

HERMANN

Spielwaren GmbH · Coburg

Mit Hermann
fängt das Spielen an 

Evening Prayer
First Scene
of
Hänsel and Gretel



gegründet 1920

HERMANN-Spielwaren GmbH

Manufacture of fine German Teddy Bears

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gegründet 1920

founded 1920 by Max Hermann in Sonneberg-Neufang

Mit Hermann
fängt das Spielen an 

HERMANN



“Daffodil” ▲
WINNER of the
TOBY™ Award 2007
Seventh in the HERMANN
“Flower Bears Series”
limited to 500 pieces – world-wide



146 30-6

◀ **Celebration Bear**
WINNER of the TOBY™ Award 2007
limited to 200 pieces – world-wide

2007 Moments like these are not self-evident, also not for such an old and traditional Teddy Bear company, like it is our manufacture. Thousands of Teddy Bear friends in the United States have chosen our little “Daffodil” and our “Celebration Bear” in their particular category for the “Teddy Bear of the Year 2007”. When the news reached us, we couldn’t believe it scarcely, because the TOBY™ Award belongs to the most important Teddy Bear awards of the world. With great joy, we have adopted this honour. At this point our great thank-you is directed to all those thousands of Teddy Bear friends around the globe who have taken our little darlings to their hearts with the same intensity like we do it, and who have shown us with their vote, how much they love our Teddy Bears. This decoration is for us fillip and duty at the same time, to keep on working to form authoritatively the world of Teddy Bears and to give Teddy Bears new impulses on every occasion.

Within our more than 85 years of age company’s history, we have recognized, that passion is an essential component for the realisation of ideas and visions. Since our grandfather realized in difficult times and under modest circumstances 1920 in a little village nestled in the middle of the mountains of Thuringia his vision of an own little Teddy Bear manufacturing, the passion for Teddy Bears has carried over inside our family from generation to generation. Now it’s been going on for three generations, that creativeness and passion lead our Teddy Bears out into the world.

From the first moment of the brainstorming on until to the complete production, our Teddy Bears and animals are “HERMANN pure”, an attribute, which is today hardly to find in any same purity. All our animals and Teddy Bears are designed in our own studio in Coburg by ourselves and are completely made in Germany in our own manufacture. This gives them their pure and genuine character and makes them in the eyes of many lovers of high-class stuffed animals and collector pieces so unique, faithful and authentic.

Characterized by their high “Social-Quality”, their ambitious “Design-Quality”, their high-value “Material-Quality”, their competent “Making-Quality”, their peaceable “Environment-Quality”, their generations overlapping “Know-How-Quality” and last but not least by their traditional “Brand-Quality” – the “Green Triangle” and “The Bear with the Running Dog” – our stuffed animals and Teddy Bears have remained true to their values – values, which have get lost today off-times, but which dawn to awareness increasingly more and more again, as the decoration with the TOBY™ Award 2007 just reflects at least too – values, which have validity more than ever – today in the same way as to our grandfather’s times.

Coburg, in August 2007


Martin-J. Hermann


Dr. Ursula Hermann

HERMANN Teddy Bear Catalogue 2007 / 2008

We are proud to present you today our 2007 Teddy Bear range and enjoy also to give you a little foretaste of what will come to you next year 2008. More than 60 new collector’s Bears are waiting for you. Some editions are already sold out. Nevertheless we have decided to include them in our catalogue too. Our catalogue will be for you an illustrated book, that will always remind you of our new Teddy Bears 2007. Some special editions, made for special events or special customers and countries, which are not shown in this catalogue, you will find on our website at www.hermann.de on the internet.

FRONT COVER and PAGE 2

Enjoy the Christmastime full of atmosphere with the HERMANN “Hänsel and Gretel” series

With our both Teddy Bear scenes – “Evening Prayer” and “Nibble, nibble little mouse! Who’s nibbling on my little house?” – we want to carry off you to the magic empire of fairy-tales and to put you in the right mood for the most beautiful time of the year – for Christmas – at one go. We invite you to accompany us on our journey to a wondrous world, where angels and witches, curious plants, animals and characters have their home, and where always the good triumphs at the end. Who will not be carried back to his childhood at the thought of “Hänsel and Gretel”, when already the pure sight of a gingerbread house made our eyes gleaming and signalized us, that Christmas is almost here. Our “Hänsel and Gretel” series is Christmassy anticipation pure and a decoration fun for the whole family – most of all for the Christmastime.

Based on the fairy-tale of the Brothers Grimm and the opera of Engelbert Humperdinck we have designed two scenes, which will give your home, together with a range of “Magic Forest” complementary characters, the right mood for Christmas.

Our front cover shows our first scene “Evening Prayer”, where “Hänsel and Gretel”, who have lost their way in the dark forest, are protected and guarded by their guardian angel.

Detailed information about our “Hänsel and Gretel” series and illustrations of all characters, which belong to the series, you will find on page 8 of this catalogue.

HERMANN-Coburg wins the TOBY™ Award 2007

The most popular awards for Teddy Bears are world-wide the TOBY™ Award and the Golden Teddy Award in the USA. The nominations are given away by an international jury of experts and only the most beautiful Bears get such a nomination in their particular category. Then thousands of Teddy Bear enthusiasts vote for the “Teddy Bear of the year” as the winner.

2007 TOBY™ Award Public’s Choice WINNERS

“The TOBY™ Mark and Logo are trademarks of Madavor Media, LLC”

Daffodil (Art.Nr. 20277-4)

(Small Manufactured Bear, Undressed)

Celebration Bear (Art.Nr. 14630-6)

(Large Manufactured Bear, Undressed)

2007 TOBY™ Award Industry’s Choice Winners (Nominees)

The Wild Sixties (Art.Nr. 19165-8)

(Large Manufactured Bear, Dressed/Costumed)

Mama Kangaroo (Art.Nr. 20121-0)

(Manufactured “Friends” – Collectible Plush Animals)

2007 Golden Teddy Award Nominees

Daffodil (Art.Nr. 20277-4)

(Manufacturer, Undressed > 5 & < 14”)

Celebration Bear (Art.Nr. 14630-6)

(Manufacturer, Undressed, 14 inches & Over)

The Wild Sixties (Art.Nr. 19165-8)

(Manufacturer, Dressed/Accessorized, 14” & Over)

Mama Kangaroo (Art.Nr. 20121-0)

(Manufacture, Soft-Sculpture/Plush Animals)

“Daffodil” – 7th in our “Flower Bears series”

Limited Edition 500 pieces – world-wide

Mohair plush, polyester filling, felt clothing

20277-4 35 cm 13 ¾ inches

Celebration Bear – Replica-Bear about 1926

Special edition for the 80th birthday of Max Hermann’s daughter

Limited Edition 200 pieces – world-wide

Mohair plush, excelsior filling, growler, with a reproduction of an old photograph, which shows Max Hermann’s daughter Hannelore together with her Bear (about 1926)

14630-6 48 cm 19 inches

13th Sonneberg Museum's Bear

The Sonneberg Toy Museum is one of the oldest toy museums of the world. In the possession of this museum there are also some old Max Hermann Teddy Bears, which the founder of our company has given to the museum in the 1920s and 1930s to preserve them for posterity. To follow this idea we have decided in 1994 to design every year a special Bear for the museum and to present the number 001 of each model to the museum. The 2006 Sonneberg Museum's Bear, which we have handed over to the director of the Sonneberg Toy Museum in December 2006, is the 13th Bear in this museum's series. The common sign of all these Sonneberg Museum's Bears is the embroidered sign of the "Sonneberg Little Horseman" as a symbol of the old tradition of Sonneberg toys.

These Sonneberg Museum's Bears are models, which are first published as "Museum's Edition" with 100 pieces. This "First Issue" is destined only for Germany and followed by the release of European and American editions for other countries.

Sonneberg Museum's Bear 2006**13th in the series of Sonneberg Museum's Bears**

Mohair plush, excelsior filling, growler, with miniature sitting cat and handcart.

The Bear wears felt house shoes for dressing and taking off, which allows, that the Bear can stand by itself, the little cat holds a little miniature felt house shoe in its paw, with which it is "playing". A little miniature mattress is lying in the handcart.

Miniature sitting cat – Mohair plush, excelsior filling,

Miniature sitting cat – Size: 12 cm (4 ¾ inches)

Miniature sitting cat – 1-times jointed with movable head

Handcart – wood, 18 x 14 x 12 cm (7 x 5 ½ x 4 ¾ inches)

Limited Museum's Edition 100 pieces – "First Issue"

12306-2 40 cm 15 ¾ inches

Limited European Edition 250 pieces

12294-2 40 cm 15 ¾ inches

Limited American Edition 500 pieces

12295-9 40 cm 15 ¾ inches

The Neustadt Doll and Bear Festival

Every year in May the Neustadt Doll and Bear Festival takes place in the region around Coburg-Neustadt-Sonneberg. It is the most important meeting of collectors for traditional toys amidst of the oldest region of German toys. The Neustadt Doll and Bear Festival was called into being in 1992 by engaged historians and toy makers of the region. Rolf-G. Hermann, the late president of HERMANN-Coburg, had had responsible parts in this. During the Festival week the factory of HERMANN-Coburg is opened for all people. The visitors have the possibility to see at first hand the production of Teddy Bears made by one of the oldest Teddy Bear companies of the world.

