

## Press Release

### **Parents' Award 2020 goes to RECARO - Celona wins the Zabawkowicz.pl competition and becomes the best pram of 2020.**

**Grandate (Italy) / Bayreuth (Germany), 27/11/2020 - RECARO Celona becomes the undisputed winner of the Parents 'Award 2020 competition organized annually by Zabawkowicz.pl, the Parents' Award is the most prestigious competition in Poland and a quality mark that helps parents choose high quality, functional and safe products for children.**

The prestigious Jury of the Parents' Award competition which includes, among others psychologists, physiotherapists, journalists, as well as famous parents - TV, film and music stars are tested annually and evaluates children's products in terms of their safety, quality and functionality. The criteria for evaluating products in the competition are the most important features that should be characteristic of products for children: 1. Safety and quality - the type of materials used, the solidity of the entire structure, resistance to damage, no hazardous substances and elements 2. Functionality - matching individual parts and adaptation of the whole to the small user, compatibility with other products, multi-functionality 3. Idea - innovation, original idea, ecological approach 4. Design - child-friendly colors, attractive patterns. 5. Product description - actual adjustment to the age suggested by the manufacturer or distributor. It is worth adding that last year, in the 2019 PARENTS 'AWARD competition, our Monza Nova 2 Seatfix took the honorable second place.

#### **About PARENTS' AWARD**

*The most prestigious competition in Poland, organized since 2013. The Parents' Award mark is a quality mark that helps parents choose high-quality, functional and safe products for their children.*

#### **About RECARO Kids**

*RECARO Kids is synergically managed through two dedicated companies: RECARO Kids GmbH, based in Germany, which deals with the development of premium-top range products and RECARO Kids srl,*

located in Italy, responsible for all partnerships and logistic and commercial processes. RECARO Kids srl is the new company of Artsana Group which holds the exclusive worldwide license for the development, production and distribution of high-end child seats and strollers under the RECARO brand.

RECARO Kids is part of the Artsana Group portfolio as a premium brand by exploiting the synergies in the group in sales, production, supply chain and product development.

## **About RECARO Group**

The RECARO Group comprises the independently operating divisions RECARO Aircraft Seating in Schwäbisch Hall and RECARO Gaming in Stuttgart as well as the RECARO Holding located in Stuttgart. The Group's consolidated sales amounted to more than 600 million euros in 2018. Currently the Group employs more than 2,700 employees at its locations around the world. The automotive seating business as well as the child seat and stroller business are operated by licenses.

## **About Artsana Group**

Artsana Group is a leader in the baby care sector with brands such as Chicco, Neo Baby, Boppy, Fiocchi di Riso, Fisiolact and RECARO, for the health care sector with Control and Goovi. Since 2017, Artsana also owns 100% of Prenatal Retail Group, which is active in the baby and children's products sector through the brands Prénatal, Toys Center, Bimbo Store and, in France and Switzerland, King Jouet. The Group markets its brands in over 150 countries. Artsana Group has more than 8,200 employees at its 23 subsidiaries worldwide and at its 4 production units in Europe, two of which are in Italy - Verola Nuova (BS) and Gessate (MI). Consolidated annual turnover in 2018 exceeded 1.500 million euros.

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