



candide[®] baby group



I WHO ARE WE ?

Candide Baby Group specializes in the design, development and manufacture of textile products for babies, infants and small children. These products include mattresses, maternity cushions, safe play surfaces and other specially designed innovative items. We also manufacture a range of baby furniture made from wood harvested in the Cantal region of France. From Tokyo to Paris, from Stockholm to Dubai, you will find our range of products; all over the world.

With production facilities in France, Tunisia and the PRC, we are a small multinational company headquartered in Angers, France. To stay updated and remain innovative, our design team studies and travels the world to discover the latest trends and needs of today's moms and dads.



DESIGNER



MANUFACTURER



DISTRIBUTOR

I EDITO

For 40 years the Candide Baby Group has been designing, manufacturing and distributing innovative products and premium collections designed for infants and toddlers.

Dedicated to the world of babies, Candide products provide comfort, security and assurance to babies, moms and dads. The Candide brand is one of assurance in expertise, experience, quality and safety.

Candide is a team of passionate people and active partners across the world dedicated to premium quality products and premium quality service.

40 years

OUR STORY



1948

Creation of the company



1959

The Candide group moves to Angers



1978

The Jamet Group takes over the company



1985

Evelyne Jamet creates the Candide brand and the 1st baby wedge



1986

Invention of the famous bébébag®



1996

Creation of the brand P'tit Dodo



1997

Candide becomes candide baby group
