

CREATE A  
SPECIAL PLACE



AND CREATE  
HARMONY



# “What is your best childhood memory of playing?”

## What is your best childhood memory of playing?

This memory probably brings a smile to your face... Not just because of the happy memory, but also because of the care free feeling that characterizes young children when they can be themselves in a positive environment.

Being a child means laughing, playing, living in a never ending fantasy, having self-confidence and respect, being creative, honest and above all unbiased. At this young age, millions of connections are made in the brain that will define the rest of children's lives.

It is my mission to create a positive environment for children all over the world. Accompany us and experience the atmosphere that we create with our play concepts.





## **Years of experience**

For over 15 years, we create, manufacture and install imaginative and educational play areas where children can enjoy themselves endlessly. By combining our knowledge and love for the way children play, we create powerful products that transform any room into a child-friendly environment.

## **We learn from child's play**

We have been doing research on how children play for many years. What makes a child forget about time completely and place for a moment? How can we challenge kids in the most enjoyable way to move, learn, and develop themselves? When does a child relax optimally?

We have the answers to all these questions because we constantly immerse ourselves into the fantasy world of our youngest world citizens. And we love doing that.



# Our play concepts can be seen everywhere...



## Retail

When kids can play in a special play area, parents and customers can peacefully browse and make their purchases. For the children, playing also creates beautiful memories. And those pay off, because they will forever remember a great time in your store. The earlier you provide a fun experience, the more their love for your brand will grow!



## Hospitality

The fun of going out with the family largely depends on how well the children can enjoy themselves. So, they often decide where the family will go! We believe that the positive effects of investing in play value are not to be underestimated. When the children feel at home and have plenty of entertainment, their parents can easily order another drink or bite to eat.



## Public areas

A beautiful, uniquely designed play corner helps to create a calm atmosphere, which allows your staff to better assist your visitors. While the kids can play in a specially designated play area, your guests can get the help they need or wait for their appointment in peace. Make your public space a pleasant place to come back to!



## Healthcare

In order to create a nice atmosphere in your waiting room or medical office, a play corner is the perfect way to quickly make children feel at ease and give them some distraction while they sit and wait. Being able to have fun not only helps them relax before their appointment, but will also make their next visit a little less intimidating.



## Daycare

Parents want to leave their children in the safe hands of the daycare, knowing that their kids are being well cared for and that they can have plenty of fun without having to miss their parents too much. Our play concepts are not only safe and endlessly fun for all ages, but also offer educative games that help develop their cognitive and social skills.



## Leisure

When everyone can relax and have a fun time, from children to grownups, there will be a truly family-friendly atmosphere at your sports facility, museum, cinema, amusement park or wherever else families come to have fun. When all visitors feel truly at home with plenty of entertainment, they'll surely want to come back another time!



## Interior designers

Including play value in the design process ensures a perfect integration in the design concept. Our IKC Design Team even has ready-to-use models for you to incorporate in your project. In the end, the client will enjoy the positive effects of the added play concept, which helps result in more returning visitors and a better customer experience.

