HERMANN-Spielwaren GmbH · Coburg

Mit Hermann fängt das Spielen an

HERMANN-Spielwaren GmbH
Manufacture of fine German Teddy Bears
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founded 1920 by Max Hermann in Sonneberg-Neufang
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 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:

"Dear Mrs. Dr. Hermann! The State Secretariat 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

**Soccer Bear “Soccer King”**

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

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

Embroidery of the paws in Latin (without country sign)
19064-4 42 cm 16 1/2 inches

German Edition – Limited Edition 265 pieces
Embroidery of the paws in German (without country sign)
19055-2 42 cm 16 1/2 inches

German Small Edition – Limited Edition 533 pieces
Embroidery of the paws in German (country sign: S)
19056-9 38 cm 15 inches

Embroidery of the paws in English (country sign: A)
19057-6 42 cm 16 1/2 inches

Japan Edition – Limited Edition 265 pieces
Embroidery of the paws in German (country sign: J)
19058-3 42 cm 16 1/2 inches

United Kingdom Edition – Limited Edition 265 pieces
Embroidery of the paws in English (country sign: UK)
19059-0 42 cm 16 1/2 inches

Embroidery of the paws in English (country sign: AUS)
19060-6 42 cm 16 1/2 inches

Embroidery of the paws in German (country sign: SA)
19062-0 42 cm 16 1/2 inches

Brazilian Edition – Limited Edition 265 pieces
Embroidery of the paws in German (country sign: BR)
19063-7 42 cm 16 1/2 inches

Embroidery of the paws in German (country sign: SK)
19065-1 42 cm 16 1/2 inches

Italian Edition – Limited Edition 265 pieces
Embroidery of the paws in German (country sign: IT)
19066-6 42 cm 16 1/2 inches

Particularity only for this edition: with porcelain brooch with a picture of Pope Benedict XVI
19067-5 35 cm 13 1/4 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.”
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

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

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

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 on one side is much more strong 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 “David 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)
19513-3 37 cm 14 ½ inches (Goliath)

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

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 = mc² 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 ½ inches
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 Teddy 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.
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 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 15th Neustadt Doll and Bear Festival in 2005 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. 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 1/2 inches (Festival Bear)
14 cm  5 1/2 inches (Puppet Bear)

Rocking Black Bear
Limited Edition 100 pieces – world-wide
Mohair plush, excelsior filling, with wooden rocking parts
40 cm  15 1/2 inches
20106-7

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 1/2 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
22064-7  12 cm  4 3/4 inches (Illus. S. 17)

Miniature Siam Cat
22062-4  12 cm  4 3/4 inches

Miniature Tom Cat
22064-8  12 cm  4 3/4 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 3/4 inches

Miniature Siam Cat
22002-0  12 cm  4 3/4 inches (without Illus.)

Miniature Tom Cat
22004-4  12 cm  4 3/4 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 1/2 inches (light brown)
27511-2  22 cm  8 1/2 inches (cream)
27512-9  22 cm  8 1/2 inches (pink)

Classic Max
Limited Edition 50 pieces – world-wide
Mohair plush, excelsior filling, growler
14482-1  80 cm  31 1/2 inches

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

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

144 82-1

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

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 model – world-wide

"Don Giovanni" Musical Bear
Ninth in the series of "HERMANN Classic Music Bears"
with music "La ci darem la mano" (give me your hand) from the opera "Don Giovanni" by Wolfgang Amadeus Mozart
European Edition limited to 500 pieces

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 mano" ("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"
Mohair plush, excelsior filling, musical-movement "La ci darem la mano" (Give me your hand) from the opera "Don Giovanni" by Wolfgang Amadeus Mozart.
Limited Edition 500 pieces
143 22-0 14 cm 5 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 4 Seasons"
2001 "Boléro" with Maurice Ravel "Boléro"
2003 "Egypta" with "Triumphant March" from the opera "Aida"
2004 "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
Charles and Camilla Limited Edition 250 each model – world-wide
Mohair plush, polyester filling 132 17-0 32 cm 12 ½ inches (Charles)
132 17-1 31 cm 12 ½ 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 the day of marriage was displaced from the 8th of April to the 9th of April. Therefore some few Bears have been delivered the embroidery of old date 8th April 2005. These Bears represent an extraordinary rarity.
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

1905 – 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

Guy Fawkes Memorial Bear
limited to 400 pieces – UK-Exclusive
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.

Hans Christian Andersen limited to 500 pieces world-wide

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

“The Swineherd”
limited to 500 pieces world-wide

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

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

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

“The Swineherd”
limited to 500 pieces world-wide

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

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

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.

