

Press Kit  
Launching October 2025

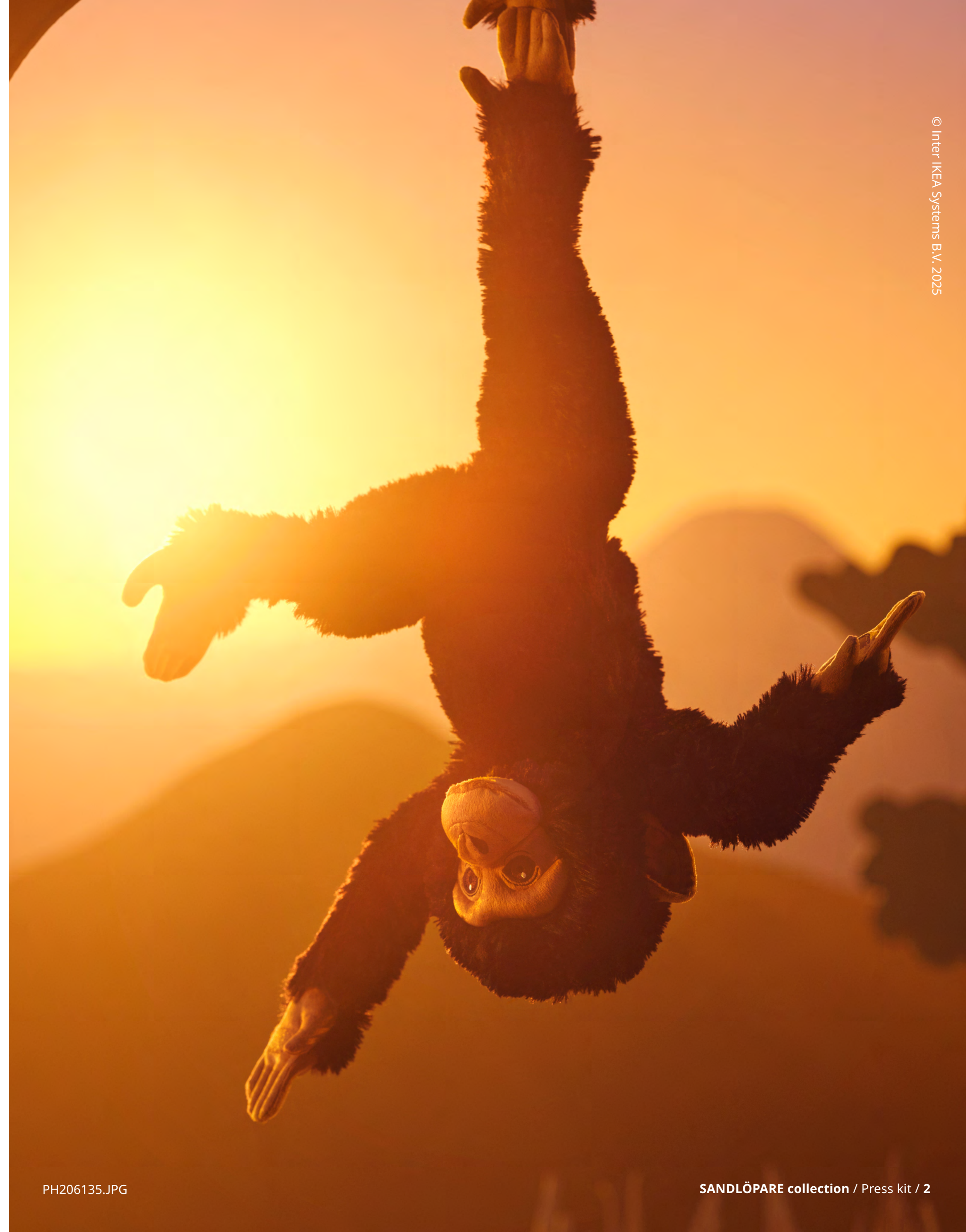
# SANDLÖPARE



# Step into the adventures of the savannah

Close your eyes and listen. Can you hear the grass rustling in the wind or the trumpeting of an elephant? Forget all about kittens and dog strolls. You are in the world of roars and sprints now. A world where everyone has a strategy for survival, whether it's running, hiding or hunting. How will you and your child adapt to this new environment? Will you be the zebras that confuse the lions by blending into the herd or the giraffes that with their long necks keep an eye out for threats?

With the SANDLÖPARE collection, you and your family are invited on a journey to learn from the animals of the wild savannah.