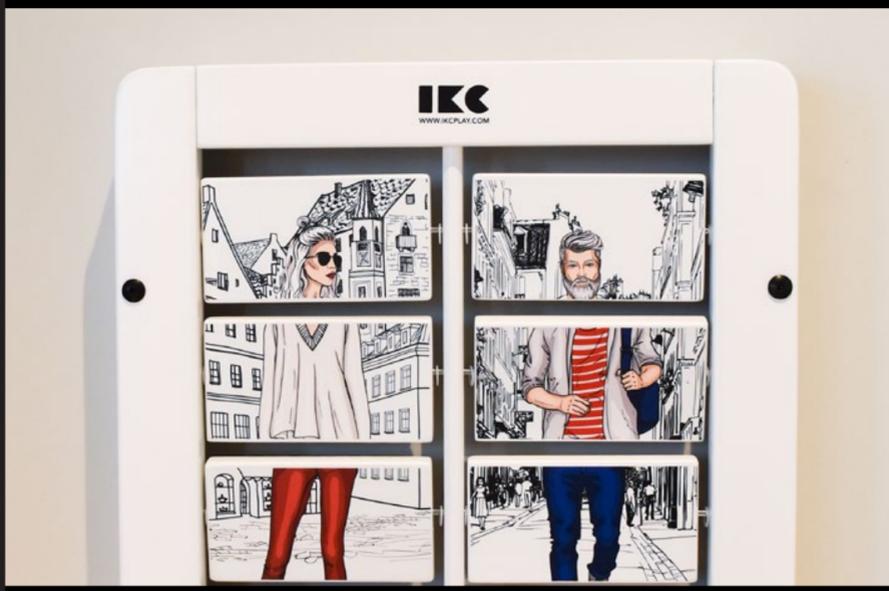


 IKEA Restaurant



 H&M Concept store









# Hilton Hotel



# Cafeteria Wim Friet







# Hotel Van der Valk



# Liyang hotel





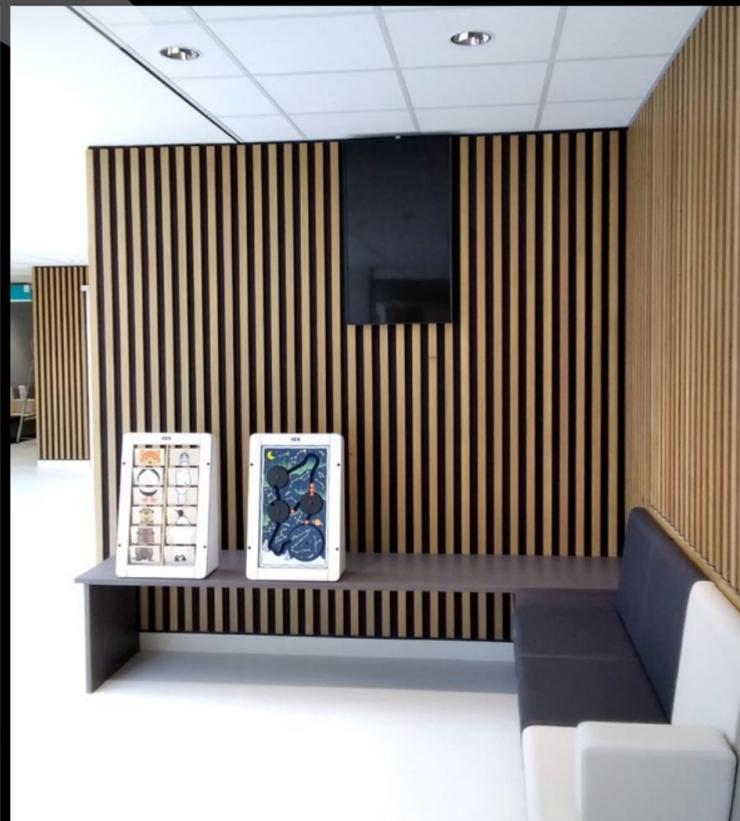
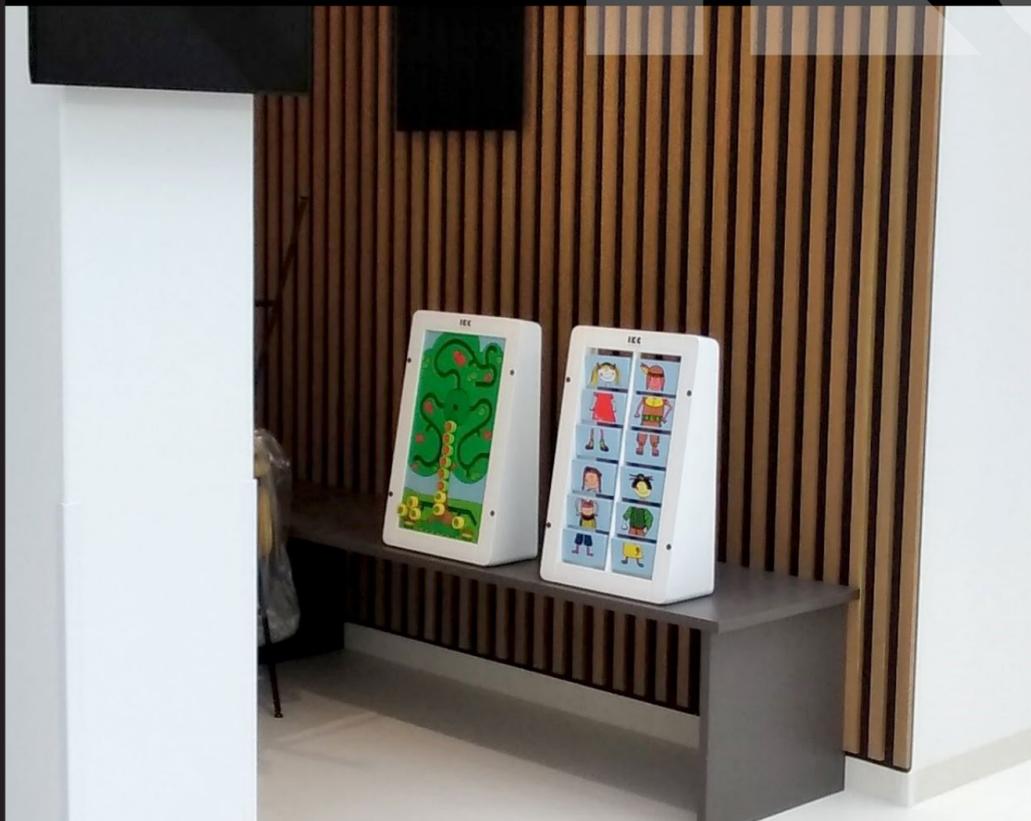
 Shopping Mall Galeria Petrzalka Tesco

