





ASWEETS VISION

It takes a bamboo plant 4 years to store enough nutrients to grow 3 centimeters tall. At the same time, substantial growth happens beneath the soil sight unseen. While the visible growth above ground is minimal, the plant shoots out hundreds of meters of roots. These roots will serve as a necessary foundation for the plant to later grow to great heights, up to 15 meters, in future years.

Children similarly need to develop a stable foundation in early childhood in order to grow and prosper as adults. Starting at birth and continuing through childhood, babies and kids have an innate desire to explore, to play and have fun. At Asweets, cultivating play is like cultivating roots. It builds a strong foundation for life-long well-being.

Playing by oneself, with friends, with parents. Playing with nature. Playing at a schoolyard. Playing with toys or pots and pans. Play in all of its forms helps cultivate healthy early development. Kids learn creativity, make social connections, learn to use their imaginations, improve motor skills and more through play.

Which is why we always say: Toys Fuel Fun, Fun Inspires Wisdom.





ASWEETS PRODUCTS VALUES

Play is an important part of life. It's how we first interact with the world, imagine new possibilities, and learn important life skills. Which is why we take play so seriously.

At Asweets, we're here to inspire today's children to become tomorrow's kind, curious, and creative adults through uniquely inspired, highly imaginative toys, play spaces, bedding, and décor for both child and baby.

From fresh takes on classics to the completely new, every piece is thoughtfully designed using simple materials like fabric and wood, not plastic and circuits—to stimulate development, fuel imagination, and open little hearts and minds to the wonders of the world.



CONTENTS

01 GENERAL NEW PRODUCTS

02 OUTDOOR PLAY

03 WELCOME A NEW BORN

04 SUSTAINABILITY FOR OUR EARTH

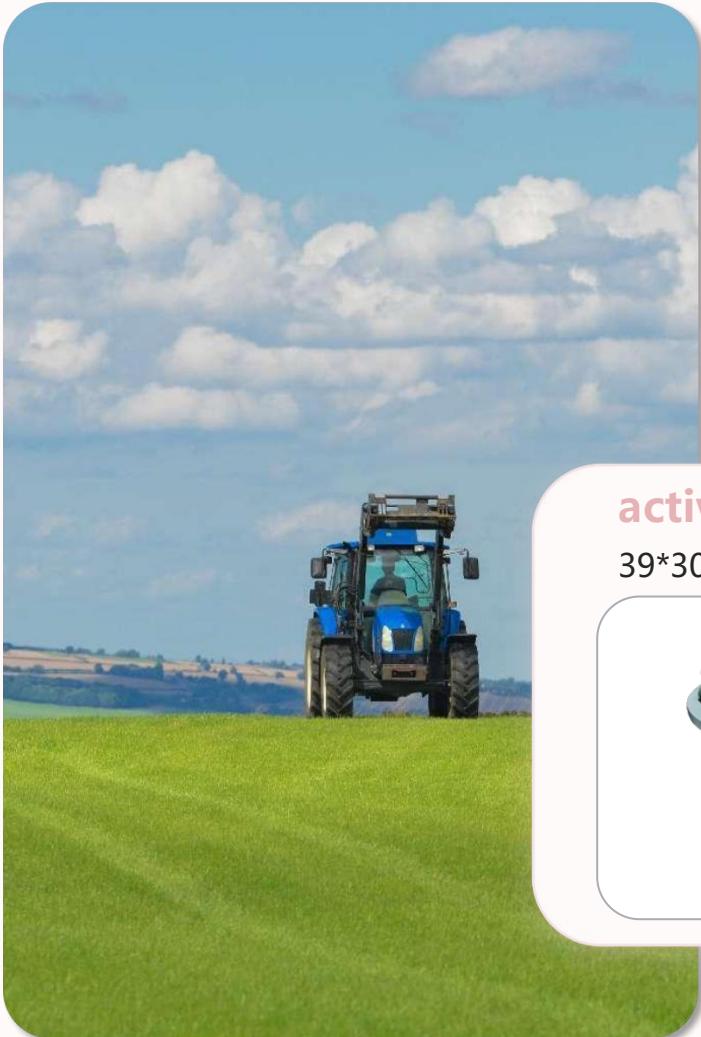


1.

