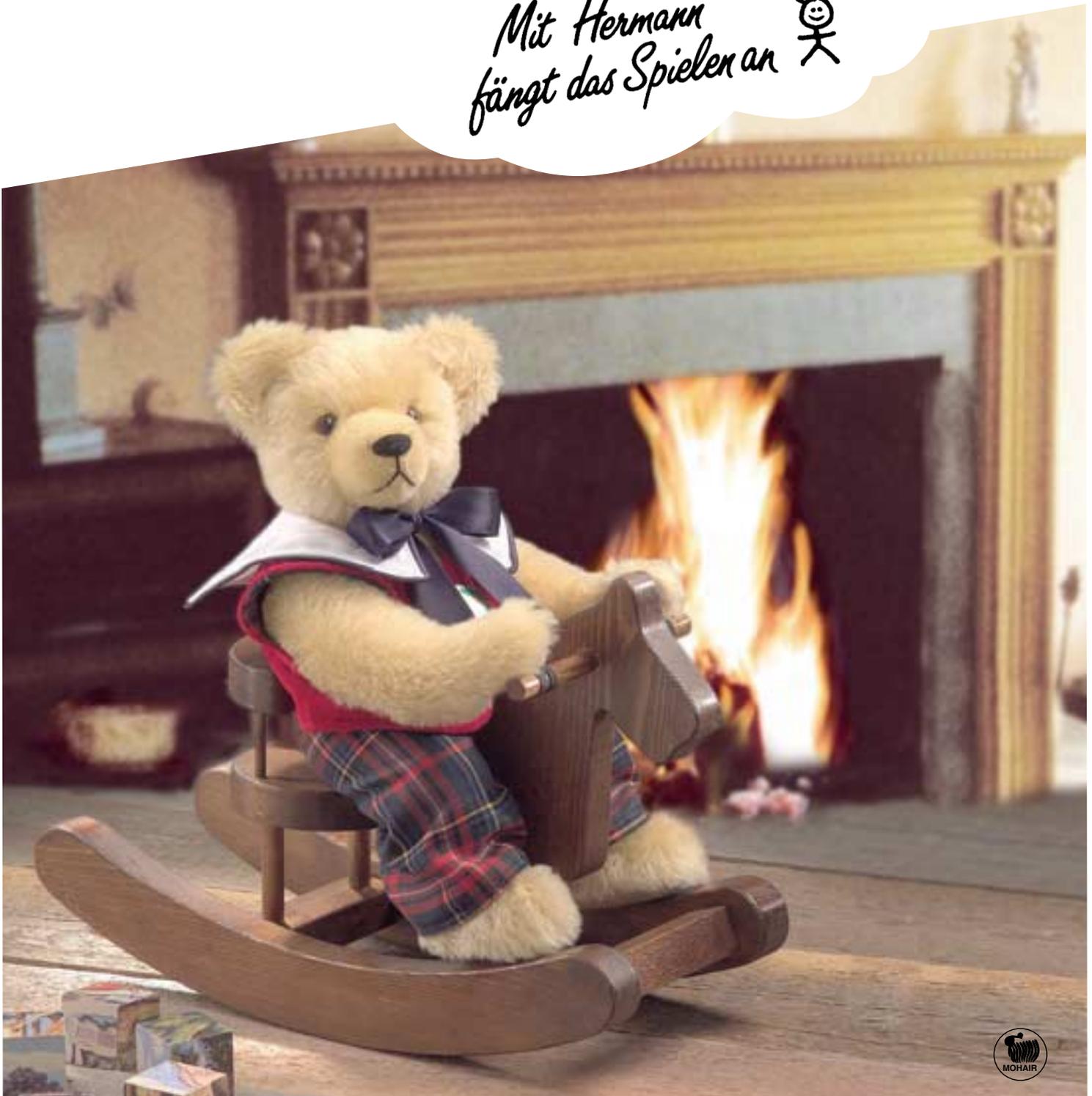


HERMANN

Spielwaren GmbH · Coburg

*Mit Hermann
fängt das Spielen an* 



gegründet 1920

HERMANN-Spielwaren GmbH

Manufacture of fine German Teddy Bears

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founded 1920 by Max Hermann in Sonneberg-Neufang



gegründet 1920

Mit Hermann
fängt das Spielen an 

HERMANN

2005

With our new Soccer Bear "Soccer King" we want to ring in the year 2006. Traditionally our new Teddy Bear catalogue is published today – in the middle of the year. So we would also like to give you a little foretaste of what will come to you next year. By the way,

our Teddy Bear "Soccer King" is already the third Bear in our Soccer Bear series. It follows both of our Soccer Bears from the years 1994 and 2002 and this third Soccer Bear in the series is exceedingly charming for all Teddy Bear collectors.

But right now we are in the middle of the year 2005. Even though the hot summer time temperatures outside makes it hard to imagine, the production of our Christmas Bears has already commenced. We are all very busy in Coburg stuffing the little arms and legs of our Christmas Ornaments with excelsior and we are glad that one or other of our little friends will decorate your christmas tree at your home this coming season.

All our HERMANN-Coburg Teddy Bears are completely manufactured here by us in Germany. This gives you the certainty, that our Bears will bring along with them a high degree of Social-Quality, when they arrive at your home. The production of all our little darlings represents the high standards of our German social laws. This contains first but not least the prohibition of any kind of work by children – only to name one sample. This means that our Teddy Bears represent last and not least a high degree of social responsibility.

Every year in May, during the Neustadt Doll and Bear Festival, we open the doors of our factory in Coburg for all people, who are interested in Teddy Bears. During this week in May you can see our Teddy Bear production at first hand and begin to understand the amount of work and



125 10-3



Soccer Bear "Soccer King"

Third in the HERMANN „Soccer Bear Series“ limited to 250 pieces – world-wide

care that it takes to produce our Teddy Bears. Perhaps you would like to visit us in 2006? By the way, during our annual festival week we also make a series of special extraordinary editions that will wait for you, for example our Festival Bear,, which is a very special annual published edition.

But less of May 2006, let's return to today to introduce you our current Teddy Bear range for 2005. This year is characterized by a multitude of events and jubilees. We think of Lord Nelson and the battle of Trafalgar 200 years ago. We honour Max Hermann, the founder of our company, with a very special edition Bear, which shows you how our grandfather has lived and worked for our HERMANN Teddy Bears. For Hans Christian Andersen and his 200th Birthday we have made an entire world of fairy-tales. But the most outstanding event of the year 2005, which has moved the people around the world, was the nomination of Cardinal Joseph Ratzinger for Pope Benedict XVI. With huge joy we want to cite here some of the lines of the reply from the Vatican concerning our Pope Benedict XVI Teddy Bear:

(the letter is written in German language - here our translation into English language)
"Dear Mrs. Dr. Hermann! The State Secretariate of the Holy Vatican confirms friendly to you the receipt of your dear letter from May 9th of the year, with which you have made Pope Benedict XVI. a present of one in a limited edition made Teddy Bear from your family company. With pleasure His Holiness reciprocates your well-meaning gesture with his prayer for peace and welfare for all people and nations. With his heart Pope Benedict XVI. requests for you, for your family and for the employees of your company God's rich blessing. From the Vatican, May 27th, 2005."

Coburg, in August 2005



Martin-J. Hermann



Dr. Ursula Hermann

Max and Foxtl ►
impersonation of the old Max Hermann trade mark
„The Bear with the Running Dog“
limited to 1500 pieces – world-wide



102 55-5



HERMANN Teddy Bear Catalogue 2005 / 2006

We are proud to present you today our 2005 Teddy Bear range and we enjoy also to give you a little foretaste of what will come to you next year 2006. Nearly 80 new collectors 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 illustration book, that will continually remind you of our new Teddy Bears 2005 in future years. Some special editions, made for special events like special shows, fairs, customers or countries, which are not pictured in this catalogue, you will find on our website at www.hermann.de on the internet.

FRONT COVER and PAGE 2

11th Sonneberg Museum's Bear

The Sonneberg Toy Museum is one of the oldest toy museums in the world. In the possession of this museum there are also some old Teddy Bears made by Max Hermann, which our grandfather, the founder of our company, has given to the museum in the 1920's and 1930's, that they will be preserved for posterity. To follow this idea we have decided in 1994 to design a special Bear for the Sonneberg Toy Museum every year and to give always the number 001 of each model to the museum. The 2004 Sonneberg Museum's Bear, which we have handed over to the president of the Sonneberg Toy Museum in December 2004, is the 11th Bear in this museum's series. The common sign of all these Sonneberg Museum's Bears is the embroidered representation 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 in a small number of limited edition pieces as a "Museum Edition" as a "First Issue". This first issue is only destined for Germany. Only in following additional editions are these Museum's Bears released for other countries as a European and American Edition.

Sonneberg Museum's Bear 2004 (Front Cover)

11th in the series of Sonneberg Museum's Bears

Mohair plush, excelsior filling, with wooden rocking horse, size of the wooden rocking horse: height 25 cm 9 ¼ inches length 37 cm 14 ½ inches

Limited Museum Edition 100 pieces – "First Issue"		
12304-8	36 cm	14 ¼ inches
Limited European Edition 250 pieces		
12298-0	36 cm	14 ¼ inches
Limited American Edition 500 pieces		
12299-7	36 cm	14 ¼ inches

Soccer Bear "Soccer King"

Third in the HERMANN „Soccer Bear series“

The "Soccer King" Bear follows both of our Soccer Bears from the year 1994 and 2002.

The arms, legs and the body are made of a very soft special natural fibre plush, which pile is an extraordinary blend of cashmere, alpaca and mohair. Head and breast are made of mohair plush, polyester/granulate filling, with a fabric football.

The flag in the background of the catalogue picture is decoration and will not come together with the Bear.

Limited Edition 250 pieces – world-wide
12510-3 36 cm 14 ¼ inches

"The Bear with the Running Dog"

At the beginning of the 1930's Max Hermann created the factory mark "The Bear with the Running Dog" to sign his Teddy Bears and Plush Animals. This trademark became known around the world. "Max and Foxtl" are the symbolical impersonation of this old trademark.

"Max and Foxtl" – 2-pieces Bear-Dog set

Limited Edition 1500 pieces – world-wide
Both: Mohair plush, Bear: polyester filling,
Dog: excelsior filling, dog: 1-time jointed with movable head
10255-5 40 cm 15 ¾ inches (Bear "Max")
15 cm 6 inches (Dog "Foxtl")

For decoration of the catalogue picture you see in the background:

Original glass-picture with a painting of the old Max Hermann trademark, which was decoration of the front door of the old Max Hermann factory in Sonneberg in the 1930's. This original old glass picture was founded again in Sonneberg in 1995.