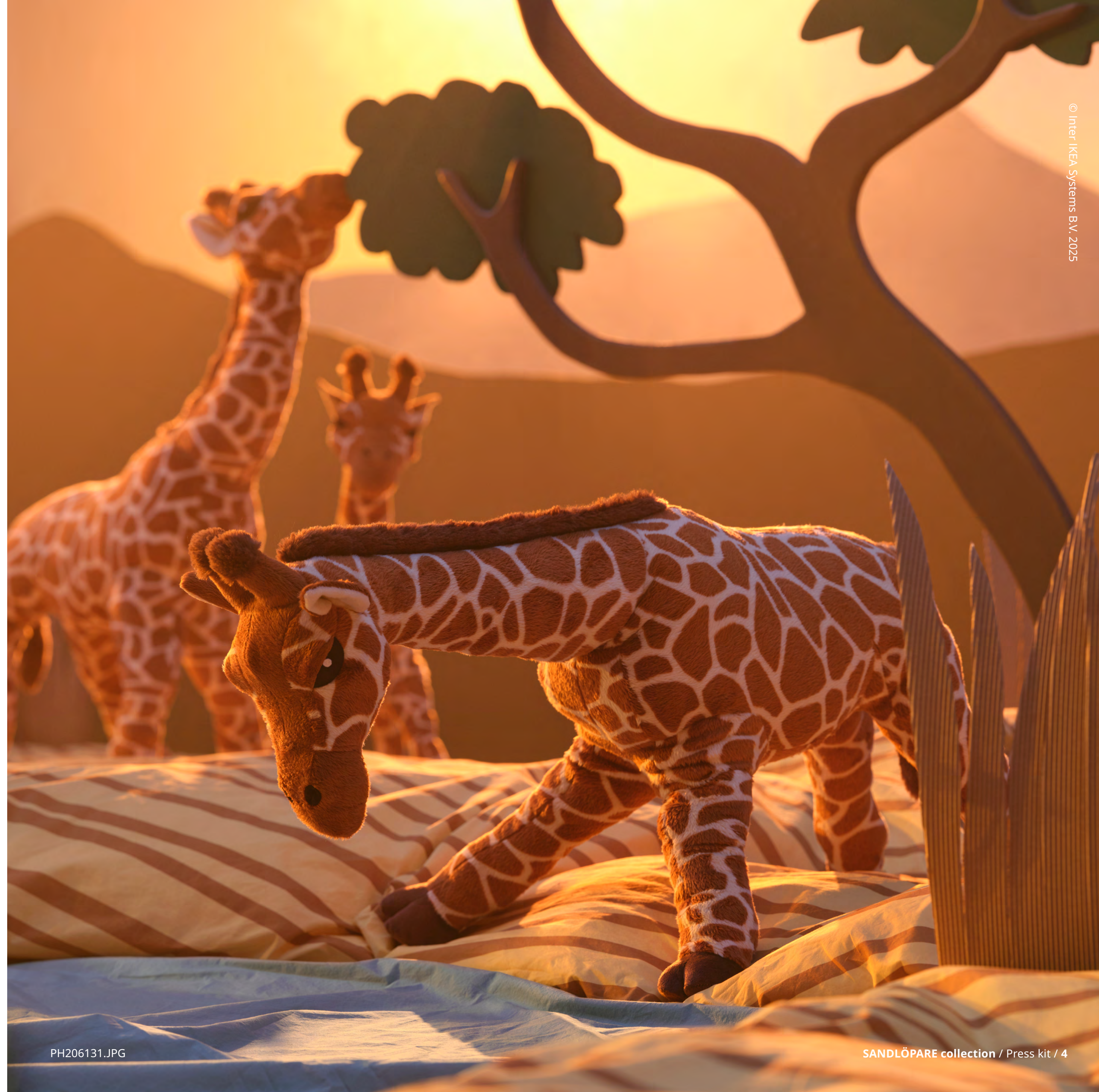
# Turn wild wonders into beloved friends

Explore the dry grassland of the African savannah, home to some of the world's most fascinating animals. Meet the smart and social meerkat, the fast and nimble cheetah and the tall and graceful giraffe. Find your favourite in this collection for children from 3 to 99 and combine them with already existing jungle animals from our range.

# The perks of being tall

While other animals fight for food on the ground, the giraffes' long necks allow them to graze uninterrupted among the leaves. They also show affection by pressing their necks against each other.

With the SANDLÖPARE soft toy giraffe, children always have a long neck ready for a hug. Choose between the 70 cm tall adult and the 43 cm calf.





PH206141.JPG

# Follow the leader

Female cheetahs live alone with their cubs while male cheetahs form small groups. Unlike other big cats, cheetahs hunt during the day. To avoid losing track of their mother while hunting, the cubs follow her long tail in the grass.

Bring the SANDLÖPARE soft toy cheetah and cheetah cub on your next outing and give your child a new reason to follow you around.

