



LET'S  
PLAY!



tattoos

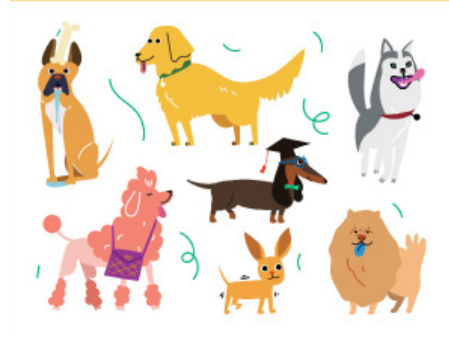
dermatologically tested

DOGS

2 tattoo sheets

makii

makii.nl



## we want to inspire kids and let their creativity explode!

Hi. We are Makii. A Dutch Design Studio.

With colourful and crazy characters, we want to let kids experience the wildest adventures!

We believe that playing together sparks the imagination of children and helps them to develop their creativity.

The Makii team is always sketching, playing and creating new, colourful and innovative toys that let kids discover, create and -most importantly- enjoy themselves.

This catalog shows an overview of our collection and tailor made products we've made in collaboration with awesome organisations, such as Liverpool FC, Happinez, citizenM and FoodforCare.

Makii awards everybody a bright future. Our whole collection is produced as eco-friendly as possible: mostly within EU, by using FSC-certified paper and by planting trees for compensation of co2 emissions made.

We'll hope you'll enjoy our product range and we're looking forward to an inspiring collaboration!

All the best,  
Idris van Heffen  
Mielo Pouwer



**COLOURING  
PICTURES**



**Sem goes to town**  
(but they say this city is a little bit strange)

- When Sem wants to cross busy Beastly Street he hears someone shouting: 'Coming through!' His eyes don't know if it's true what they see. That elephant is totally b...
- A big orange crab points at Sem and says: 'Following our city laws, your hair at this moment is way too long so let me cut them with my cl...'
- All those big ships in the sea! Do you want to come with me? Maybe we'll meet a pirate or two. Do you know how pirates do? (I've heard they say hi-dee-ho when they talk and some have a scary one-legged walk!) Can you do it?
- If you're curious to find out the time high up on the mysterious tree clock. You can only get there, believe what I say, on the back of the four-coloured peacock.
- Hihi! That bird on the roof has a mouth big as a case that's handy, cause than it can take my drums, trumpet and bass! But have you ever heard of the name of this bird?
- Climb via my tail onto my back, be careful, cause it can be rough. Jump to the top of my long spott and slide down, cause I'm the g...
- 'Guys! I have a g... Let's take this big... I'll drive and be y... so we'll all have...