GENERAL NEW PRODUCTS

Wood busy series---Farm style

FSC



- Educational: Teaches about animals and agriculture.promoting learning through play.
- Imaginative Play: Encourages creative storytelling and role-playing.
- Eco-Friendly: Made from sustainable wood.
- Aesthetic Appeal: Charming and nostalgic design.
- These factors appeal to parents seeking sustainable and enriching toys for their children.

activity table

39*30 H cm



Pull car

32.3*10*14.5cm



busy board

30*3.9*26cm



busy box

18*18*30cm



Trend color possibility: Nature-Inspired Greens: Shades of green, such as sage, olive, and mint, are popular in 2024 for their calming and natural appeal. These colors resonate well with the farm theme and provide a soothing, earthy feel.

Learning Tower---it's a classic and a must have at family

FSC



- Promotes Safety: Allows kids to reach counter height securely.
- Encourages Independence: Fosters self-sufficiency in daily tasks.
- Enhances Learning: Supports interactive educational activities.
- Versatile Use: Useful in various home settings.
- Boosts Development: Improves motor skills and coordination.
- Parental Aid: Facilitates safe involvement in family routines.

42*48*90cm



37*47*90cm



47*47*90cm



44*45*90cm



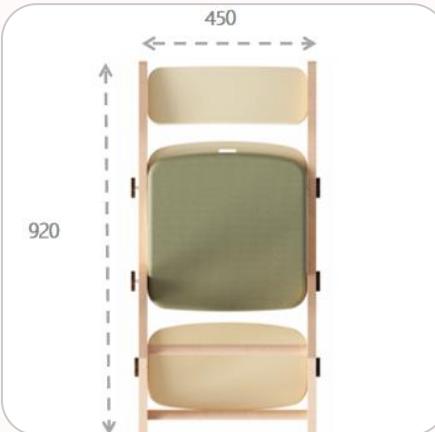
Learning Tower---it's a classic and a must have at family

Baby Multi-functional growth chair (8-in-1)

Versatile:

1. Study Chair--Ergonomic: Supports proper posture.
2. Child Seat--Comfortable: Provides secure seating.
3. Baby Dining Chair--Adjustable: Fits various table heights.
4. Climbing Stool--Sturdy: Supports exploration and climbing.
5. Adult Chair--Stylish: Complements home decor.
6. Slide--Versatile: Suitable for indoor and outdoor use.
7. Children's Rocking Horse--Classic: Timeless fun and physical development.
8. Baby Cradle--Comfort & Safety: Provides a secure, soothing environment.

FSC



Multi-functional chair

Learning Tower---it's a classic and a must have at family



FSC



Multi-functional chair

Wood activity baby walker FSC



Safety: Patented design ensures stability.

Quality: Durable, eco-friendly wood.

Developmental Benefits: Aids motor skills and balance.

Attractive Design: Timeless, fits home decor.

Multifunctional: Includes storage or busy board.

Ergonomic: Comfortable and easy to use.

Durability: Long-lasting, can be passed down.