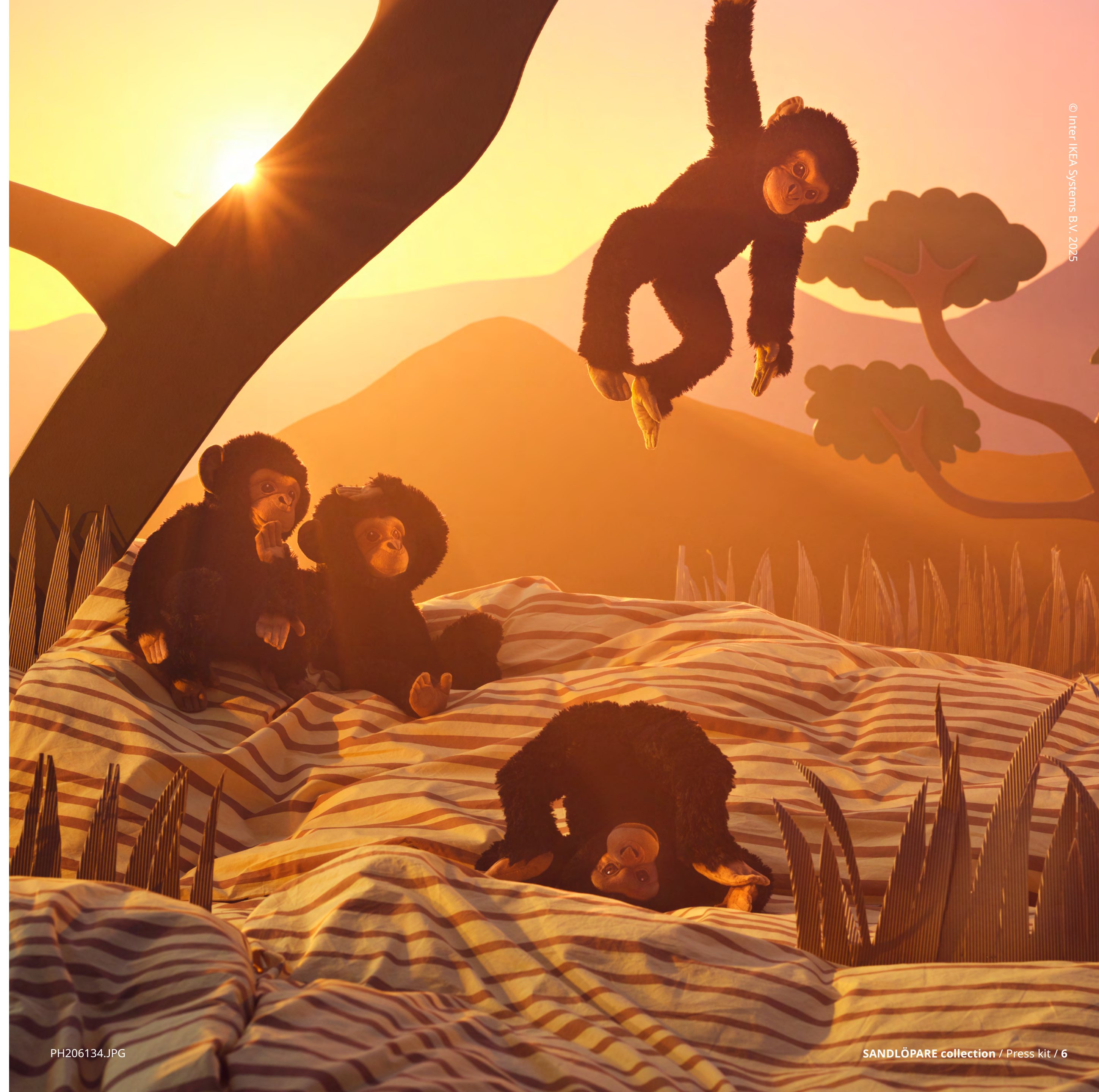


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# Swing like a chimp

Chimpanzees easily swing from branch to branch. With opposable thumbs as well as toes, it's almost as if they have four hands.

With touch-and-close fastening on both hands and feet, the SANDLÖPARE soft toy chimpanzee can easily join the family adventure, whether it's hanging around a neck, on a bag or from the ceiling.





## Quick, curious and cute

Meerkats never seem to be still and are always on the lookout for danger. The dark patches around their eyes act as natural sunglasses and if a predator approaches, they sound an alarm to warn the rest of their clan to hide in burrows underground.

Just like real meerkats, the SANDLÖPARE soft toy stands up by resting on its tail and the position of its paws makes it perfect for hanging on shelves or ledges.