New factory for the manufacture of mattresses



1999

Candide Hong Kong Co Ltd. is created to develop sourcing and quality control



2004

Creation of Plastimat in Angers



2006

Invention of the multirelax®
Latitude Enfant buyout



2008

Candide Prosale GmbH is founded in Germany



2011

Creation of the brand Tinéo



2012

Candide Baby Group USA LLC is established



2014

Redesign of identities
candide
tinéo



2015

Buyout of Combelle
Opening
Le jardin de candide
Company nursery



2018

Launch of the online store
le choix des bébés
Boutique Candide Baby Group



2020

Moving
Regrouping



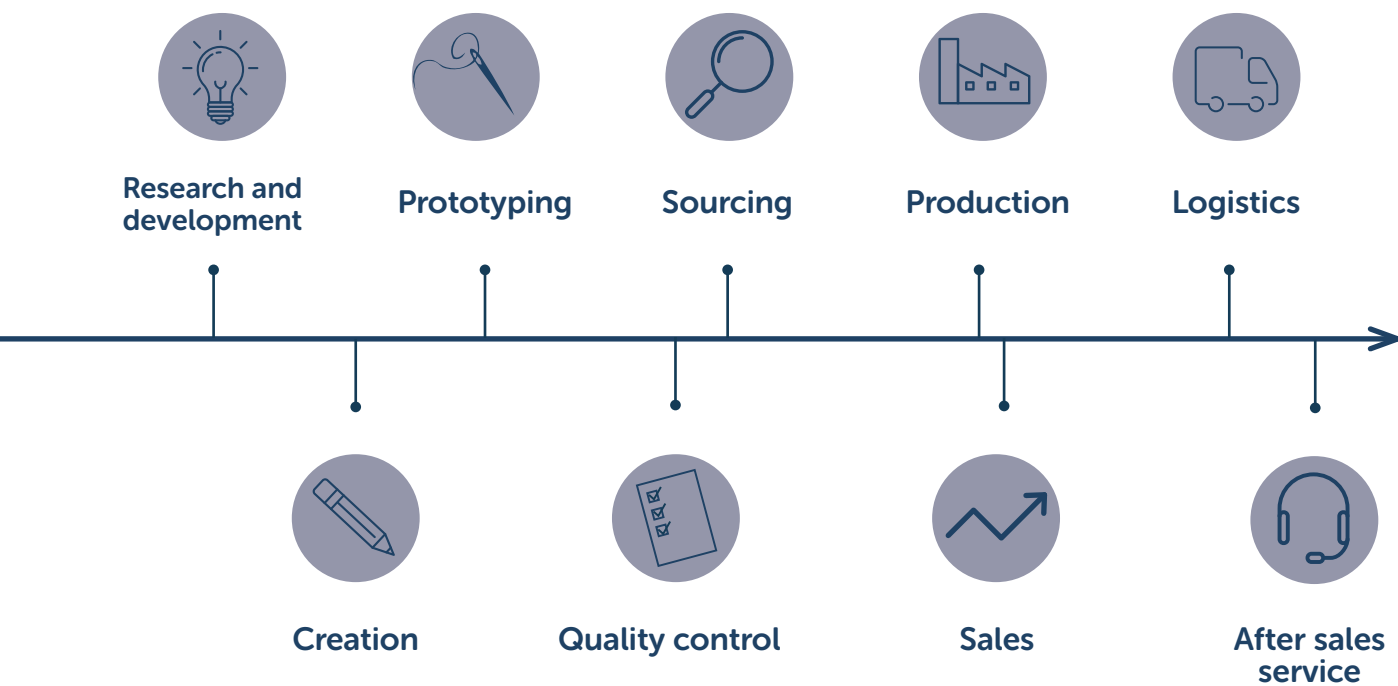
Quality
Excellence
Youthfulness
Respect

OUR FOUNDING PRINCIPLES

1. INTELLECTUAL HONESTY
Inside and outside the company.
2. GOING BEYOND
What is just necessary.
3. YOUTHFULNESS
A young team is our strength.
4. STRIVE FOR EXCELLENCE
And why not reach it.
5. RESPECT
A pledge of our credibility.
6. QUALITY IMPROVEMENT
Is our obligation.
7. PUT IN WRITING THAT WHICH IS IMPORTANT
The words fly away, the writings remain.



I OUR ORGANISATION



INNOVATION

RESEARCH & DEVELOPMENT

Our team of buyers and product managers is constantly in search of new materials, new designs, new uses and new processes to maintain constant innovation in our ever-developing range of products for babies as well as moms.

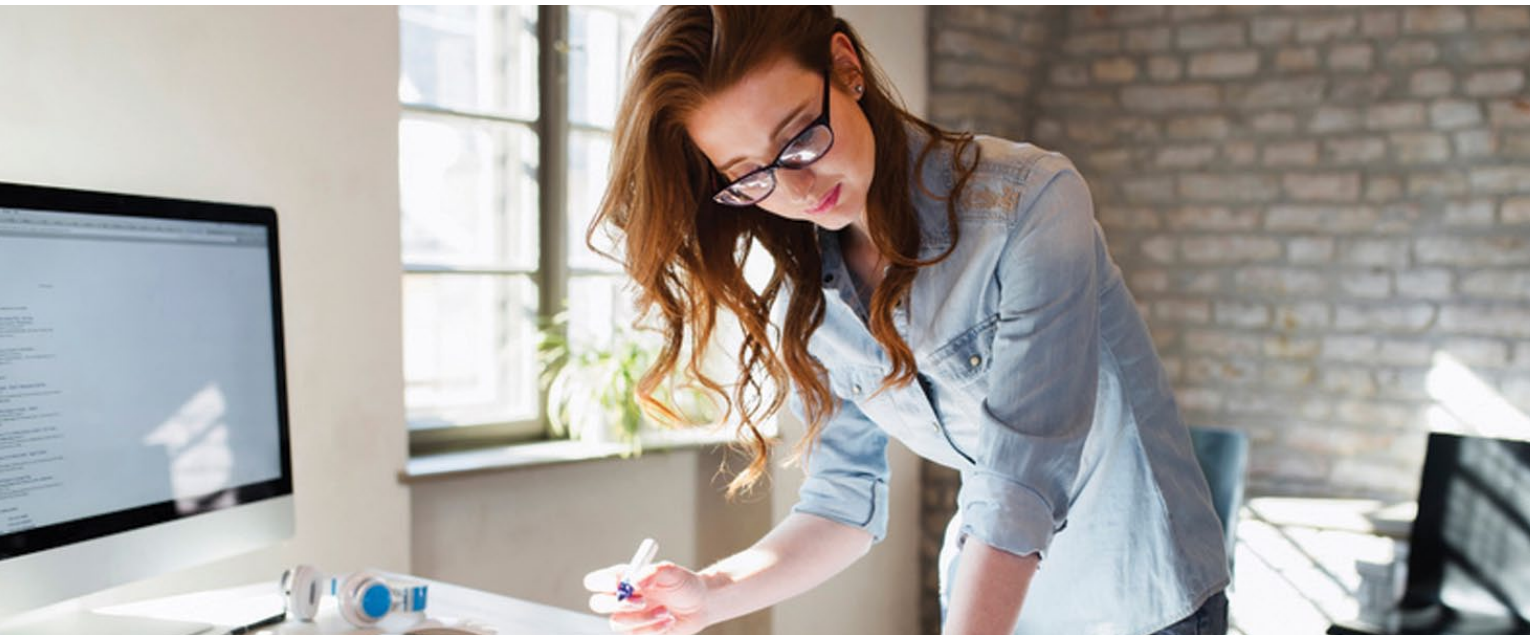
We are experts in the manufacture of mattresses and childcare textile products taking advice and counsel from baby and infant care professionals. Located on premises, our «Le Jardin de Candide» nursery concept allows our products to be used and tested by babies, infants and their care givers.