**adventurous booklet**  
'Sem goes to town'

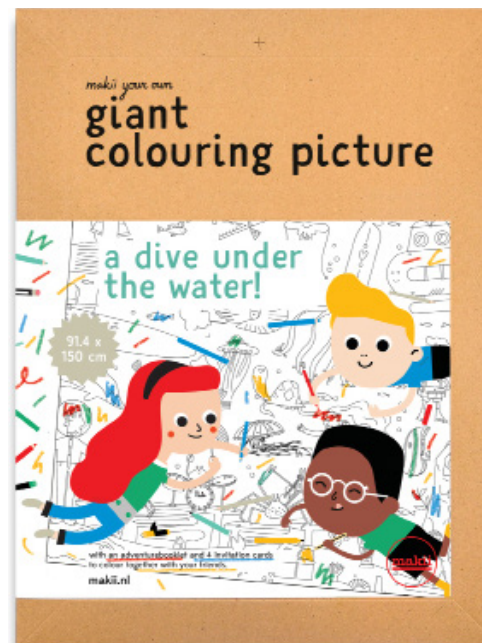
**4 postcards** to invite friends



**ON A DISCOVERY IN THE CITY**  
MA00107



**ON AN ADVENTURE IN THE JUNGLE**  
MA00108



**A DIVE UNDER WATER**  
MA00111

# giant colouring pictures

**available languages:**  
DUTCH, ENGLISH, GERMAN,  
SWEDISH, GREEK, HEBREW



TRAFFIC JAM  
MA00701

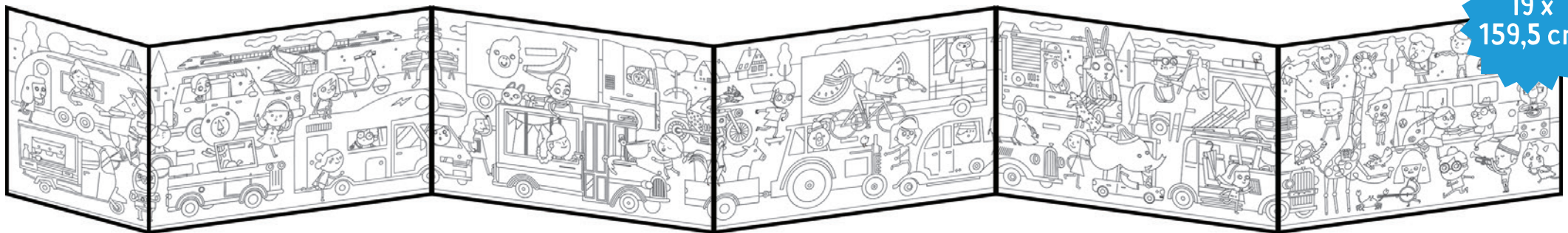
# whopping wide colouring pictures



TRAINRIDE  
MA00702



PARTYPARADE  
MA00703



whopping wide colouring picture **traffic jam** (19 x 159,5 cm)





## STICKERING POSTERS & ACTIVITY KITS





50 reusable stickers  
2 sheets



CITY  
MA00801



WATER  
MA00802



giant  
stickering poster  
29 x 100 cm per side

giant  
stickering  
posters



## turbo activity kit

Turbo avonturen pakket  
Turbo Abenteuer Paket  
Turbo kit d'activités  
Juego de actividades turbo

to go



AIRPORT  
VLIEGVELD  
FLUGHAFEN  
AÉROPORT  
AEROPUERTO



# turbo activity kits

### content:

- 13,5 x 100 cm colouring picture
- 25 window stickers + background (A4 size)
- tattoo sheet

## turbo activity kit

Turbo avonturen pakket  
Turbo Abenteuer Paket  
Turbo kit d'activités  
Juego de actividades turbo

to go



AIRPORT  
VLIEGVELD  
FLUGHAFEN  
AÉROPORT  
AEROPUERTO



AIRPORT  
MA01501

## turbo activity kit

Turbo avonturen pakket  
Turbo Abenteuer Paket  
Turbo kit d'activités  
Juego de actividades turbo