# Hide with the herd

To zebras, black and white stripes on a beige background is considered camouflage. Their main predator, the lion, is colourblind, making the colour less important than the pattern, which blends well into the savannah grass. And when the zebras stand together in a herd, it's difficult for the lions to single one of them out to attack.

Play hide-and-seek with your own herd of zebras. With soft padding in recycled polyester, the SANDLÖPARE zebra patterned stool covers are a great complement to the FLISAT and MAMMUT stools.





\*Not available on all markets.

# Think out of the pond

Although the hippopotamus lives in water, it cannot swim or breathe underwater. But it can hold its breath for up to five minutes and it has webbed toes that propel it forward when it runs on the riverbed.

We hope that the story of the hippopotamus can inspire your child to dare to do things differently. The soft, velvety coat of the SANDLÖPARE soft toy hippopotamus also makes it great to cuddle with.

\*Not available on all markets.



## Holding on tight

Vervet monkey mothers have a strong bond with their babies and they don't leave each other's side for the first year.

The SANDLÖPARE soft toy vervet monkey with baby comes as a set to ensure they stay together.



# A safe exploration of the savannah



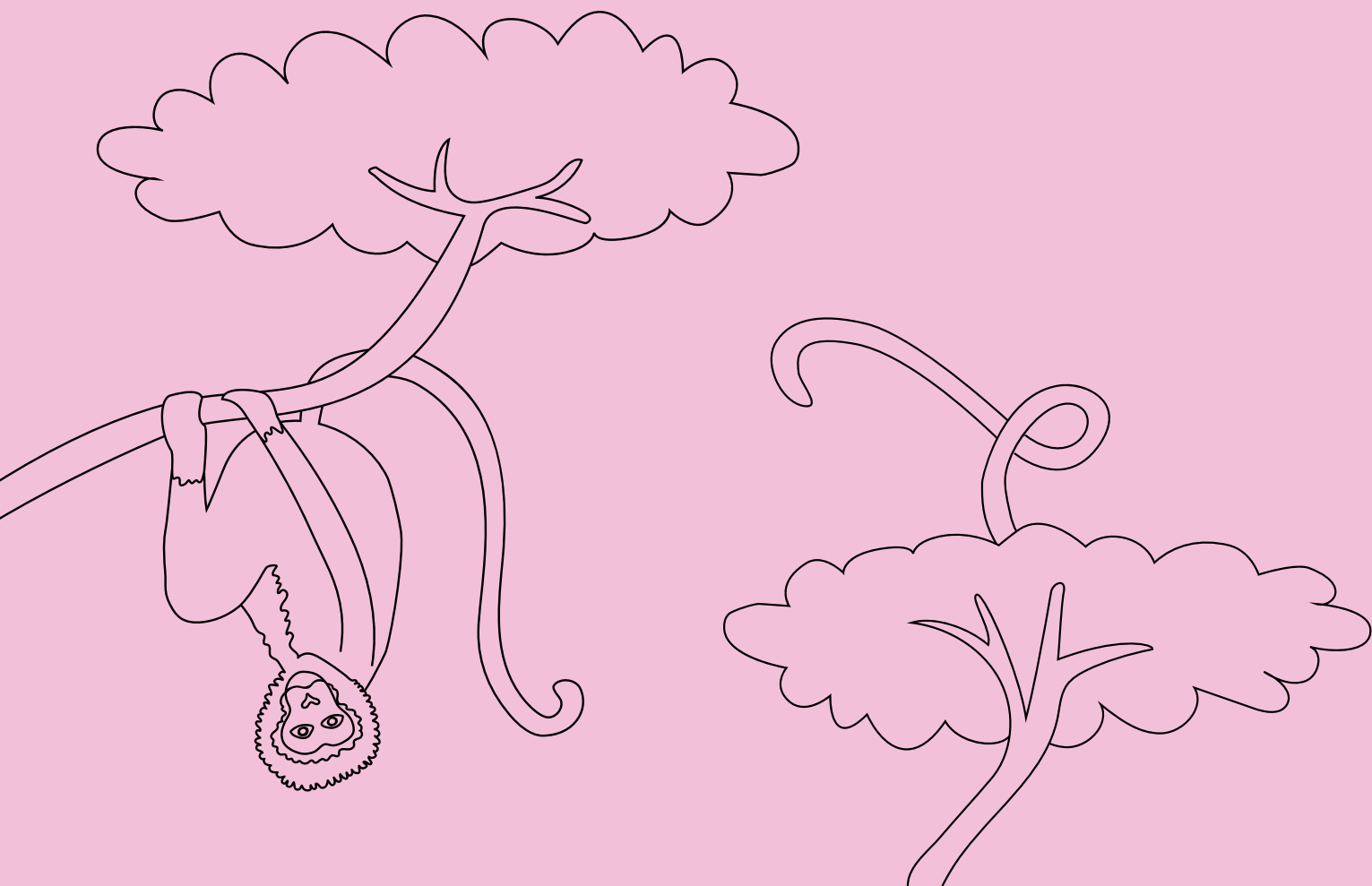


# Let your imagination run wild

Meet the cool animals from the savannah in the form of cuddly soft toys and in the detailed illustrations by Anna Lagerström. Here, stools become zebras, the bathrobe transforms you into a cheetah and the rugs are snakes. Now you can afford to safely explore the savannah and learn about the animals that live here without disturbing their fragile habitat.