38*32*44.5cm



34.5*35*49cm



28*49*46cm

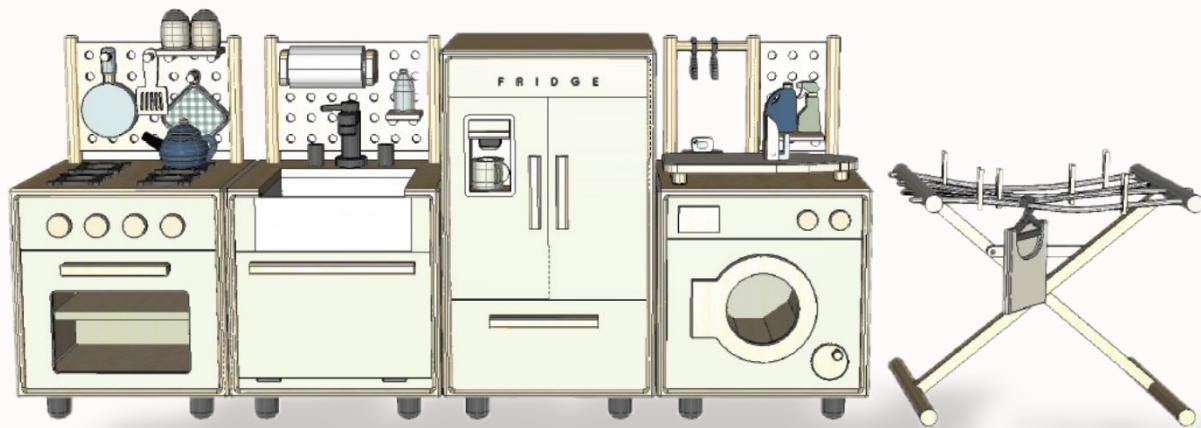


38*32*51cm



Wood separate-combine kitchen FSC

- Separate Units: Design the toy kitchen with separate units such as a stove, sink, refrigerator, laundry machine and countertop. Each piece can be moved and reassembled in different configurations.
- Interchangeable Parts: Include interchangeable components like pots, pans, utensils, and food items that can be used across different units.
- Customizable Play: The modular design allows for endless configurations, keeping playtime fresh and exciting.
- Role-Playing Scenarios: Create opportunities for children to engage in role-playing, learning about kitchen safety, and developing fine motor skills.



Doll house



Modern Design Elements: Incorporates contemporary architectural styles and design features to appeal to today's children and parents.

Customizable Options&Themed Sets: Allows children to personalize their dollhouse with interchangeable furniture and decorative accessories.

39*30 H cm



33.5*20.5*28cm



30.5*17.5*27CM



Timeless Appeal: Classic, imaginative play.

Educational Benefits: Enhances creativity and social skills.

Sustainable: Eco-friendly and durable.

electric sensory toy AI era enlighten



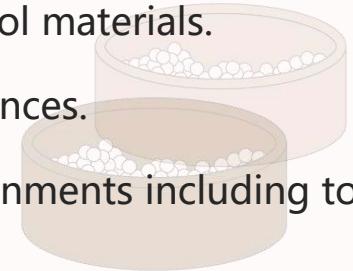
- Interactive Learning: Features switches, buttons, and tactile elements to engage and educate.
- Montessori Inspired: Promotes hands-on learning and fine motor skills.
- Visual Stimulation: Incorporates LED lights to attract and retain toddlers' attention.
- Learning Through Play: Teaches colors, shapes, and cause-and-effect relationships.



