



2022
CATALOGUE



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welcome to the world of makii

As our collection grows, we've decided to introduce our brand in a new way using 3 sections: PLAY, CREATE & CELEBRATE.

Recently, we've added a brand new product range to our collection, which embodies our values of wanting to produce our products as local, social and sustainable as we can. Read on to discover what's new in the world of Makii.



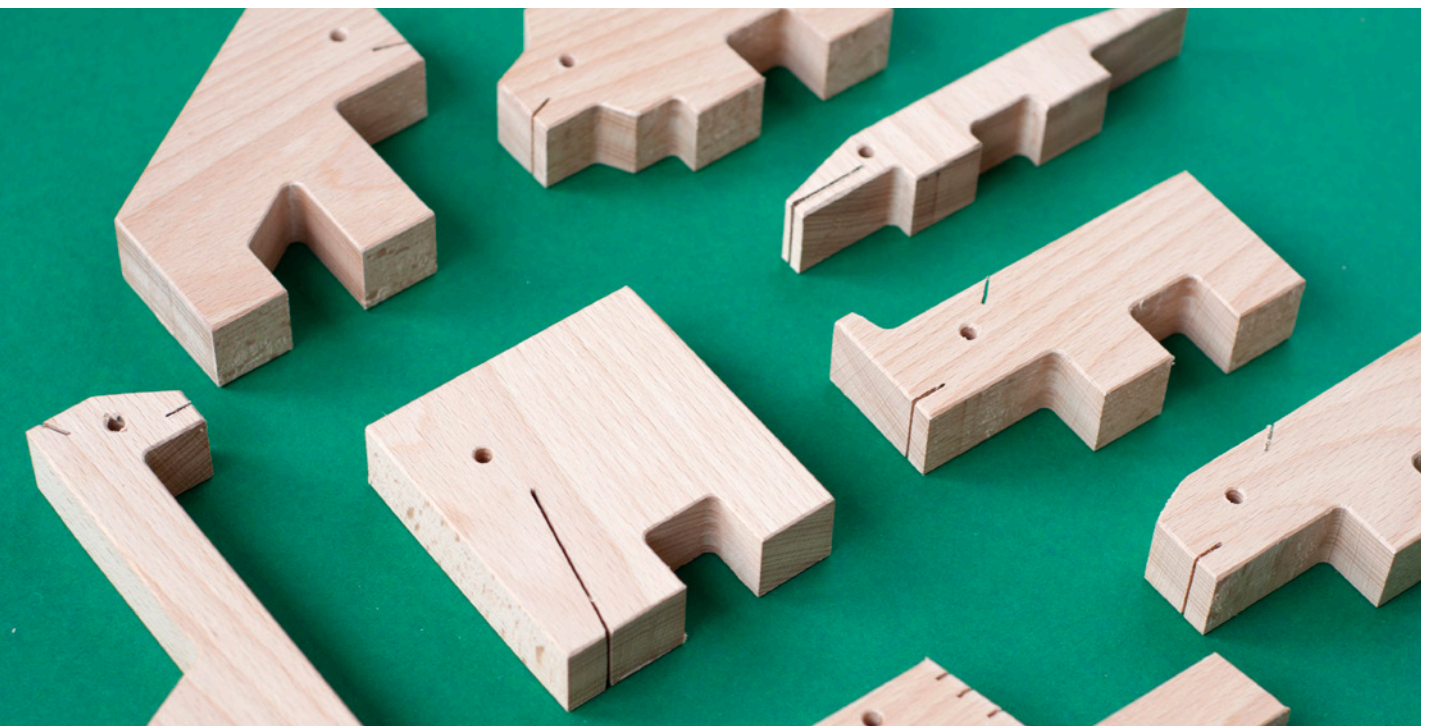
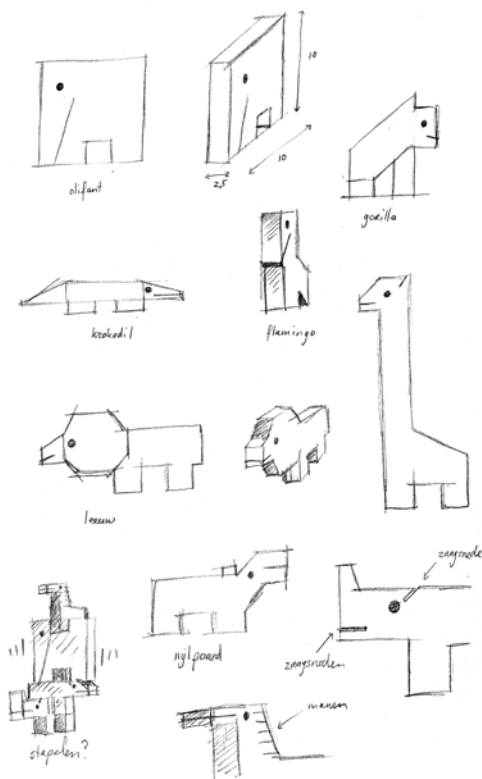
play