**“I wanted children to discover the animals gradually. Some of them are hiding and others are halfway out of frame. To me, that made sense. Wild animals are really good at hiding. If you want to play with them, first you have to find them.”**

Anna Lagerström, Illustrator





# Play and learn with the animals of the wild

The 2024 IKEA Play Report shows that families value play more than ever. But many parents still lack the confidence to start playing with their children.

With SANDLÖPARE, we want to inspire families to explore the stories of the savannah at home. By providing facts about the animals, we hope to fuel ideas and turn every learning into the starting point for a new game or discovery.

Read the full **IKEA Play Report** [here](#)

# How many giraffes fit in a room?

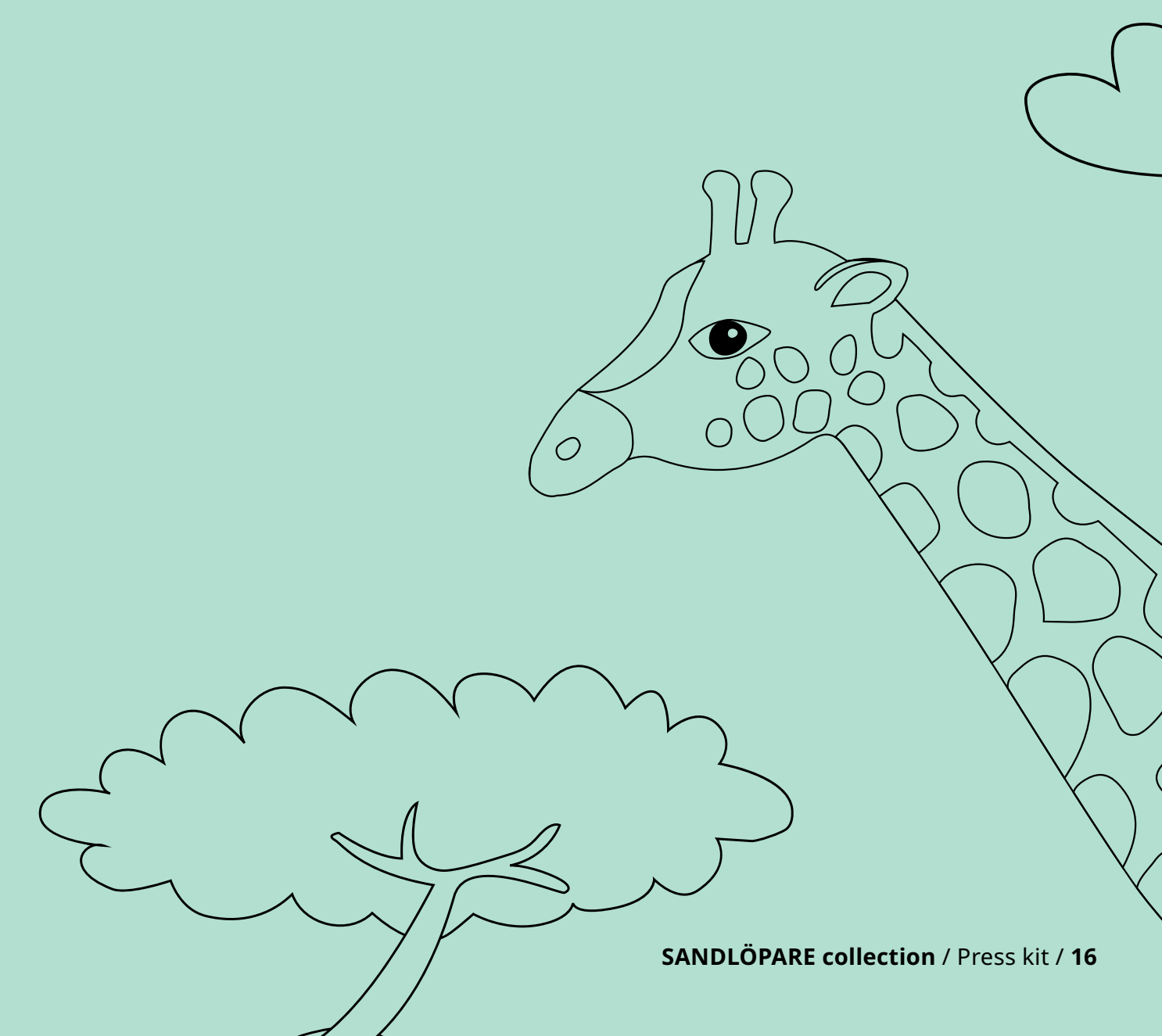
In the SANDLÖPARE collection, you can find giraffes as stickers, soft toys, on posters, storage bags, bed linen and more. In this image we have hidden fifteen giraffes. Can you find them all? And yes, tails count too!