Pontifex Maximus



PAGE 3

„Es ist ein Bär, wie ihn die Welt noch nicht gesehen hat.“
 ("It is a Bear, like the world hasn't seen before")

Quotation from the „Süddeutschen Zeitung“ – Front cover May 6th, 2005

Teddy Bear „Pope Benedict XVI“

Design registered for HERMANN-Coburg reference no. 4 05 02 836.9

Mohair plush, excelsior filling, growler.

Published in honor of the nomination of Cardinal Joseph Ratzinger for Pope Benedict XVI on April 19th, 2005.

The Country-Edition-Conception

Our Teddy Bear "Pope Benedict XVI" is embedded in an extensive Country-Edition-Conception. Our request was, to figure the world-wide Christendom with this Teddy Bear. This was realized by the Country-Edition-Conception. Going out from a "Latin Edition", which is in the focus as a Center Edition, we have published around the globe for the various countries own editions. The respective Country-Limitation of 265 pieces is based on the reflection, that Pope Benedict XVI is the 265th Pope in the history since St. Peter. For the "Latin Edition" the paws of the Bear are embroidered in Latin, the official language of the Vatican. The "Latin Edition" is our "VIP-Edition" and first destined for ecclesiastical dignitaries and persons, who have deserved well of the Christendom. Going out from this spiritual center the single Country Editions spread around the whole world. They differ by their country sign behind the number. The embroidery of the paws is either in German or in English. The Teddy Bear with the number 265 form the German Edition was given for a present to His Holiness, the 265th Pope in the history, and was sent to the Vatican on May 9th, 2005. Quotations from the reply of the Vatican you will find on page 2 of this catalogue.

Latin Edition – Limited Edition 265 pieces

Embroidery of the paws in Latin (without country sign)

19064-4 42 cm 16 ½ inches

German Edition – Limited Edition 265 pieces

Embroidery of the paws in German (without country sign)

19055-2 42 cm 16 ½ inches

German Small Edition – Limited Edition 530 pieces

Embroidery of the paws in German (country sign: S)

19056-9 38 cm 15 inches

American Edition – Limited Edition 265 pieces

Embroidery of the paws in English (country sign: A)

19057-6 42 cm 16 ½ inches

Japan Edition – Limited Edition 265 pieces

Embroidery of the paws in German (country sign: J)

19058-3 42 cm 16 ½ inches

United Kingdom Edition – Limited Edition 265 pieces

Embroidery of the paws in English (country sign: UK)

19059-0 42 cm 16 ½ inches

Australian Edition – Limited Edition 265 pieces

Embroidery of the paws in English (country sign: AUS)

19060-6 42 cm 16 ½ inches

South Africa Edition – Limited Edition 265 pieces

Embroidery of the paws in German (country sign: SA)

19062-0 42 cm 16 ½ inches

Brazilian Edition – Limited Edition 265 pieces

Embroidery of the paws in German (country sign: BR)

19063-7 42 cm 16 ½ inches

Scandinavian Edition – Limited Edition 265 pieces

Embroidery of the paws in German (country sign: SK)

19065-1 42 cm 16 ½ inches

Italian Edition – Limited Edition 265 pieces

Embroidery of the paws in German (country sign: IT)

19066-8 42 cm 16 ½ inches

Special Edition for the „World Youth Day“ in Cologne 2005
 and on occasion of the visit of Pope Benedict XVI in Germany.

Special Limited Edition – 265 pieces

Particularity only for this edition: with porcelain brooch with a picture of Pope Benedict XVI

19067-5 35 cm 13 ¾ inches

The single Country Editions are first destined for customers from the respective countries. In addition collectors will also have the possibility to get a Bear of a special Country Edition, but only if still available. Please notice, that nearly all Country Editions are sold out. Please ask us and we will inform you about available Bears.

Many thanks to Marcus Scheifele for the Latin translation referring our "Latin Edition".



190 64-4

◀ **Pope Benedict XVI**
 In memory of the nomination of Cardinal Joseph Ratzinger for Pope Benedict XVI on April 19th 2005
 Latin Edition
 limited to 265 pieces

(Design beim Deutschen Patent- und Markenamt gesetzlich geschützt)



Pope Benedict XVI
 Special Edition
 in memory of the World Youth Day in Cologne 2005
 with porcelain brooch
 limited to 265 pieces

190 67-5

Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 4

Fest gemauert in der Erden
Steht die Form, aus Lehm gebrannt.
Heute muss die Glocke werden!
Frisch, Gesellen, seid zur Hand!
Von der Stirne heiß
Rinnen muss der Schweiß,
Soll das Werk den Meister loben;
Doch der Segen kommt von oben.

From the poem „Das Lied von der Glocke“ (1799) (the song of the bell) by Friedrich von Schiller (only in German language)

For the 200th Anniversary of Friedrich von Schiller (1759-1805)

Schiller is one of the most eminent German poets of the 19th century. Born in 1759 in Marbach am Neckar, he developed from a young wild man into a Weimar classical author. He took up the theatre anew and created immortal poems. With his stage-play "Die Räuber" (the Robber) he appears at the beginning as a poet of the "Storm and Stress". After he had moved to Weimar he founded together with Goethe the "Weimar Classic". First of all he stood out by his ballads like „Das Lied von der Glocke“ (1799) (the song of the bell) and his dramas. Schiller's poem "An die Freude" (Ode to Joy) was set to music by Beethoven in the "Ninth Symphony". With this ode Schiller created the words for the soundtrack of the millennium and for that hymn, which belongs today to the international cultural treasures. In 1802 Schiller was knighted. On May 1805 Schiller passed away in Weimar.

Friedrich von Schiller

with the poem „Das Lied von der Glocke“ (the song of bell) written in German language,

Limited Edition 500 pieces – world-wide

Mohair plush, excelsior filling, growler

19259-4 44 cm 17 ¼ inches

Many thanks to our employee Uwe Olunczek for the painting of the bell „Concordia“ on the front cover of the book wrap.

Charles Dickens (1812-1870)

The English author Charles Dickens grew up in a poor family. With his novels he opened a complete new world, the world of the little people, the stepchildren of the society. He portrayed them with a never-ending love and a grotesque humor to rouse the conscience of the time. Many of his novels were first published in magazines in form of a continuation novel. "Oliver Twist", his autobiographical favorite work "David Copperfield" or his "Christmas Carol" belong to his most known novels. To criticize the social grievances of the time he coined the form of the "Social Novel". His criticism was impulse for several social reforms in England. Dickens's fellows are characterized by their striking and crotchety features. His style is that of a vivid fairy-tale or dream reality. Therefore most of his heroes have remained alive.

Charles Dickens

with writing-pad and feather

Limited Edition 500 pieces – world-wide

Mohair plush, excelsior filling, growler

19290-7 40 cm 15 ¾ inches

King Louis XIV (1638-1715)

Under the reign of Louis XIV the French absolutism saw its heyday and became an example for whole Europe. 1643 King Louis XIV became King of France after the death of his father Louis XIII. He met all requirements for a sovereign like working power, cleverness or self-esteem. He alone wanted to be the state. With his words „L'Etat c'est moi“ – The State, that's me – he raised the royal absolutism to a dogma. King Louis XIV got the surname „Roi Soleil“ – Sun King – because of his splendid and magnificent royal household specially referring the Castle Versailles.

Sun King Louis XIV

Second in the „Famous Royalty Series“

Limited Edition 500 pieces – world-wide

Mohair plush, excelsior filling, growler

19602-8 43 cm 17 inches

◀ 1759 – 1805
For the 200th Anniversary of
Friedrich von Schiller
with the poem
„Das Lied von der Glocke“
written in German language
by Friedrich von Schiller
limited to 500 pieces –
world-wide



1812 - 1870
Charles Dickens
limited to
▼ 500 pieces – world-wide



192 59-4



196 02-8



192 90-7

◀
L'Etat c'est moi
1638 - 1715
The "Sun King" King Louis XIV
Second in the "Famous Royalty Series"
limited to 500 pieces – world-wide

Bear Celebrities



For the 50th Anniversary of Albert Einstein (1879-1955)
 Albert Einstein is the most important physicist and the greatest geniuses of the 20th century. With the development of his theory of relativity Albert Einstein created a complete new picture of the world. In 1905 Einstein developed his famous mass-energy equation $E = mc^2$ as part of his theory of relativity. In 1921 he received the Nobel Prize for physic. In 1933 he emigrated to the United States of America. After the Second World War he fought for peace and political freedom. His theories are that, which the physicist Albert Einstein made a legend, but it is the peculiar blend of geniuses and crotchety, which made the human Albert Einstein a legend. Einstein believed firmly in the lawfulness of the nature. He always said: God doesn't play at dice. When he came into a medical hospital in April 1955, he denied every medical operation: "I have done my part, it is time to go."

The Brain – Small Version
 Special Anniversary Edition 2005
 Mohair plush, excelsior filling, growler
 Limited Anniversary Edition 500 pieces – world-wide
 19047-7 35 cm 13 ¾ inches

David and Goliath
 King David was born as a poor shepherd-boy. He entered the biblical history with the story of "David and Goliath". This story tells about the unequal fight between the little shepherd-boy "David" and the powerful warrior "Goliath". Still today people are talking about a fight "David against Goliath", when one side is much more stronger than the other side. David, who became later King of Israel and who was the founder of the house and line "David", grew up as a poor shepherd. In the war against the Philistines he agreed to fight against the giant "Goliath", because no other of the warrior wanted to do this. Although David was much smaller as the huge Philistine, he defeated Goliath with his sling in his hand by a stone.
 "As the Philister moved closer to attack him, David ran quickly towards the battle line to meet him. Reaching into his bag and taking out a stone, he slung it and struck the Philistine on the forehead, and he fell face down on the ground. So David triumphed over the Philistine with a sling and a stone; without a sword in his hand he struck down the Philistine and killed him."
 (1 Samuel 17: 48-50)
 After that King Saul gave David a high rank in the army. After the death of King Saul, David himself became King of Israel. He founded the house and line "David". Also Joseph, the husband of Maria, belonged to his descendants. After David's death, his son Solomon became King of Israel, who became known in the biblical history as the ideal of a wise sovereign.
 (The story of "Davis and Goliath: 1 Samuel 17: 1-54)

Until now there have been published in the HERMANN "Biblical Series":
 Moses, Noah, Joseph, Jonah and the Whale, King Solomon

David and Goliath
Sixth in the HERMANN "Biblical Series"
 Limited Edition 1000 pieces – world-wide
 2-pieces Bear-Set (only available as set)
 containing:
David as shepherd-boy with sling:
 Mohair plush, excelsior filling
Goliath as fighting giant:
 Mohair plush, excelsior filling, growler
 19515-1 23 cm 9 inches (David)
 37 cm 14 ½ inches (Goliath)

Captain Hook
 According to the famous novel of Sir James Matthew Barrie (1860-1937), we continue our "Peter Pan and his Neverland series" with the mighty Captain Hook and his hook-hand.
 Until now there have been published in this series: "Peter Pan" and "Tinkerbell".