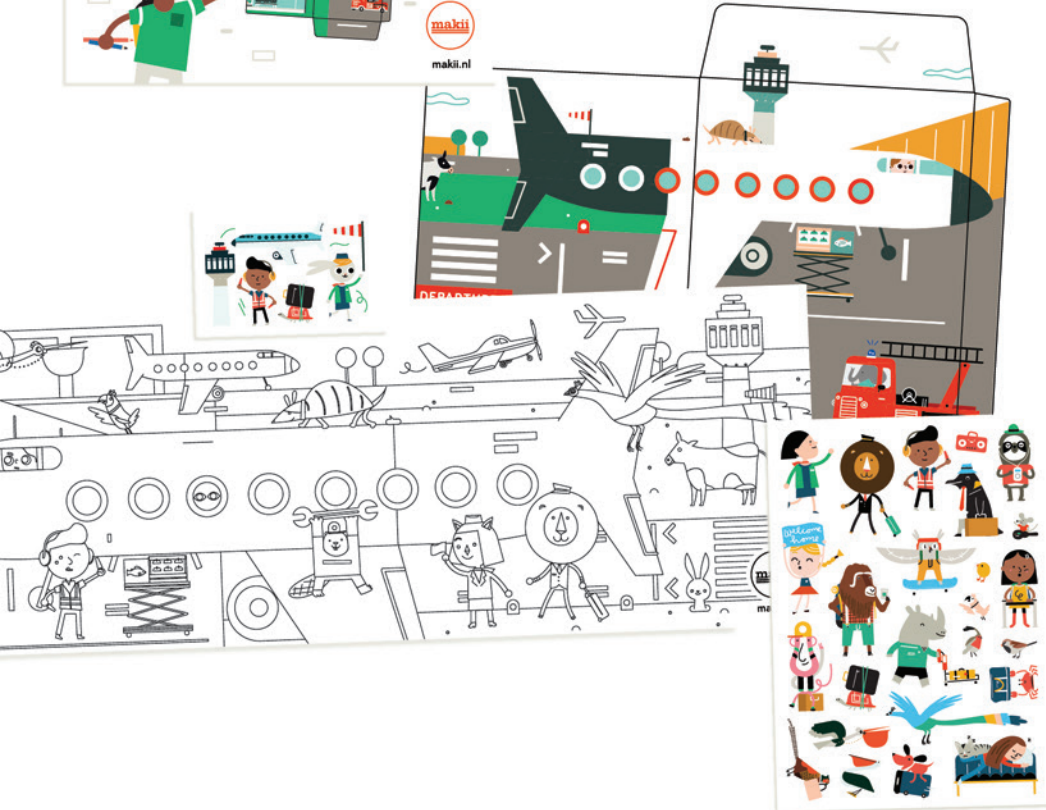
to go



TRAFFIC  
VERKEER  
VERKEHR  
CIRCULATION  
TRAFICO



TRAFFIC  
MA01502





# TEMPORARY TATTOOS

**content:**  
2 tattoo sheets, sized 7,5 x 10 cm each

**gorilla display**  
(MDF, 30 x 42 cm)



**CARS**  
MA01001



**SPORTS**  
MA01002



**DOGS**  
MA01003



**BABY ANIMALS**  
MA01004



**FARM**  
MA01005



**BIRDS**  
MA01006





**VEHICLES**  
MA01601



**JUNGLE**  
MA01602

# TURBO TRANSFER PACKS

**content:**

- 50 rub-on transfers
- background poster (48 x 17,5 cm)



**WATER**  
MA01603



# MAKII CUSTOM MADE

We'd love to tell your story with appealing products. With a Makii **CUSTOM MADE** design we would like to invite kids to learn about topics that are relevant for your organisation and spark their interest and creativity.

By changing the content and characters on the products and by implementing your brand identity on the packaging we will transform your special story into an unique Makii adventure!

The Makii products on the opposite page can be **CUSTOM MADE**.

## HOW IT WORKS

After deciding which product you would like to customize, we will ask you to summarize the story that you would like to convey.

We will use this content to create an engaging adventure which we will present to you in the form of sketches and mock-ups. Once approved, the sketches will be translated into actual designs and products.



**JUMBO  
COLOURING PICTURE**  
70 x 100 cm colouring picture  
MOQ 1000 pieces



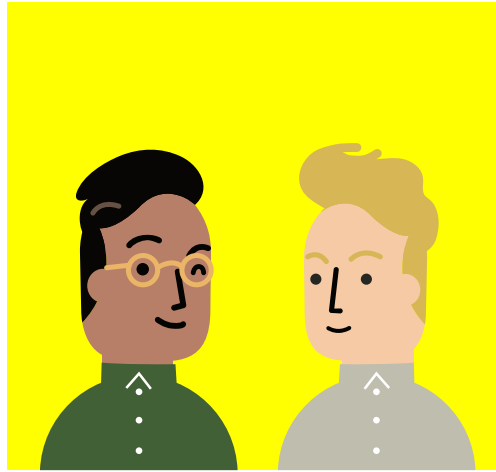
**TEMPORARY  
TATTOOS**  
2 sheets (7,5 x 10 cm)  
MOQ 1500 pieces



**WHIMSICAL  
WINDOW CLINGS**  
2x 20x25cm sheet: 50 reusable stickers  
MOQ 1000 pieces



**ENAMEL  
PIN**  
enamel pin with backing card  
MOQ 250 pieces



# MAKII TAILOR MADE



With Makii **TAILOR MADE** we design unique, durable toys for your organisation with the aim to create personal and engaging adventures.