When Mielo's mother was moving house, a set of wooden animals emerged. She had made these wooden toys more than 50 years ago during her occupational therapist studies.

Inspired as we were, we wanted to breathe new life into this beautiful set of animals - in proper Makii style, of course! After a successful crowdfunding campaign, we were able to launch ANIMAL PARADE: wooden animals produced in a local, social and sustainable way.







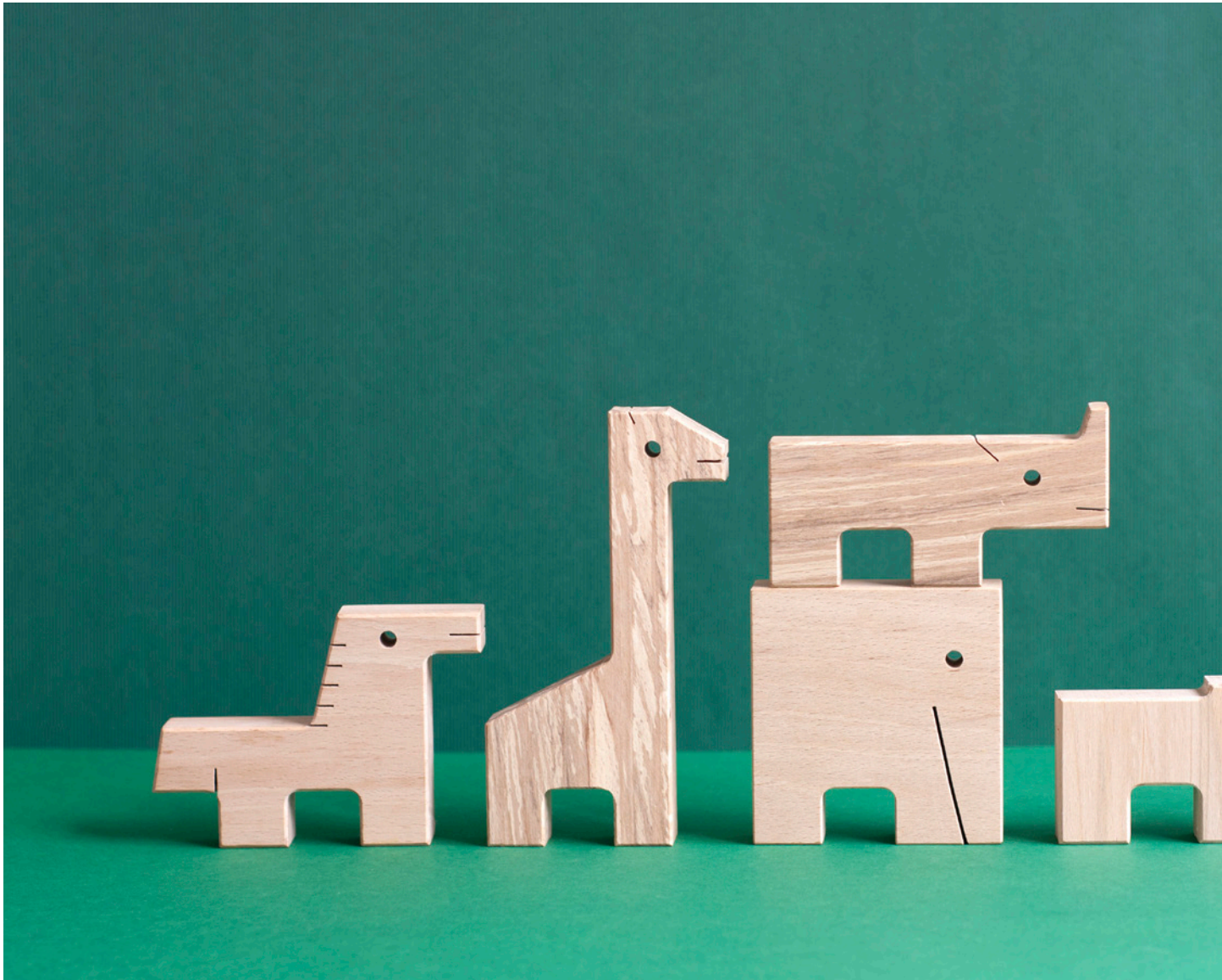
















create

Our first ever product was the Giant Colouring Picture. In 2015 we started selling them to shops across the country from the back of our car - today we've sold 10.000s of them and they are still one of our most popular products!

Throughout the years, we've added more and more products that aim to spark kids' creativity. It's been (and still is) really rewarding to see pictures of Makii fans creating from all over the world.



