



PRESS RELEASE Zurich, 26 January 2018

## The Elephant and the Penguin in the Room

After the multi-award winning Hix, MOLUK is introducing two new toys inspired by the animal kingdom.

Oogifant is all you need to turn everyday objects into elephants. The tactile and highly elastic silicone trunk has suction cups on both ends that attach to any smooth surface. Hilarious moments and shared laughter are guaranteed. Spielwarenmesse's TrendCommittee has selected Oogifant for this year's trend theme "Just for Fun", and will present it at the TrendGallery.

Boi floats and dances in and out of the bathtub. Is it a penguin, a duck or some other bird? We let the children decide. No matter how you spin or roll it, Boi always gets back upright again and continues to bravely explore the world.

The sleek wobble toy is made of high-quality, food-grade ABS and silicone rubber and perfectly fits small hands. It playfully teaches children about cause and effect as well training hand-eye coordination and fine motor skills.

Oogifant and Boi are compatible with all other MOLUK toys and further expand the unique play cosmos of the small Swiss toy maker.

Oogifant und Boi will be available in spring 2018.





**boi**™





Driven by a passion for great design, MOLUK strives to create innovative, sustainable products that don't just entertain kids on a superficial level, but invite real interaction. In a time where everything is getting more virtual, MOLUK offers toys that are totally manual, toys that get children to move and explore, toys that stimulate their senses and minds. There are no ON and OFF switches, batteries or complicated instructions – MOLUK toys are powered simply by a child's imagination.

MOLUK is a family business founded in 2011 by designer Alex Hochstrasser and his sister Doris Hochstrasser, an architect. Hochstrasser is renowned for the multi-award winning Bilibo and his work as creative director of the Swiss company Active People where he was responsible for the design of Astrojax, the (YO)2 range and many other toys. MOLUK took over the production and distribution of Bilibo in 2012 and launched Oogi and the Plui Rain Cloud in 2014. Both toys have received the ‚spiel gut‘ award for their outstanding play value. Bilibo was part of the exhibition „100 Year of Swiss Design“ at the Museum für Gestaltung Zurich and “Century of the Child“ at the Museum of Modern Art New York. 2017 marks MOLUK's 5th anniversary. It's toys are now sold in almost 50 countries around the world.

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Press contact: Alex Hochstrasser

MOLUK GmbH  
 Seefeldstrasse 178  
 CH-8008 Zürich  
 Phone: +41 79 605 73 67  
[alex@moluk.com](mailto:alex@moluk.com)