On the occasion of the 1st Neustadt Doll and Bear Festival in 1992 Ulla Hermann has born and created the idea of a "Festival Bear" Since that time HERMANN-Coburg designs an extraordinary Teddy Bear as "Festival Bear" every year. The "Festival Bear 2007" is the 16th Bear in this Festival series. The Festival Bears are first published as "Festival Edition" with 100 pieces. This "First Issue" is only destined for visitors of the Festival. Beside this the Festival Bears are released also as European Edition for European foreign countries.

The 16th "Festival Bear" holds a little dressed and valuably designed gangling Bear in its arm, which based in its kind of design on the old classic gangling dolls with its stockinet bodies. The used stockinet jersey fabric is original and comes from the 1950/60s years.

HERMANN Festival Bear® 2007**16th in the series of HERMANN Festival Bears®**

Special Edition on occasion of the 16th Neustadt Doll and Bear Festival from 13th to 20th May 2007

„Festivalbär®“ (Festival Bear) is a registered trademark of the HERMANN-Spielwaren GmbH Coburg (Nr. 304 70 896)

Mohair plush, excelsior filling, growler, with little dressed "Gangling Bear"

little Gangling Bear – 1-times jointed with movable head,

little Gangling Bear – polyester/steel granulate filling,

little Gangling Bear – head, hands and feet – Mohair plush,

little Gangling Bear – body – old stockinet (about 1950/60)

little Gangling Bear – Size: 25 cm (9 ¾ inches)

Limited European Edition 250 pieces

12171-6 40 cm 15 ¾ inches

Museum's Bears

**13th Sonneberg Museum's Bear ▶**

with Miniature Sitting Cat and handcart

Thirteenth in the Series of "HERMANN Sonneberg Museum's Bears"

European Edition limited to 250 pieces

In the background the birth house of the first Max HERMANN Teddy Bears in Neufang near Sonneberg, a little village nestled in the middle of the mountains of Thuringia, is pictured.

In this house Max Hermann founded 1920 his own little Teddy Bear manufacture. Already at that time going out from this house in Neufang, hundreds of Teddy Bears, made by Max Hermann, were sent around the globe.

The success story of a Teddy Bear, which made history, breaks here the ground.

Even today, a memorial plaque at this house reminds of the birth of the old Max Hermann Teddy Bears.

**◀ 16th HERMANN Festival Bear®**

2-pieces Bear set

composed of:

a big traditional excelsior stuffed Bear and a small dressed gangling Bear

Special Edition on the occasion of the 16th Neustadt Doll and Bear Festival in May 2007

Sixteenth in the series of "HERMANN Festival Bears®"

European Edition limited to 250 pieces

Festivalbär® (Festival Bear) is a registered trademark of the HERMANN-Spielwaren GmbH Coburg (Nr. 304 70 896)

Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 4



◀ "Alpine Rose"

Second in the HERMANN
"Rose Series"

limited to 500 pieces
world-wide

in the background:
real Alpine Roses from the
Austrian Alps



HERMANN Rose Bears

The HERMANN "Rose Bears" are a new Teddy Bear series, which was called into being with the "Christmas Rose" in December 2006 – for Christmas. With this "Rose Bears" series we want to introduce various rose characters by figuring them as Teddy Bear.

Doubtless the nature holds ready for no other flower species so varied motifs as for the roses. This was the reason, why we want to dedicate to the rose flowers an own series. Think about the "Alpine Rose", which covers the rocky crag of the high mountains in the summertime with a red-hot carpet and which illuminates the mountains with its bright red and pink colored blossoms – or the individually standing "Christmas Rose", which breaks through in the wintertime all ice and snow with its frail white petals and which has become subject of many sagas and legends – each of these roses are only one and of magic beauty.

"Christmas Rose" (Illustration page 10 of this catalogue)

First in the HERMANN "Rose Series"

Limited Edition 500 pieces – world-wide

Mohair plush, polyester filling, felt clothing

20286-6 35 cm 13 ¾ inches

"Alpine Rose"

Second in the HERMANN "Rose Series"

Limited Edition 500 pieces – world-wide

Mohair plush, polyester filling, felt clothing

20287-3 35 cm 13 ¾ inches

Published until now in the HERMANN „Rose Series“

2006 "Christmas Rose" Item No. 20286-6

2007 "Alpine Rose" Item No. 20287-3

HERMANN Flower Bears

The HERMANN „Flower Bears“ are a special Teddy Bear series. With this we want to introduce the beauty of several little flowers, which grow throughout the year in our home meadows. Very little miniature bells with their light, hardly perceptible sound, which are fixed on the dressing of the Bears, shall let us feel the rush of the wind in our meadows and fields.

"Daffodil" (Illustration page 2 of this catalogue)

Seventh in the HERMANN "Flower Bears Series"

Limited Edition 500 pieces – world-wide

Mohair plush, polyester filling, felt clothing

20277-4 35 cm 13 ¾ inches

"Cornflower"

Eighth in the HERMANN "Flower Bears Series"

Limited Edition 500 pieces – world-wide

Mohair plush, polyester filling, felt clothing

20278-1 35 cm 13 ¾ inches

Published until now in the „Flower Bears Series“

2004 "Blue Bell" Item No. 20271-2

2004 "Daisy" Item No. 20272-9

2005 "Snow Drop" Item No. 20273-6

2005 "Poppy" Item No. 20274-3

2006 "Forget-Me-Not" Item No. 20275-0

2006 "Violet" Item No. 20276-7

2007 "Daffodil" Item No. 20277-4

2007 "Cornflower" Item No. 20278-1

The Cornflower – the "Blue Flower" of the Romantic

The cornflower grows at the sideline of cornfields. A long time the cornflower was ranked as field weed and for that it was combated so successfully, that it is nearly extinct. Therefore the cornflower is a protected plant today, to preserve it for our flora. In the historico-cultural epoch of the Romantic from the end of the 18th century until away into the 19th century, the cornflower was seen as the "Blue Flower" of the Romantic. It became symbol of the new naturalness and about 1810 with the creation of myths about the short-lived Queen Louise the cornflower raised to the "Prussian Flower". The cornflower is also appreciated in England, and Prince Charles wears it often in his buttonhole.

The Daffodil – the Flower of Saint David

Saint David is the patron saint of Wales. Because of his stand up for the simple and natural life, the daffodil, which belongs to the leek plants, was attributed to him as symbol. On 1st of March – the St. David's Day and the Welsh National Day – many Welsh people wear leek or daffodils at their clothes.

"Cornflower" ▶

Eighth in the HERMANN
"Flower Bears Series"

limited to 500 pieces
world-wide



Pope Benedict XVI. dedicated to his 80th Birthday

Pope Benedict XVI. was born on April 16th 1927 in the morning hours of the Holy Saturday in the village Markl in Bavaria and was baptized still at the same day with the fresh sainted Easter water. From the first beginning on, his life was bathed in the Easter mystery.

On April 16th, 2007 the Pope celebrated his 80th birthday. For the Pope himself it was important, that this day would be a day as normal as possible. Therefore we have designed our Birthday Bear for the Pope very classically and dressed it in the kind of the Pope's normal day clothes, because, the Pope wears always the color "white" also in his private rooms. To the Pope's daily clothes belong the white cassock, a white belt sash (Zingulum) and a white skullcap (Pileolus). At his coat the Pope wears, like every bishop, his breast cross, the pectorale at a golden necklet.

Already when he was archbishop of Munich and Freising, the Pope chose the "Corbinian's Bear" for his archiepiscopal heraldic animal. The legend tells, that a Bear, posed with its loaded up burden bunch, accompanied the Saint Corbinian on a pilgrimage to Rome. This "Corbinian's Bear" the Pope also take-over to his papal coat of arms.

Pope Benedict XVI. (Design 2007)**Dedicated to his 80th birthday**

Published in 2007 – Special Edition on the occasion of the 80th Birthday – dedicated to the Pope

Limited Edition 800 pieces – world-wide

Mohair plush, excelsior filling, growler

19068-2 40 cm 15 ¾ inches

Corbinian's Bear – the heraldic animal of the Pope

Limited Edition 500 pieces – world-wide

Alpaca natural plush, polyester filling, 6-times jointed with a double jointed neck, which makes it possible, that the head of the Bear can be turned in all natural positions.

19051-4 32 cm 12 ½ inches

The Pope and his Heraldic Animal

Also available as a 2-pieces Bear set with the same individual limited number, composed of the Pope Birthday Bear (Item No. 19068-2) and the Corbinian's Bear (Item No. 19051-4)

Published until now in our Pope collection:

2005	Teddy Bear for Pope election 2005	Item No. 19064-4
	Design 2005 Latin Edition	
2005	Teddy Bear for Pope election 2005	Item No. 19066-8
	Design 2005 Italian Edition	
2006	Teddy Bear for Germany visit 2006	Item No. 19054-5
	Design 2006	
2006	Swiss Guard	Item No. 19053-8
2006	The Holy St. Peter	Item No. 19052-1
2006	Korbinian's Bear	Item No. 19051-4
2007	Teddy Bear for the 80th birthday	Item No. 19068-2
	Design 2007	

Daniel in the Lion's Den

The book "Daniel" tells the story of the Prophet Daniel at the Babylonian royal court, where Daniel had raised to a minister. But the other high clerks were jealous of Daniel's success. They thronged the King to enact a law, that penalized the adoration of God. Intercessions should only be addressed to the King. But Daniel didn't observe this rule and went on to pray to his God. As a punishment Daniel was thrown into a lion's den. But Daniel's trust in God smoothed the lions, so that Daniel was rescued.