Captain Hook
Third in the "Peter Pan Neverland Series"
 Limited Edition 500 pieces – world-wide
 Mohair plush, excelsior filling, growler,
 with a miniature telescope
 19912-8 42 cm 16 ½ inches

David and Goliath ▶
 2-pieces Bear set
 containing the both Bears
 „David and Goliath“
 Sixth in the HERMANN
 „Biblical Series“
 limited to 1000 pieces – world-wide



E = mc²
 In memory of the
 50th Anniversary
 of Albert Einstein
The Brain
 Special Anniversary
 Edition 2005
 Special Anniversary Edition
 limited to 500 pieces
 world-wide ▼



▶
Captain Hook
 Third in the „Peter Pan Neverland Series“
 limited to 500 pieces – world-wide



Mit Hermann
fängt das Spielen an 

HERMANN



◀ Dedicated to the founder of
the HERMANN-Coburg Company

1955 - 2005

Old Hermann – the Bear Stuffer
Special Edition to the
50th Anniversary
of Max Hermann
1899 – 1955

limited to 500 pieces – world-wide



PAGE 6

Dedicated to Max Hermann and the 50th Anniversary of his death – 1899-1955

The name "Max Hermann" is inseparable bound with the history of the Teddy Bear. 1920 – 85 years ago – he founded the today's HERMANN-Spielwaren GmbH (HERMANN Toy Company). In honor of his grandfather and in memory of the death of Max Hermann 50 years ago on September 23rd, 1955, his both grandchildren Ulla and Martin Hermann have created a Teddy Bear, which shows Max Hermann in the style that he has lived and worked. Until today the signification of Max Hermann referring Teddy Bears is all around present.

Old Hermann, the Bear Stuffer

Special Edition for the 50th Anniversary of Max Hermann's death on September 23rd, 1955

Limited Edition 500 pieces – world-wide

Mohair plush, excelsior filling, growler

10256-2 37 cm 14 ½ inches

**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.

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 Engelhardt for creating the shaping of the clothes for our Bears.

On September 23rd 1955 – 50 years ago – Max Hermann passed away. He handed down to all of us a good and well-known name, which was carried from Sonneberg in Thuringia around the world. He started with a small Teddy Bear workshop and built up a respected company. His last great decision, before he died, was, to lead his family to the western part of Germany and his Teddy Bear into a good future. From this time on, the tradition of the old Max Hermann Teddy Bears has its home in Coburg. Until today the spirit, the force and the courage of Max Hermann live on in our Teddy Bears. In memory of the 50th anniversary of our founder's death, we introduce a Teddy Bear, which shows Max Hermann in the style that he lived and worked.

"Old Hermann, the Bear Stuffer" tells a story from the first beginnings of the old Max Hermann Teddy Bears. It was the time short after the First World War. Unemployment and misery was all around. As well as it could be done in those hard years Max Hermann made Teddy Bears and sell them to big Sonneberg wholesalers, who then sent them overseas. The proceeds for his Bears were small, but he always was paid immediately, when he delivered them. This helped him to buy new material and to continue his work. Although the proceeds were so meagre, he always made his Teaddy Bears carefully. His huge knowledge about making good quality Teddy Bears helped him. Soon the reputation of Max Hermann spread to the buyers of big foreign department stores and they asked Max Hermann, if it would be possible to buy from him.

Max Hermann won one of his first large export orders – so the family history says – from a famous English department store company. To satisfy the demands for his Teddy Bears Max Hermann was forced to increase production and for this he needed working capital. It could last weeks until the payments would arrive from a foreign country. But it was a chance, which Max Hermann didn't want to let slip. Young and commercially inexperienced like Max Hermann was at that time, he put on his best suit – by the way it was the only suit which he possessed – to visit the local banks. He wanted to cut a good figure, perhaps then he would succeed in finding a bank, from which he would get a loan. But all over he get the same answer – without security no money. But Max Hermann couldn't offer any security at those times of the first beginning. He didn't possess any worth mentioning assets, his entire possession was his knowledge about making good Teddy Bears. Also in the 20 miles far away town of Coburg the bank manager of the Bavarian State Bank didn't raise Max Hermann's hopes to get a credit without security.

Some weeks later – Max Hermann had already lost all hopes – there was a knock at the door of his little Teddy Bear workshop in Sonneberg. A smartly dressed man in a business suit entered the room. It was the bank manager from Coburg. Max Hermann was just stuffing some of his Bears. He had still his stuffing tool in his hand, when he went up to the visitor. But the bank manager didn't indicate Max Hermann, because Max Hermann was covered from head to foot by excelsior. The bank manager looked around and asked Max Hermann, whether he could talk to the owner of this Bear company. Max Hermann answered, that he himself would be Max Hermann. Now the bank manager became aware that the man, who stood before him with his old working apron and wood wool dust powder in his hairs, was indeed Max Hermann, who had visited him weeks ago. The bank manager was so astonished about the working energy of Max Hermann, that he called – so the family history says – in the same moment: **"Mr. Hermann you will get the credit from my bank, your working hands are security enough for me."**

This was the beginning of the first large heyday of the old Max Hermann Teddy Bears. And until today the excelsior stuffed mohair Teddy Bears, like Max Hermann had made them with his own hands in those early days of the beginning, are remained the heart of the HERMANN-Coburg collection.

Max Hermann



PAGE 7

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 the HERMANN-Coburg company has responsible parts in this. During this 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 2005 is the 14th Bear in this Festival series. The Festival Bear is always published in a small number of limited edition pieces as a "Festival Edition" as a "First Issue". This first issue is only destined for Germany and for visitors of the Festival. But for the first time in 2005 the HERMANN Festival Bear will be also available as an European Edition for collectors in the European foreign countries.

HERMANN Festival Bear © 2005

14th in the HERMANN Festival Bear © series

Special Edition on occasion of the 14th Neustadt Doll and Bear Festival from 1st to 8th of May 2005

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

Limited European Edition 250 pieces

Mohair plush, excelsior filling, growler,

with Miniature Puppet Bear, Puppet Bear not numbered

12359-8	40 cm	15 ¾ inches (Festival Bear)
	14 cm	5 ½ inches (Puppet Bear)

Rocking Black Bear

Limited Edition 100 pieces – world-wide

Mohair plush, excelsior filling, with wooden rocking parts

6-times jointed with a double jointed neck,

the wooden rocking parts can be unbuttoned.

20106-7	40 cm	15 ¾ inches
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Time-honoured Classic Bear – Model 16443-0

of the HERMANN "Time-honoured Classics" series

Limited Edition 99 pieces – world-wide

Mohair plush, excelsior filling

16443-0	25 cm	9 ¾ inches
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Classic HERMANN Miniature Animals

1-time jointed with movable head

Limited Edition 500 pieces each model – world-wide

Mohair plush, excelsior filling, with red belt around the neck, the individual limited number is only marked on the certificate

Miniature Cat			
22061-7	12 cm	4 ¾ inches	(illus. S. 17)
Miniature Siam Cat			
22062-4	12 cm	4 ¾ inches	
Miniature Tom Cat			
22064-8	12 cm	4 ¾ inches	

Historical HERMANN Miniature Animals			
not jointed, not limited, without a numbered certificate			
Mohair plush, excelsior filling, with bow around the neck			
Miniature Cat			
22001-3	12 cm	4 ¾ inches	
Miniature Siam Cat			
22002-0	12 cm	4 ¾ inches	(without illus.)
Miniature Tom Cat			
22004-4	12 cm	4 ¾ inches	(without illus.)

With pleasure we will inform you about all our other "Historical HERMANN Miniature Animals". Please ask us (Look also to page 17 of this catalogue)

Little Mohair Bear "Florian"

not jointed, not limited, Mohair plush, soft polyester filling

27510-5	22 cm	8 ½ inches	(light brown)
27511-2	22 cm	8 ½ inches	(cream)
27512-9	22 cm	8 ½ inches	(pink)

Classic Max

Limited Edition 50 pieces – world-wide

Mohair plush, excelsior filling, growler

14482-1	80 cm	31 ½ inches
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14th HERMANN Festivalbär® ▶
on the occasion of the
14th Neustadt Doll and Bear
Festival 2005

first in 2005 also available for
European foreign countries
European Edition
limited to 250 pieces

Rocking Black Bear ▶
limited to 100 pieces
world-wide

**Time-honoured
Classics** ▶

Teddy Bear 16443-0
limited to 99 pieces
world-wide

**Classic HERMANN ▶
Miniature Animals**

1-time jointed
with movable head
Siam Cat and Tom Cat
limited to 500 pieces
each model
world-wide



▲ **Little Mohair Bear "Florian"**

not jointed
available in three colours
light brown, cream and pink
not limited

▲ **Historical HERMANN Miniature Animals**

not jointed
Cat with pink bow
not limited

▶ **Classic Max**

In memory of the founder
of the HERMANN-Coburg Company
Max Hermann
limited to 50 pieces – world-wide



Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 8



192 29-7

◀ **Joseph Haydn**
with music "Toy Symphony"
by Joseph Haydn
with embroidered
sheet of music
with notes
from the "Toy Symphony"
made of felt

European Edition
limited to 500 pieces

"Don Giovanni" Musical Bear
Ninth in the series of
"HERMANN Classic
Music Bears"
with music
"La ci darem la mane"
(give me your hand)
from the opera
"Don Giovanni"
by
Wolfgang Amadeus
Mozart

European Edition
▼ limited to 500 pieces

Joseph Haydn (1732-1809)

Joseph Haydn is the oldest of the three "Vienna Classics". The other both are Mozart (1756-1791) and Beethoven (1770-1827). Haydn created many famous symphonies like the "Toy Symphony". Most of his compositions were called into being during his time on the court of Prince Nikolaus Joseph Esterházy in Eisenstadt. After the death of the Prince he moved to Vienna. The time between 1781 and 1791 was signed by his close friendship to Mozart. This friendship can be felt very impressively in the compositions of that time of both – Haydn and Mozart. In 1791/92 and once again in 1794/95 he visited London. There he presented his symphonies with great success. Between these both stays in London, Beethoven was his pupil in Vienna. In this time Beethoven dedicated three of his piano sonatas to Haydn. In 1797 Haydn composed for the birthday of the Austrian Emperor the Emperor Hymn "Gott erhalte Franz den Kaiser" (God save Franz the Emperor). The melody of this composition was the basis of the "German song", which is the National Anthem of Germany since 1922 and also today of the Federal Republic of Germany.