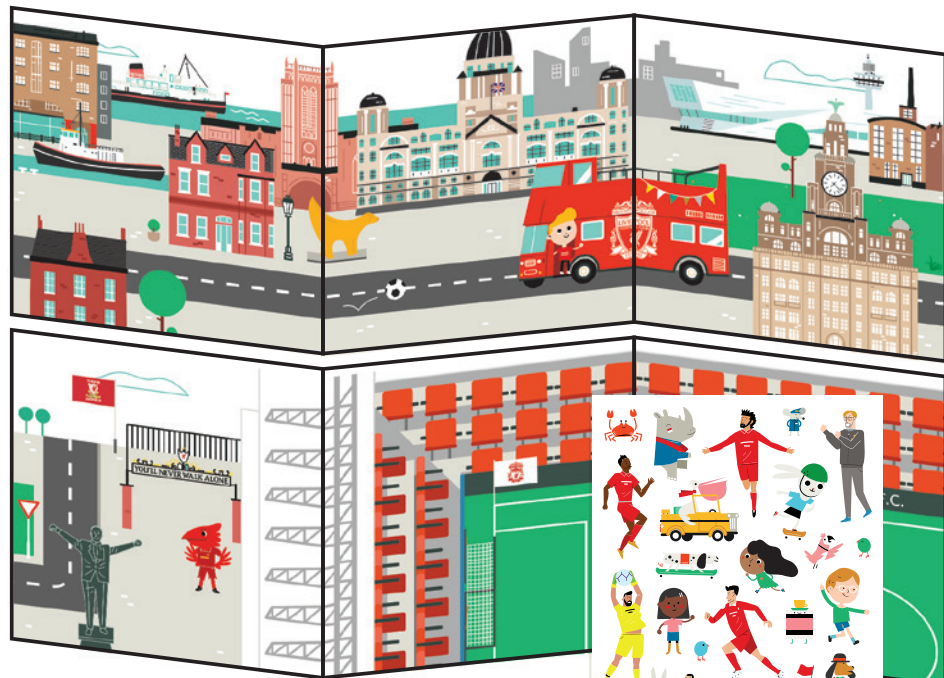
Because we believe a special story needs a unique product, we design new Makii Tailor Made products from scratch and look for the most suitable form needed to convey the story.

On the following pages, we've highlighted some awesome collabs!





We had the honour of working with the prestigious Liverpool F.C. and created two bespoke soccer adventures.



super stickering poster + sticker sheet



giant colouring picture

With a Super Sticking Poster and a Giant Colouring Picture we invited kids to run along with their favourite players and becoming Liverpool champions themselves.