(Book Daniel, Chapter 3)

Until now there have been published in the HERMANN "Biblical Series":

"Moses", "Noah", "Joseph", "Jonah and the Whale", "King Solomon", "David und Goliath", "Sarah with her Baby", "Daniel in the Lion's Den".

Daniel in the Lion's Den**Eighth in the HERMANN "Biblical Series"**

Limited Edition 1000 pieces – world-wide

2-pieces Bear-Lion set

Daniel: Mohair plush, excelsior filling, growler

Lion: Mohair plush, polyester/steel granulate filling
19517-5 39 cm 15 ½ inches (Daniel)
22 cm 8 ¾ inches (Lion)

Biblical Themes

**Pope Benedict XVI. ► dedicated to his 80th birthday**

published 2007

Special Edition on the occasion of the 80th birthday of the Holy Father on April 16th, 2007

limited to 800 pieces – world-wide

Korbinian's Bear ► the animal of the Benedikt XVI. coat of arms of Pope Benedict XVI.

limited to 500 pieces – world-wide

The Pope and his heraldic animal ►

also available as 2-pieces Bear set both Bears with the same individual limited number

Daniel in the Lion's Den Eighth in the "HERMANN Biblical Series" ▼

2-pieces Bear-Lion set composed of: Daniel-Bear and ying lion

limited to 1000 pieces world-wide



▼ Cut-out of the world-famous painting „Daniel in the Lion's Den“ by Peter Paul Rubens about 1613 National Gallery, Washington

Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 6

The wild Sixties of former times
are today in the best age



191 65-8

The "Wild Sixties"
in former times are today
in the "Best Age"

◀ The Wild Sixties
First in the HERMANN
"Glorious Decades Series"
nominated for the
Golden Teddy Award 2007
nominated for the
TOBY™ Award 2007
WINNER of the TOBY™
Industry's Choice Award 2007
European Edition 500 pieces

Rock 'n' Roll

Rock 'n' Roll is the style of music of the 1950s and 1960s years. But it means also the awareness of life of a youth protest culture, which was associated with it. Prominent representatives of this style are besides Bill Haley, Little Richard or Chuck Berry first and foremost Jerry Lee Lewis and Elvis Presley. The "Wild Sixties" of former times are today in the "Best Age", but they have preserved for themselves the charm of a buoyant generation. The Rock 'n' Roll, which has fascinated the youth of that time, exerts still today its magic appeal and is more than ever present.

The Wild Sixties

First in the HERMANN "Glorious Decades Series"

Special Edition for the 30th anniversary of the grand star of Rock 'n' Roll

nominated for the Golden Teddy Award 2007

nominated for the TOBY™ Award 2007

Winner of the TOBY™ Industry's Choice Award 2007

Limited European Edition 500 pieces

Mohair plush, excelsior filling, growler, with a microphone made of fabric and a pink colored mini Bear, which was thrown to the rock star on the stage as a token of love.

Little Mini Bear – Mohair plush, polyester stuffed,

Little Mini Bear – not jointed, decorated with rhinestones

19165-8	40 cm	15 ¼ inches (big Bear)
	11 cm	4 ½ inches (mini Bear)

In the Best Age

"50 plus" and "Best Ager" are today headwords for a generation, which was above all essentially influenced by the wild 1960s years – a generation, which has grown up without demanding high standards short after World War II. In simple and modest, but turbulent and life-affirming years, from which this generation takes its energy, its morale and its enjoyment of life still today.

Dr. Ulla Hermann belongs to this generation. The today's chief designer of HERMANN-Coburg was born on 10th of July 1952 in Sonneberg/Thuringia exact in the center of the German Toy Industry. Here was also the home of the old Max Hermann Teddy Bear manufacture, which was founded by her grandfather in 1920. Under the impression of the German divide, the family moved 1953 to Coburg in Bavaria, where the family continued the tradition of making good Teddy Bears.

Ulla Hermann grew up amid the Teddy Bear manufacturing business of her parents and grandparents – between glass eyes and excelsior, sewing machines and mohair plush. Today she belongs to one of the most experienced Teddy Bear makers. Following the family tradition, she learnt already in her childhood to embroider the Bear muzzles, to sew the parts of the Bears together or to stuff the arms and the legs of Bears with excelsior. This childhood enthusiasm for Teddy Bears, she had preserved for herself right up until today. Nearly no other living witness has accompanied actively the happenings around the Teddy Bear so directly and for a similar long period of time like her.

After finishing school, studying economic sciences and promotion to a doctor, she entered the company of her father. Today she is first of all responsible for the production and for the design. In doing so her name stands for tradition in the same like for continuing the development of modern design ideas. Many of her Teddy Bears have won international design awards.

On July 10th, 2007 Ulla Hermann celebrated her 55th birthday. Based on old cuttings of the 1950s and 1960s, she has created and designed her "Best Ager Bear - 50 plus" as a homage to her generation and for all Bear lovers in the best age of "50 plus".

Best Ager Bear – 50 plus

Special Edition on occasion of the 55th birthday of Dr. Ulla Hermann on July 10th, 2007

Limited Edition 555 pieces – world-wide

Mohair plush, excelsior filling, growler,

with a Swarovski Crystal at the bow-tie

10233-3	38 cm	15 inches
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Dr. Ulla Hermann together ihrem
with her Birthday Bear
"Best Ager 50 plus"
on July 10th 2007



102 33-3

◀ Best Ager Bear – 50 plus
Special Edition on the occasion of the 55th birthday
of Dr. Ulla Hermann

designed and made for all Bear lovers
in the best age of „50 plus“

limited to 555 pieces – world-wide

Giuseppe Verdi (1813 – 1901)

Verdi, one of the very Great, is seen as the reformer of the Italian opera and has influenced essentially the culture of the 19th century. The opera "Aida" belongs to his greatest works. Contrary to the legend, this opera was not debuted on the occasion of the opening of the Suez Canal in 1869. The world premiere took place as late as 1871 in Cairo. The showplace of the opera is Egypt at the time of the Pharaohs. Musically the opera culminates in the "Triumphal March" for the return of the victorious Egyptian troops.

Giuseppe Verdi

with music "Triumphal March" from the opera "Aida" by Verdi
Limited European Edition 500 pieces
Mohair plush, excelsior filling, musical-movement,
with an preciously designed opera placard embroidered on felt
19216-7 42 cm 16 ½ inches

Many thanks to our employee Uwe Olunczek for the Design of the „opera placard“. The Egyptian ideographs mean "A I D A".

Until now there were in the series of „Great Composers“:

- 1998 **Wolfgang Amadeus Mozart** (ohne Musikwerk)
- 1999 **Johann Strauss** with music "The Blue Donube"
- 2000 **Johann Sebastian Bach** with music "Minuet No. 3"
- 2001 **Ludwig van Beethoven** with music "For Elise"
- 2002 **Franz Schubert** with music "Heidenröslein"
- 2003 **Peter Tchaikovsky** with music "Nutmcracker March"
- 2003 **Amadeus Mozart** with music "A little Night Music"
- 2004 **Richard Wagner** with music "The Ride of the Valkyries"
- 2005 **Joseph Haydn** with music "Toy Symphony"
- 2006 **Georg Friedrich Händel** with music "Hallelujah"
- 2007 **Giuseppe Verdi** with music "Triumphal March"

HERMANN Classic Music Bears

In the series „HERMANN Classic Music Bears“ classical music is set in relation to classic Bear design.

With our 11th HERMANN Classic Music Bear "Hope and Glory" we want honor the English composer Sir Edward Elgar (1857-1934) for his 150th birthday. His most known work is the hymn "Land of Hope and Glory", which is played every year at the "Last Night of Proms". This hymn is Elgar's "Pomp and Circumstance March No. 1", to which the text "Land of Hope and Glory" was created on the occasion of the coronation festivities for King Edward VII., the eldest son of Queen Victoria. Today this hymn is nearly as beloved as the official National Hymn of England.