Joseph Haydn

with music "Toy Symphony" by Joseph Haydn
Limited European Edition 500 pieces

Mohair plush, excelsior filling, musical-movement, with embroidered sheet of music made of felt with notes from the "Toy Symphony"

19229-7 42 cm 16 ½ inches

Until now there were in the series of "Great Composers"

1998 **Wolfgang Amadeus Mozart** (without music)
1999 **Johann Strauss** with music "The Blue Danube"
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 Tschaikowskij** with music "Nutcracker March"
2003 **Amadeus Mozart** with music "The little Night Music"
2004 **Richard Wagner** with music "The Ride of the Valkyries"

HERMANN Classic Music Bears

In the series "HERMANN Classic Music Bears" classical music is set in relation to classic Bear design. "Don Giovanni" is the ninth Bear in this series. For the musical-movement of this Bear we have chosen the melody of the famous aria "La ci darem la mane" ("Reich mir die Hand, mein Leben" – "Give me your hand") from the opera "Don Giovanni" by Wolfgang Amadeus Mozart.

"Don Giovanni" Musical Bear

Ninth in the series of „HERMANN Classic Music Bears“

Limited European Edition 500 pieces

Mohair plush, excelsior filling, musical-movement "La ci darem la mane" (Give me your hand) from the opera "Don Giovanni" by Wolfgang Amadeus Mozart.

14322-0 37 cm 14 ½ inches

Until now there have been this series

1997 "Hannibal" with Beethoven "For Elise"
1998 "Leopold" with Mozart "The Little Night Music"
1999 "Ludwig" with Beethoven "Ode to Joy"
2000 "Vivaldi" with Vivaldi "The Spring from the „4Seasons“
2001 "Boléro" with Maurice Ravel's "Boléro".
2003 "Egypta" with "Triumphal March" from the opera „Aida“
2002 "Heaven's Paradise" with "Children's Prayer" from Engelbert Humperdinck's opera "Hänsel and Gretel"
2004 "Water Princess" with Händel "Water Music"

Charles und Camilla

Special Edition on the occasion of the marriage of Prince Charles from England and Camilla Parker Bowles on April 9th, 2005.

Limited Edition 250 each model – world-wide

Mohair plush, polyester filling

13216-3 32 cm 12 ¾ inches (Charles)

13217-0 31 cm 12 ¼ inches (Camilla)

Charles and Camilla Set with same individual limited numbers

13215-6 2-pieces Bear-Set

Particularity: First the marriage was planned for the 8th of April. But because of the obsequies for the late Pope John Paul II the day of marriage was displaced from the 8th of April to the 9th of April. Therefore some few Bears have been delivered with the embroidery of the old date 8th April 2005. These Bears represent an extraordinary rarity.



132 16-3

132 17-0



143 22-0

◀ On the occasion of the marriage of Prince Charles from England and Camilla Parker Bowles on April 9th 2005

Charles and Camilla

limited to 250 pieces each modell – world-wide

UK- Exclusives



PAGE 9

Lord Nelson (1758-1805) and the Battle of Trafalgar 200 years ago on 21st of October 1805

Horatio Nelson was the son of a vicar. He became a sailor as a very young man. When he was 21 years old he was the commander of a frigate during the American Independence War. In the naval war against France he lost the sight from one eye during the capture of Calvi on Corsica in 1794. In 1797 he attacked Tenerife and lost at this his right arm. 1788 he destroyed the French army near Abukir. This was the reason, why the trial of Napoleon failed to conquer Egypt. 1801 Nelson was knighted and got the noble title "Lord Nelson". 1803 he became Admiral and the commander of the English fleet in the Mediterranean Sea. In the decisive battle of Trafalgar, which was a cap at the Spanish Atlantic coast, he defeated the united French-Spanish fleet on 21st of October 1805. In this naval battle Admiral Lord Nelson himself was killed. But this naval battle saved definitively the sea power of Great Britain for more than one century. Lord Nelson became also famous because of his affair with Lady Emma Hamilton. This love story involved him also in several political troubles. He knew to wake the enthusiasm of his fellows with his boldness and his energy. This caused, that until today Lord Nelson is one of the most loved heroes of the English history.

Lord Nelson – Small Version

Special Edition on the occasion of the 200th Anniversary of Admiral Lord Nelson's death and the battle of Trafalgar on October 21st, 2005

United Kingdom (UK) exclusive limited Edition 500 pieces
Mohair plush, excelsior filling
19036-1 36 cm 14 inches

Guy Fawkes (1570-1606) and the "Gunpowder Plot" 400 years ago on 5th November 1605

Ten Catholic noblemen from England, among them Guy Fawkes, tried to conquer the English Parliament with the support of the Jesuits during the opening of the Parliament on November 5th, 1605. They want to call people's attention to the discriminating grievances against the Catholicism. One day before the secret of the plan was given away. The conspirators were killed. First the "Gunpowder Plot" was reason for new measures against the Catholicism. But because of the relaxation of the Spanish-English relationships, the Catholicism in England was able to gain strength anew. Still today the 5th of November in England is celebrating by the English youth as the "Guy-Fawkes-Day" with great fireworks.

Guy Fawkes Memorial Bear

Special Edition on occasion of the 400th Anniversary of the "Gunpowder Plot" in England on November 5th, 1605

Kingdom (UK) exclusive Limited Edition 400 pieces
Mohair plush, excelsior filling, growler
19030-9 43 cm 16 ¾ inches

Sir Malcolm Campbell and the "Land Speed Record" of 301 MPH 70 years ago – 1935

In 1935 the English race-driver Sir Malcolm Campbell succeeded to break the land speed record of more than 300 miles per hour. With his legendary racing car "Blue Bird" the legendary race-driver Sir Malcolm Campbell drove for the first time during an official race the speed of 301 miles per hour.

Land Speed Record Bear

Special Edition on the occasion of the "Land Speed Record" of 301 MPH 70 years ago

Limited Edition 301 pieces – world-wide
Mohair plush, polyester filling, with a blue wooden car as a symbol of the legendary racing car "Blue Bird"
19101-6 38 cm 15 inches

1935 – 2005
In memory of the land speed record of Sir Malcolm Campbell with his legendary racing car „Blue Bird“ with 301 miles per hour 70 years ago

Land Speed Record Bear
with blue little wood car as a symbol for the legendary racing car „Blue Bird“ limited to 301 pieces – world-wide



1605 – 2005
For the 400th Anniversary of the "Gunpowder Plot" on 5th Nov.1605 and on the occasion of the "Guy-Fawkes-Day", which is celebrated yearly by the youth of England still today on the 5th of November with great fireworks

Guy Fawkes Memorial Bear
limited to 400 pieces
UK-Exclusive



1805 – 2005

For the 200th Anniversary of Lord Nelson and in memory of the battle of Trafalgar 200 years ago on 21st Oct.1805

Lord Nelson – Small Version

Small Version limited to 500 pieces – UK-Exclusive

Mit Hermann
fängt das Spielen an 

HERMANN

“The Flying Trunk“
limited to 500 pieces
world-wide

“The Swineherd“
limited to 500 pieces
world-wide



When fairy-tales become alive !
For the 200th birthday of Hans Christian Andersen:
Return to your childhood and follow us to a magic
world of fairy-tales. During the Andersen
jubilee year 2005 we will introduce
each month one of
the most beautiful
Hans Christian
Andersen
fairy-tales.

“The Little
Mermaid“
limited to
500 pieces
world-wide

Hans Christian
Andersen
limited to
500 pieces
world-wide

205 01-0



“The Emperor’s
New Suit“
limited to
500 pieces
world-wide



205 04-1

Hans Christian Andersen (1805 – 1875)

The Denmark poet Hans Christian Andersen was the son of a poor shoemaker. He conquered the whole world with his fairy-tales, which were translated in more than 80 languages. He wrote fairy-tales not only for children but first of all also for adults. His fairy-tales include warm humor in the same like bitter irony. They are comforting for all, the children and the adults, because always the good is succeeding and the brave and persevering fellow will always win. On occasion of the 200th birthday of Hans Christian Andersen we have chosen nine of the most beautiful Andersen fairy-tales and have them designed as little fairy-tale Bears.

For the 200th Birthday of Hans Christian Andersen –
the Hans Christian Andersen World of Fairy-Tales 2005
from HERMANN-Coburg

On the occasion of the 200th birthday of Hans Christian Andersen the Teddy Bear “Hans Christian Andersen” and nine little Fairy-Tale Bears will accompany you throughout the Jubilee Year 2005. Every month - from March till December 2005 - we will publish a new Bear from our “Hans Christian Andersen World of Fairy-Tales Series”. All Bears are available as single Bears or as a collector’s subscription.

The Collector’s Subscription of the Hans Christian Andersen World of Fairy-Tale Bears:

When you order the collector’s subscription of the Andersen fairy-tale Bears, all of the 10 different Bears will have the same individual limited number. Each month from March till December 2005 one of the 10 different Bears will be delivered. The first Bear in row is the Teddy Bear “Hans Christian Andersen”. He comes with a little miniature fairy-tales book with seven Andersen fairy-tales. This book is only available in German language.

But also each of the nine little Andersen fairy-tale Bears comes with a little fairy-tale book with the respective fairy-tale. These little single fairy-tale books are available by choice in German or English language.

Each of the little Fairy-tale Bears is 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.