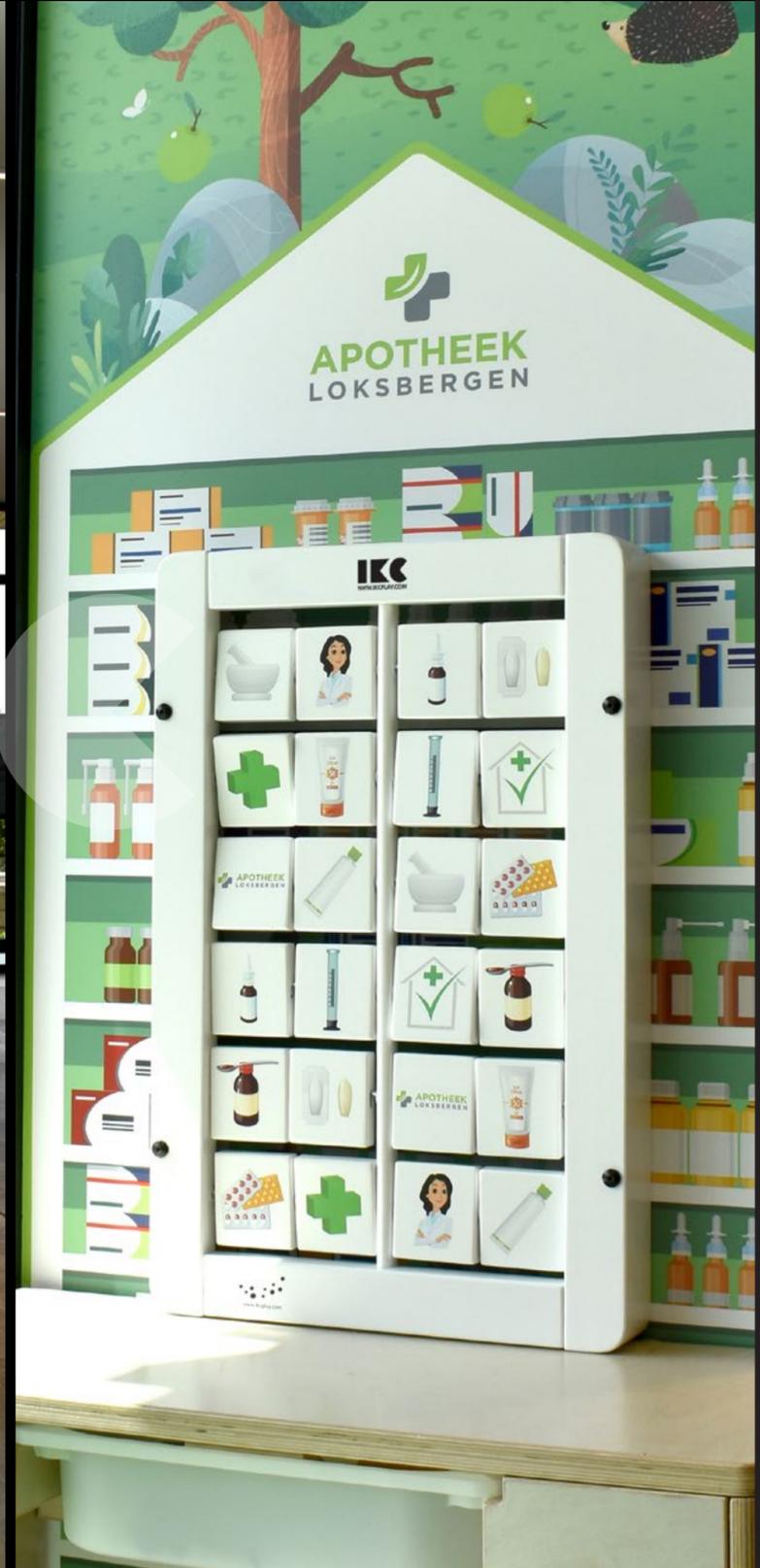


 Shopping mall Kringlan Iceland









 Daycare Bloesem



 Educational Trailer BeAh



 Daycare 't Parelbosch Witch's cauldron



 Daycare 't Parelbosch Witch's cauldron







# Our global sales and distribution network

We have been manufacturing play concepts for over 15 years. We control the entire supply chain. With headquarters in both the Netherlands and Shanghai China and our own factory in Jiaxing China, we serve customers all over the world.

## Headquarters Europe

Our headquarters Europe is situated in the Netherlands. Here our teams of designers and marketers work closely together with sales and logistics professionals to optimally reach all our customers. We also have a warehouse which functions as a distribution centre and as the base for our mechanics to prepare installations.