Hope and Glory" Musical Bear

Eleventh in the series of „HERMANN Classic Music Bears“
Limited European Edition 500 pieces
Mohair plush, excelsior filling, with musical-movement "Land of Hope and Glory" by Edward Elgar
14320-6 37 cm 14 ½ inches

Until now there have been in this series

- 1997 "Hannibal" with Beethoven "For Elise"
- 1998 "Leopold" with Mozart "A little Night Music"
- 1999 "Ludwig" with Beethoven "Ode to Joy"
- 2000 "Vivaldi" with Vivaldi "The Spring" from "4 Seasons"
- 2001 "Egypta" with Verdi "Triumphal March" from "Aida"
- 2002 "Boléro" with Maurice Ravel's "Boléro"
- 2003 "Heavens's Paradise" with "Children's Prayer" from Engelbert Humperdinck's opera "Hänsel und Gretel"
- 2004 "Water Princess" with Handel "Water Music"
- 2005 "Don Giovanni" with Mozart "Give me your Hand" from W. A. Mozart's opera "Don Giovanni"
- 2006 "Papageno" with Mozart "Music of the Chimes" from W. A. Mozart's opera "The Magic Flute"
- 2007 "Hope and Glory" with Elgar "Land of Hope and Glory"

"Diana – Princess of Hearts Bear"

Special Edition for the 10th anniversary of Princess of Wales
Limited Edition 500 pieces – world-wide
Mohair plush, polyester filling
13209-5 40 cm 15 ¾ inches

"Queen Elizabeth and Prince Philip Bear"

Special Edition for the "Royal Diamond Wedding" 2007
Limited Edition 500 pieces – world-wide
Mohair plush, polyester filling, with a Swarovski crystal
13210-1 40 cm 15 ¾ inches

Bear Celebrities



Giuseppe Verdi ▶
with music "Triumphal March"
of the opera "Aida"
by Giuseppe Verdi
with an preciously designed
opera placard
and embroidered on felt
und auf Filz gestickt

European Edition
limited to 500 pieces

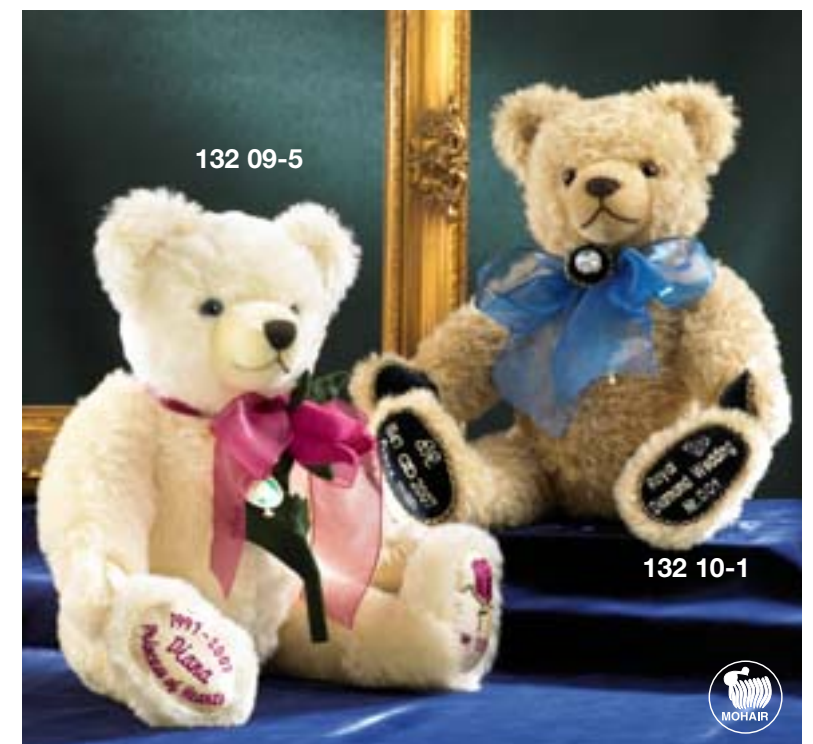
For the 150th birthday of
Sir Edward William Elgar 2007

"Hope and Glory" Musical Bear
Eleventh in the series of
"HERMANN Classic
Music Bears"
with music
"Pomp and Circumstance
March No. 1 –
Land of Hope and Glory"
by Edward Elgar

European Edition
limited to 500 pieces



143 20-6



132 09-5

132 10-1

Queen Elizabeth II. and Prince Philip Bear ▶
Special Edition for the "Royal Diamond Wedding"
limited to 500 pieces – world-wide

Diana – Princess of Hearts Bear ▶
Special Edition for the 10th anniversary
of the Princess of Wales
limited to 500 pieces – world-wide

Mit Hermann
fängt das Spielen an 

HERMANN

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HERMANN "Hänsel und Gretel" Series – Full Sets

Big Full Set – containing Scene 1 and 2

5-pieces Bear set with Wooden Bridge and Gingerbread House
all 5 Bears with the same individual limited number
composed of the 5 Bears: "Guardian Angel", "Hänsel",
"Gretel", "Nibbling Witch", "Big Gingerbread Child, brown"
and the accessories: "Wooden Bridge", "Gingerbread House"
20560-7 7-pieces

Full Set – Scene 1 "Evening Prayer"

3-pieces Bear set with Wooden Bridge
all 3 Bears with the same individual limited number
composed of the 3 Bears: "Guardian Angel", "Hänsel", "Gretel"
and the accessory: "Wooden Bridge"
20561-4 4-pieces

Full Set – Scene 2 "Nibble, nibble little mouse! Who's nibbling on my little house?"

2-pieces Bear set with Gingerbread House
all 2 Bears with the same individual limited number
composed of the 2 Bears: "Nibbling Witch", "Big Gingerbread
Child, brown" and the accessory: "Gingerbread House"
20562-1 3-pieces

HERMANN "Hänsel und Gretel" Series – Single Characters

All models: Mohair plush, excelsior filling

Guardian Angel with music "Children's Prayer"
from the opera "Hänsel und Gretel" by Engelbert Humperdinck
1st in the series – Limited Edition 500 pieces – world-wide
20571-3 36 cm 14 inches

Hänsel

2nd in the series – Limited Edition 500 pieces – world-wide
20572-0 25 cm 9 ¼ inches

Gretel

3rd in the series – Limited Edition 500 pieces – world-wide
20573-7 25 cm 9 ¼ inches

Nibbling Witch with Growler

4th in the series – Limited Edition 500 pieces – world-wide
20574-4 36 cm 14 inches

Big Gingerbread Child, brown

5th in the series – Limited Edition 500 pieces – world-wide
20575-1 22 cm 8 ¾ inches

HERMANN "Hänsel und Gretel" Series – Accessories

Wooden Bridge with felt flower

20565-2 43 x 16 x 14 cm (17 x 6 ¼ x 5 ½ inches)

Wooden Gingerbread House with felt gingerbreads

20566-9 42 x 14 x 33 cm (16 ½ x 5 ½ x 13 inches)

HERMANN "Hänsel und Gretel" Series – warmly recommended "Magic Forest" complementary Characters"

not contained in the sets – only separately available
all Models: Mohair plush, excelsior filling (besides the birds)

Little Gingerbread Child, ochre-colored

Limited Edition 100 pieces – world-wide
20577-5 16 cm 6 ½ inches

Little Fly Agaric

Limited Edition 100 pieces – world-wide
20578-2 16 cm 6 ½ inches

Little Nibbling Mouse

6th in the series of "Classic Miniature Standing Animals"
1-times jointed with movable head
Limited Edition 250 pieces – world-wide
22085-3 14 cm 5 ½ inches

Classic HERMANN Miniature Tomcat

1-times jointed with movable head
Limited Edition 500 pieces – world-wide
22064-8 12 cm 4 ¾ inches

Historical HERMANN Miniature Little Roe Kid

not limited
22007-5 12 cm 4 ¾ inches

Colorful Papageno Birds

not limited, polyester/steel-granulate filling, with removable
clamp to attach the birds on the fir branches.

22160-A (green/yellow)	10cm	4 inches
22160-B (ochre/beige)	10 cm	4 inches
22160-C (lilac/yellow)	10 cm	4 inches
22160-D (light blue/pink)	10 cm	4 inches
22160-E (red/beige)	10 cm	4 inches



Hänsel and Gretel – a romantic fairy-tale for the Christmastide

Freely told, following the fairy-tale "Hänsel and Gretel" by the Brothers Grimm
and the opera "Hänsel and Gretel" by Engelbert Humperdinck

"Evening Prayer" – Hänsel and Gretel, children of a poor woodcutter and
broom-maker, go hungry and their mother tells them to go to the forest
to hunt for berries. Boisterously they bounce around. They dance,
play and sing and thereby they come deeper and deeper in the
woods. Bit by bit it darkens and the both notice, that they have
lost their way. The arising fog makes them afraid. Despondingly
they sit down. The night looms and the moon and stars shine
over them. With their bright voices the both children sing their
"Evening Prayer" and slowly they fall asleep. In the dream their
guardian angels appear, who mount guard over them, that the children
will not be harmed.

"Nibble, nibble little mouse! Who's nibbling on my little house?" – Protected
and guarded by their Guardian Angel, Hänsel and Gretel have slept deeply all night
long. The morning has broken and the children see themselves surrounded by animals and
plants of the forest. There they notice a curious house, which is covered over and over with
gingerbreads. At once the hungry children set in to nibble at this bizarre house. But suddenly a shrill voice

called: "Nibble, nibble little mouse! Who's nibbling on my little house?" "The wind so wild, the heavenly child!"

answers Gretel. But the Nibbling Witch, who lives in the house, doesn't let herself be deceived. She shuts Hänsel in the stable nearby
the house and tells Gretel to fire the cooker. She wants to bake delicate gingerbreads of the children as soon as the children are fat
enough. However the clever Gretel succeeds to outfox the witch and to free her brother Hänsel. Together they push the old Nibbling
Witch into the stove. The magic of the witch is broken and suddenly Hänsel and Gretel are surrounded by many Gingerbread Children,
which they could deliver out of the ban of the witch. Together the children find their way home again, where their happy parents clasp
them in their arms – and they all lived happily even after

"Mother Goose" and her "Nursery Rhymes"

"Mother Goose" is a collection of old traditional nursery rhymes for the English speaking countries. These rhymes accompany children on their way through life since generations. Although only a little is known about the birth of this poetry, "Mother Goose" and these simple melodies are almost as well known in English speaking countries as Shakespeare, and still today these nursery rhymes with their funny and nonsensical lyrics have preserved for themselves a very certain and special charm of fascination.

