

Eco- and Upcycling-Market

Marketplace for sustainable and ecological products



For immediate release

From scrapped textiles to cuddly toys – a sustainable metamorphose

The offer of ehrtweibchen includes imaginative, exceptional and unique cuddly toys in the spirit of sustainability.

Cologne, 14 November 2013 – When it comes to gifts for kids, children's toys is the first choice in addition to ecological children's clothing. Here, the toy should be environmentally friendly and durable. Especially babies and young children love cuddly toys they can hug. Often they cannot sleep without their favourite cuddly toy.

The label ehrtweibchen from Saxony-Anhalt has made these requirements a special task. Charlotte Ehrt studies play- and learning design at the Art Academy in Halle and parallel designs unique and imaginative soft toys from sorted out textiles. The advantages of discarded old materials are diverse: they are more robust and because of the many wash cycles, they are skin-friendly and less polluting than new textiles. Thus, from a discarded blouse or pants a loveable monster arise as Charlotte Ehrt charmingly calls her cuddly toy creations. Inspired by nature, the art student always creates exceptional new plush toys that have found a new home in Germany and far beyond the borders.

A sustainable metamorphose

Besides her own joy in her work in the opinion of Charlotte Ehrt every toy should be created with the aspiration and purchased to be the dearest. Ehrtweibchen is a responsible manufacturer that takes inventive and original with textile recycling the metamorphosis of the cuddly toy. So durable and sustainable children's toys are created. Plush toys for children and adults are to be found in the shop of ehrtweibchen on Eco-and Upcycling-Market.

About Eco- and Upcycling-Market

Eco- and Upcycling Market is an international, bilingual online marketplace for sustainable and ecological products, that combines upcycling, design and sustainability on one platform. Founded in 2012 Eco- and Upcycling Market with the aim to encourage environmental, ethical and socially responsible consumption. Consumers can choose from a wide range of products on Eco-and Upcycling Market – both in German and English. Every single provider has its own online shop. For more information : www.upcycling-markt.com

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