CREATION

Our Marketing and Development Department is composed of stylists and designers who seek to meet the expectations of consumers while following the trends of the day.

We have invested in digital textile printers and prototyping at our facilities in France, Tunisia and the PRC allowing for rapid product development and greater flexibility.



QUALITY

We make every effort to ensure the best quality of our final products. We have a dedicated team that ensures continuous quality control at all stages of manufacturing. Based on the ISO 9001 standard, our quality system allows us to control each step of a products' life; quality is a priority.



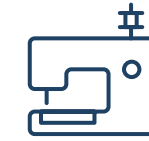
MANUFACTURING

Digital cutting techniques, computer assisted quilting; our production facilities are equipped with advanced industrial manufacturing equipment. The production team is composed of industrial experts which helps to ensure efficient production and premium quality.

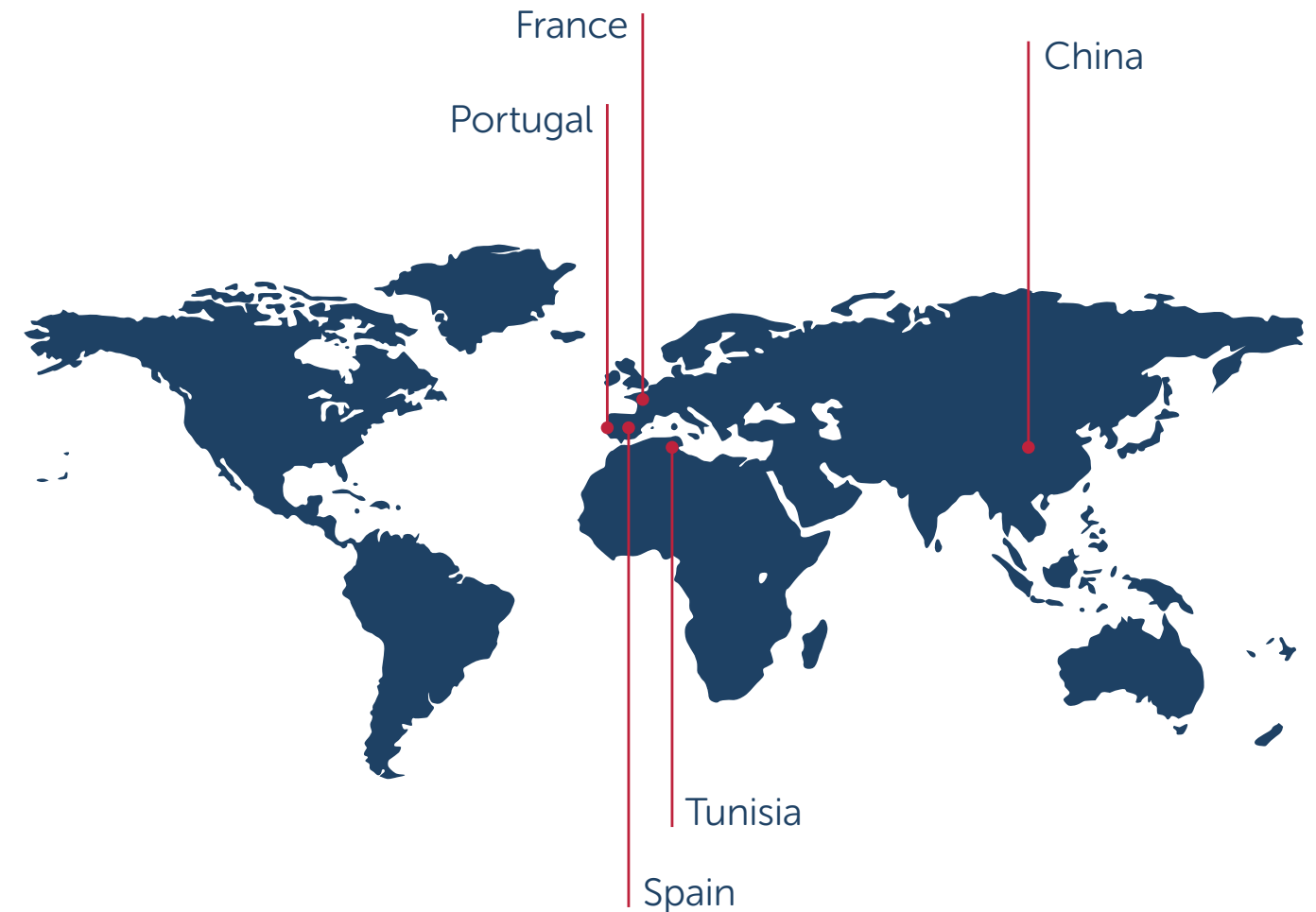


LOGISTICS

We have a 7,000 m² warehousing facility which allows us to manage large items and ship them efficiently. Our capacity allows us to handle 400 trucks or containers per month from direct delivery to full container loads over our three main locations: France / Germany / Hong Kong.



PRODUCTION & MANUFACTURING SITES



I OUR VALUES

Creativity

This is what motivates us every day.

Quality

This is a given. It must be present in our products as well as everywhere in our company.

Innovation

This is our best competitive advantage.

Profitability

This is our primary goal and the guarantee of our growth.

Proactivity

This is our best asset to respond to any type of request.



OUR ECO-RESPONSIBLE COMMITMENTS

Environmental Responsibility is at the core of our activity. What we create and the products we supply have a significant social and environmental impact; and we have committed to adopt measures to reduce that impact on our environment as well as society. Where and when possible, we are reducing energy and water consumption; and are respectful of air emissions requirements and waste disposal at every stage of our production.

We have committed to promoting social integration and responsible consumption; these commitments are taken into consideration at every stage of design, development, creation and production. Recycling and reuse are emphasized where and when possible. Our long-term goal is to recycle or reuse all our waste, including that which is produced in our offices. We «eco-design» our products.