**“For a soft toy animal, everything is in the eyes. The size and placement of a white dot can be the difference between angry, surprised, happy or sad.”**

Jorge Omar Santoyo Henaine, Product Developer, IKEA



# Safety as a precondition

A soft toy from IKEA is like no other. Here, safety shapes the entire product development and our soft toys undergo rigorous testing before reaching the stores. There are pull tests, testing for chemicals and durability as well as multiple rounds in the washing machine, to ensure that each soft toy keeps its head on and doesn't lose its shape.

Because we know what these animals go through when they come to a home. There will be biting, chewing, pulling, picking and probably a few rounds of playing in the mud too.

As they should. And that's why all IKEA soft toys can be machine washed at 40°C.

Since 1997, our soft toys have embroidered eyes instead of beads to avoid the risk of children swallowing and choking on them in case they fall off. But what started as a safety measure ended up improving the design. It turned out that the embroidered eyes also gave the soft toys a much livelier expression. To an IKEA designer, that's like finding gold at the end of the rainbow. Now our soft toy animals are both safe and sassy.





## A secret hideaway

Organise the children's room with storage fitting for the savannah. A stack of SANDLÖPARE storage trunks can hide everything from toys to dress-up clothes as well as invaluable keepsakes. What secrets will you uncover when you get to the bottom?

# Chill out comfortably

When the hiding and scouting is over and it's time for the animals to rest, the SANDLÖPARE quilted mat offers the perfect place to relax. Avoid hard and cold floors by rolling out a soft accessory that matches the savannah. And easily store it away using the attached straps.





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PE997721.JPG

## Learning by doing

How do you make educational material that everyone understands, regardless of age or language?

For the SANDLÖPARE activity book, our illustrator and product developers created illustrations and symbols to teach you more about the animals of the savannah without using a single word. The result is 25 pages of creative challenges for curious minds.

# Show that you belong together with a mascot. Or ten.

Meerkats live in big communities where everyone helps each other out, no matter how they are related. Who are your meerkats? Who belongs to your chosen family? Hang the SANDLÖPARE soft toy mini meerkat on your bag or keyring to show that you're a team!