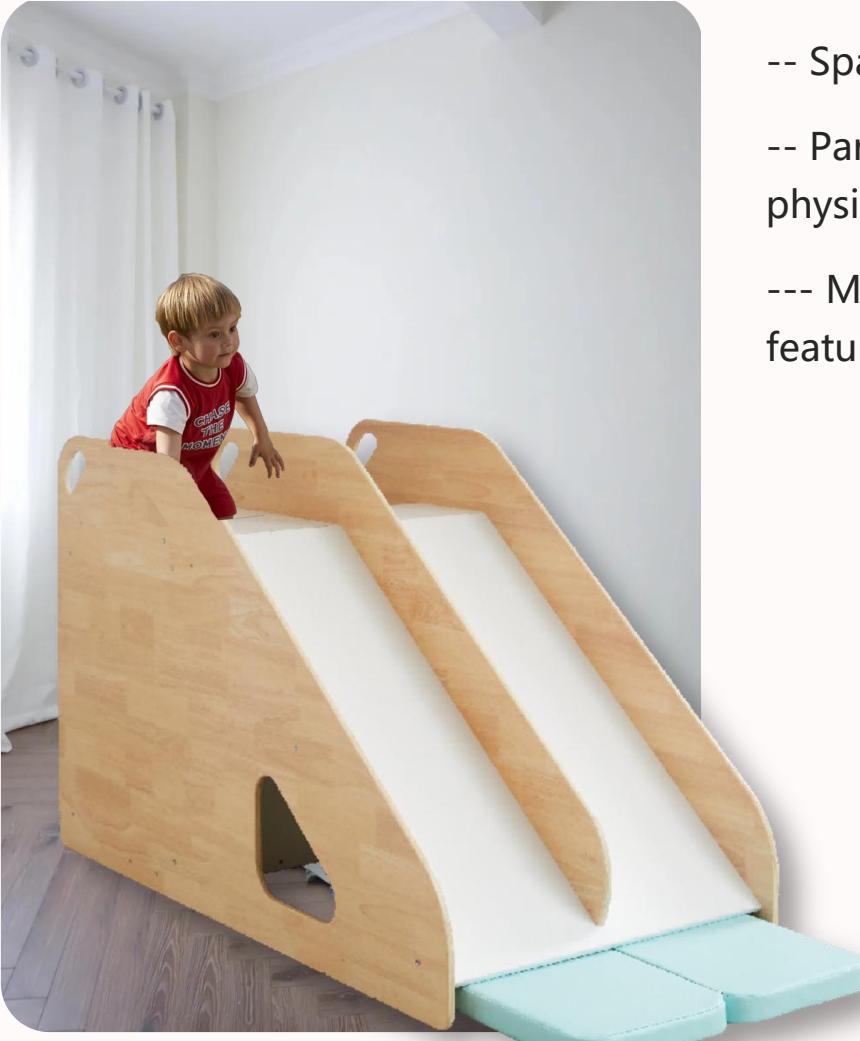
ball pit



- Provides a safe and fun play environment for toddlers and young children.
- Compression Packaging: Efficient packaging method to reduce shipping costs and environmental impact.
- Safe and Soft Material: High-quality, non-toxic foam balls and pool materials.
- Variety of Colors: Attractive color options to suit different preferences.
- Versatile Market Appeal: Suitable for a wide range of retail environments including toy stores, children's boutiques, and family entertainment centers.

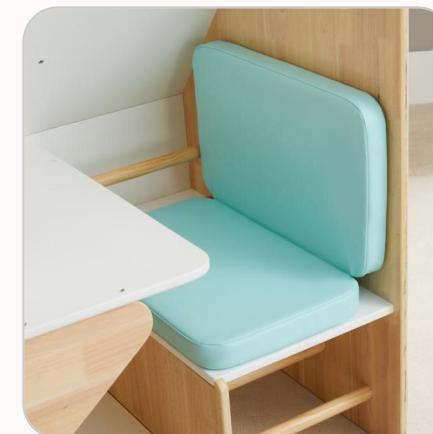


2-in-1 Slide

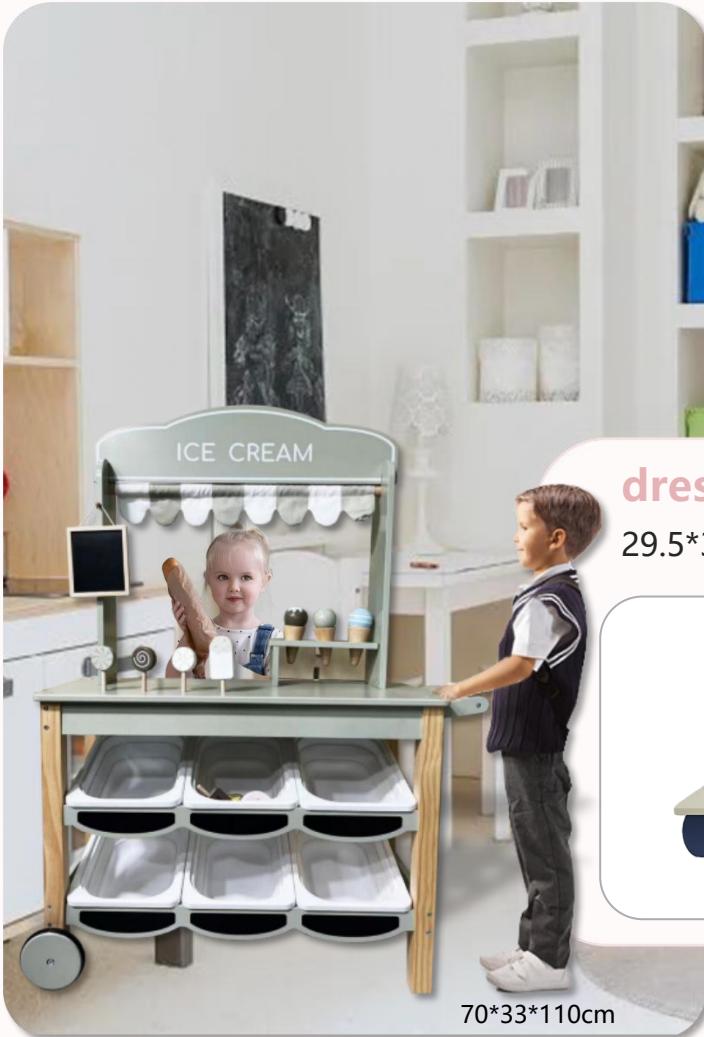


- Space-Saving Design: Maximizes use of space with integrated slide and reading area.
- Parental Appeal: Attracts parents seeking multifunctional toys that promote learning and physical activity.
- Modern Twist on Classic Toys: Updates traditional playhouse concepts with interactive features and space-saving design.