**giant
colouring
pictures**

content
91 x 150 cm colouring picture +
adventure booklet + 4 postcards





**mega
colouring
pictures**

content
48 x 69 cm colouring picture
+ activity passport





**whimsical
window
clings**

content
50 statically charged
repositionable window stickers









**turbo
transfer
packs**

content
17,5 x 48 cm background poster
+ 50 rub-on transfers





celebrate

Want to cook like Raul the Rabbit
or run like Claire the Cheetah?

To celebrate the creativity of
Makii fans, we've created a
collection of enamel pins and
temporary tattoos. Kids can rock
their favourite crazy characters
or cool icons - becoming whoever
they want to be, wherever they go!



**temporary
tattoos**

content
2 tattoo sheets (7,5 x 10 cm each)





temporary tattoos

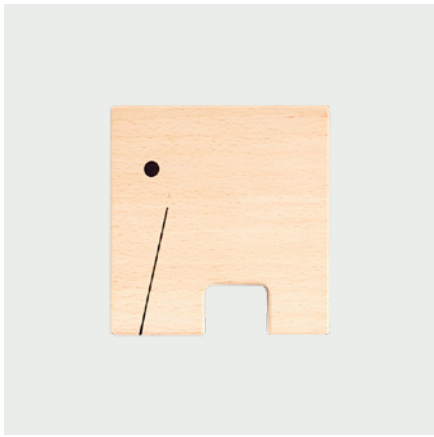




**enamel
pins**

content
enamel pin + backing card (5,5 x 8,5 cm)





