Evening Prayer
First Scene
of
Hänsel and Gretel

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Manufacture of fine German Teddy Bears
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founded 1920 by Max Hermann in Sonneberg-Neufang
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 filip 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 oft-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.

2007 TOBY™ Award Public's Choice WINNERS

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 Industry's Choice Winnners (Nominees)

The Wild Sixties (Art.Nr. 19165-8)
(Medium size, Unpressed, Undressed)
Mama Kangaroo (Art.Nr. 20121-0)
(Manufacturer "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)
(Manufacturer, 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 ⅜ 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 1826)
14630-6 48 cm 19 inches
Museum’s Bears

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 ⅓ inches)
Miniature sitting cat – 1-times jointed with movable head.
Handcart – wood, 18 x 14 x 12 cm (7 x 5 ⅜ x 4 ⅜ inches)
Limited Museum’s Edition 100 pieces – “First issue”
12306-2 40 cm 15 ⅜ inches
Limited European Edition 250 pieces
12294-2 40 cm 15 ⅜ inches
Limited American Edition 500 pieces
12295-9 40 cm 15 ⅜ 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 1982 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 1982 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.

Festivalbär® (Festival Bear) 2-pieces Bear set
special Bears for collectors of traditional toys
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.

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
- 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 Bars®”
European Edition limited to 250 pieces

Festivalbär® (Festival Bear) is a registered trademark of the HERMANN-Spielwaren GmbH Coburg (Nr. 304 70 896)
"Alpine Rose"
Second in the HERMANN “Rose Series”
limited to 500 pieces world-wide
in the background: real Alpine Roses from the Austrian Alps

"Cornflower"
Eighth in the HERMANN “Flower Bears Series”
limited to 500 pieces world-wide

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 ⅜ 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 ⅜ 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 ⅜ inches

"Cornflower”
Eighth in the HERMANN “Flower Bears Series”
Limited Edition 500 pieces – world-wide
Mohair plush, polyester filling, felt clothing
20278-1 36 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
2006 “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 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 historic-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.
Biblical Themes

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 Marktl 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 (Zingsulum) and a white skullcap (Pileus). At his coat the Pope wears, like every bishop, his breast cross, the pectorale at a golden necklace.

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 12½ 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:
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 Körbinian’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 clarks 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”:

Daniel in the Lion’s Den
Eighth in the HERMANN “Biblical Series”
Published in 2007 – Special Edition on the occasion of the 80th birthday of the Holy Father on April 16th, 2007
Limited Edition 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

Daniel in the Lion’s Den
Cut-out of the world-famous painting „Daniel in the Lion’s Den“ by Peter Paul Rubens about 1613 National Gallery, Washington
The “Wild Sixties” in former times are today in the “Best Age”

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

Dr. Ulla Hermann together with her Birthday Bear “Best Ager 50 plus” on July 10th 2007

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

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 took 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 grandmother 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
Limited Edition 555 pieces – world-wide
Mohair plush, excelsior filling, growler, with a Swarovski Crystal at the bow-tie
Bear Celebrities

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 precisely designed opera placard embroidered on felt und auf Filz gestickt

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

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
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.

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.

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

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.

Newborn Bear
Limited Edition 500 pieces – world-wide
Mohair plush, polyester filling, with miniature terrycloth doll.

Big Hermann
Limited Edition 500 pieces – world-wide
Mohair plush, polyester filling,
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 brought the little Christ Child. For she had nothing which she could 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 a rose. Five white with pink-tipped petals were opened, and when the tender petals opened, the stamens shone 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."
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 11 cm 4 1/2 inches

"Snowflake" – Ornament
22248-2 11 cm 4 1/2 inches

"Father Christmas" – Ornament
22249-9 11 cm 4 1/2 inches

"Railwayman" – Ornament
22250-5 11 cm 4 1/2 inches

"Little Star Child" – Ornament
22251-2 11 cm 4 1/2 inches

"All my Ducklings" – Ornament
22252-8 11 cm 4 1/2 inches

HERMANN Christmas Ornament 2007 Full set – 8-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.
22180-7 6-pieces Bear set

A list of all until now published HERMANN Christmas Ornament Bears you will find on the next 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 1/2 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 Drummer Boy" 22200-0 (2005)
"Glorious Christmas Elf" 22198-0 (2006)
"Glorious Christmas Rudolph" 22197-3 (2007)

Colorful Paipagno Birds
not limited, polyester/steel-granulate filling, with removable clamp to attach the birds on the fir branches.
22160-A (green/yellow) 10 cm 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 3/4 inches