With "Mary had a little Lamb" we have called into being a new Teddy Bear series, which we have dedicated to these classical "Nursery Rhymes".

Mother Goose

Winner of the TED worldwide Award 2001/2002

(Manufacturer/Studio, The zoo)

Limited Edition 1000 pieces – world-wide

2-pieces Bear-Goose set

Bear: Mohair plush, polyester/granulate filling,

Goose: Mohair plush, polyester filling,

Goose: 3-times jointed with movable legs and head,

Goose: with a cord, which is fixed at the head and body of the goose by buttons, so that the goose can be hanged up for "flying". If the goose is sitting on the ground and the cord is not longer needed, this cord can be put away.

19500-7	28 cm	11 inches	(Bear)
	34 cm	13 ½ inches	(Goose)

Mary had a little Lamb – Nursery Rhyme

"Mary had a little Lamb" is a children song of the 19th century of American origin. It was first published 1830 by Sarah Hale, and in 1901 it was added to the collection of "Mother Goose" as a "Nursery Rhyme". The song tells the story of little Mary, who loves his little lamb so much, that she takes it everywhere, even to school.

Mary had a little lamb,
little lamb, little lamb,
Mary had a little lamb,
its fleece was white as snow.

Ev'rywhere that Mary went,
Mary went, Mary went,
ev'rywhere that Mary went,
the lamb was sure to go.

It followed her to school one day,
school one day, school one day,
it followed her to school one day,
which was against the rule.

It made the children laugh and play,
laugh and play, laugh and play,
it made the children laugh and play,
to see a lamb at school.

Mary had a little lamb

1st in the HERMANN "Nursery Rhymes Series"

Limited Edition 500 pieces – world-wide

Mohair plush, excelsior filling, musical-movement "Mary had a little Lamb", with sheet of lyric and music, with a lying miniature lamb,

Lamb: Mohair and Alpaca natural plush, polyester filling,

20230-9	37 cm	14 ½ inches	(Mary)
	16 cm	6 ¼ inches	(little lamb)

Newborn Bear

Limited Edition 500 pieces – world-wide

Mohair plush, polyester filling, with miniature terrycloth doll,

Little terrycloth doll: Terrycloth, soft polyester filling

Little terrycloth doll: Miniature replica from the 1970s

13286-6	37 cm	14 ½ inches	(Bear)
	14 cm	5 ½ inches	(Doll)

Big Hermann

Limited Edition 500 pieces – world-wide

Mohair plush, polyester filling,

14525-5	55 cm	22 inches	
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Nursery Rhymes

**Mother Goose ▲**

symbolic figure for old traditional nursery rhymes

limited to 1000 pieces – world-wide

Mary had a little Lamb ►

First in the Hermann "Nursery Rhymes Series"

with lying miniature lamb with music "Mary had a little Lamb" with sheet of lyric and music

limited to 500 pieces – world-wide

**Newborn Bear ▲**

with miniature terrycloth baby doll

limited to 500 pieces – world-wide

"Only who grows up and stay child, is human"
from Erich Kästner 1950
"Speech for beginning of the school year"

**Big Hermann ►**

limited to 500 pieces – world-wide

Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 10



◀ **“Christmas Rose”**
First in the HERMANN “Rose Series”
limited to 500 pieces – world-wide



The Legend of the Christmas Rose
In the Holy Night the shepherds said to one another: “Let’s go to Bethlehem and see this thing that has happened.” So they hurried off. Each bore a gift for the Newborn King, butter and honey, milk and wool from the sheep. Only a little shepherd-girl named Madelon was so poor, that she had nothing which she could bring to the little Christ Child. For that she wept bitterly and her tears fell down to the icy ground. As she stood there weeping an angel passed over her that had seen her sadness, and touched the cold and snow-covered ground. At that spot where the tears of the girl had fallen down the snow began to melt and out of the tears a flower sprang up, as beautiful as a rose. Five white with pink tipped petals were standing together for a calyx, and when the tender petals opened the stamens shined forth like a divine crown. The girl picked up the flower full of joy and brought it to the Child in the Crib and the little Jesus smiled and touched the rose with his little hands.
Since that time every year in the Holy Night this flower blooms amidst of ice and snow and the people called them “Christmas Rose”.

“Christmas Rose“

First in the HERMANN “Rose-Series“

Limited Edition 500 pieces – world-wide
Mohair plush, polyester filling, felt clothing

20286-6 35 cm 13 ¾ inches

Published until now in the HERMANN “Rose Series“

2006 “Christmas Rose“ Item No. 20286-6
2007 “Alpine Rose“ Item No. 20287-3

(illustration page 4 of this catalogue)

Gingerbread Bear

Limited Edition 250 pieces – world-wide

Alpaca natural plush, polyester filling

22453-0 29 cm 11 ½ inches

Rudolph, the Reindeer with the Red Nose

When Father Christmas had to decide, who should tear his sleigh, there were enough reasons, to opt for reindeers. Already in the 19th century the first Christmas story was published, which tells, that eight reindeers – „Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Donner and Blitzen“ – tear the fully laden sleigh of “St. Nicholas“. But not until a hundred years later another reindeer completed the team. Because of its red-hot nose, “Rudolph“ was twitted by the others. But Santa Claus knew to value the abilities of “Rudolph“. Since that time the little reindeer is authorized to head the sleigh and illuminates with its red nose the way to the children of the world.

Happy Musical Rudolph

Limited Edition of 100 pieces – world-wide

Mohair plush, excelsior filling,

musical movement “Rudolph the Red-Nosed Reindeer“

22456-1 34 cm 13 ½ inches

Until now there have been published in the series of “Hermann Christmas Ornaments“ (look to page 11)

Ornament “Santa“	22210-9	(2002)
Ornament “Rudolph Reindeer“	22211-6	(2002)
Ornament “Elf“	22212-3	(2002)
Ornament “Little Drummer“	22213-0	(2002)
Ornament “Snowman“	22214-7	(2002)
Ornament “Angel“	22215-4	(2002)
Ornament “Sugar Plum Fairy“	22216-1	(2002)
Ornament “Caspar“	22217-8	(2002)
Ornament “Melchior“	22218-5	(2002)
Ornament “Balthasar“	22219-2	(2002)
Ornament “Bavarian“	22220-8	(2002)
Ornament “Centennial Bear“	22221-5	(2002)
Ornament “Victorian“	22222-2	(2003)
Ornament “Oktoberfest“	22223-9	(2003)
Ornament “Jester“	22224-6	(2003)
Ornament “Johann Strauß“	22225-3	(2003)
Ornament “Poinsettia“	22226-0	(2003)
Ornament “Little Horseman“	22227-7	(2003)
Ornament “Christmas Tree“	22228-4	(2004)
Ornament “Gingerbread Santa“	22229-1	(2004)
Ornament “Starlight Singer“	22230-7	(2004)
Ornament “Heidi“	22231-4	(2004)
Ornament “Tchaikovsky“	22232-4	(2004)
Ornament “Panda“	22233-8	(2004)
Ornament “Snow-Shoe Walker“	22234-5	(2005)
Ornament “Petrus“	22235-2	(2005)
Ornament “Cat“	22236-9	(2005)
Ornament “Snow Drop“	22237-6	(2005)
Ornament “Merlin“	22238-3	(2005)
Ornament “Harlekin“	22239-0	(2005)
Ornament “Pope Benedict XVI“	22240-6	(2005)
Ornament “W. A. Mozart“	22241-3	(2006)
Ornament “Snow Queen“	22242-0	(2006)
Ornament “Blue Bell“	22243-7	(2006)
Ornament “Lucky Chimney-Sweep“	22244-4	(2006)
Ornament “Lucky Fly Agaric“	22245-1	(2006)
Ornament “Guardian Angel“	22246-8	(2006)
Ornament “Poppy“	22247-5	(2007)
Ornament “Little Snowflake“	22248-2	(2007)
Ornament “Father Christmas“	22249-9	(2007)
Ornament “Railwayman“	22250-5	(2007)
Ornament “Little Star Child“	22251-2	(2007)
Ornament “All my Ducklings“	22252-9	(2007)



Gingerbread Bear ▼

limited to 250 pieces – world-wide



▲ **Happy Musical Rudolph**
with music “Rudolph the Red-Nosed Reindeer“
limited to 100 pieces – world-wide

HERMANN Christmas Ornaments 2007

Limited Edition 500 pieces each model – world-wide
Mohair plush, excelsior filling, 5-times jointed, with a golden colored cord sewn into the head of the miniature Bear to hang the Ornament on the tree. Each Bear is individually numbered on the Bear itself. A little golden colored metal plate is riveted into the left thigh of the Bear on which the individual number is scribed.