“Hans Christian Andersen” – date of publication March 2005

First in the Andersen World of Fairy-Tales Series

Limited Edition 500 pieces – world-wide

Mohair plush, excelsior filling, growler, with miniature fairy-tales book in book wrap with seven Andersen fairy-tales (only available in German language)

20501-0 39 cm 15 ¼ inches

“The Flying Trunk” – date of publication August 2005

Sixth in the Andersen World of Fairy-Tales Series

Limited Edition 500 pieces – world-wide

Mohair plush, polyester/steel-granulate filling, with felt trunk, with miniature fairy-tale book “The Flying Trunk” (in German or English language available by choice)

20506-5 22 cm 8 ½ inches

“The Swineherd” – date of publication October 2005

Eighth in the Andersen World of Fairy-Tales Series

Limited Edition 500 pieces – world-wide

Mohair plush, polyester/steel-granulate filling, with mohair miniature pig, with sitting place made of felt, with music “Oh, Du lieber Augustin” with miniature fairy-tale book “The Swineherd” (in German or English language available by choice)

20508-9 23 cm 9 inches

“The little Mermaid” – date of publication May 2005

Third in the Andersen Fairy-Tales Series

Limited Edition 500 pieces – world-wide

Mohair-plush, polyester/steel-granulate filling, with miniature fairy-tale book “The little Mermaid” (in German or English language available by choice)

20503-4 22 cm 8 ½ inches

“The Emperor’s New Suit” – date of publication June 2005

Fourth in the Andersen Fairy-Tales Series

Limited Edition 500 pieces – world-wide

Mohair plush, excelsior filling, with wooden pavilion with miniature fairy-tale book “The Emperor’s New Suit” (in German or English language available by choice)

20504-1 22 cm 8 ½ inches

World of Fairy-Tales



PAGE 11

"The Princess and the Pea" – date of publication April 2005
 Second in the Andersen World of Fairy-Tales Series
 Limited Edition 500 pieces – world-wide
 Mohair plush, polyester/steel-granulate filling, with mattress,
 with miniature fairy-tale book "The Princess and the Pea"
 (in German or English language available by choice)
 20502-7 22 cm 8 ½ inches

"The Brave Tin Soldier" – date of publication July 2005
 Fifth in the Andersen World of Fairy-Tales Series
 Limited Edition 500 pieces – world-wide
 Mohair plush, excelsior filling, with felt boat, with wooden rifle,
 with tin heart,
 with miniature fairy-tale book "The Brave Tin Soldier"
 (in German or English language available by choice)
 20505-8 22 cm 8 ½ inches

"The Ugly Duckling" – date of publication September 2005
 Seventh in the Andersen Fairy-Tales Series
 Limited Edition 500 pieces – world-wide
 Mohair plush, polyester/steel-granulate filling,
 with mohair miniature swan, with blue felt lake
 with miniature fairy-tale book "The Ugly Duckling"
 (in German or English language available by choice)
 20507-2 22 cm 8 ½ inches

"Little Tiny or Thumbelina"
 date of publication November 2005
 Ninth in the Andersen World of Fairy-Tales Series
 Limited Edition 500 pieces – world-wide
 Mohair plush, excelsior filling,
 with felt water-lily and felt butterfly, with nut-shell made of felt
 with miniature fairy-tale book "Little Tiny or Thumbelina"
 (in German or English language available by choice)
 20509-6 15 cm 6 inches

"The Little Match-Seller"
 date of publication December 2005
 Tenth in the Andersen World Fairy-Tales Series
 Limited Edition 500 pieces – world-wide
 Mohair plush, excelsior filling,
 with sitting cushion made of artificial silk,
 with miniature fairy-tale book "The Little Match-Seller"
 (in German or English language available by choice)
 20510-2 24 cm 9 ½ inches

The Hans Christian Andersen Collector's Subscription
 The Hans Christian Andersen fairy-tales subscription for
 collectors of the "Hans Christian Andersen World of Fairy-Tales
 Series" is a 10-pieces Bear-Set. It contains the Teddy Bear
 "Hans Christian Andersen" as the first Bear in the series
 followed by nine little fairy-tale Bears. The single Bears will be
 delivered monthly.
 The special thing of this subscription is, that all ten Bears will
 be delivered with the same individual limited number. In
 addition the individual limited numbers under 100 are reserved
 for subscriptions

The Hans Christian Andersen Collector's Subscription
 20500-3 10-pieces Bear Set

containing the following Bears, which will be delivered in the
 following succession and by following dates:

"Hans Christian Andersen"	March 2005
"The Princess and the Pea"	April 2005
"The Little Mermaid"	May 2005
"The Emperor's New Suit"	June 2005
"The Brave Tin Soldier"	July 2005
"The Flying Trunk"	Aug. 2005
"The Ugly Duckling"	Sept. 2005
"The Swineherd"	Oct. 2005
"Little Tiny or Thumbelina"	Nov. 2005
"The Little Match-Seller"	Dec. 2005

It may be, that the succession of publication and/or the dates of deliveries
 will change, if it is necessary because of manufacture's reasons.

◀ **"The Princess
 and the Pea"**
 limited to 500 pieces
 world-wide

**"The Brave
 Tin Soldier"**
 limited to 500 pieces
 world-wide ▼



205 05-8

◀ **"The Ugly Duckling"**
 limited to 500 pieces – world-wide



205 10-2

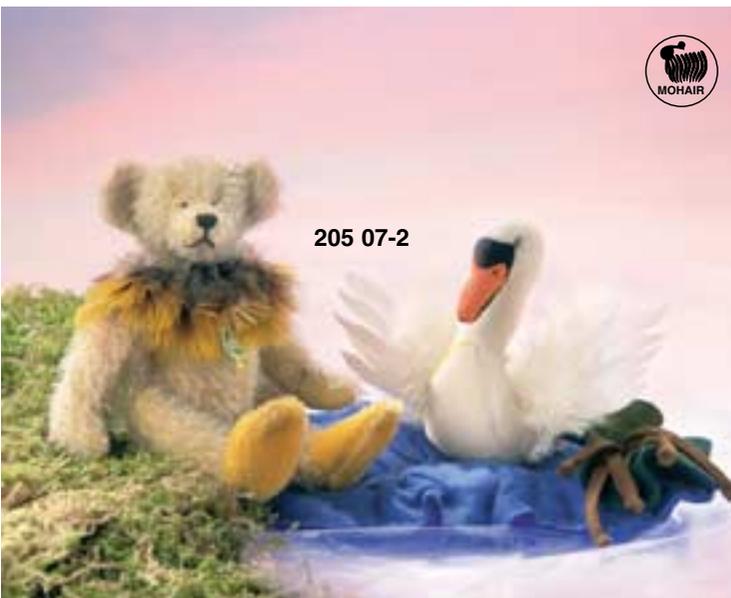
◀ **"Little Tiny or Thumbelina"** **"The Little Match-Seller"** ▲
 limited to 500 pieces limited to 500 pieces
 world-wide world-wide



205 02-7



205 07-2



205 09-6



Mit Hermann
fängt das Spielen an 

HERMANN



202 51-4

Tut-anch-Amun

Second in the series of „Friends around the World“
Teddy Bear in a wooden Sarcophagus
made according to motifs from the tomb of the Egyptian King Tut-anch-Amun
discovered in 1922

nominated for the TOBY™ Award 2005 „Industry's Choice Winner“

limited to 1000 pieces – world-wide



Tut-anch-Amun

The famous discovery of the nearly untouched grave of Tut-anch-Amun by Howard Carter in the year 1922 was celebrated world-wide as sensation. The Pharaoh grave located in the Valley of Kings gave a deep impression about the culture of the old Egypt. A multitude of mythical treasures and cultural objects, which should make it possible for the Pharaoh to live on in accordance with his rank in the beyond, bore witness of the magnificence and art at the court of the Pharaoh during the period of the "New Empire".

The history of the antique Egypt covers nearly 3000 years. 30 Dynasties lie between the unification of the empire in the year 3150 B.C. and its conquest by "Alexander the Big". These dynasties belong to several magnificent and well ordered empire periods and some interim periods. The reign of Tut-anch-Amun (1347-1339 B.C.) belongs to the empire period of the "New Empire" (1570-1070 B.C.) and is attached to the 18th Dynasty (about 1350 B.C.)

It was a chain of special circumstances, which raised the sickly child to the throne of Egypt at an age of nine years under the name "Tut-anch-Aton", that means "Living Picture of the God Aton". And it was this child, which turned against the heresy of its predecessor, and which inserted again the culture of the traditional highest God "Amun". So the young Pharaoh became "Tut-anch-Amun", that means "Living Picture of the God Amun". To re-establish the divine order and to give back to the highest God the place, which belonged to him, this will remain the only act of glory by the young God-King, because his reign found to its end after only nine years with his death. Therefore Tut-anch-Amun had not become one of the great Pharaohs of the history. Tut-anch-Amun disappeared after a short and not very glorious regency. A difficult political situation his young age and his early death have not allowed it, that the Child-King become a great King. He died in the year nine of his regency at an age of nineteen under misty circumstances.

But nevertheless it was his death, which caused, that Tut-anch-Amun obtained everlasting celebrity. The opening of his tomb on November 27th, 1922 produced all around absolute astonishment, because this grave was the only grave of a King, which had outlasted the times undamaged. When they found the royal mummy of Tut-anch-Amun, his face was covered by a golden death-mask with the lineaments of the Pharaoh. He bore the "Nemes", a striped head-scarf, which fell to the shoulders. On his forehead raised the both female God Patrons of Egypt, the cobra "Wadjet" of the North and the vulture "Nechbet" of the South. The royal insignias, the crooked staff and the whip, were also added to him.

The exceedingly rich treasures, which were found inside the grave, are today in the possession of the museum of Cairo.

Tut-anch-Amun

Second in the series of "Friends around the World"

Limited Edition 1000 pieces – world-wide

nominated for the TOBY™ Award 2005

"Industry's Choice Winner"

(Small Manufactured Bear, Dressed/Costumed)

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

Mohair plush, excelsior filling,

with a wooden Sarcophagus made according to motifs from the tomb of the Egyptian King Tut-anch-Amun, discovered in 1922.

Bear is individually numbered:

A little golden colored metal plate is riveted into the left thigh of the Bear on which the individual number is scribed.

Wooden Sarcophagus is also individually numbered:

The individual limited number of the Bear is also coined on a brass-plate, which is fixed at the sarcophagus

20251-4	22 cm	8 ½ inches	(Bear)
	27 ½ cm	10 ¾ inches	(Sarcophagus)

Until now there have been published in the HERMANN Series "Friends around the World":

2004 HERMANN Matryoshka Bear Art.Nr. 20250-7
a 3-pieces Matryoshka Set designed by Ulla Hermann
2 Matryoshka wooden Dolls and 1 mohair Teddy Bear.
A new artistic creation, which has never been before.

Good Luck



For the 100th Birthday of Las Vegas (1905-2005)
 Casinos, wedding chapels, neon signs high as the sky, mega shows featuring white tigers and scantily dressed chorus girls – Las Vegas is one of those places in the world everyone can picture without actually having been there.
 Las Vegas was founded in the Nevada dessert on 15th May 1905 by settlers and adventures. The name "Las Vegas", which means as much as "the meadow", was chosen by the first Spanish settlers. The town owes its foundation to the construction of the railroad in the year 1905. Because it had failed to turn the wild fellows, who had settled there at this god-forsaken spot in the dessert, into honest townsmen, the soldiers of fortune get finally the upper hand in Las Vegas at the beginning of the 1930's, when the card-playing and the game of dice were legalized in Nevada. In 1945 the first serious casino was built and named "Flamingo". The protests of the parishes were donated away offhand, which brought out, that there is in Las Vegas today a multitude of little churches and chapels.