## Headquarters Asia

Our Team Commerce China is based in our Asian headquarters in Shanghai. The independent team consists of a sales, marketing and design unit. With this team we can supply play value for the growing Chinese market, as well as neighbouring countries like Japan, Singapore, Thailand and India.

## Our distributors

In addition to our sales teams, we also work together with an extensive network of distributors. This allows us to connect with countries worldwide. By combining their knowledge about the country with our expertise about play value for organisations, we can optimally serve all our customers.

### International Kids Concepts

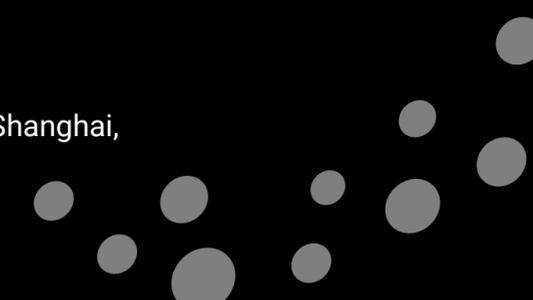
#### HQ EUROPE

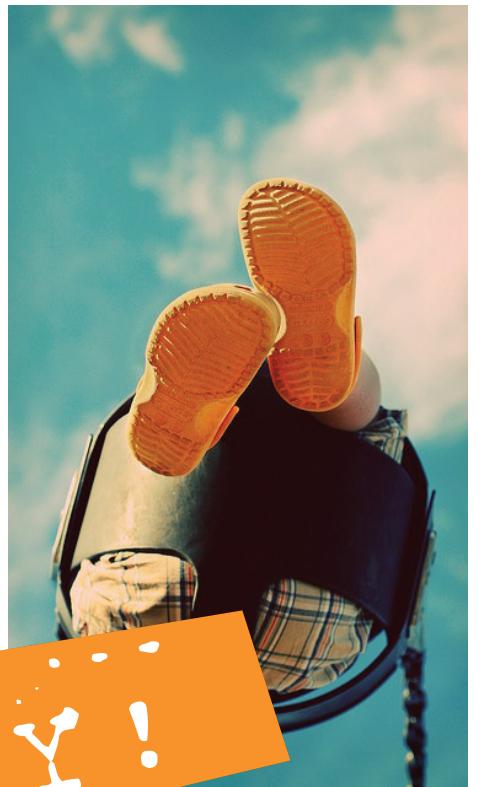
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PLAY!  
AND BE AWESOME



FOR EVERYONE!