"Poppy" – Ornament

22247-5 11cm 4 ½ inches

"Snowflake" – Ornament

22248-2 11 cm 4 ½ inches

"Father Christmas" – Ornament

22249-9 11 cm 4 ½ inches

„Railwayman" – Ornament

22250-5 11 cm 4 ½ inches

"Little Star Child" – Ornament

22251-2 11 cm 4 ½ inches

"All my Ducklings" – Ornament

22252-9 11 cm 4 ½ inches

HERMANN Christmas Ornament 2007 Full set – 6-pieces

containing all 2007 HERMANN Christmas Ornaments:

"Poppy", "Snowflake", "Father Christmas", "Railwayman", "Little Star Child" and "All my Ducklings"

all six Ornament Bears with the same individual limited number.

22180-5 6-pieces Bear set

A list of all until now published HERMANN Christmas Ornament Bears you will find on the text page 10

HERMANN "Glorious Tree Toppers"

in the body of the Bear is a little hull sewn in, so that the Bear can be put up to the top of the Christmas Tree.

Glorious Christmas Rudolph – Tree Topper 2007

Sixth in the series of "HERMANN Glorious Tree Topper"

Limited Edition 100 pieces – world-wide

Mohair plush, polyester stuffed, 5-times jointed

22197-3 34 cm 13 ½ inches

Until now there have been published in the

"HERMANN Glorious Tree Topper" series

"Glorious Santa Bear" 22201-7 (2002)

"Glorious Christmas Tree" 22202-4 (2003)

"Glorious Herald Angel" 22203-1 (2004)

"Glorious Drummer Boy" 22200-0 (2005)

"Glorious Christmas Elf" 22198-0 (2006)

"Glorious Christmas Rudolph" 22197-3 (2007)

Colorful Papageno Birds

not limited, polyester/steel-granulate filling, with removable clamp to attach the birds on the fir branches.

22160-A (green/yellow) 10cm 4 inches

22160-B (ochre/beige) 10 cm 4 inches

22160-C (lilac/yellow) 10 cm 4 inches

22160-D (light blue/pink) 10 cm 4 inches

22160-E (red/beige) 10 cm 4 inches

HERMANN Classic Tomcat

Limited Edition 100 pieces – world-wide

Mohair plush, excelsior filling,

1-times jointed with movable head

22103-4 22 cm 8 ¾ inches

Teddy Bear series "HERMANN-Classic" (Model 2007)

not limited, Mohair plush, excelsior filling

27154-1 30 cm 11 ¾ inches

27155-8 35 cm 13 ¾ inches (Growler)

27156-5 40 cm 15 ¾ inches (Growler)

Teddy Bear series "HERMANN-Tradition" (Model 2007)

not limited, Mohair plush, excelsior filling

25654-8 30 cm 11 ¾ inches

25655-5 35 cm 13 ¾ inches (Growler)

25656-2 40 cm 15 ¾ inches (Growler)

Artist Bears "Kristina Dietzel"

Limited Edition 50 pieces each model – world-wide

Mohair plush, polyester/granulate filling

Little Berni -Bear 20941-4 21 cm 8 ¼ inches

Little Babsi Bear 20942-1 21 cm 8 ¼ inches

Merry Christmas



Mit Hermann
fängt das Spielen an 

HERMANN



◀ Angler Bear

with fishing line, fish hook and worm
and with fish
limited to 500 pieces – world-wide



▼ General Friedrich von Steuben

Special Edition on the occasion
of the 50th anniversary
of the famous
"Steuben Parade"
in New York
in September 2007
limited to 500 pieces
world-wide



◀ Firefighter

limited to 500 pieces – world-wide

PAGE 12

Angler Bear

Limited Edition 500 pieces – world-wide
Mohair plush, excelsior filling, growler, with fishing line, fish
hook and worm, with fish
Fish – velour fabric, soft polyester filling

18949-5	38 cm	15 inches	(Bear)
	17 cm	6 ¼ inches	(Fish)

Firefighter (Model 2007)

Limited Edition 500 pieces – world-wide
Mohair plush, polyester filling

22370-0	36 cm	14 ¼ inches
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Friedrich Wilhelm von Steuben (1730 - 1794)

General Friedrich von Steuben was a Prussian officer and an US-American general. He reorganized the continental army and fought at General George Washington's side during the War of Independence. George Washington (1732-1799) became later the First President of the United States. In honor of the German General Steuben, the tradition-rich "Steuben Parade" takes place every year on the third Saturday in September at the Fifth Avenue in New York. This parade is the greatest event in the German-American festivity calendar. It was founded 1957 by Americans of German descent, to keep up the tradition of their native country. This parade was named after the Prussian General primarily, because General Steuben had assisted General Washington during the War of Independence in an exemplary manner. However the "Steuben Parade" is no military event, but more a procession in traditional German costumes. Many groups from Germany take an active part in this stately procession. On September 15th, 2007 the "Steuben Parade" celebrates its 50th anniversary.

General Friedrich von Steuben

Special Edition on the occasion of the 50th anniversary of the famous "Steuben Parade" in New York on September 2007.
Limited Edition 500 pieces – world-wide
Mohair plush, excelsior filling, growler, with decoration

19034-7	41 cm	16 inches
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Important Notes and general Product Information about all HERMANN-Coburg Teddy Bears:

All HERMANN-Coburg Teddy Bears are high-class collector pieces. According to this our quality demands are high-class. All our Teddy Bears are coined by their

- high Social-Quality
- ambitious Design-Quality
- high value Material-Quality
- competent Making-Quality
- peaceable Environment-Quality
- generations overlapping Know-How-Quality
- traditional Brand-Quality

All HERMANN-Coburg Teddy Bears are completely manufactured in Germany. With the work place in Germany we confess our social responsibility for those women and men, who produce our Teddy Bears. Our social competence is reflected by the Social-Quality of our Teddy Bears. All our employees and workers work on the best social conditions. The working conditions of our workers are safeguarded by the high standard of German social laws and by the high demands of the German industrial safety laws. In harmony with the German legislation we refuse any kind of work by children or pressure work. In accordance with our high-class quality demands our workers are liable to no quantitative output stress.

All HERMANN-Coburg Teddy Bears are high-grade hand-made products, made by talented and trained skilled workers. Our responsibility for our world around us applies to the material we use and energy efficiency.

Our Teddy Bears are produced with a minimal consumption of electric energy resources. We use only high value materials and selected natural fabrics. All our Teddy Bears are created by our own ideas and designed by our own design studio, if not otherwise specified. Several of our models have won internationally recognized awards. All our Teddy Bears are standing on the solid foundations of more than 80 years history of our company and base on generations of overlapping knowledge and experience about making of good Teddy Bears.

Continuation on the following text page 13



Frühling lässt sein blaues Band
Wieder flattern durch die Lüfte
Süße, wohlbekannte Düfte
Streifen ahnungsvoll das Land
Veilchen träumen schon,
Wollen balde kommen
Horch, von fern ein leiser Harfenton!
Frühling, ja du bist's!
Dich hab ich vernommen!
Eduard Mörike (1804-1875)

Spring Awakening

Limited Edition 40 pieces – world-wide
Mohair plush, excelsior filling, musical movement "The Spring"
of "The Four Seasons" by Antonio Vivaldi, with the initial lines
of the famous poem of Eduard Mörike embroidered on the paw
13287-3 40 cm 15 ¾ inches

Playing Children – "Susi und Flo"

Limited Edition 100 pieces each model – world-wide
Mohair plush, excelsior filling,
Susi – with bag and skipping rope
Flo – with little horse made of mohair
20327-6 26 cm 10 ¼ inches "Susi"
20328-3 26 cm 10 ¼ inches "Flo"

Kite Bear

From the series "summer games"
HERMANN-Coburg Special Edition –
published at the famous Teddy Bear fair in Münster 2007
Limited Edition 99 pieces – world-wide
Mohair plush, excelsior filling, with felt kite for decoration
12402-1 31 cm 12 inches

Halloween

Halloween is celebrated on October 31st. It is the night in
which demons, sorcerers and witches appear. Children dress
up in fearsome costumes and go "trick-or-treating" from house
to house for candy. The genesis of Halloween goes back to the
Celtic new year's festival, which was celebrated on November
1st. The custom told, that during the night before the doors of
the netherworld opened and the ghosts of the deceased
entered the human world. In the 9th century the Christian
Church changed this gentile celebration to the All Saint's Day.
The old custom however remained and became the Halloween
festival. This is, why on this day children dress up as ghosts
and walk through the streets to frighten the adults.

The symbol for Halloween is the jack-o-lantern, which is a
pumpkin carved into a scary looking face with a lit candle
inside. These can be found adorning many porches and
walkways. The colors for Halloween are black and orange.

Happy Halloween Bear (Model 2007)

Limited Edition 250 pieces – world-wide
Mohair plush, excelsior filling, growler, the body of the Bear is
preciously embroidered with a pumpkin
19336-2 38 cm 15 inches

Continuation of text page 12

Important Notes and general Product Information about all HERMANN-Coburg Teddy Bears:

All HERMANN-Coburg Teddy Bears come from one of the oldest today still
existing Teddy Bear companies in the world. The sign of all our Teddy
Bears is the "neck mark" in triangle form, the fabric label and the green
HERMANN hang tag. They are 5-times jointed, if not otherwise specified.