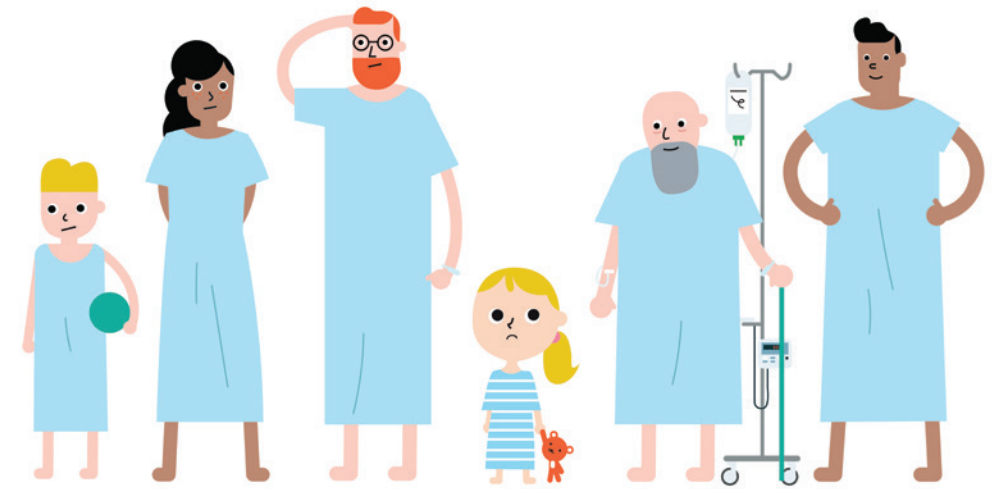


# food for Care

In collaboration with Radboud UMC, Food for Care aims to provide patients with the best of care with personalized food and attention.

Food for Care asked Makii to create tailor made products to entertain and playfully educate kids about food during their often stressful visits to the hospital.

To give the little patients something to come back to we created the Food for Kids Magazine filled with stories, colouring pictures, fun facts, puzzles and mysteries!



still from explanatory animation



activity book - cover



activity book - spread

In addition to the colourful Kids Magazine we also created the Healthy Meal Box. A box with a surprise; a mini sticker poster or whopping wide colouring picture were some toys we included to have the kids eagerly anticipating their next meal.

To help the parents understand the situation and how we could help, we created an explanatory animation.



overview of food for care products

**BREAKFAST, LUNCH & OTHER TREATS**  
Everything is fresh & home-made

**BREAKFAST** *really tastyyyy*  
available all day

croissant	€ 2,25
croissant with butter & jam	€ 3,00
raisin bun	€ 1,75
fresh fruit salad bowl	€ 2,75
fresh fruit baby snack	€ 3,00
french toast	€ 5,00
yoghurt / granola / fresh fruit	€ 6,50
fried egg on slice of corn bread	€ 3,00
slice of bread with choice of toppings (chocolate spread / jam / peanut butter / apple molasses / ham / cheese)	€ 3,00
brown bread / extra topping	+ € 0,50

*see you later alligator*

**TOASTIES** *made with combread*

cheese toastie	€ 3,75
+ ham / tomato	+ € 0,50
applepie toastie	€ 5,00
goat cheese / apple / thyme / honey toastie	€ 5,50
hot shizzle toastie (cheddar / sambal / onion)	€ 5,50
old cheese / dates / rosemary toastie	€ 5,50
with sourdough bread	+ € 1,00

*our yeah baby*

**LUNCH** *available all day*

allergies? please let us know!

Don Diego's Vegan Burger € 8,50  
quesadilla / con frijoles refritos / Mexican salsa € 6,75  
3 fried eggs sandwich on corn bread, with ham / cheese € 6,75  
soup + bread € 6,25  
vegan salad (pearl couscous / asparagus / fennel / orange & more) € 10,00  
raw veggies, bowl € 2,75  
weekly special

have a look at our broodjevendeweek-chalkboard

MMMMMM

muffin	€ 2,00
muffin with decoration set	€ 3,75
bananade pie	€ 4,00
Nice ice popsicle	€ 2,00

*we serve gluten free bread +1,50€*

**PSST!** *HAVEN'T FINISHED? Ask for a doggybag!*

*doei*

**THANKS FOR LEAVING YOUR OWN FOOD IN YOUR BAG!**

lunch menu



Meneer Paprika, a wonderfully crazy toy store in Haarlem asked Makii to reinterpretate their identity and work together in creating memorable stationery and merchandise.