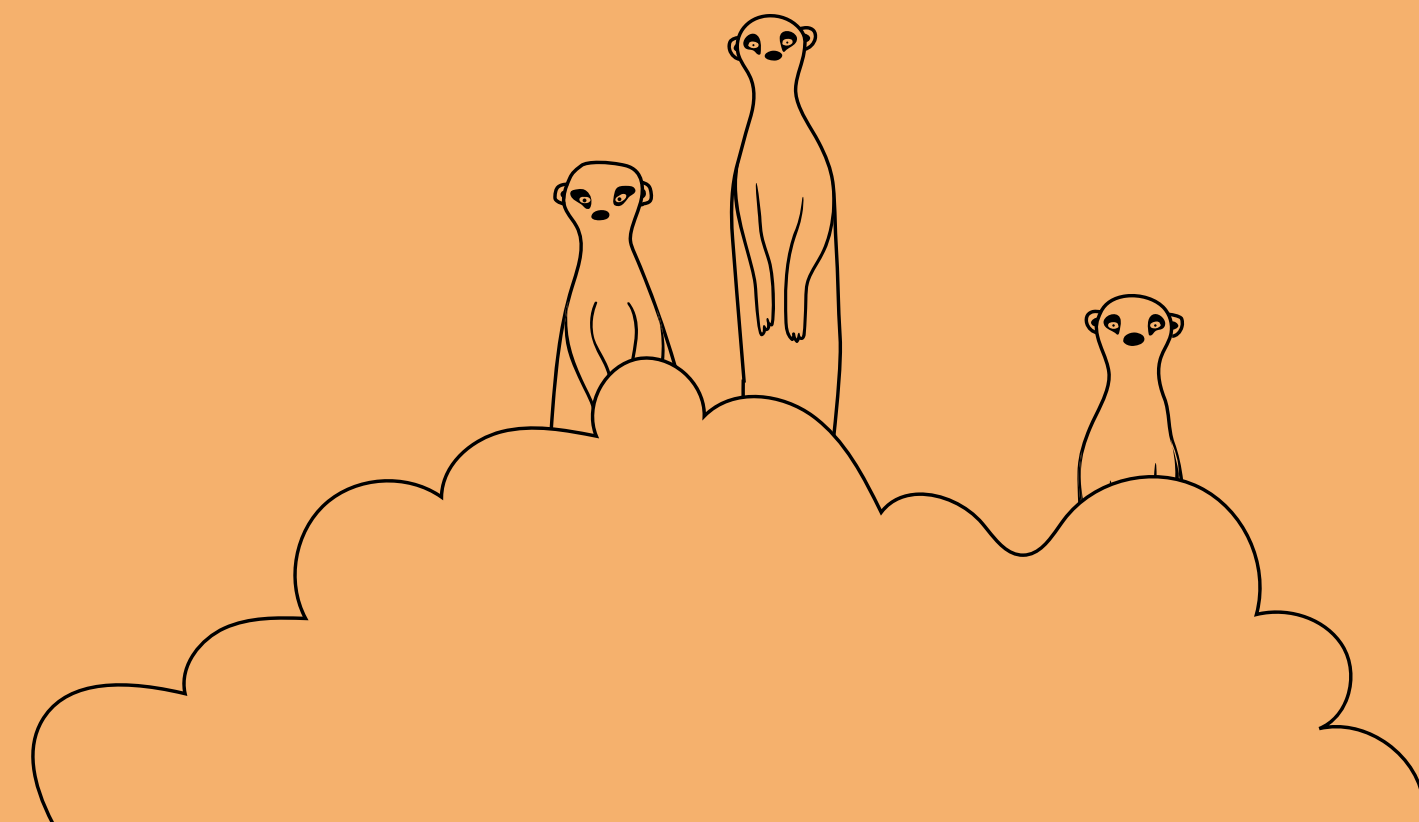
# Colour yourself calm

Did you know that colouring can reduce stress and anxiety by activating both the logical and the creative side of the brain? Colouring inside the lines demands logic and choosing colours is creative. After a day full of activities and to-do's, the SANDLÖPARE colouring roll might serve as active meditation for the whole family.



**“I wanted the collection to be able to grow with the children. With the different patterns on the bed linen, you can easily switch from playful to tone-in-tone.”**

Anna Lagerström, Illustrator







## Spot the child

In the wild, animals' distinct patterns help them avoid being detected by predators. At home, it can be just as important to blend in with your surroundings, making it possible to hide in plain sight.

Bathing usually leaves a child spotless, but not when they're drying off in the SANDLÖPARE hooded towel with a cheetah pattern.

# From day to night in a flash!

With the SANDLÖPARE bed linen, you can signal to your child when it's time to sleep without saying a word. Keep the nightside of the savannah pattern up when it's time to sleep and switch to the daytime pattern when it's time to get up. A nice routine that also gives more meaning to bed-making.





# IKEA and Nordens Ark

At IKEA, we collaborate with the wildlife conservation centre Nordens Ark, a private non-profit foundation focusing on nature conservation, breeding and rearing, as well as research and education. Over the next few years, we will provide financial support through donations

and educational support by raising awareness for endangered species. With the valuable expertise of Nordens Ark, we will also continue to develop new products that aim to inspire curiosity about our planet, nature and all the amazing animals living here.

**“Together with Nordens Ark, we can ensure our illustrations are even closer to reality. Before our collaboration, I had never heard of the flat pancake tortoise or the slender-snouted crocodile.”**

Anna Edlundh, Product Developer, IKEA



**“I want children to become curious about the endangered animals of the savannah. With the textiles and soft toys, they get to meet and play with the animals and in the activity book they can learn more about them.”**

Anna Lagerström, Illustrator



# Product overview



PE976264.JPG  
**New SANDLÖPARE duvet cover and pillowcase** 54% cotton, 46% viscose/rayon. Designer: Anna Lagerström. Duvet cover W150xL200cm. Pillow case W60xL50cm. White dark blue/savanna 406.032.06



PE976282.JPG  
**New SANDLÖPARE duvet cover and pillowcase** 80% cotton, 20% viscose/rayon. Designer: Anna Lagerström. Duvet cover W150xL200cm. Pillow case W60xL50cm. Yellow/savannah 806.03.247



PE976300.JPG  
**New SANDLÖPARE duvet cover and pillowcase** 80% cotton, 20% viscose/rayon. Designer: Anna Lagerström. Duvet cover W150xL200cm. Pillow case W60xL50cm. Multicolour/savanna 906.03.256