All HERMANN-Coburg Teddy Bears are not children toys but high-class
collector pieces and are not recommended for children under 3 years of
age. But also, when the child is over 3 years of age, remove in every case
all accessory items (including bows, clothes, pins, chains, brooches,
embellishments, and so on) before giving the Teddy Bear to the child.
Always use care when handling your Bear. Our Teddy Bears – without
clothes and any accessory – correspond with the European safety norm EN
71 and are classified with the CE label. Very special high-class collector
pieces made out of artificial silk plush or with special glass eyes are
generally not made as a child's toy and must not be given generally to a
child. They are marked as such and signed as valuable collectible piece on
the certificate.

The material used for the clothes of the Teddy Bears may vary in
colors from the illustration in this catalogue.

Many thanks to our employee Andrea Kirchner for creating the shaping of
the clothes for our Bears.

Throughout the Year



▼ **Happy Halloween Bear**
with preciously embroidered Bear's body
limited to 250 pieces – world-wide



Spring Awakening ▲

with music "The Spring"
of "The Four Seasons" by Antonio Vivaldi
with the initial lines of the famous
Mörike poem "Frühling lässt sein blaues Band ..."
embroidered on the paw (in German language)
limited to 40 pieces – world-wide



◀ **Playing Children "Susi and Flo"**

limited to 100 pieces each model – world-wide



Kite Bear ▶

from the series "summer games"
HERMANN-Coburg Special Edition
published at the Teddy Bear
in Münster 2007
limited to 99 pieces – world-wide



Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 14

The lively kind of playing –
An old playing idea from the 1970s rediscovered
a funny kind of playing for the whole family

“Living Bear”

hand puppet Bear and full-value cuddle Bear at the same time
remake from the 1970s years

The extraordinary kind of the design makes it possible, to grip
into the Bear’s body, as for a hand puppet, and to charm lively
movements out of the Bear only by moving the hand.

Limited Edition 500 pieces – world-wide
Alpaca natural plush, soft polyester filling

20150-0 27 cm 10 ½ inches

In the Bear’s “Kindergarten”

Limited Edition 250 pieces each model – world-wide

Alpaca natural plush, polyester filling,

1-times jointed with movable head

Ice Bear Baby – with green cuddle blanket

Ice Bear Baby 20111-1 30 cm 11¼ inches (with blanket)

Panda Baby 20115-9 31 cm 12 inches

Brown Bear Baby 20116-6 30 cm 11¼ inches

The Ice Bear – a predator on pack-ice

The Polar Bear is the only pure carnivore among the Bears.
Primarily he eats small seals, sea-birds and fishes. He is an
excellent hunter, driver and swimmer. His home is the northern
Arctic Ocean. There his white fur is a perfect camouflage for
him. The Polar Bear male and female live separately from one
another. The copulation takes place in April/May. The little
babies are born 7 month later, helplessly in the freezing cold
arctic wintertime. They need the complete help of their mother.
The babies are breast-fed for a long time and lives up to two
years under the protection of the mother.

The Panda Bear – a gluttonous Sex Grouch

Although the black-and-white Panda is known all around, he is
one of the most rare and mysterious mammal on our planet. He
was first made known to the West in 1869. The fur of the “Giant
Panda” – as he is called – is very distinctive. He has a white
and the black coat and is easily recognizable by his large,
black patches around the eyes, his black ears and by its rotund
body. When the Panda Bear eats, he sit on his behind like a
cuddly Teddy Bear. The “Giant Panda” is very hard to find in
the wild. The reason for this is, that his living area is very
limited at an altitude of up to 4000 m in the sealed Chinese
bamboo forests of the mountainous regions of South-East
Tibet. The Panda is a pure herbivore, and bamboo is his only
food source. He eats about 15 to 30 kg bamboo each day. For
eating the Panda has to spend a daily time of about 14 hours.
Because of the huge expenditure of time and energy, which the
Panda needs for his intake of food, he often has not so much
desire for the copulation. Therefore the birthrate is very low,
and the Pandas are threatened with extinction. The female is
fertile only some days in the spring season. 4 month later the
babies are born in a self-built nest. They are helpless and
small-sized and need their mother’s undivided attention for at
least 18 month and more

The Brown Bear – a rapacious sweet tooth

Brown Bears are widespread and exist in Asia, Europe and
North-America. Most times they live in forested mountain
regions. Usual their fur is dark brown, but it also can take a
multitude of color shades. Brown Bears are omnivores. They
eat not only meat, fish or carrion, but also vegetables, roots
and berries. Many Brown Bears prefer sweets. Therefore they
often ransack bee-hives to reach the sweet honey. Because
there is not enough food for them in the winter months, the
Brown Bears go dormant during the wintertime. Although they
are not full hibernators and can be woken easily, they became
very lethargic during the winter. Brown Bears are solitary. The
only durable relation is the relation between the mother and her
babies. The mating season is between May and July. The
babies are always born during the time of dormancy between
January and March. The female normally bears between two or
three cubs. Like all Bears, also the Brown Bears are “placenta
animals”. The Newborns are not bigger than 25 cm and weigh
at most 500 g. They are naked and their eyes are closed. The
babies stay with the mother at least until the second spring, but
very often also up to the third or fourth.



Dr. Ulla Hermann ▲
with her little
darling “Ice Bear Baby”
carrying in her arms

In the
Bear “Kindergarten”

Ice Bear Baby ►
with green
cuddle blanket
limited to 250 pieces
world-wide

Panda Baby ►
limited to 250 pieces
world-wide

Brown Bear Baby ►
limited to
250 pieces
world-wide



The lively kind of playing – an old playing idea
from the 1970s remade and new designed

“Living Bear” ▲

hand puppet Bear and full-value cuddle Bear at the same
limited to 500 pieces – world-wide

The extraordinary kind of the design makes it possible,
to grip into the Bear’s body, as for a hand puppet,
and to charm lively movements out of the Bear
only by moving the hand.



Romantic White Bear

Limited Edition 250 pieces – world-wide
Alpaca natural plush, polyester/granulate filling
12013-9 43 cm 17 inches

Pink Panda

Limited Edition 250 pieces – world-wide
Mohair plush, polyester/granulate filling
13276-7 32 cm 12 ¼ inches

Little Baby Florian Cat

not limited, not jointed
Mohair plush, polyester filling
27514-3 22 cm 8 ½ inches

Cuddle Bear with cuddle blanket

Limited Edition 500 pieces – world-wide
Mohair plush, polyester/granulate filling
with cuddle blanket with miniature Bear head
20329-0 40 cm 15 ¾ inches

Cuddle Panda with cuddle blanket

Limited Edition 500 pieces – world-wide
Mohair plush, polyester/granulate filling
with cuddle blanket with miniature Panda head
20330-6 40 cm 15 ¾ inches

Many thanks to our employee Simone Brautigam for the idea and design of "Susi und Flo" (page 13) and "Cuddle Bear and Cuddle Panda with their cuddle blankets".

BACK COVER (PAGE 16)**The HERMANN Annual Editions for 2007**

Production limited to the year 2007

HERMANN Annual Bear (date of year on fabric label till 2006)

Past Bears since 1992: "Black and White", "Greeny", "Rosanna", "Symphony", "Kir Royal", "Golden Blue", "Smoky", "True Love", "Green Leave", "Panda Rouge", "Centi", "Coralena", "Hermina", "Little Hermann", "Heart Breaker".

HERMANN Annual Bear 2007 – "Maximilian"

(16th in the row)
with 2007 embroidered and individually numbered paw
Mohair plush, excelsior filling, growler,
with an original wooden bow tie hand-carved in Germany
16020-3 35 cm 13 ¾ inches
16021-0 40 cm 15 ¾ inches

HERMANN Christmas Bear (date of year embroidered)

Series started 1994

HERMANN Christmas Bear 2007 (14th in the row)

Mohair plush, excelsior filling, growler
16025-8 40 cm 15 ¾ inches
as an "Individual Bear" with individually embroidered right paw
16026-5 40 cm 15 ¾ inches

HERMANN Annual Animal (date of year on label till 2006)

Past animals since 1990: Hedgehog, Peace Dove, Bat, Chameleon, Stork, Beaver, Rat, Owl, Frog, Snail, Koala, Maki, Nose Bear "Coati", Andes Bear, Polar Bear, Anteater, Domestic Cat.

HERMANN Annual Animal 2007 – "The Meerkat"

(18th in the row)
with 2007 embroidered and individually numbered paw
Mohair plush, polyester/granulate/steel granulate filling,
5-times jointed with movable arms, legs and head
15107-2 28 cm 11 inches

The Meerkat

Meerkats belongs to the cat-like mongoose family. They are very curious. They are at home in South Africa and live mainly in stony and sandy flat regions. They like the warmth and the sun and are typical day animals. They are slim and have an 20 cm long tail. Their fur is light gray and the eyes have black patches around them. Their ears are black and their mouth is small and peaked. Meerkats live in small colonies together and they can reproduce any time of the year. Gestation lasts about 11 weeks. They have up to 5 pups in a litter. They eat primarily insects, but also lizards or snakes. When they have found something to eat, they sit up in their typical pose standing on their rear legs. Meerkats stand up well to become domesticated. At many farms in South Africa they are on duty as mouser.