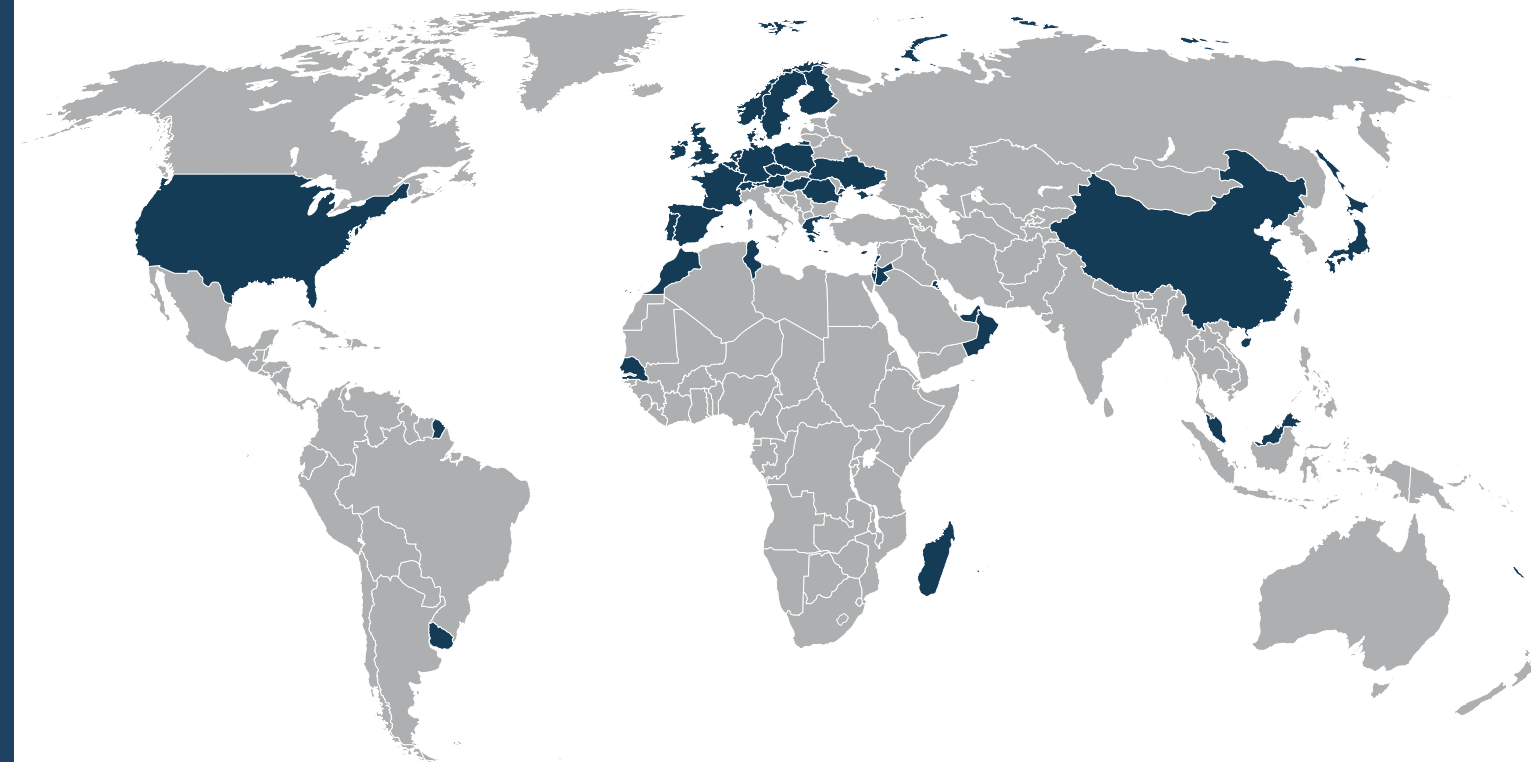


47 countries

Our Candide, Tineo and Combelle brands are present in 47 countries. We expand into international markets through subsidiaries as well as partnerships with local companies.



OUR PRESENCE IN THE WORLD



candide® baby group



STORES
SPECIALIZED NETWORKS

Positioning :
Medium / High



HYPERMARKETS

Positioning :
Medium



SPECIALIZED NETWORKS


Positioning :
High

OUR BRANDS

The brands under Candide Baby Group offer a wide range of products related to childcare; this allows many families to maximize their purchases according to needs, preferences and budgets.



 **candide**[®]
tout est bien qui commence bien

 Candide offers quality products in the world of sleep for babies, infants and toddlers such as mattresses, cushions and other textiles. We also have a range of maternity products for moms as well as products to make travel and floor play simple, easy and safe!





Candide Expert offers ergonomic, easy-to-use products that also address known newborn pathologies. Candide Expert develops and creates premium quality, safe and innovative products with the sole aim of reassuring and supporting parents so everything goes as smoothly as possible in this period of transition.





Smart, clever products

Quality and innovative

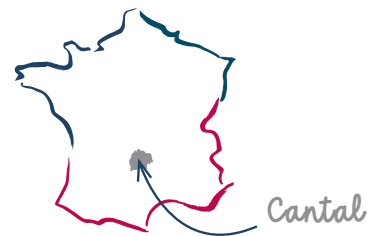
At affordable prices

tinéo

Câlin et très moin

Practical and Modern: Tinéo products meet the needs of toddlers in the sleep, maternity, playtime, and mealtime ranges. Tinéo offers smart, innovative and always safe products at an acceptable price which allows families to buy their needs with a great quality / price ratio.