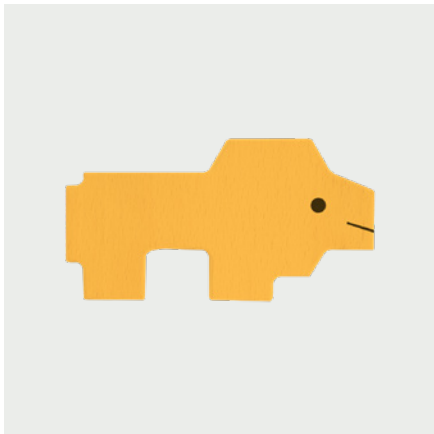
animal parade
ELEPHANT, labeled
MA1701



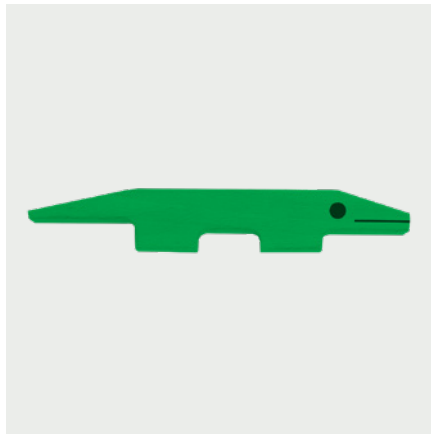
animal parade
GIRAFFE, labeled
MA1702



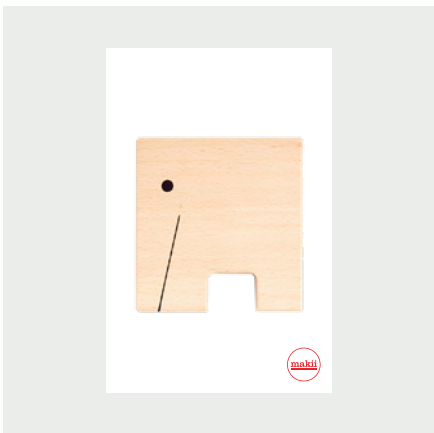
animal parade
ZEBRA, labeled
MA1703



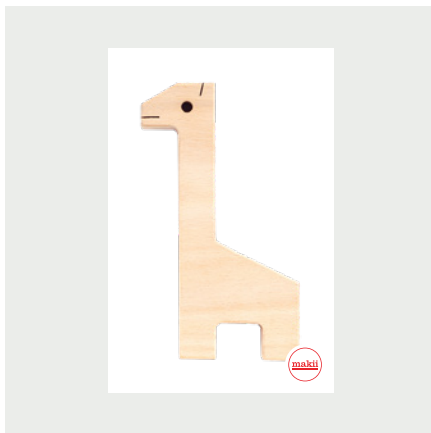
animal parade
LION, labeled
MA1704



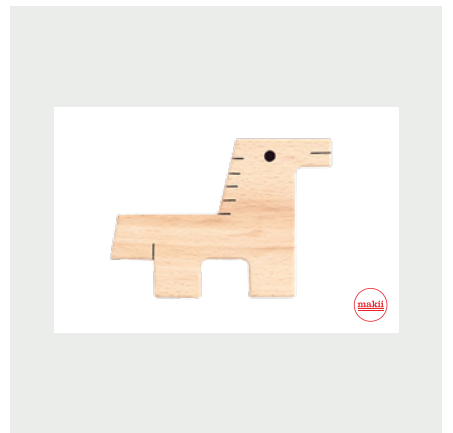
animal parade
CROCODILE, labeled
MA1705



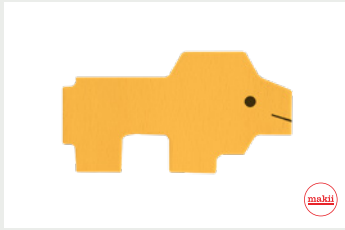
animal parade
ELEPHANT, gift box
MA1706



animal parade
GIRAFFE, gift box
MA1707

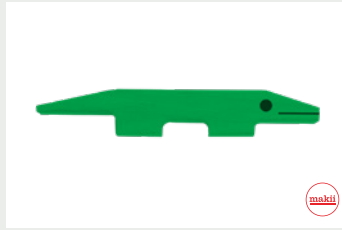


animal parade
ZEBRA, gift box
MA1708



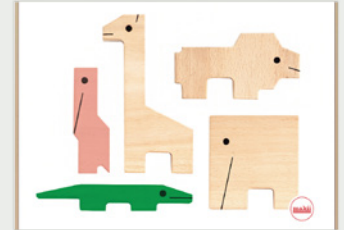
animal parade

LION, gift box
MA1709



animal parade

CROCODILE, gift box
MA1710



animal parade

SET OF 5, natural wood/colour
MA1711



animal parade

ELEPHANT/LION/CROCO set
MA1712



animal parade

GIRAFFE/ZEBRA/RHINO set
MA1713



animal parade

PELICAN/GORILLA/TIGER set
MA1714



animal parade

FULL SET, natural wood
MA1715

**play
product
overview**



giant colouring picture

CITY, 91 x 150 cm
MA0101 (NL) / MA0128 (INTL)



giant colouring picture

JUNGLE, 91 x 150 cm
MA0102 (NL) / MA0129 (INTL)



giant colouring picture

WATER, 91 x 150 cm
MA0105 (NL) / MA0130 (INTL)



