



KIDSMODERN GMBH

QUELLENSTRASSE 27
CH-8005 ZÜRICH

T 0041 44 271 01 23
F 0041 44 450 88 93

INFO@KIDSMODERN.COM
WWW.KIDSMODERN.COM

Zurich, November 2007

Press release napfnapf

In cooperation with the online portal www.kidsmodern.com Zurich designer Beat Karrer has developed a new product which makes everyday life easier for parents who have small children.

Napfnapf is a double-sided suction cup made of food-safe silicon and it enables any kind of plate to be fixed firmly to the table – making sure that the food ends up in the child's stomach and not on the floor.

The set contains 3 Napfnapfs in vivid blue, orange and green. Napfnapf is available at selected shops and from www.kidsmodern.com.

With its suction power Napfnapf holds the plate down reliably on all smooth table tops until the end of the meal. As a material silicon is heat resistant, hygienic and food safe, and it is easy to clean with soap and water.

Napfnapf will fit into any handbag and can be taken to any place where parents are not likely to find facilities for children.

It enables the use of normal china plates, which protects children from contact with plasticisers and other chemical additives in plastic plates and crockery which could get into food.

About Beat Karrer

Where does a product designer get his ideas from? From new materials which encourage challenging new application possibilities. From new production techniques which make the previously unthinkable possible. And by observing everyday life manifesting unsatisfied needs.

It is in this arena Zurich designer Beat Karrer develops new products which resound favourably with his renowned clientele such as Anthologie Quartett and Designerslabel (Germany), Boffi (Italy), Hidden (Netherlands), Offecct (Sweden), Burri and Tossa (Switzerland).

As well as among the juries at international furniture exhibitions in Belgium, Germany, Spain and Switzerland which awarded Beat Karrer with several prizes for his designs which often are unusual in their approach yet very functional and practical in their daily application.

Nowadays Beat Karrer is also an active guest critic at ETH Zurich, lectures all over Europe, participates in juries and holds a summer workshops at

Vitra. Beat Karrer's ideas have appeared in many publications and various books, for example the "International Design Yearbook 2004".

About kidsmodern

"Kidsmodern" is an online portal which is devoted to the fascinating world of design for children. To be a child is not a privilege enjoyed by the young only - in our present-day society play and playfulness have also become important sources of information for adults, too. As a result a new generation of artists and designers are dedicating themselves to playful objects which are intended for every age range.

At Kidsmodern you can make new discoveries and buy products online. The products are accompanied by the portraits of young artists and designers, combined with stories surrounding the design classics of the twentieth century.

A new form of online shop combines magazine, guide trend scout and online-shop into a virtual shopping experience for the whole family and their friends.