The tradition of bentwood

The only French artisan-manufacturer of wooden childcare furniture (high chairs, beds, playpens and changing tables). Combelle is located in the southern Auvergne region of France and will celebrate its 100th anniversary in 2026. Certified EPV (Entreprise du Patrimoine Vivant) for its mastery of the bent wood technique, the crafted furniture is made of solid beechwood (certified PEFC sustainable management) and comes from the Cantal region and neighboring forests. All hand-crafted products have a 10 year guarantee.

«From the tree is born the forest and from passion are born the most beautiful stories...»





Range of
mattresses
juniors
& adults

*S*ince 1948, Candide Baby Group has been a specialist in the field of baby mattresses; and today it is launching its range of mattresses for juniors and adults, under the brand name «Maison Jamet»: French quality products bringing you more comfort.

MAM | COMPANY NURSERIES

LE JARDIN DE CANDIDE

As an alternative to home-based childcare and more traditional childcare facilities such as nurseries, MAM aim to break the professional isolation in which childcare assistants sometimes find themselves. MAM foster collaboration and community. Another key advantage of MAM is the ability to pool resources and equipment individual childminders may not have.



MAM opened its doors in April 2015 in the business zone of Ecoouflant in Maine-et-Loire where Candide Baby Group is located. On the ground floor of a secure and low consumption building, the MAM has a capacity of 12 children supervised by 3 qualified and experienced childcare assistants.



All the resources, items, products and furniture were provided by Candide Baby Group, Combelle and Wesco, allowing for everyday use we can monitor and test.

Solenne : «We feel good here and so do the kids. It's a pleasure to go to work, in fact we don't even consider it as such anymore!»

Le jardin de Candide is dedicated to the creation and operation of company day care centers. A crèche adapted to the needs of its users, near to parents' workplace, focused on safety, security and the needs of the small children and their parents, the company's employees.



Initiated jointly with 3 Childcare Assistants from the region, the MAM project is important to Candide Baby Group and aims to solve the problem faced by many parents: care facilities for infants, toddlers and small children in industrial / business activity areas is very low. Our goal is to make daily life easier and more convenient for parents working in these areas by having a MAM in the immediate area.

Candide Baby Group pays close attention to the development of toddlers, so they evolve in a safe, stimulating and welcoming environment.

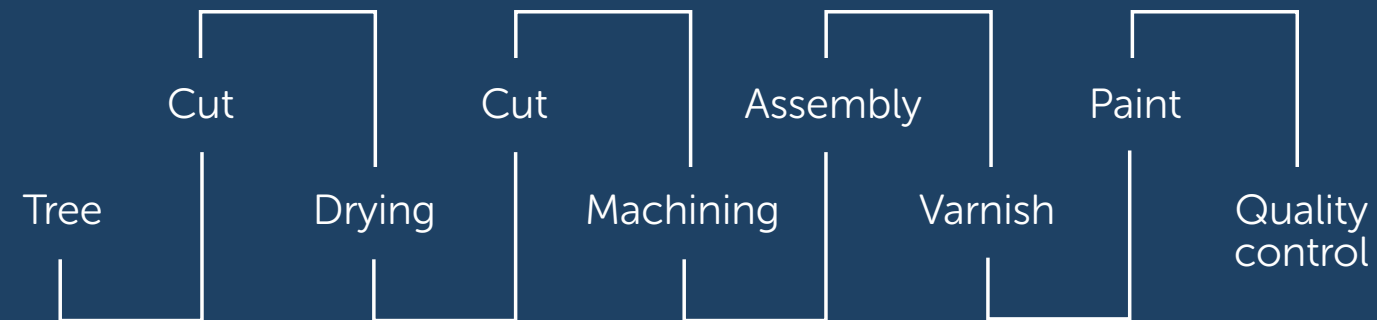
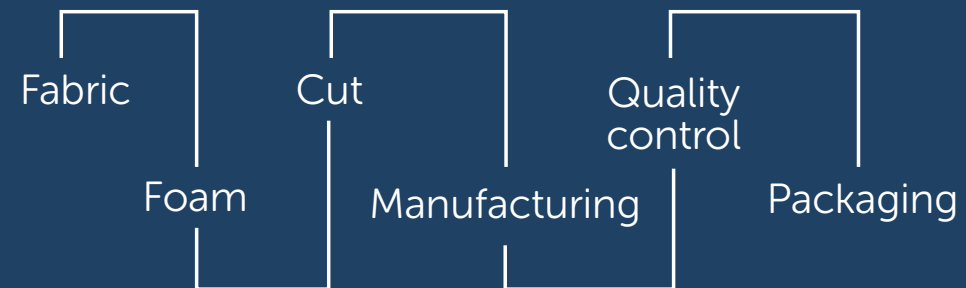
This MAM is the first structure of its kind entirely financed by a private group in France.