mega colouring picture

NETHERLANDS (NL), 48 x 69 cm
MA0201



mega colouring picture

GREAT BRITAIN (EN), 48 x 69 cm
MA0208



mega colouring picture

GERMANY (DE), 48 x 69 cm
MA0211



whimsical window clings

BABY ANIMALS, 50 stickers
MA1101



whimsical window clings

VEHICLES, 50 stickers
MA1102



whimsical window clings

DINOS, 50 stickers
MA1104



turbo activity kit

AIRPORT
MA01501



turbo activity kit

TRAFFIC
MA01502



turbo transfer pack

VEHICLES, 50 rub-on transfers
MA1601



turbo transfer pack

JUNGLE, 50 rub-on transfers
MA1602



turbo transfer pack

WATER, 50 rub-on transfers
MA1603

create
product
overview



tattoos
CARS, 2 sheets
MA1001



tattoos
DOGS, 2 sheets
MA1003



tattoos
BABY ANIMALS, 2 sheets
MA1004



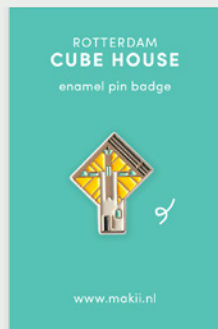
tattoos
BIRDS, 2 sheets
MA1006



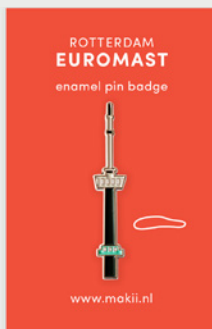
tattoos
DINOS, 2 sheets
MA1008



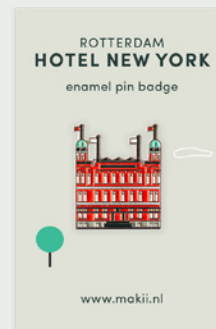
tattoos
WATER, 2 sheets
MA1009



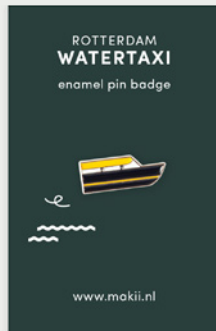
enamel pin
ROTTERDAM CUBE HOUSE
MA1204



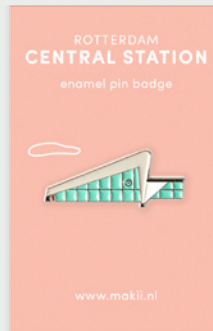
enamel pin
ROTTERDAM EUROMAST
MA1205



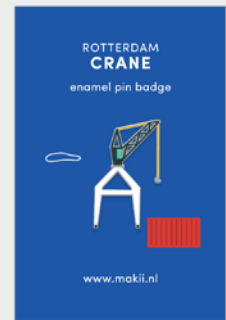
enamel pin
ROTTERDAM HOTEL NEW YORK
MA1206



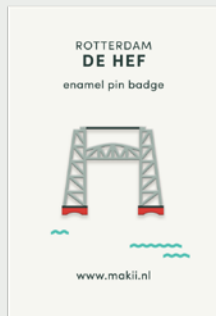
enamel pin
ROTTERDAM WATERTAXI
MA1207



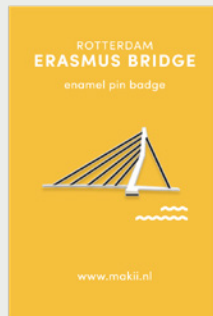
enamel pin
ROTTERDAM CENTRAL STATION
MA1208