Where Play, Learning, and Fun Converge!



Pretend play toys



dressing table

29.5*35*18cm



70*33*110cm

Pizza shop

30*22*32cm



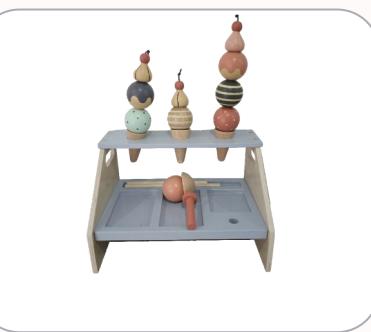
post office

11111



Ice cream

26.5*17.5cm



- Classic Appeal: Play house toys have enduring popularity due to their ability to stimulate creativity, social skills, and storytelling.
- Variety and Innovation: New designs like mobile kiosks and themed play tables expand play possibilities and attract modern preferences.
- Parental Preference: Wooden play sets are favored for their durability, aesthetic appeal, and sustainable material choices, aligning with modern parenting values.

2.

OUTDOOR PLAY

OUTDOOR -- Planting table



- Ecological Education: Promotes hands-on learning about gardening and the natural cycle. Enhances children's understanding of ecology and sustainability.
- Educational Tools: Includes child-friendly gardening tools and compartments for plants and soil.
- Market Demand: Meets growing interest in educational outdoor toys.
- Comprehensive Set: Complete with tools and compartments for a full gardening experience.



OUTDOOR -- Water & Gemstone play



- Interactive Play: Combines sand and water activities with a rotating water wheel for engaging play.
- Educational: Teaches children about the water cycle and natural elements through hands-on exploration.
- Versatile: with folding basin, Can be used with sand, water, or both, providing varied sensory experiences.
- Summer Fun: Perfect for outdoor play during the summer months, attracting seasonal sales.
- Attractive Design: Functional and visually appealing, enhances outdoor play spaces.

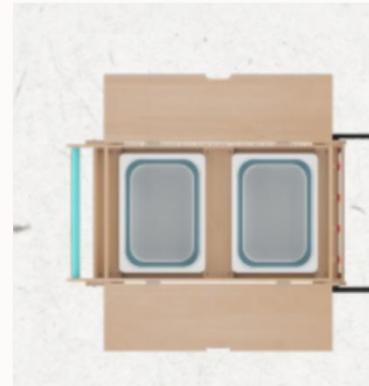
OUTDOOR -- art table

- Dual Functionality: Converts between a large and small folding basin art table and a vertical table with a peg board.
- Versatile Design: Includes a blackboard surface when closed and a peg board for creative activities when opened.
- Locking Mechanism: Securely opens and closes the peg board with a locking design for stability.
- Storage and Organization: Provides ample storage for art supplies and accessories.
- Space-Saving Design: Compact and foldable, ideal for homes, classrooms, or play areas with limited space.
- Innovative Features: Unique folding basin and peg board design sets it apart in the market, attracting attention.

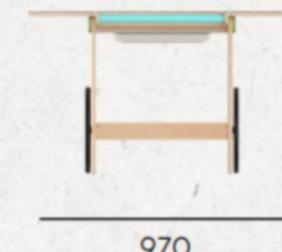
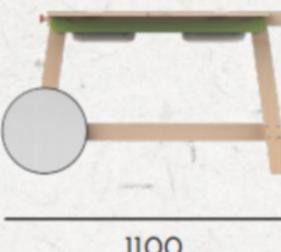


OUTDOOR --Garden activity cart

- Double-Deck Design: Provides ample storage and play space with a two-tier structure.
- Folding Pots: Includes two folding pots on the tabletop for gardening or sensory play.
- Expandable Tabletop: Folding table opens to increase surface area for play and activities.
- Versatile Storage: Lower deck for storing toys, tools, or gardening supplies.
- Mobility: One side equipped with wheels for easy movement and transportation.
- Dual Functionality: Combines a play table with storage shelves and gardening features, appealing to active play and educational exploration.
- Educational Benefits: Encourages gardening, sensory play, and organizational skills.



