children to experiment, explore and create their own musical moments.

Little sounds, big wonder

Finn the Fish encourages children to listen closely, while **Lilo the Ladybug** reminds them that even the smallest sounds can become part of something special.

18M+

FSC WOOD

Water-based paints

REF. LLWT-05912

43,0 x 22,0 x 22,2 cm

43,8 x 10,5 x 23,0 cm

4 pcs



5 420067 905912



NEW COLLECTION 2026

LITTLE BUSH HOUSE

Where Everyday Moments Become Stories.

LITTLE BUSH HOUSE



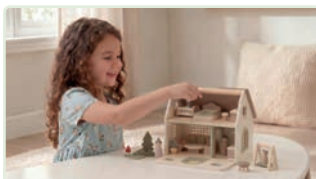
A home full of possibilities



A cosy world inside



Take your stories anywhere



Where new stories unfold

NOT JUST A DOLL HOUSE

A portable wooden doll house designed for storytelling, role play and everyday adventures.

With a family of four, furniture, accessories and a cosy home to explore, every moment becomes part of a story waiting to unfold.

TOP FEATURES:

- Imaginative play
- Storytelling
- Social and emotional development
- Language development
- Creativity
- Role play skills
- Fine motor skills
- Open-ended exploration

Meet the family

Inside this little bush house lives a family of four, ready to become part of every story children create.

From quiet mornings and family meals to outdoor adventures and cosy evenings together, every day brings something new to imagine.

Made to travel along

Open, play, store and carry.

The opening front, removable roof and compact design make it easy to bring favourite stories wherever the journey leads.

3Y+

FSC WOOD

Water-based paints

REF. LLWT-05905

33,6 x 20,3 x 27,0 cm

35,6 x 23,6 x 29,6 cm

2 pcs



5 420067 905905



NEW COLLECTION 2026

MAKE-UP TABLE

Little moments of care.

LABEL LABEL MAKE-UP TABLE



NOT JUST A MAKE-UP TABLE

A special place where imagination, creativity and everyday role play come together.

With a mirror, accessories and a drawer full of treasures, children can create their own little routines while exploring self-expression through play.

TOP FEATURES:

- Imaginative play
- Self-expression
- Fine motor skills
- Hand-eye coordination
- Creativity
- Language development
- Social and emotional development
- Independent play

A Place of their own

A mirror, a brush and a drawer full of treasures.

The Make-Up Table gives children a dedicated space where everyday routines become part of imaginative play.



A special place of their own



Treasures waiting to be arranged



Little moments of self-expression



Where imagination feels at home

Inspired by nature

Flowers bloom, butterflies flutter and gentle details appear throughout the design. These familiar elements connect the table to the wider Label Label World while adding warmth and charm to every play session.

3Y+

FSC WOOD

Water-based paints

REF. LLWT-05967

28,0 x 19,0 x 32,7 cm

31,5 x 23,5 x 19,0 cm

2 pcs



5 420067 905967

NEW COLLECTION 2026

NOAH'S ARK

Everyone has a place on board.



LABEL LABEL NOAH'S ARK



TWO BY TWO, ALL ABOARD

A wooden Noah's Ark made for matching, discovering and imaginative play.

With 34 pieces, including Noah, his wife and 14 pairs of animals, little hands can find the matching pairs, bring everyone aboard and create their own adventure.

The removable upper deck with cabin opens up even more space for arranging, exploring and imaginative play.

TOP FEATURES

- Fine motor skills
- Hand-eye coordination
- Matching and sorting
- Animal recognition
- Creativity
- Storytelling
- Imaginative play



Two by two



All aboard



Adventure awaits



Ready to set sail

Find the perfect pair

Fourteen pairs of animals are waiting to be discovered. Match them two by two, recognise familiar before they climb aboard.

Room to explore

Lift off the upper deck with cabin to discover even more space inside. Arrange the animals, move them around and let each journey become a new adventure.

18M+

FSC WOOD

Water-based paints

REF. LLWT-05912

43,0 x 22,0 x 22,2 cm

43,8 x 10,5 x 23,0 cm

4 pcs



5 420067 905912

A NEVER ENDING STORY

A WORLD THAT GROWS ALONG

The world of label label is always growing.
Not every path has been discovered yet.
Not every story has been told.

Beyond the forest, new adventures are waiting.
Beyond the fields, new friends may appear.

Today, Theo and his friends explore forests, fields and ponds.
Tomorrow, who knows where their adventures may lead?

New places.
New residents.
New stories waiting to be told.

But wherever the journey goes,
the haert remains the same.

Soft in colour.
Warm in material.
Rich in story.

This is only the beginning.



Certain lifestyle images in this catalogue have been generated using artificial intelligence. Products shown are based on the actual Label Label products.



**Where play
tells a story.**
And every
story helps
children grow.



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