PE976319.JPG  
**New SANDLÖPARE fitted sheet** 54% cotton, 46% viscose/rayon. Designer: Anna Lagerström. W90xL200cm. Light brown/cheetah pattern 206.031.89



PE976642.JPG  
**New SANDLÖPARE quilted mat** 100% polyester. Designer: Anna Lagerström. W60xL140cm. Dark blue/cheetah savanna 406.032.30



PE976667.JPG  
**New KURA bed curtain** 100% polyester. Designer: Anna Lagerström. W96xL167, H115cm. Multicolour/animals on the savannah 306.032.21



PE976320.JPG  
**New SANDLÖPARE towel with hood** 100% polyester. Designer: Anna Lagerström. W70xL140cm. Light brown/cheetah pattern 706.032.57



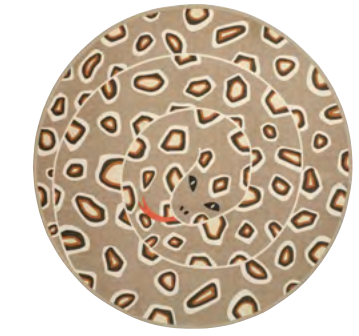
PE976323.JPG  
**New SANDLÖPARE stool cover** 100% polyester. Designer: Anna Lagerström. Ø38cm. Beige brown/giraffe pattern 306.032.35



PE976322.JPG  
**New SANDLÖPARE stool cover** 100% polyester. Designer: Anna Lagerström. Ø38cm. Black white/zebra pattern 706.030.83



PE976321.JPG  
**New SANDLÖPARE rug, flatwoven** 100% cotton. Designer: Anna Lagerström. L130xW90cm. Beige brown/giraffe pattern 206.155.59



PE976646.JPG  
**New SANDLÖPARE rug, flatwoven** 100% cotton. Backing: Hot melt glue. Designer: Anna Lagerström. Ø100cm. Light brown/snake pattern 906.155.27



PE970619.JPG  
**New SANDLÖPARE soft toy** 100% polyester. L32cm. Chimpanzee/black 306.030.80



PE975010.JPG  
**New SANDLÖPARE soft toy** 100% polyester. L70cm. Giraffe/brown 206.030.71



PE975009.JPG  
**New SANDLÖPARE soft toy** 100% polyester. L45cm. Giraffe calf/brown 306.030.56



PE975004.JPG  
**New SANDLÖPARE soft toy** 100% polyester. L20cm. Meerkat/beige 006.030.67



PE975040.JPG  
**New SANDLÖPARE soft toy** 100% polyester. L8cm. Meerkat/mini beige 006.095.78



PE975006.JPG  
**New SANDLÖPARE soft toy** 100% polyester. L50cm. Cheetah/beige 906.030.63



PE975005.JPG  
**New SANDLÖPARE soft toy** 100% polyester. L24cm. Cheetah cub/beige 306.030.75



PE970620.JPG  
**New SANDLÖPARE soft toy** 100% polyester. L32cm. Vervet monkey with baby/grey 506.030.79



PE976328.JPG  
**New SANDLÖPARE storage bag** 100% polyester. Designer: Anna Lagerström. Ø41, H42cm. Multicolour/savannah 806.127.08



PE976369.JPG  
**New SANDLÖPARE storage bag** 100% polyester. Designer: Anna Lagerström. Ø36, H50cm. Light brown/zebra pattern 806.032.14



PE976365.JPG  
**New SANDLÖPARE storage trunk** 100% polyester. Insert: Plastic. Designer: Anna Lagerström. L50xW35, H15cm. Light brown 306.032.16



PE976653.JPG  
**New SANDLÖPARE rug, flatwoven, desk pad** 100% polyester. Backing: 100% synthetic rubber. Designer: Anna Lagerström. L38xW60cm. Multicolour animals on the savannah 006.101.95



PE970362.JPG  
**New SANDLÖPARE colouring paper roll** Bleached chlorine-free paper. Designer: Anna Lagerström. W0.43xL10m. Savannah 406.042.63



PE970361.JPG  
**New SANDLÖPARE activity book** Bleached chlorine-free paper. Back part: Paperboard. Designer: Anna Lagerström. 006.042.84



PE976373.JPG  
**New SANDLÖPARE decoration stickers, set of 3** Paper. Designer: Anna Lagerström. Multicolour/animals on the savannah 406.032.25



PE963376.JPG  
**New SANDLÖPARE poster** Paper. W30xH40cm. Hiding on the savannah 306.019.05



PE963374.JPG  
**New SANDLÖPARE poster** Paper. W30xH40cm. Animals on the savannah 106.019.11

**CONTACT**

Darcy Greaves | Commercial PR Specialist | [darcy.greaves@ingka.ikea.com](mailto:darcy.greaves@ingka.ikea.com)