1905 - 2005
 For the 100th Birthday of Las Vegas
Lucky Las Vegas Bear
 limited to 250 pieces – world-wide



122 41-6



Lucky Las Vegas Bear
 Special Edition for the 100th Birthday of Las Vegas
 Limited Edition 250 pieces – world-wide
 Mohair plush, excelsior filling, growler
 12241-6 41 cm 16 inches

Jolly Joker
 Limited Edition 500 pieces – world-wide
 Mohair plush, polyester/granulate filling,
 with a jolly Teddy Bear Joker playing-card
 22434-9 40 cm 15 ¾ inches

Little HERMANN Playing-Card Teddy Bears
 Special Fair-Edition published for the Nuremberg Toy Fair in February 2005 as a complementary Fair-Set to the Jolly Joker Bear

Limited Edition (Fair-Edition) 100 pieces each model world-wide
 Mohair plush, excelsior filling,
 each with its personal Teddy Bear playing-card

Hearts Knave		
10671-3	27 cm	10 ¾ inches
Diamonds Queen		
10672-0	27 cm	10 ¾ inches
Spades King		
10673-7	27 cm	10 ¾ inches
Clubs Ace		
10674-4	27 cm	10 ¾ inches

Jolly Joker and the little Playing-Card Bears are also available as a set with the same individual limited numbers

Fair Edition Set 2005
 containing four Bears:
 Hearts Knave, Diamonds Queen, Spades King, Clubs Ace,
 all four Bears come with the same individual limited number
 10675-1 4-pieces Bear Set (without Jolly Joker)

Big Fair Edition Set 2005 – with Jolly Joker Bear
 containing five Bears:
 Jolly Joker, Heart Knave, Diamonds Queen, Spades King, Clubs Ace,
 All five Bears come with the same individual limited number
 10676-8 5-pieces Bear Set (with Jolly Joker)

The "Shamrock", the Badge of Ireland
 Every year on March 17th, the Irish celebrate St. Patrick's Day with parades. The holiday honors the Holy St. Patrick, who brought Christianity to Ireland in the 5th century. According to the legend, St. Patrick used the three-leaf clover to explain the Christine doctrine of the Holy Trinity. Since that time, the three-leaf clover – the "Shamrock" – is the badge of Ireland.

Lucky Irish Bear
 Limited Edition 250 pieces – world-wide
 Mohair plush, polyester filling
 20221-7 37 cm 14 ½ inches

Lucky Irish Bear
 limited to 250 pieces
 world-wide



202 21-7



Jolly Joker ►
 with a jolly Teddy Bear Joker playing-card
 limited to 500 pieces – world-wide
 Fair-Edition 2005 – published for the
 Nuremberg Toy Fair February 2005
Four little HERMANN Playing-Card Teddy Bears
 complementary Fair-Set to the Jolly Joker Bear
Hearts Knave – Diamonds Queen
– Spades King – Clubs Ace
 each with its personal Teddy Bear playing-card
 Fair-Edition limited to
 100 pieces each model – world-wide



224 34-9

106 71-3

106 74-4

106 73-7

106 72-0

Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 14

"Poppy" Bear

Fourth in the HERMANN "Flower Bears Series"
limited to 500 pieces – world-wide



202 74-3

Artist Bears designed by "Kristina Dietzel"
"Pünktchen" and "Anton"
limited to 100 pieces each model – world-wide



203 23-8

203 20-7



202 73-6

"Snow Drop" ▲

Third in the HERMANN "Flower Bears Series"
nominated for the Golden Teddy Award 2005
limited to 500 pieces – world-wide



209 36-0

209 35-3

◀ Hare "Rudi Rübe" – "Rudi Rape"
limited to 250 pieces – world-wide

◀ Dinner for One
limited to 250 pieces – world-wide

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.

"Snow Drop"

Third in the HERMANN "Flower Bears Series"
Limited Edition 500 pieces – world-wide
nominated for the Golden Teddy Award 2005
(Manufacturer, Dressed/Accessories, > 5 & < 14")
Mohair plush, polyester filling, felt clothing
20273-6 35 cm 13 ¾ inches

"Poppy"

Fourth in the HERMANN "Flower Bears Series"
Limited Edition 500 pieces – world-wide
Mohair plush, polyester filling, felt clothing
20274-3 35 cm 13 ¾ inches

Until now there have been published in the HERMANN
"Flower Bears Series"

2004	"Blue Bell"	Art.Nr. 20271-2
2004	"Daisy"	Art.Nr. 20272-9
2005	"Snow Drop"	Art.Nr. 20273-6
2005	"Poppy"	Art.Nr. 20274-3

Kristina Dietzel

Kristina Dietzel studies five years at the University of Art and Design in Halle, Germany, and received the German graduate degree in Toy Design. She is a member of the German federation of "Interpretative Artists". The Bears of the high-grade talented artist distinguish themselves by their high level of details, which gives the Bears a unique mobility.

Artist Bears by "Kristina Dietzel"

Limited Edition 100 pieces each model – world-wide
Mohair-plush, polyester/steel-granulate filling, 6-times jointed with a double jointed neck

"Pünktchen" – small Dietzel Bear 2005

20935-3 23 cm 9 inches

"Anton" – large Dietzel Bear 2005

20936-0 29 cm 11 ½ inches

You will find one more Artist Bear designed by Kristina Dietzel for the HERMANN-Coburg collection 2005 on page 15 of this catalogue.

Hare "Rudi Rübe" – "Rudi Rape"

Limited Edition 250 pieces – world-wide
Mohair plush, polyester/steel-granulate filling, with miniature rape made of felt, individual numbered, a little golden colored metal plate is riveted into the left thigh of the Bear on which the individual number is scribed.
20323-8 38 cm 15 inches

Dinner for One

Limited Edition 250 pieces – world-wide
Mohair plush, excelsior filling, with a special inward body, with fish made of fabric and soft polyester filling, individual numbered, a little golden colored metal plate is riveted into the left thigh of the Bear on which the individual number is scribed.
20320-7 28 cm 11 inches (Bear)
20 cm 8 inches (Fish)

Many thanks to our employee Simone Bräutigam for the idea and design of "Rudi Rape" and "Dinner for One" and for the both Bears "Uncle Ben" (page 18) and "Christmas Tree Thief" (Page 17).

Lovely Bears



The Creation of the HERMANN-Coburg Bears

The design is one of the most important assignments of a Teddy Bear company. With the design the character of a Bear will be formed and determined, which ideas the Bear should represent. Beside the design outline of Ulla Hermann, who is responsible for the entire HERMANN-Coburg collection, the ideas, stimulations, suggestions and explanations of many employees flow in to the Bear design. Thank you to all, who have had part in the development of the HERMANN-Coburg Bears.

Ulla Hermann

Growing up in one of the oldest Teddy Bear companies, the name of the founder's granddaughter stands for tradition and consistence. Every year there are up to 100 different models that Ulla designs. Holding an academic Doctor degree she sees her Bears in a cultural aspect. Because of her education there are models that have personalities, which she redraws in her design. She loves to tell stories with her Bears. Many of her excelsior filled Bears are developed from her grandfather's models, which she filled with new ideas. But her passion is also for the new, young Bear designs, which she brings alive with her "Teddy Bears of the new Generation". The "Fancy 2 Bear", which is introduced here on this page, is an example for that.

HERMANN "Fancy Bears"

With our new "Fancy 2 Bear" we continue our imagination series, which we have started in 2004. The design of our "Fancy Bears" is significant coined by the material. High valuable mohair materials with extraordinary long hair pile serve as inspiration for the style of design. The result are extraordinary "Fancy" Bears, which come to live by the mohair material.

Fancy 2 Bear

Second in the "HERMANN Fancy Bear Series"

Limited Edition 250 pieces – world-wide

long hair mohair plush, dark tipped, polyester/granulate filling, with a double heart round the neck as symbol for "Fancy 2"

20641-3 37 cm 14 ½ inches

Valentine's Day

Valentine's Day, which is held on February 14th, was named after the Holy St. Valentine, a Martyr from the 3rd century. Today we celebrate Valentine's as a day of love, where lovers and friends exchange flowers and gifts.

Sweet Valentine Bear

nominated for the TOBY™ Award 2005

"Industry's Choice Winner"

(Large Manufactured Bear, Undressed)

"The TOBY Mark and Logo are trademarks of Madavor Media, LLC"

nominated for the Golden Teddy Award 2005

(Manufacturer, Undressed, 14 inches & Over)

Limited Edition 500 pieces – world-wide

Mohair plush, excelsior filling, growler

20220-0 37 cm 14 ½ inches

Pink Marshmallow Bear

Limited Edition 250 pieces – world-wide

Mohair plush, polyester/granulate filling

22464-6 33 cm 13 inches

Little White Cat

Limited Edition 250 pieces – world-wide

Mohair plush, polyester/granulate filling

22495-0 28 cm 11 inches

Artist Bear by "Kristina Dietzel"

"Rolly Molly"

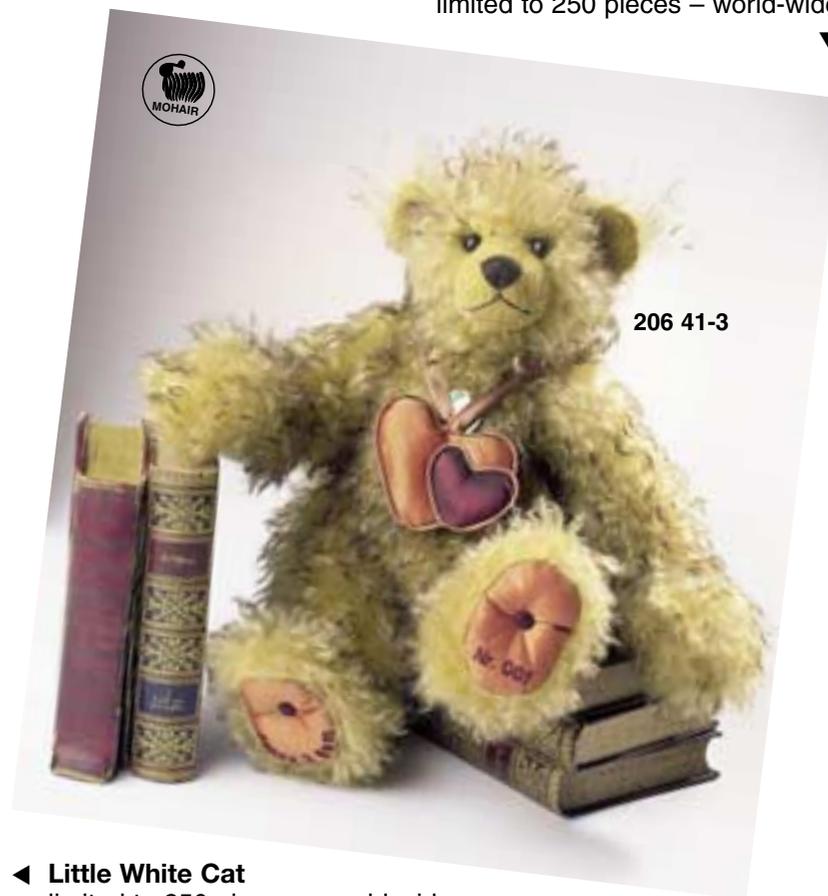
Limited Edition 100 pieces – world-wide

Mohair plush, polyester/granulate filling

20937-7 25 cm 9 ¾ inches

You will find more Artist Bears designed by Kristiane Dietzel for the HERMANN-Coburg collection 2005 on page 14 of this catalogue.