Frédéric Jamet - Candide Baby Group President :
«We were attracted to the fact these three young women have a real pedagogical mindset and they are all nursery assistants. They have excellent knowledge in the child care area; and they are an excellent showcase for our products.»



OUR INDUSTRIAL PROCESSES





OUR PATENTED PRODUCTS



multirelax[⊕]

A real 3-in-1 Maternity Pillow, it allows mom to find a comfortable position during pregnancy and position her baby at the right height and angle for breast or bottle feeding. And with a safety harness, it becomes a secure positioning cushion to place the baby for direct supervision while mom performs a task.

MAT'CONFORT

A Changing Mat designed to make the diaper change easier, quicker and more comfortable. The Mat'Confort has raised sides for added security, a support and security belt and a non-slip underside that offers additional safety during the diaper change. The Microbead Cushion provides a softer comfort.



MORPHO CLIVE

30° Recline Wedge was designed to adjust the baby's position in the event of minor respiratory and digestive problems. In cases of light snoring or nasal congestion, the 30° Recline Wedge helps to position the baby to breathe easier. It may also be used to soothe a child experiencing regurgitation as they are in a better position for regurgitation to be expelled from the mouth.

SLEEP SAFE MATTRESS

The Foam Sides are a barrier between the baby and security bars of a bed; they also help to reduce the sleeping space which is reassuring to infants. This mattress is also reversible, allowing it to adapt as the baby grows.



candide® baby group

Design
in
FRANCE

candide®
tout est bien qui commence bien

COMBELLE®
1926

tinéo®
Câlin et très mûlin




TRADE FAIRS



puericultura
madrid



HKTDC
香港貿發局



CBME
CHILDREN-BABY-NATERNITY EXPO
CHINA



Pharmagora Plus
Le Futur de la Pharmacie



KIND+
JUGEND

| E-COMMERCE WEBSITE

le choix des *bébé's*
SPÉCIALISTE DE LA PUÉRICULTURE

www.lechoixdesbebes.com is the official e-commerce website of Candide Baby Group brands. With just a few clicks, customers will find Candide, Tinéo and Combelle products online, be able to purchase them and have them delivered directly to home or a relay point. We have a Digital Customer Service Team in direct contact with consumers and able to provide real-time service. Our e commerce site offers Promotions, Loyalty Advantages, Newsletter, Blog and other Information and Services to our customers.





AWARDS

- 2018** HK Toys and Baby Product award - Cosyrelax (Hong Kong)
- 2016** Top pick ABC Kids Expo
The Bump Best of Baby Awards
Baby Innovation Award (Belgique)
- 2015** 1st prize for innovation HKTDC - Multirelax (Hong Kong)
- 2014** INPI Innovation Trophy for SME
- 2008** Cathay Pacific Trophy for the French-Chinese economy
- 2002** Laureate company of the Business on the Web
New Economy Trophy



THEY TRUST US

We are proud of their trust, we always give them our best.



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Team Members: 67 from 14 different countries
Revenue: US\$17M

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www.candidebabygroup.com

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candide®

www.candide.fr

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