enamel pin
ROTTERDAM CRANE
MA1209



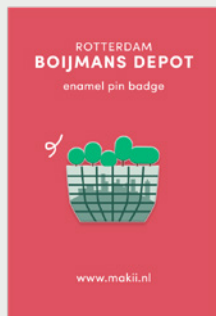
enamel pin
ROTTERDAM HEF BRIDGE
MA1210



enamel pin
ROTTERDAM ERASMUS BRIDGE
MA1211

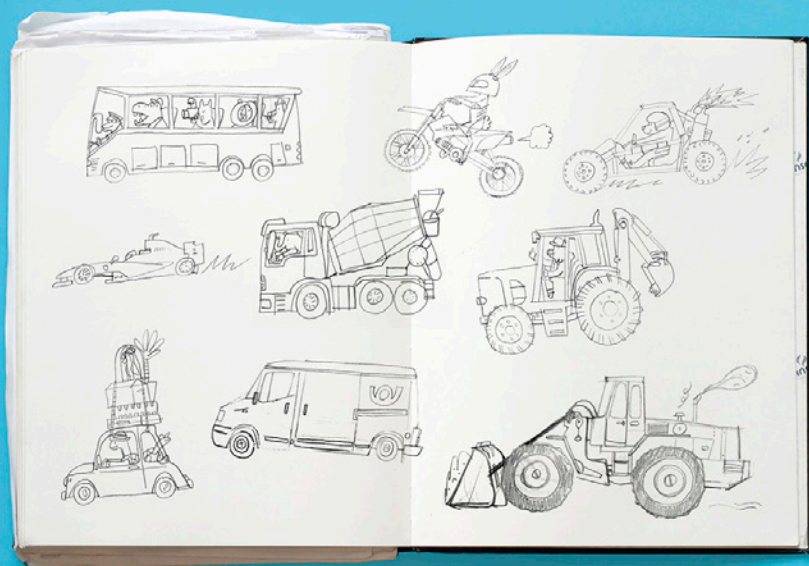


enamel pin
ROTTERDAM WHITE HOUSE
MA1212



enamel pin
ROTTERDAM DEPOT BUILDING
MA1213

**celebrate
product
overview**



we want to inspire kids to let their creativity explode!

Since 2013, the Makii team has been making original products for kids with the aim of inspiring them to create, play (together) and explore.

Next to our own collection of toys, we work on custom projects for companies all over the world. We are a full service design studio creating imaginative toys, from sketch to final product.

It's been really rewarding to see our ideas come to life in the form of products that kids enjoy playing with. To see them playing, creating and celebrating drives us to continue growing the Makii collection with full dedication!

All the best from team Makii:
Idris, Mielo, Tanja, Manolya



	OLIFANT	35	50
	LEEUW	35	50
	KROKO		50
	GIRAPPE	20	45
	NEUSHOORN		32
	ZEBRA		32
	GORILLA		30
	TIGER		30
	PFLIKAAN		43
	NIJLPAARD		22

FIGUREN OM TE KANTEN



responsible production

At Makii, we strive to minimise our carbon footprint. The larger part of our collection is being produced in the Netherlands and Germany.

We're planting trees to compensate for the co2 emissions released whilst producing and transporting our products.

For our newest collection, Animal Parade, we purchase wood from the Dutch Forestry Foundation (Staatsbosbeheer), an organisation which responsibly maintains most of the Dutch forests.

The wooden animals are then crafted from the wood in a socially responsible way by collaborating with Dutch sheltered and prison workshops.

On top of that, we offer Dutch + Belgian customers the possibility of returning the toys so we can give them a second life by refurbishing them. This way, the wooden animals can be enjoyed over and over again by future owners, making the Animal Parade a timeless classic!



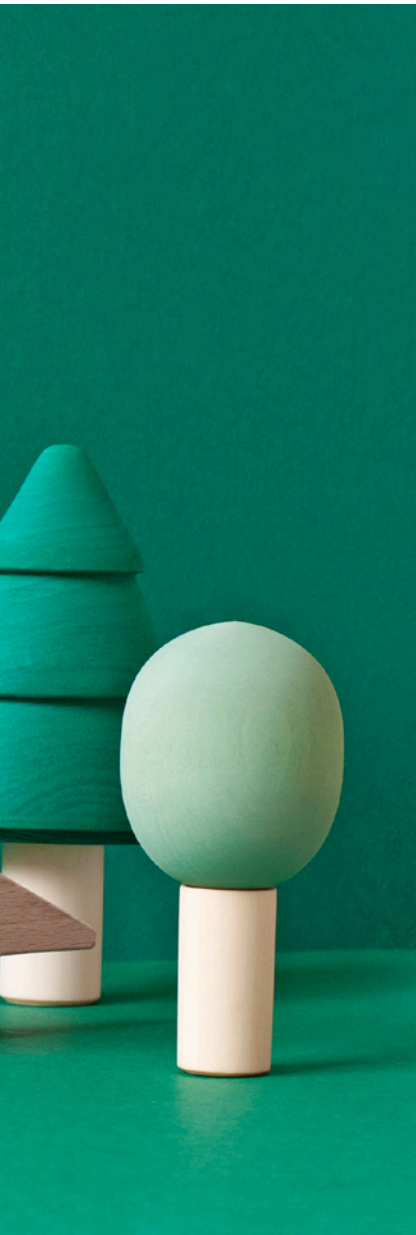
taylor made

With Makii Tailor Made we design unique and sustainable products for companies and organisations such as Rijksmuseum, HEMA, Liverpool FC, hotel chain CitizenM, and book publisher Lannoo.

We help organisations convey their unique stories with custom-developed products, with the aim of inspiring children to create and play.