595



criss-cross wood playHouse



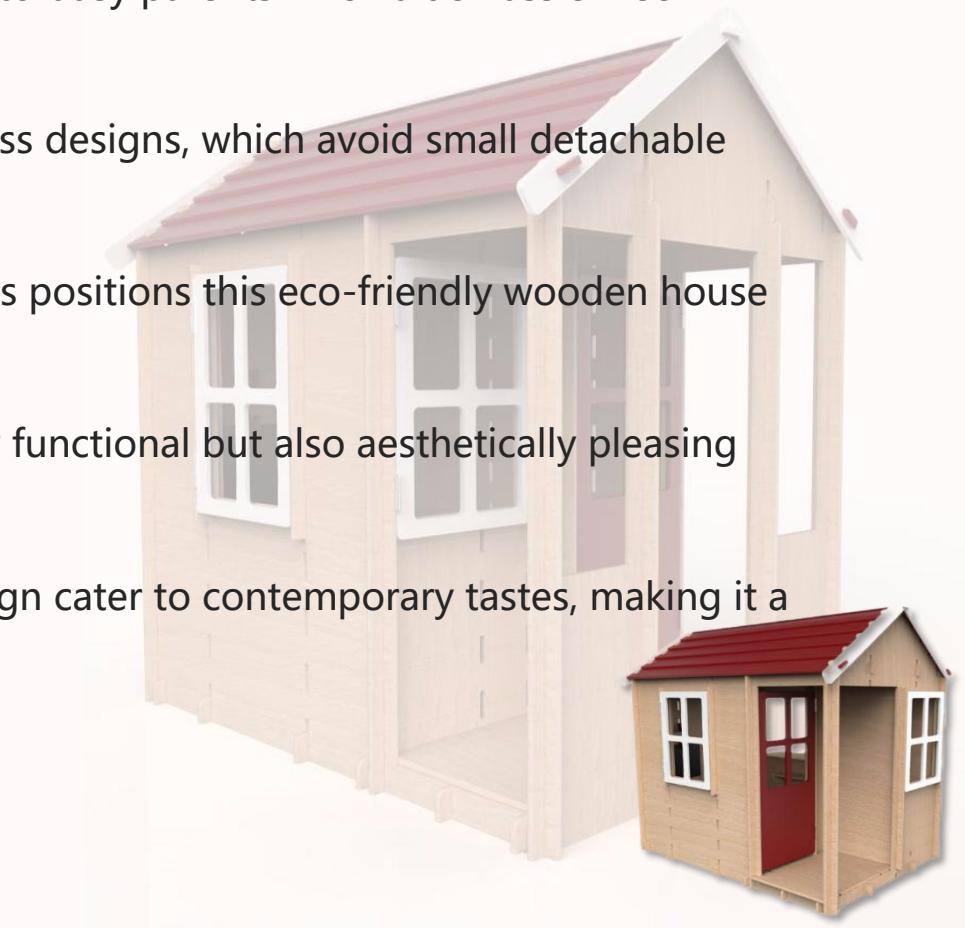
120*142*158cm



125*150*160cm

criss-cross wood playHouse

- Parental Convenience: The ease of assembly without tools appeals to busy parents who value hassle-free products.
- Safety Concerns: Rising awareness of product safety makes screwless designs, which avoid small detachable parts, highly attractive.
- Eco-Conscious Choices: Increasing demand for sustainable products positions this eco-friendly wooden house favorably in the market.
- Aesthetic Trends: Modern parents appreciate toys that are not only functional but also aesthetically pleasing and in harmony with their home décor.
- Contemporary Appeal: The natural wood finish and minimalist design cater to contemporary tastes, making it a stylish choice for modern homes.



3.

**WELCOME
A NEW BORN**



Liao Lan collection is a collection of eco-friendly toys and home goods inspired by the wonders of Nature and the beauty of Chinese traditional craftsmanship. Each product, truly unique, have been dyed and embroidered by hand.