Fancy 2 Bear
Second in the HERMANN „Fancy Series“
limited to 250 pieces – world-wide



206 41-3

◀ **Little White Cat**
limited to 250 pieces – world-wide

◀ **Pink Marshmallow Bear**
limited to 250 pieces – world-wide



202 20-0

209 37-7



▲ **Artist Bear designed by "Kristina Dietzel"**
"Rolly Molly"
limited to 100 pieces – world-wide

224 95-0



224 64-6

▶ **Sweet Valentine Bear**
nominated for the TOBY™ Award 2005
"Industry's Choice Winner"
nominated for the Golden Teddy Award 2005
limited to 500 pieces – world-wide

Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 16



▲
◀ **HERMANN
Christmas
Ornaments
2005**
limitiert auf
500 Stück
je Modell
weltweit

◀ **Glorious Drummer Boy
Tree Topper 2005**
Vierter in der Reihe
„HERMANN Glorious Tree Topper“
limitiert auf 100 Stück
weltweit

HERMANN Christmas Ornaments 2005

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 individual 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.

"Snow-Shoe Walker" – Ornament

22234-5 11cm 4 ½ inches

"St. Peter" – Ornament

22235-2 11 cm 4 ½ inches

"Cat" – Ornament

22236-9 11 cm 4 ½ inches

"Snow Drop" – Ornament

22237-6 11 cm 4 ½ inches

"Merlin" – Ornament

with an original Swarovski crystal

22238-3 11 cm 4 ½ inches

"Harlekin" – Ornament

22239-0 11 cm 4 ½ inches

"Pope Benedict XVI" – Ornament

with golden colored miniature metal cross

22240-6 11 cm 4 ½ inches

HERMANN Christmas Ornament 2005 Set

6-pieces – without Ornament „Pope Benedict XVI“

containing the 2005 HERMANN Christmas Ornaments:

"Snow-Shoe Walker", "St. Peter", "Cat", "Snow Drop", "Merlin"
and "Harlekin" – all 6 Ornament Bears will have the same
individual limited number

22209-3 6-pieces Bear Set

Extended HERMANN Christmas Ornament 2005 Set

7-pieces – with Ornament "Pope Benedict XVI"

containing the 2005 HERMANN Christmas Ornaments:

"Snow-Shoe Walker", "St. Peter", "Cat", "Snow Drop", "Merlin",
"Harlekin" and "Pope Benedict XVI" – all 7 Ornament Bears will
have the same individual limited number

22209-P 7-pieces Bear Set

A list of all until now published HERMANN Christmas Ornament Bears
you will find on the text page 17

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 Drummer Boy – Tree Topper 2005

Fourth in the series of "HERMANN Glorious Tree Topper"

Limited Edition 100 pieces – world-wide

Mohair plush, polyester filling, 5-times jointed

22200-0 31 cm 12 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)

Musical Drummer Boy (without Illustration)

with music "The Little Drummer Boy"

(same design like "Glorious Drummer Boy" (Art.Nr. 22000-0)
but not as "Tree Topper Bear", but as classical Teddy Bear
without the little hull sewn in the body)

Limited Edition 250 pieces – world-wide

Mohair plush, polyester filling, with musical-movement,

Musical-movement is inside the fabric drum

22457-8 31 cm 12 inches

Classic White Tipped Bear

Limited Edition 250 pieces – world-wide

Mohair plush, excelsior filling

11960-7 32 cm 12 ½ inches

Miniature Brown Bear on Wheels

not jointed, not limited, without numbered certificate

Mohair plush, excelsior filling, with wheels

22070-9 12 cm 4 ¾ inches

Gobelin Bear

Special Edition for Münster 2005

Limited Edition 99 pieces – world-wide

Mohair plush, excelsior filling, growler

12374-1 37 cm 14 ½ inches

Merry Christmas



PAGE 17

Miniature Standing Bear Santa

Fourth in the series of "Classic HERMANN Miniature Standing Animals" made in accordance with old patterns from the 1960's, the clothes are newly designed

Limited Edition 250 pieces – world-wide

Mohair plush, excelsior filling, 1-time jointed with movable head, arms and legs are bendable, with little HERMANN brass colored metal plate sewn on to the belt, individual numbered, a little golden colored metal plate is riveted into the left thigh of the Bear on which the individual number is scribed.

22083-9 14 cm 5 1/2 inches

Mrs. Santa

Limited Edition 500 pieces – world-wide

Mohair plush, excelsior filling, growler, with knitting things (color of the knitting wool may vary)

19465-9 38 cm 15 inches

Christmas Tree Thief

with a sewn fir-tree made of mohair in the arm of the Bear Limited Edition 250 pieces – world-wide

Mohair plush, excelsior filling, individual numbered, a little golden colored metal plate is riveted into the left thigh of the Bear on which the individual number is scribed.

20322-1 18 cm 7 inches

Bavarian Snowman

with original Bavarian miniature walking-stick

Limited Edition 250 pieces – world-wide

Mohair plush, excelsior filling, growler, with Bavarian walking-stick and Bavarian hat with "Gamsbart"

19458-1 38 cm 15 inches

Classic HERMANN Miniature Animals

1-time jointed with movable head

Limited Edition 500 pieces each model – world-wide

Mohair plush, excelsior filling, with red belt around the neck, the individual limited number is only marked on the certificate

Miniature Cat

22061-7 12 cm 4 3/4 inches

Historical HERMANN Miniature Animals

not jointed, not limited, without a numbered certificate

Mohair plush, excelsior filling

Miniature Little Roe Kid

22007-5 12 cm 4 3/4 inches

More „HERMANN Miniature Animals" you will find on page 7, 16, 18

Until now there have been published in the series of "HERMANN Christmas Ornaments" (look to page 16)

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 "St. Peter"	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)



220 83-9

▲ Miniature Standing Bear Santa

Fourth in the series of "Classic HERMANN Miniature Standing Animals" limited to 250 pieces – world-wide

▼ Bavarian Snowman

limited to 250 pieces – world-wide



194 58-1

▶ Christmas Tree Thieb

limited to 250 pieces – world-wide

▶ Historical HERMANN Miniature Animals

not jointed

Little Roe Kid – not limited



194 65-9

220 61-7

▲ Mrs. Santa with knitting things

limited to 500 pieces – world-wide

▲ Classic HERMANN Miniature Animals

1-time jointed with movable head

Cat – limited to 500 pieces world-wide



203 22-1

220 07-5

Mit Hermann
fängt das Spielen an 

HERMANN

Big Red Panda
limited to 500 pieces – world-wide



132 73-6



220 82-2

Miniature Standing Panda

Third in the series of
"Classic HERMANN Miniature Standing Animals"
limited to 250 pieces – world-wide

Uncle Ben ▶
limited to 250 pieces – world-wide

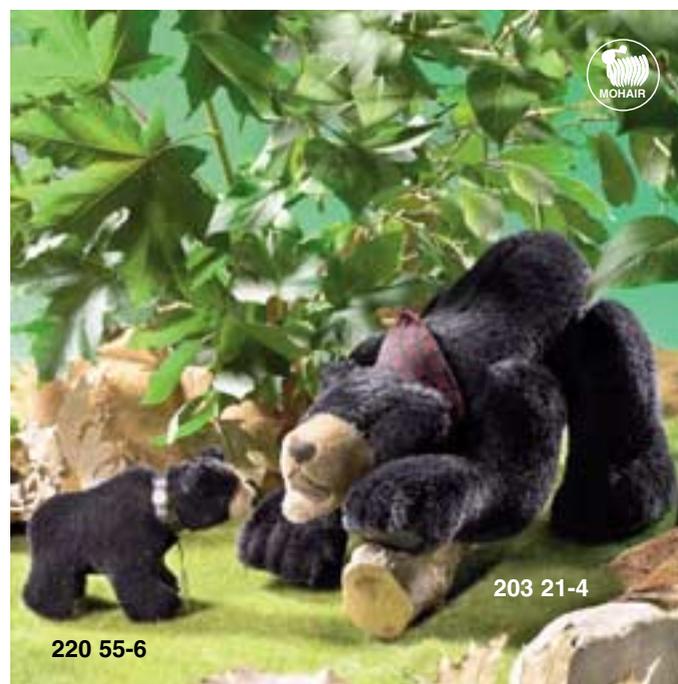
Classic Miniature Black Bear ▶
not jointed
limited to 500 pieces – world-wide



220 43-3

201 05-0

220 44-0



220 55-6

203 21-4

◀ **Big Polar Bear „Rocky“**
limited to 250 pieces – world-wide

◀ **„Willy“ – Little White Miniature Bear**
limited to 100 pieces – world-wide

◀ **„Wolly“ – Big White Miniature Bear**
limited to 100 pieces – world-wide

Red Panda

While the Red Panda is not as well known as the Black and White Panda, he is far more spread out all over the world than his cousin the Black and White Panda. Just like the Classic Panda, the Red Panda's favorite spot is the isolated bamboo forest. Red Pandas are found on steep mountains in Western China and in the Tibetan Himalayas. Both – the Red Panda and the Black and White Panda - are plant eaters and they both love bamboo. But while the Classic Panda only eats bamboo, his cousin the Red Panda prefers mixed food. In the bamboo forest the Red Panda looks for the younger bamboo, which is his main food. But he also eats fruits and sometimes an egg. His fox red fur gave him the name "Red Panda". His long tail is gold with reddish brown rings. His almost triangle shaped face has a white mask with a dark brown stripe, which reaches from the eye up to the corner of the mouth. The Red Panda spends his days sleeping in trees. He is a family animal. Male and female are always staying together and usually produce many children.