We are a full-service design studio: we develop all products from basic concept to final product. Together with our clients, we look for the most suitable way to make their stories come to life. The outcome varies from giant colouring pictures to wooden toys and from enamel pins to two-meter-wide books. Anything is possible!









giant colouring picture

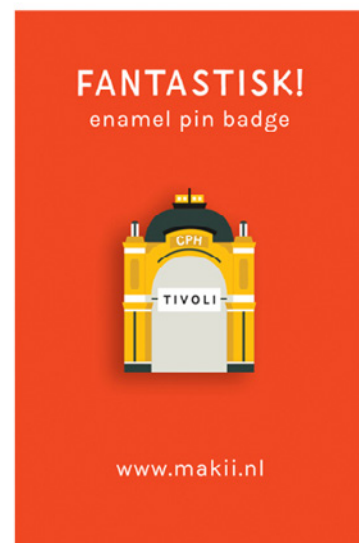
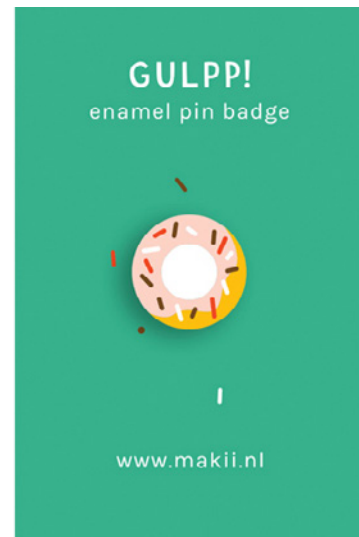
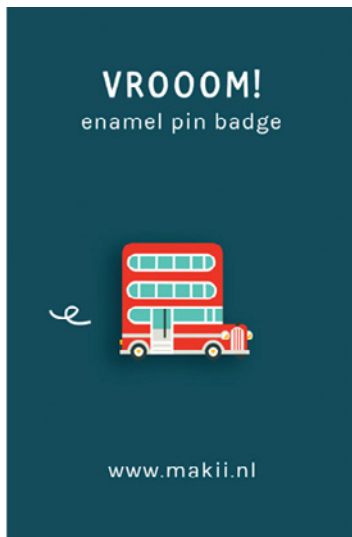


**taylor
made**

giant colouring picture (91 x 150 cm) + window clings
for Liverpool F.C.









team makii

Makii was founded in Rotterdam by fellow illustration students Idris van Heffen and Mielo Pouwer in 2013. We saw lots of opportunities to create innovative and creative products for kids, so we bundled our talents and started sketching! Makii, derived from the verb 'make', became a huge success after the release of our first creative product: the Giant Colouring Picture.

Over the years our team has grown: Manolya Işık joined the team in 2020, taking care of marketing, social media and photography. Shortly after our sales agent Tanja Hagen joined, who keeps in touch with all of our amazing stockists.

Next to the core Makii team, we feel really humble for the long-term relationships we've built over time with great partners that support Makii in the fields of retail, distribution, warehousing, text writing, producing, marketing and bookkeeping.

Together we continue to grow the world of Makii!

keep on exploring!



RETAIL / PRESS

We've got tons of awesome photos of our whole assortment. Scan the QR-code or visit makii.nl/en/marketing-toolkit and download our images, logos & webshop texts, free to use!

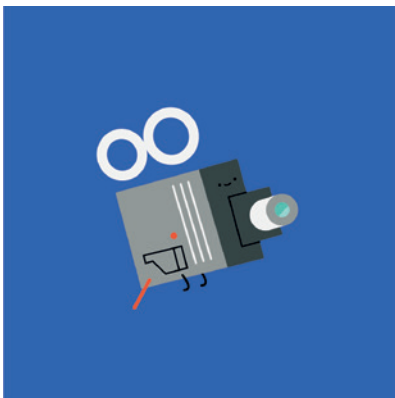
Interested in becoming a reseller? Please send a message to tanja@makii.nl. We're looking forward to hearing from you!



TAILOR MADE

Get an overview of the various custom-developed products we've made over the past few years: scan the QR-code or visit makii.nl/en/makii-tailor-made.

Do you want to inspire kids with a custom developed product as well? Awesome! Please send an e-mail to mielo@makii.nl, or call **+31 6 47 51 44 84**.



MAKII ONLINE

Follow the link to see exciting films and animations that introduce you into the world of Makii. Ranging from making-of videos to clips of kids enjoying our toys, check it out! vimeo.com/makii.

