

# 'MORPETH TEDDY BEARS' REPORT

April 2010



Morpeth Teddy Bears, Campbell's Store Craft Centre  
175 Swan Street, Morpeth NSW 2321  
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Shop open 10am-5pm Thurs till Sunday  
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## Goodmorning,

### Steiff Replicas

The fascination has been unyielding for more than one hundred years. Steiff bears have enchanted millions of young and young at heart all over the world. Steiff bears have an individual personality and will become a long time companion. Teddy will accompany its proud owner over the years and decades throughout all life's highs and lows.

Steiff **Replicas** are copies of antique and vintage bears from the Steiff archives. Most of the very old bears have been lost to the destruction of world wars, fire, flooding and natural disasters – not to mention those who would have been cast aside when their owners passed on.... You are very lucky if you own an antique Steiff bear. But if you can't afford to own one – then a replica is the next best thing. They are true-to-original, limited editions with a flair of days gone by.

Replicas have a black & white tag in their ear and a copy of the button from the era in which they were first born is always attached to their left ear. This famous 'button-in-ear' is how you can tell it is a Steiff bear.

## The Paper Teddy Bear

### From adversity arises one of the most unique Steiff Teddy bears ever!

Paper Teddy bear from 1919 was first produced from paper after WW1, when other fabrics were unobtainable. For three years Steiff used "paper plush" as a substitute for mohair to make a range of animals, including around nineteen thousand Teddy bears. Today, old paper plush Teddy bears are amongst the rarest and most sought after Steiff collectibles.

WW1 caused significant changes at Steiff. Margarete's nephews Paul, Richard, Hugo and Otto who were part of the management team, all left the company to serve in the war. Toy making materials dried up and German felt was allocated to Kaiser's army.



The Steiff factory was re-tooled to make war supplies including gas masks, handles, fuses and metal fittings. When the brothers returned from the war it was an opportunity for Steiff to find an alternative fabric to make Teddy Bears. Many experiments resulted in the creation of "paper plush".

It has taken four years to recreate and manufacture the paper plush material to make this replica Paper Teddy. Even his boot-button eyes and the thread used for his nose, mouth and claw stitching were produced based on post-war-ear materials.

The paper plush fabric is a solid material that is easy to cut, sew and stuff. It is a wood fibre thread woven with a cotton backing. In texture, it is like a rough cotton towel that has been washed and air-dried. Paper plush had to be reinvented to be produced on the Schulte fabric manufacturers weaving machines.

Paper Teddy is limited to 3,000 pieces worldwide and is available exclusively to Steiff Club Members. He is brown with soles and paws made of linen, 32 cm tall, stuffed with wood shavings and has a squeaker voice. Who wouldn't welcome an important piece of the Steiff legacy into their collection?

**Price: \$725. Exclusive to Steiff Club Members**



## PGB35 Replica 1904

Fall in love with a piece of the past! Steiff has made an amazing discovery. It is a find that adds a new chapter to the history of the Teddy bear. PGB 35 was the world's second Teddy bear – a smaller brother to PB 55. This must-have replica of a previously undiscovered rod-jointed bear will cause a sensation among serious Steiff enthusiasts around the world.

The original Teddy bear on which PGB 35 replica is based, was discovered by a prominent collector in Switzerland. It was brought to the company's attention only last year. Steiff archivists and designers could hardly believe their eyes. He bridges the gap between rod-jointing and disc jointing – and changes Teddy bear history forever!

Replica PGB35 is rod-jointed, stuffed with Swiss wood shavings, hand stitched nose, boot button eyes, 35cm sitting, elephant motif button in ear and is hand made from the finest dark blond mohair. Limited Edition of 1,904 pieces worldwide. If you're a true Steiff fan, your collection simply won't be complete without this important, appealing bear.

**Price: \$770.**



## Yes, Of Course You Should Buy Steiff!! Why??

**Steiff are the 'Rolls Royce' of Teddy Bears.**

**They increase in value and some old Steiff bears now sell for hundreds of thousands of dollars.**

**You may have seen them on Antique Road Show on TV!**

**Your child or grandchild can play with Teddy and in 50 years time Teddy will still be around looking loved and vintage, which is what antique collectors love.**

**Teddy is surface washable, 100% safe, an heirloom for generations to come.**

**If you collect bears, you need at least one Steiff Teddy to make your collection complete.**



Jona 28cm – blond \$265.

There are some beautiful Steiff bears, which make great lasting gifts for babies and children or as a lovely gift for yourself! Jona Teddy for instance, has been so popular that he has been produced as 18cm Baby Jona in light brown, brown or blond versions for \$155.. And the latest 28cm Jona comes in blond or chestnut for \$265. Jona has a brand new filling which is soft, bouncy and very cuddly. He's made of beautiful curly mohair and is one of my favourites.

There's beautiful classic Teddys ranging in price from \$130. up \$495. Check them out when you are next in the store. I have just done a major re-arrange of the shop and man.....there are some beautiful pieces there. I had a lovely time sorting and playing!

## Steiff Hot Water Bottle Bear

If you missed out on this very sort after hot water bottle bear, now is your chance to acquire this one, which has been in Shirley's private collection. Steiff limited edition runs range from about 750 – 3000 pieces worldwide. This means, once they are sold out, as people try to add them to their collections, the prices increase. Hot water bottle bear sold in 2000 for \$1,385. He is now valued at \$3,500.

**You can purchase this one today for \$3,000.**

**(A further 10% off for Steiff Club members).**



Regards.....Shirley