Teddy Bear series “HERMANN-Classic” (Model 2007)
not limited. Mohair plush, excelsior filling
27154-1 30 cm 11 1/2 inches
27155-1 35 cm 13 1/2 inches (Growler)
27156-1 40 cm 15 1/2 inches (Growler)

Teddy Bear series “HERMANN-Tradition” (Model 2007)
not limited. Mohair plush, excelsior filling
25554-1 30 cm 11 1/2 inches
25555-1 35 cm 13 1/2 inches (Growler)
25556-1 40 cm 15 1/2 inches (Growler)

Artist Bears "Kristina Dietzel"
Limited Edition 50 pieces each model – world-wide
Mohair plush, polyester/intergranulate filling
Little Berni -Bear 20941-4 21 cm 8 3/4 inches
Little Babsi Bear 20942-1 21 cm 8 3/4 inches
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

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<th>Angler Bear</th>
<th>Firefighter</th>
</tr>
</thead>
<tbody>
<tr>
<td>189 49-5</td>
<td>22370-0</td>
</tr>
<tr>
<td>38 cm</td>
<td>36 cm</td>
</tr>
<tr>
<td>15 inches (Bear)</td>
<td>14 1/2 inches</td>
</tr>
</tbody>
</table>

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 1857 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 statutor process. 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 in September 2007
Limited Edition 500 pieces – world-wide
Mohair plush, excelsior filling, growler, with decoration

223 70-0
190 34-7

Firefighter
Limited Edition 500 pieces – world-wide
Mohair plush, excelsior filling, growler, with decoration

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
- peaceful 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 50 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
Throughout the Year

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 ¼ 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 frightening 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 gentle 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 36 cm 15 inches

Happy Children Bear
limited to 100 pieces each model – world-wide

Happy Halloween Bear
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

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
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 time 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.

In the Bear’s “Kindergarten”

Ice Bear Baby – with green cuddle blanket
Panda Baby
Brown Bear Baby

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-feed 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 rounded 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 raspack 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 dormany 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.
Cuddle Bears

Romantic White Bear
Limited Edition 250 pieces – world-wide
Alpaca natural plush, polyester/granulate filling
12013-9 43 cm 17 2/3 inches

Pink Panda
Limited Edition 250 pieces – world-wide
Mohair plush, polyester/granulate filling
13276-7 32 cm 12 3/4 inches

Little Baby Florian Cat
not limited, not jointed
Mohair plush, polyester filling
27514-3 22 cm 8 1/2 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 3/4 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 3/4 inches

Little Baby Florian Cat ▲
not limited

Pink Panda ▲
limited to 250 pieces – world-wide

Hermann Christmas Bear (date of year embroidered)
Series started 1994
Hermann Christmas Bear 2007 (14th in the row)
Mohair plush, excelsior filling, growler
16026-6 40 cm 15 3/4 inches
as an “Individual Bear” with individually embroidered right paw
16026-5 40 cm 15 3/4 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.
(16th 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 26 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 warmthess 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 8 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.
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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www.hermann.de
The Bear with the Running Dog  
A Logo with Tradition

October 24th, 1913
In Neunag, 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 (1854-1910) - "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 Neunag, 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 14th, 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-Neuschaid-Sonneberg, the tradition of quality made Teddy Bears is preserved.

Honours for für HERMANN-Coburg Teddy Bears  
(since 2005 – with exception of the winners before 2005)

1997  *Golden Teddy WINNER*  
HERMANN's 1st Internet Bear  
Art.Nr. 12260-7

1998  *Golden Teddy WINNER*  
Small-Jacobi - HERMANN-Artistine  
Art.Nr. 20065-5

1999  *TOBY™ WINNER*  
Professor Higgins  
Art.Nr. 19146-7

2000  *Polar Bear – natural*  
Art.Nr. 20101-2

2000  TED worldwide WINNER  
Max Hermann  
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  
Egyptian Music Bear  
Art.Nr. 14349-7

Mother Goose  
Art.Nr. 19500-7

Animal Friend  
Art.Nr. 20203-3

Raccoon – Procyon lotor  
Art.Nr. 20021-5

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 "Coal"  
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 Pennsylvanian Bear  
Art.Nr. 19097-2

Annual Animal 2004 “Polar Bear”  
Art.Nr. 15104-1

2006  TOBY™ Nominee  
Poppety Bear  
Art.Nr. 20274-3

Old Hermann, the Bear Stuffer  
Art.Nr. 12266-2

Christmas Ornament "Blue Bell"  
Art.Nr. 22243-7

12th 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. 10266-2

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