An ode to Nature

Liao Lan is the Chinese name of the Polygonum colorant, the native tinctorial plant used traditionally in west China to make the indigo dye. This gorgeous soothing color is the main inspiration for our collection.





Organic Cotton

Choose high-quality cotton



Colored by Mother Earth

Plant dyeing is a non-toxic and eco-friendly process.

Beautiful nuanced tones are obtained using a variety of flowers, stems, leaves, and seeds.

It's the perfect method to create safe products for children with sensitive skin.



Prints from Plants

Printed directly from plants to make each unique & special.



Arts of hand embroidered

With unique variations in shades and designs, each piece embodies the artisan's savoir-faire, seamlessly weaving together the beauty of human history and a deep love for the planet.



Natural antibacterial

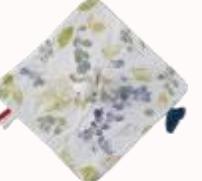
Natural antibacterial material knitted with cotton



Red Panda Comforter
40.5x34.5x7.5cm



Bear Comforter
38.5x34.5x9.5cm



Rabbit Comforter
36.5x34.5x8.5cm



Bear Ring Rattle
8x5.5x16cm



Rabbit Ring Rattle
8x5.5x17cm



Red Panda Ring Rattle
8x5.5x13cm



Washable Wipes
10x10x0.5cm x 6pcs



Rabbit Soft Cube
11x11x16cm



Bear Soft Cube
11x11x13.5cm



Activity Ring
20x16.5x5cm



Dragonfly Rattle
15x4x19cm



Flower Activity Toy
17x4x26cm



Red Panda Soft Cube
11x11x11.5cm



Baby Ball
13.5x13.5x18.5cm



Red Panda Doll
18x10.5x30cm



Baby Duvet
144x104x3cm



Bear Doll
20x10.5x31.5cm



Rabbit Doll
19.5x10x38.5cm



Activity Rabbit Doll
29x11x46cm

GIFT SET

1



Gift boxes can be
matched freely

2



Gift boxes can be
matched freely



Doll and gauze toys

Sustainable Materials

Organic Cotton: dolls made from organic cotton are grown without harmful chemicals and pesticides, protecting the soil and reducing water pollution.

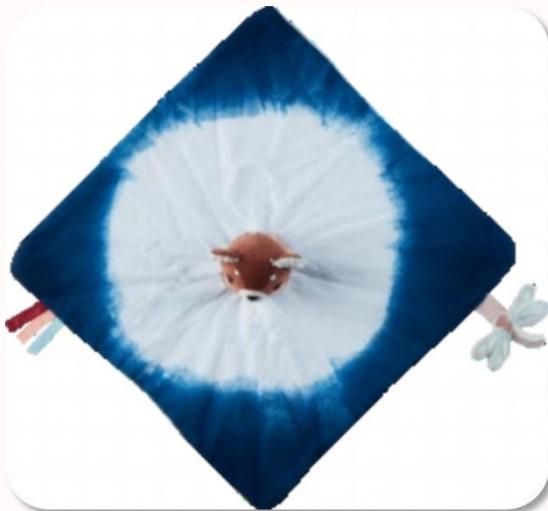
Recycled PET: Some manufacturers use recycled PET plastic bottles to create soft plush material, diverting plastic waste from landfills and oceans.

Bamboo Fiber: dolls made from bamboo fiber are not only soft but also eco-friendly, as bamboo is a fast-growing and sustainable resource.

Doll and gauze toys

- Organic and Hypoallergenic:Crafted from the finest organic cotton and bamboo fibers, our drool towels are gentle on your baby's skin and free from harmful chemicals.
- Natural Antibacterial Protection:Infused with natural antibacterial properties, our towels help keep germs at bay, ensuring a hygienic and safe environment for your little one.
- Super Absorbent and Soft:Our towels are designed to be highly absorbent, quickly wicking away moisture to keep your baby dry and comfortable throughout the day.
- Durable and Machine Washable:Built to withstand countless washes, these towels remain soft and effective, making them a reliable choice for everyday use.
- Eco-Friendly and Sustainable:Committed to a greener planet, our drool towels are made from sustainable materials and packaged in recyclable, eco-friendly packaging.