The products we delivered include a lunch menu, canvas bag, coffee savings cards, gift card, wrapping tape, live paintings and even a mural!



canvas bag



coffee savings card



gift card



mural painting for MP's barber shop



wrapping tape

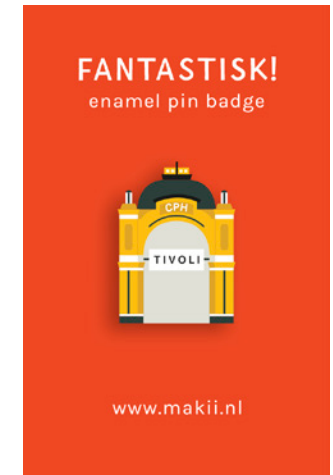
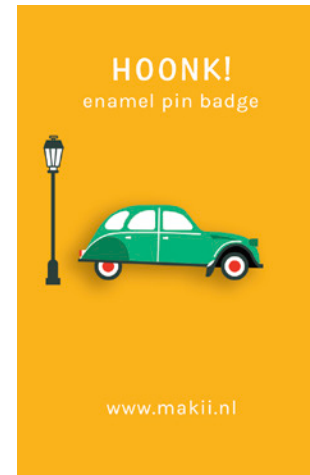
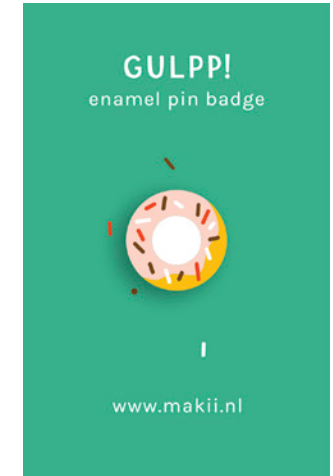
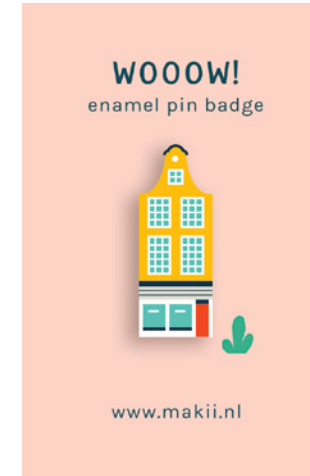
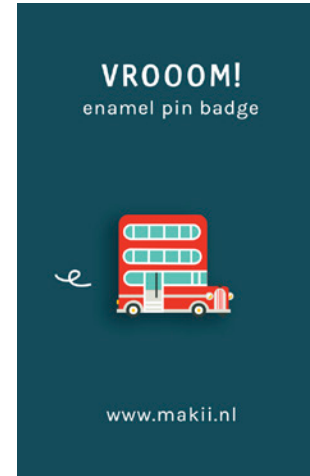


# happinez

For happi.kids, the kids edition of Happinez Magazine we created a tailor made tattoo sheet filled with stars, rockets, astronauts and aliens for their astrology themed release that was added to the magazine as an extra.



happi kids tattoo sheet



To commemorate the opening of new Citizen M hotels Makii created funny pins unique to each location. Something small for the visitors to remember their unique experience by.



# MAKII FOR RESTAURANTS

We're very happy to present you the **MAKII PLAY SET**: a small package filled with big adventures!

With creative products like stickers, temporary tattoos and an activity book, we want to invite kids to discover the world of food and be creative during breakfast, lunch or dinner. A moment and opportunity for kids to play, for parents to relax and for you to promote your establishment in a unique way!



We'd love to think along with creating a customized package in order to communicate the concept of your restaurant. This is possible from 5000 pieces upwards.

We're very much looking forward to collaborate and create the perfect **MAKII PLAY SET** together with you!

**content:**  
activity book  
sticker sheet  
tattoo sheet



Tailor made **RESTAURANT PLAY SET** for Barista Café, a Dutch coffee/lunch café chain with over 20 locations.



**activity book**  
A5 size, 12 pages

**sticker sheet**  
A6 size

**tattoos**  
5 x 7,5 cm

Create your own mask - tailor made **ACTIVITY CARDS** for Juffrouw van Zanten, a lunch café in Rotterdam with 3 locations.



**ACTIVITY BOOK**  
for pancake restaurant  
Bergsche Plas, Rotterdam.



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#worldofmakii



We're very much looking forward to an awesome collaboration!

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Hope to hear from you soon!