Big Red Panda

Limited Edition 500 pieces – world-wide
Mohair plush, polyester/granulate filling
13273-6 58 cm 23 inches

Miniature Standing Panda

Third in the series of
"Classic HERMANN Miniature Standing Animals"
made in accordance with old patterns from the 1960's,
the clothes are newly designed
Limited Edition 250 pieces – world-wide
Mohair plush, excelsior filling, 1-time jointed with movable
head, arms and legs are bendable, with little HERMANN brass
plate sewn on the belt-pocket, individual numbered, a little
golden colored metal plate is riveted into the left thigh of the
Bear on which the individual number is scribed.
22082-2 14 cm 5 ½ inches

Until now there have been published in the series of
"Classic HERMANN Miniature Standing Animals":

2004	Miniature Standing Cat Boy	Art.Nr. 22080-8
2004	Miniature Standing Cat Girl	Art.Nr. 22081-5
2005	Miniature Standing Panda (p.18)	Art.Nr. 22082-2
2005	Miniature Standing Bear Santa (p.17)	Art.Nr. 22083-9

Uncle Ben

Limited Edition 250 pieces – world-wide
Mohair plush, excelsior filling
20321-4 30 cm 11 ¾ inches

Classic Miniature Black Bear

not jointed
Limited Edition 500 pieces – world-wide
Mohair plush, excelsior filling, with black belt around the neck,
the individual limited number is only marked on the certificate
22055-6 12 cm 4 ¾ inches

Big Polar Bear "Rocky"

Limited Edition 250 pieces
Mohair plush, excelsior filling, with a blanket lying on the back
5-times jointed with a double jointed neck
20105-0 40 cm 15 ¾ inches

"Willy" – Little White Miniature Bear with scarf

The ladder is only decoration of the picture and will not come with the Bear.
Limited Edition 100 pieces – world-wide
Mohair plush, excelsior filling,
individual numbered, a little golden colored metal plate is
riveted into the left thigh of the Bear on which the individual
number is scribed.
22043-3 12 cm 4 ¾ inches

"Wolly" – Big White Miniature Bear with scarf and cap

Limited Edition 100 pieces – world-wide
Mohair plush, excelsior filling,
individual numbered, a little golden colored metal plate is
riveted into the left thigh of the Bear on which the individual
number is scribed.
22044-0 19 cm 7 ½ inches

Treasures



HERMANN Dream Team 2005

The most popular awards for Teddy Bears are world-wide the TOBY™ Award and the Golden Teddy Award in the USA, just as the TED worldwide Award in Europe. Teddy Bear manufacturers and artists from around the world enter every year these contests to get one of the desirables nominations, which are given away by an international jury of experts. But only the most beautiful Bears get such a nomination.

2005 TOBY™ Award Industry's Choice Winners

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

- Tut-anch-Amun** (Art.Nr. 20251-4)
(Small Manufactured Bear, Dressed/Costumed)
- Peanut Butter Bear** (Art.Nr. 22466-0)
(Small Manufactured Bear, Undressed)
- Napoleon** (Art.Nr. 19037-8)
(Large Manufactured Bear, Dressed/Costumed)
- Sweet Valentine** (Art.Nr. 20220-0)
(Large Manufactured Bear, Undressed)
- Johann Hermann Bear** (Art.Nr. 14650-4)
(Manufactured Vignette, Any Size)

2005 Golden Teddy Award Nominees

- Caramel Cream Bear** (Art.Nr. 22465-3)
(Manufacturer, Undressed, Over 5 & Under 14 inches)
- Snow Drop** (Art.Nr. 20273-6)
(Manufacturer, Dressed/Accessorized, > 5 & < 14")
- Sweet Valentine** (Art.Nr. 20220-0)
(Manufacturer, Undressed, 14 inches & Over)
- The Pennydarran Bear** (Art.Nr. 19097-2)
(Manufacturer, Dressed/Accessorized, 14" & Over)

2005 Winners of the TED worldwide Award (without illus.)

- Time-honoured Classic Bear** (Art.Nr. 16401-0)
(Manufacturer/Old fashion teddy)
- The Pennydarran Bear** (Art.Nr. 19097-2)
(Manufacturer/Design variation, dressed)
- Annual Animal 2004 "Polar Bear"** (Art.Nr. 15104-1)
(Manufacturer/Nature Bear)

2004/2005 TED worldwide Award Nominees (without illus.)
Christmas Ornaments "Panda" + "Tchaikowsky", "Big Panda", "Time-honoured Classic Bear 16401-0", "Blue Bell", "The Pennydarran Bear", "Matryoshka Bear", Annual Animal 2004 "Polar Bear", "Miniature Standing Cat Boy and Girl".

BACK COVER (PAGE 20)

The HERMANN Annual Editions for 2005
Production limited to the year 2005

HERMANN Annual Bear (date of year on fabric label)
Past Bears since 1992: "Black and White", "Greeny", "Rosanna", "Symphonie", "Kir Royal", "Golden Blue", "Smoky", "True Love", "Green Leave", "Panda Rouge", "Centi", "Coralena", "Hermina"

HERMANN Annual Bear 2005 – "Little Hermann"
(14th in the row)

with embroidered and individual numbered paw,
Mohair plush, excelsior filling, growler

16000-5	35 cm	13 ¾ inches
16001-2	40 cm	15 ¾ inches

HERMANN Christmas Bear (date of year embroidered)
Series started 1994

HERMANN Christmas Bear 2005 (12th in the row)
with decorated sleigh, miniature nutcracker from the Erz-Gebirge/Germany and wooden lantern and bird,
Mohair plush, excelsior filling, growler

16005-0	40 cm	15 ¾ inches
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as an Individual Bear with individually embroidered paw

16006-7	40 cm	15 ¾ inches
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HERMANN Annual Animal (date of year on fabric label)
Past animals since 1990: Hedgehog, Peace Dove, Bat, Chameleon, Stork, Beaver, Rat, Owl, Frog, Snail, Koala, Maki, Nose Bear "Coati", Andes Bear, Polar Bear

HERMANN Annual Bear 2005 – "The Anteater"
(16th in the row)

Mohair plush, polyester/granulate filling,
3-times jointed with movable head and legs

15104-1	24 cm	9 ½ inches
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HERMANN Dream Team 2005

five TOBY™ Award Industry's Choice Winners
four Golden Teddy Award Nominees
nine TED worldwide Award Nominees
three TED worldwide Award Winner
for HERMANN-Coburg 2005



224 66-0



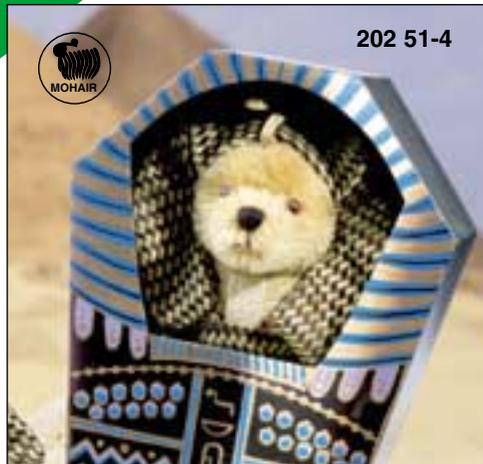
202 73-6



224 65-3



202 51-4



202 20-0



2005 TOBY™ Award Industry's Choice Winners

- ▶ Tut-anch-Amun ▲
- ▲ Peanut Butter Bear
- ◀ Sweet Valentine
- Johann Hermann Bear ▼
- ▲ Napoleon



190 97-2



190 37-8



146 50-4



Annual – Editions

2005



HERMANN “Annual Christmas Bear 2005“
production limited to the year 2005

HERMANN “Annual Christmas Individual Bear 2005“
with embroidered personal dedication
on the right paw of the Christmas Bear
▼ production limited to the year 2005



160 05-0



160 00-5

160 01-2

▲ **HERMANN “Annual Bear 2005“**
“Little Hermann“
with embroidered paws
with individual numbers
production limited to the year 2005

HERMANN “Annual Animal 2005“
“The Anteater“
▼ production limited to the year 2005



151 05-8

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Honors for HERMANN-Coburg Teddy Bears

(since 2004 – with the exception of the winners before 2004)

1997	Golden Teddy WINNER HERMANN's 1. 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
	The 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
	Der Nose Bear "Coati"	Art.Nr. 15102-7
	The Little Horseman	Art.Nr. 22075-4
	Joseph	Art.Nr. 19512-0
2004	TED worldwide WINNER Horsemen – Ornament	Art.Nr. 22227-7
2004	TOBY™ Nominee First Flight Adventure Bear	Art.Nr. 19113-9
2004	TOBY™ Nominee Sonneberg Museum's Bear 2003	Art.Nr. 12303-1
2004	Golden Teddy Nominee Peter Pan	Art.Nr. 19910-4
2004	Golden Teddy Nominee Tinkerbell	Art.Nr. 19911-1
2004	Golden Teddy Nominee Fancy Bear	Art.Nr. 20640-6
2004	Golden Teddy Nominee Knutschi – Martin's Birthday Bear	Art.Nr. 10238-8
2005	TOBY™ Nominee (Small Manufactured Bear, Dressed/Costumed) Tur-anch-Amun	Art.Nr. 20251-4
2005	TOBY™ Nominee (Small Manufactured Bear, Undressed) Peanut Butter Bear	Art.Nr. 22466-0
2005	TOBY™ Nominee (Large Manufactured Bear, Dressed/Costumed) Napoleon	Art.Nr. 19037-8
2005	TOBY™ Nominee (Large Manufactured Bear, Undressed) Sweet Valentine	Art.Nr. 20220-0
2005	TOBY™ Nominee (Manufactured Vignette, Any Size) Johann Hermann Bear	Art.Nr. 14650-4
2005	Golden Teddy Nominee (Manufacturer, Undressed, Over 5 & Under 14 inches) Caramel Cream Bear	Art.Nr. 22465-3
2005	Golden Teddy Nominee (Manufacturer; Dressed/Accessorized, > 5 & < 14") Snow Drop	Art.Nr. 20273-6
2005	Golden Teddy Nominee (Manufacturer, Undressed, 14 inches & Over) Sweet Valentine	Art.Nr. 20220-0
2005	Golden Teddy Nominee (Manufacturer, Dressed/Accessorized, 14" & Over) The Pennydarran Bear	Art.Nr. 19097-2
2005	TED worldwide WINNER (Manufacturer/Old fashion teddy) Time-honoured Classic Bear	Art.Nr. 16401-0
2005	TED worldwide WINNER (Maufacturer/Design variation, dressed) The Pennydarran Bear	Art.Nr. 19097-2
2005	TED worldwide WINNER (Manufacturer/Nature Bear) Annual Animal 2004 "Polar Bear"	Art.Nr. 15104-1

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

2005

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.