



SOPHIE LA GIRAFE®
PARIS 1961



PRESS KIT

Sophie la girafe® is ...

AN ESSENTIAL AND MUST - HAVE PRODUCT
FOR OVER 50 YEARS

Born in 1961 in the heart of Paris, Sophie la girafe has become THE essential baby toy. Made from 100% natural rubber derived from the hevea tree and stimulating Baby's five senses, it first conquered France, and then the world.

PRESENT IN OVER 70 COUNTRIES



A BRAND THAT MEETS ALL OF BABY'S NEEDS

The Sophie la girafe brand is available in a wide variety of tie-in products through four distinct collections : So'Pure, Sophisticated, Il était une fois... and Fresh Touch. Sophie la girafe, it is also over twenty licensees worldwide.



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Once upon a time, a simple little story...

The little giraffe was born on a fateful 25th of May in 1961, the feast day of Saint Sophie!

In those days, only pets or farm animals were represented in the world of toys. Then, one day in France, a certain Mr. Rampeau, specialist in transforming the **latex from the Hevea tree** using the rotational moulding of rubber as a toy making concept, had the idea to design a giraffe. This exotic representation was the first of its kind on the market! Its size and shape were ideally suited for Baby to grasp.

The first Sophie la girafe, as she is still known today, went in production on Thursday, May 25th, hence the origin of her name.

She was an immediate success. Right from the beginning, young parents recognised something in her that was **essential** for their baby. When the first signs of teething appear, Baby stops crying thanks to Sophie la girafe!

By simple word of mouth, the little giraffe's fame spread.

Throughout the world, generations of children will love hearing Sophie la girafe squeak whenever they press her tummy or head.

The Vulli company, located in Rumilly in Haute-Savoie (France) jealously guards the secret of how this iconic toy is made.

To this day, Sophie la girafe is still **"traditionally"** produced, a process involving over 14 manual operations. Her composition is based on **100% natural rubber derived from the latex of the Hevea tree**.





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The reason behind such success...

Sophie la girafe is **Baby's first toy stimulating all of his senses** from the age of 3 months.

SIGHT:

At the age of 3 months, a baby's eyesight is still limited and he can only perceive high contrasts. The dark and contrasting attention-catching spots over Sophie la girafe's body provide visual stimulation. She soon becomes a familiar and reassuring object for Baby who easily recognizes her.

HEARING:

Sophie la girafe's squeaker entertains while stimulating Baby's hearing. To begin with, the funny sound she makes when she is squeezed helps to stimulate his hearing, and then, helps him understand the link between cause and effect.

TASTE:

Made of 100% natural rubber and food-grade paint, Sophie la girafe can be safely nibbled. She is akin to the teat of a feeding bottle. Her soft texture and numerous nibbling parts (ears, horns, snout and legs), makes her ideally suited for soothing Baby's gums during teething.

TOUCH:

The sense of touch is a baby's first means of communication with the outside world. The softness of Sophie la girafe, reminiscent of a mother's skin, reassures Baby and provides physiological and emotional responses that will soothe Baby and favour healthy growth and well-being.

SMELL:

The singular smell of natural rubber derived from the Hevea tree gives Sophie la girafe a truly distinctive feature that makes it easy for Baby to identify her amongst his other toys.





AN ESSENTIAL AND MUST - HAVE PRODUCT FOR OVER 50 YEARS

A toy made from 100% natural rubber...

The **latex** from the Hevea tree was first processed in 1928 using the vulcanization technique invented by Mr. Charles Goodyear.

The rubber used by Vulli comes exclusively from the Hevea trees growing in Malaysia. Each morning before the heat of the day settles in, the milky liquid that oozes from the cells beneath the bark is collected from these millions of Hevea trees. This liquid is known as "latex".

This latex is natural, soft, elastic, waterproof, insulating and pleasant to the smell and touch.

To create the little wonder that is Sophie la girafe, Vulli first heats the latex using a special process involving the "rotomoulding" technique and then performs a series of **14 manual operations**.



Still the same for over 50 years...

Despite being born in 1961, Sophie la girafe has not aged in the slightest.

With **over 50 million units** sold, she is the undisputed star among toddlers.

The quintessential symbol of a child's first early learning toy, she is a must-have item that enjoys genuine affection from parents and children around the world.

Sophie la girafe is **timeless** and **intergenerational**.





AN INTERNATIONAL BRAND

Sophie la girafe is not only a must-have product, but also a brand that enjoys the endorsement of consumers. This brand is available in 4 distinct collections: So'Pure, Sophiesticated, Il était une fois... and Fresh Touch, meeting all of Baby's needs, at each time of day and at each stage of his development.



So'Pure

Because we want what is best for Baby and for our planet, the So'Pure collection is made from 100 % organic cotton, corn fibre and 100% natural rubber. Its meticulous packaging, designed using recyclable materials to respect the environment, makes it a perfect gift!



SOPHIE STICATED

Sophiesticated is a range composed of 6 gift boxes presented in a soft and refined case. Each gift box includes a customizable card and a gift bag perfectly suited to offer. With their must-have products and delightful packaging, they make the loveliest gift for an unforgettable event.



Il était une fois...

Il était une fois... is an authentic and classic collection that offers must-have items from the Sophie la girafe range, presented in lovely gift boxes.



Fresh Touch

Fresh Touch is the most complete range of products in the effigy of Sophie la girafe. This collection offers a wide variety of products that cover all of Baby's needs, at any time of the day and at each stage of his growth.



PRESENT IN OVER 70 COUNTRIES

Over the past 10 years, Sophie la girafe has grown leaps and bounds on the international market. She is now distributed in **over 70 countries**, on 5 continents.



INTERNATIONAL PARTNERSHIPS

Sophie la girafe is also a series of partnerships established with over twenty licensees worldwide.



SOPHIE LA GIRAFE

Sophie la girafe has been an essential baby toy for more than 50 years. Available in a wide range of tie-in products through four distinct collections : So'Pure, Sophiesticated, Il était une fois... and Fresh Touch, the Sophie la girafe® brand is present in over 70 countries.

THE VULLI COMPANY

Founded in 1945 and initially specialised in mechanical toys, the Vulli company has become over the years an expert in the world of nursery items and early childhood toys. Located in Rumilly in Haute-Savoie and home of the famous Sophie la girafe® for over 50 years, the company designs and creates products adapted to the various stages of children's development.

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