Cuddle Bears

▼ **Romantic White Bear**

limited to 250 pieces – world-wide

**Little Baby Florian Cat ▲**

not limited

Pink Panda ▲

limited to 250 pieces – world-wide

◀ **Cuddle Bear with cuddle blanket**

limited to
500 pieces
world-wide

◀ **Cuddle Panda with cuddle blanket**

limited to
500 pieces
world-wide

Annual-Editions

2007



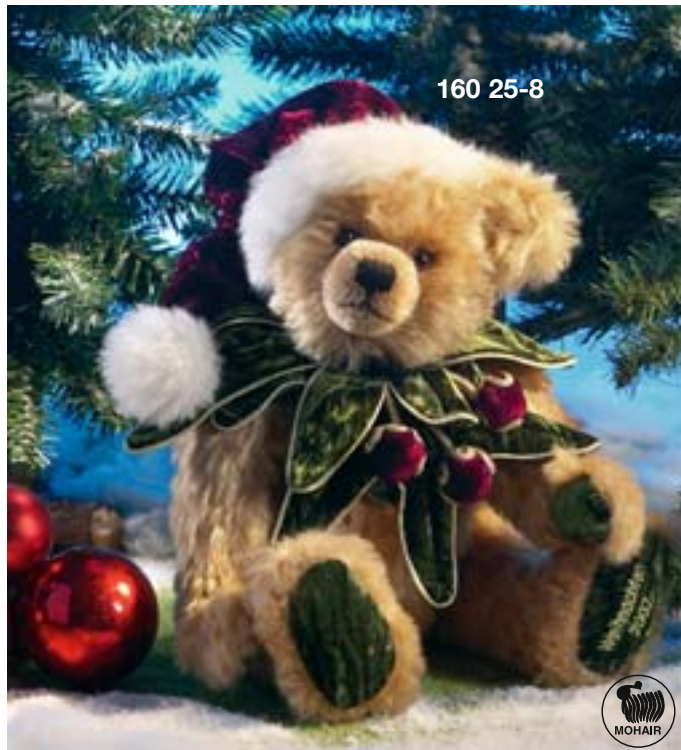
HERMANN "Annual Bear 2007" ▶
"Maximilian"
 with embroidered paws
 and individual numbers
 production limited to the year 2007



◀ **HERMANN "Annual Christmas Bear 2007"**
 production limited to the year 2007

HERMANN "Annual Christmas Individual Bear 2007"
 with embroidered personal dedication
 on the right paw of the Christmas Bear
 production limited to the year 2007

▼ **HERMANN "Annual Animal 2007" "The Meerkat"**
 new for 2007 – with embroidered paw and individual numbers
 production limited to the year 2007



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**The Bear with the Running Dog
A Logo with Tradition**

October 24th, 1913

In Neufang, a small mountain village in Thuringia, close to Sonneberg the Toy Capital of the world, Arthur, Adelheid and Max Hermann start - under the name of their father, Johann Hermann (1854-1919) - "Johann Hermann Spielwarenfabrik" - the production of their

First HERMANN Teddy Bear

1920

After World War I, and the death of Johann Hermann in 1919, the brothers and sisters separate and Max Hermann (1899-1955) founded in Neufang, in the birth house of the first Hermann Teddy Bears, his own little Teddy Bear company now under his own name "Max Hermann". Shortly after, he moves his company to Sonneberg - at that time the Toy Capital of the world. There he develops his company into a well-known brand name. His Teddy Bears are shipped all over the world.

1933

In order to mark and identify his Teddy Bears Max Hermann develops the famous logo

"The Green Triangle"

and

"The Bear with the Running Dog"

From that day forward all Max Hermann Teddy Bears are identified with this logo.

1945

After World War II, Germany is separated into East and West. The state of Thuringia with its city of Sonneberg becomes a part of East Germany.

1953

Max Hermann leaves with his family from the hometown of his Teddy Bears and from East to West to the nearby city of Coburg in Bavaria. Here he rebuilds, together with his son, Rolf-Gerhard (1922-1995), his plush animal factory and continues the tradition of the HERMANN Teddy Bears. On September 23rd, 1955 Max Hermann died. He never has seen again his hometown Sonneberg.

1990

German Unity. 40 years after the iron curtain separation, the HERMANN Teddy Bears are able to visit again the place of their genesis - "A Teddy Bear comes home".

1993

Since 1993, all HERMANN-Coburg Teddy Bears are marked with a special "neck mark", which is sealed tight on the Bear's neck. This way, HERMANN Bears are easily identified. Important characteristics of the "neck mark" is the "Triangle shape" with the imprint of "The Bear with the Running Dog". These features have been used since the beginning of the 1930's. This neck mark guarantees the identification of Teddy Bears manufactured by HERMANN-Coburg for today and the future.

Rolf-G. Hermann died on June 19th, 1995. He left behind a flourishing company for both his children Ulla and Martin.

1996

On August 1st, 1996, HERMANN-Coburg is on-line with its own home page. With a website containing 200 pages and 400 pictures, all HERMANN-Coburg Teddy Bear collectors and dealers from around the world can obtain valuable information from the HERMANN-Coburg company at the web address

www.hermann.de

2007

Today, in Coburg, the old Max Hermann Teddy Bears are produced in the third generation under the management of the founder's grandchildren, Dr. Ursula (1952) and Martin (1963) Hermann. The collection contains more than 400 different Teddy Bears, all made in Germany and most in limited editions. Several have won internationally recognized awards. Replicas of old Max Hermann Teddy Bears, which are produced in the old Sonneberg tradition, belong to the HERMANN-Coburg collection along with Bears from the new generation. Through the experience, knowledge and talent of craftsmen and women from the toy region of Coburg-Neustadt-Sonneberg, the tradition of quality made Teddy Bears is preserved.

**Honours for für HERMANN-Coburg Teddy Bears
(since 2006 - with exception of the winners before 2006)**

1997	Golden Teddy WINNER HERMANN's 1 st Internet Bear	Art.Nr. 12260-7
1998	Golden Teddy WINNER Small-Jacob - HERMANN-Artistline	Art.Nr. 20605-5
1998	TOBY™ WINNER Professor Higgins	Art.Nr. 19146-7
1999	TOBY™ WINNER Polar Bear - natural	Art.Nr. 20101-2
2000	TED worldwide WINNER Max Hermann I/99	Art.Nr. 10250-0
2001	TED worldwide WINNER Vivaldi Music Bear	Art.Nr. 14347-3
	Red Panda - Ailurus fulgens	Art.Nr. 20620-8
	Red Baron	Art.Nr. 19111-5
2001	TOBY™ WINNER Red Panda - Ailurus fulgens	Art.Nr. 20620-8
2002	TED worldwide WINNER Egypta Music Bear	Art.Nr. 14349-7
	Mother Goose	Art.Nr. 19500-7
	Animal Friend	Art.Nr. 20203-3
	Raccoon - Procyon lotor	Art.Nr. 20621-5
2002	Golden Teddy WINNER Large Theodore Roosevelt	Art.Nr. 10213-5
2003	TED worldwide WINNER Rudolph the Red-Nosed Reindeer	Art.Nr. 19457-4
	The Nose Bear "Coati"	Art.Nr. 15102-7
	The Little Horseman	Art.Nr. 22075-4
	Joseph	Art.Nr. 19512-0
2004	TED worldwide WINNER Christmas Ornament "Horseman"	Art.Nr. 22227-7
2005	TED worldwide WINNER Time-honoured Classic Bear	Art.Nr. 16401-0
	The Pennydarran Bear	Art.Nr. 19097-2
	Annual Animal 2004 "Polar Bear"	Art.Nr. 15104-1
2006	TOBY™ Nominee Poppy Bear	Art.Nr. 20274-3
	Old Hermann, the Bear Stuffer	Art.Nr. 10256-2
	Christmas Ornament "Blue Bell"	Art.Nr. 22243-7
	12 th Sonneberg Museum's Bear	Art.Nr. 12296-6
	Big Red Panda	Art.Nr. 13273-6
2006	Golden Teddy WINNER W. A. Mozart - Birthday Edition	Art.Nr. 19223-5
	Old Hermann, the Bear Stuffer	Art.Nr. 10256-2
	Big Red Panda	Art.Nr. 13273-6
2006	Golden Teddy Nominee Christmas Ornament "Blue Bell"	Art.Nr. 22243-7
	A Gift for the Queen	Art.Nr. 13213-2
2006	TED worldwide WINNER Little Tiny or Thumbelina	Art.Nr. 20509-6
2007	TOBY™ WINNER (Small Manufactured Bear, Undressed) Daffodil	Art.Nr. 20277-4
2007	TOBY™ WINNER (Large Manufactured Bear, Undressed) Celebration Bear	Art.Nr. 14630-6
2007	TOBY™ Nominee (Large Manufactured Bear, Dressed/Costumed) The Wild Sixties	Art.Nr. 19165-8
2007	TOBY™ Nominee (Manufactured "Friends" - Collectible Plush Animals) Mama Kangaroo	Art.Nr. 20121-0
2007	Golden Teddy Nominee (Manufacturer, Undressed > 5 & < 14") Daffodil	Art.Nr. 20277-4
2007	Golden Teddy Nominee (Manufacturer, Undressed, 14 inches & Over) Celebration Bear	Art.Nr. 14630-6
2007	Golden Teddy Nominee (Manufacturer, Dressed/Accessorized, 14" & Over) The Wild Sixties	Art.Nr. 19165-8
2007	Golden Teddy Nominee (Manufacture, Soft-Sculpture/Plush Animals) Mama Kangaroo	Art.Nr. 20121-0