4.

SUSTAINABILITY FOR OUR EARTH

SAND TOY



- Eco-Friendly Materials: Crafted from recyclable materials, these toys cater to the growing demand for sustainable and environmentally responsible products.
- Market Differentiation: Stands out in a crowded market with its unique combination of sustainability and functionality, making it an appealing choice for eco-conscious consumers.
- Trend Alignment: Reflects contemporary trends in sustainability and responsible consumerism, appealing to modern families looking for eco-friendly play options.

Chemically Recycled Polypropylene (CRPP)



NEW MATERIALS FOR ENVIRONMENTAL SUSTAINABILITY

Use of biodegradable materials

Biodegradation is what happens after people use products and materials die out.

(Biological basis is afterlife, and biodegradation is afterlife)

The only criterion for judging whether the material in a product is biodegradable is that the material is converted into carbon dioxide, water and part of humus after enzymatic hydrolysis by micro-organisms.

WHAT ARE BIODEGRADABLE PLASTICS?

Biodegradation is a natural process by which a material is broken down into its constituent parts, especially carbon dioxide and water. If a plastic is biodegradable, this means it is completely broken down by microorganisms into carbon dioxide, water and biomass without leaving any harmful or toxic residue. The biodegradation process depends greatly on the environmental conditions (e.g. location and temperature), the material itself and the applications.

ESSENtIALLY:

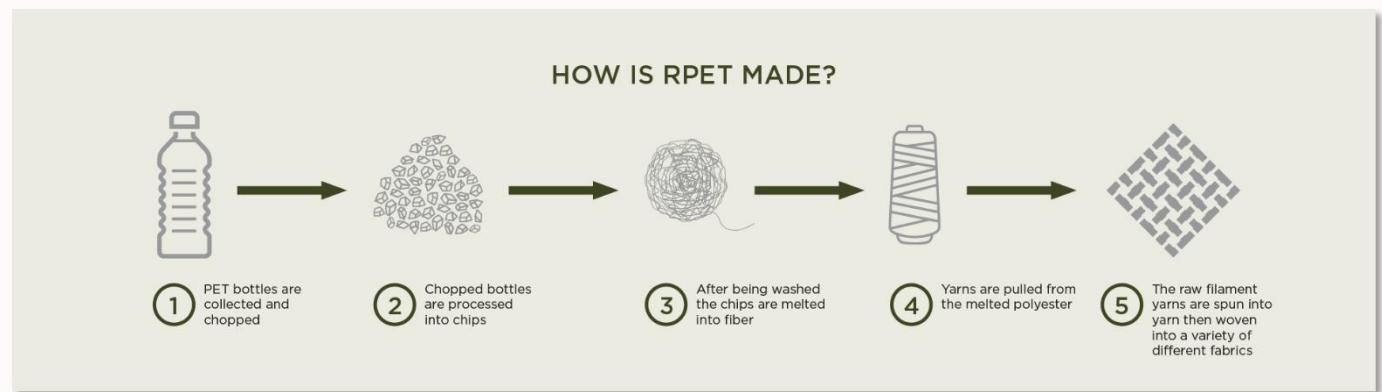
Plastics – including bioplastics – should never thoughtlessly end up in the environment!



RPET TENT



- Environmental Awareness: Increasing consumer focus on sustainability makes the use of RPET materials a strong selling point.
- Health and Safety: Parents prioritize safe, non-toxic products for their children, enhancing the appeal of this tent.
- Trendy and Stylish: The modern design fits seamlessly into contemporary home settings, making it a desirable addition to any playroom or living area.



2-in-1 Grow car



- Versatility: The ASWEETS Grow Car is a versatile and eco-friendly children's vehicle that evolves from a push stroller to a three-wheeled trike. Emphasizing sustainability and durability, it uses primarily wood and metal, with minimal plastic components.
- Cost-Effective: Eliminates the need to purchase separate stroller and tricycle, offering great value for money.
- Trend Towards Multi-Functionality: Aligns with the increasing consumer preference for versatile, multi-use baby products that offer more value.
- Innovative Transition: Prioritizes sustainable materials like wood and metal, setting it apart from conventional plastic-heavy children's vehicles.

THANKS