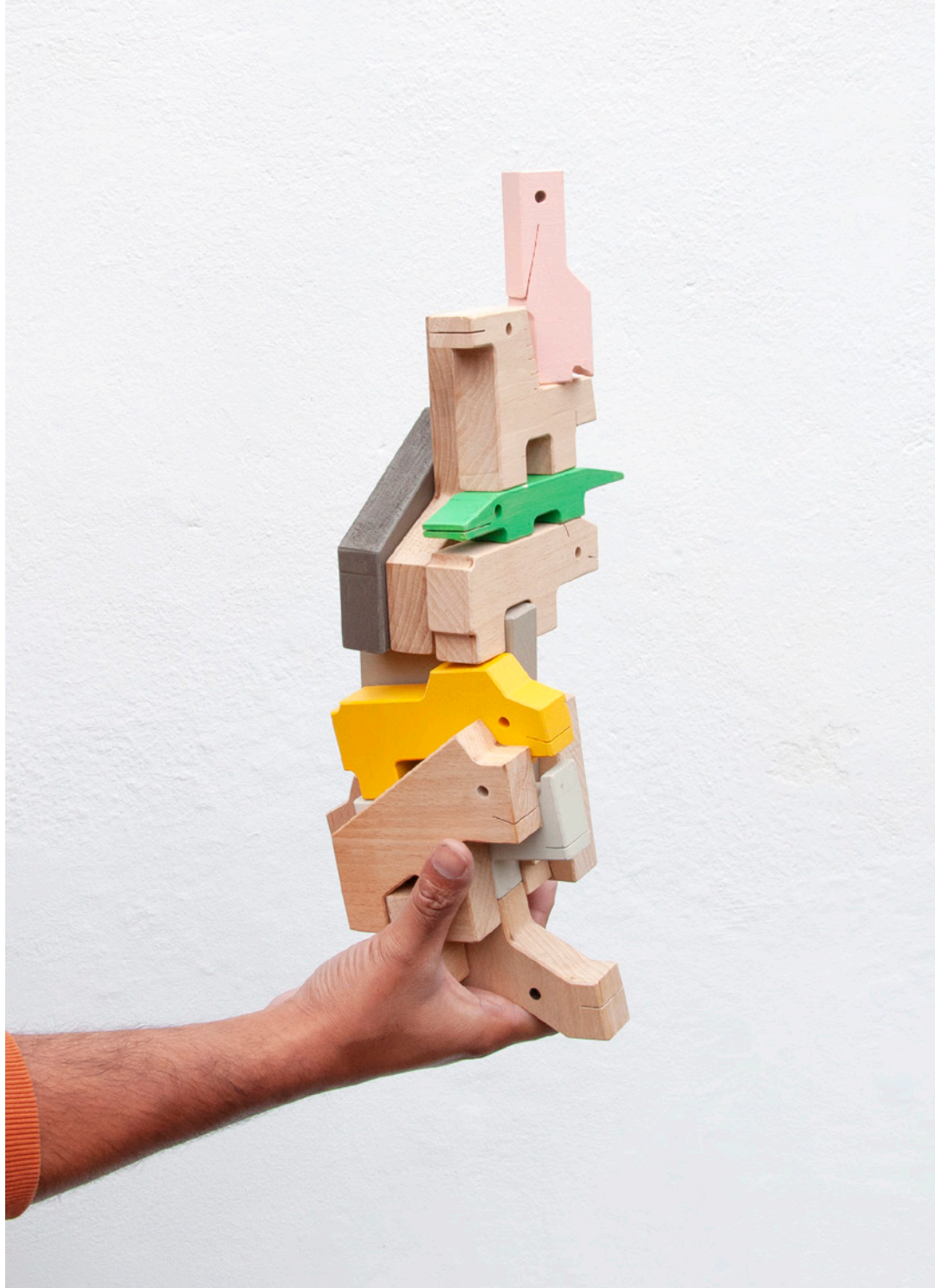
Stay up to date with our latest developments by following us on Instagram: [@makiinl](https://www.instagram.com/makiinl). Cheers!

thanks to
all the awesome models!



**list of
credits**

photography: Bart Brussée + Manolya Işik
styling: Manolya Işik + Cynthia Schrijver



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