“The 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 ½ 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 ¾ 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 “On, 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

“The Princess and the Pea”
limited to 500 pieces
world-wide

“The Brave Tin Soldier”
limited to 500 pieces
world-wide

“The Ugly Duckling”
limited to 500 pieces – world-wide

“The Little Match-Seller”
limited to 500 pieces
world-wide

“The Little Tiny or Thumbelina”
limited to 500 pieces
world-wide

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 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 manufacturer’s reasons.
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 ⅝ inches (Bear)
27 ⅞ 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.
1905 - 2005
For the 100th Birthday of Las Vegas
Lucky Las Vegas Bear
limited to 250 pieces – world-wide

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

Good Luck
“Poppy” Bear
Fourth in the HERMANN “Flower Bears Series”
limited to 500 pieces – world-wide

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

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

Hare “Rudi Rübe” – “Rudi Rape“
limited to 250 pieces – world-wide

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

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

Little White Cat
limited to 250 pieces – world-wide

Pink Marshmallow Bear
limited to 250 pieces – world-wide

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
HERMANN Christmas Ornaments 2005
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

22200-0  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, excelsior 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 Drummer Boy” 22200-0  (2005)

Musical Drummer Boy (without Illustration)
with music “The Little Drummer Boy”
(same design like “Glorious Drummer Boy” (Art.Nr. 222000-0) 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, 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 ½ 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

▲ 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

▲ 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

Historical HERMANN Miniature Animals
not jointed
Little Roe Kid – not limited

Christmas Tree Thieb
limited to 250 pieces – world-wide
Big Red Panda
limited to 500 pieces – world-wide

Uncle Ben
limited to 250 pieces – world-wide

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

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

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
Treasures

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

2005 Golden Teddy Award Nominees
- Snow Drop ▲
- Caramel Cream Bear ▲
- Sweet Valentine ▲
- The Penydarran Bear ▼

2005 TOBY™ Award Industry’s Choice Winners
- Tut-anch-Amun ▲
- Peanut Butter Bear
- Sweet Valentine
- Johann Hermann Bear ▼
- Napoleon

2004/2005 TED worldwide Award Nominees (without Illus.)

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)

HERMANN Annual Bear 2005 – “Little Hermann” (14th in the row)
with embroidered and individual numbered paw, Mohair plush, excelsior filling, growler
1600-60-5 35 cm 11 3/4 inches
16001-2 40 cm 15 3/4 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 Erzgebirge/Germany and wooden lantern and bird, Mohair plush, excelsior filling, growler
16006-5 40 cm 15 3/4 inches as an Individual Bear with individually embroidered paw
16006-7 40 cm 15 3/4 inches

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/granule filling, 3-times jointed with movable head and legs
15104-1 24 cm 9 5/8 inches
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

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
<table>
<thead>
<tr>
<th>Year</th>
<th>Category</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1997</td>
<td>Golden Teddy WINNER</td>
<td>HERMANN’s 1. Internet Bear</td>
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<tr>
<td></td>
<td>Art.Nr. 12260-7</td>
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<tr>
<td>1998</td>
<td>Golden Teddy WINNER</td>
<td>Small-Jacob – HERMANN-Artistle</td>
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<td>Art.Nr. 20605-5</td>
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<td>1998</td>
<td>TOBY™ WINNER</td>
<td>Professor Higgins</td>
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<td>Art.Nr. 19146-7</td>
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<td>1999</td>
<td>TOBY™ WINNER</td>
<td>Polar Bear – natural</td>
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<td>Art.Nr. 20101-2</td>
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<td>2000</td>
<td>TED worldwide WINNER</td>
<td>Max Hermann I/99</td>
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<td>Art.Nr. 10250-0</td>
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<td>2001</td>
<td>TED worldwide WINNER</td>
<td>Vivaldi Music Bear</td>
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<td>Art.Nr. 14347-3</td>
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<td>Red Panda – Allurus fulgens</td>
<td>Art.Nr. 20620-8</td>
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<td>Red Baron</td>
<td>Art.Nr. 19111-5</td>
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<td>2001</td>
<td>TOBY™ WINNER</td>
<td>Red Panda – Allurus fulgens</td>
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<td>Art.Nr. 20620-8</td>
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<tr>
<td>2002</td>
<td>TED worldwide WINNER</td>
<td>Egyptta Music Bear</td>
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<td>Art.Nr. 14349-7</td>
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<td>Mother Goose</td>
<td>Art.Nr. 19500-7</td>
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<td>The Animal Friend</td>
<td>Art.Nr. 20203-3</td>
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<td>“Raccoon” – Procyon Iotor</td>
<td>Art.Nr. 20621-5</td>
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<td>2002</td>
<td>Golden Teddy WINNER</td>
<td>Large Theodore Roosevelt</td>
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<td>Art.Nr. 10213-5</td>
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<td>2003</td>
<td>TED worldwide WINNER</td>
<td>Rudolph the Red-Nosed Reindeer</td>
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<td>Art.Nr. 19457-4</td>
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<td>Der Nose Bear “Coati”</td>
<td>Art.Nr. 15102-7</td>
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<td>The Little Horseman</td>
<td>Art.Nr. 22075-4</td>
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<td>Joseph</td>
<td>Art.Nr. 19512-0</td>
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<td>2004</td>
<td>TED worldwide WINNER</td>
<td>Horsemens – Ornament</td>
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<td>Art.Nr. 22227-7</td>
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<td>2004</td>
<td>TOBY™ Nominee</td>
<td>First Flight Adventure Bear</td>
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<td>Art.Nr. 19113-9</td>
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<td>2004</td>
<td>TOBY™ Nominee</td>
<td>Sonneberg Museum’s Bear 2003</td>
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<td>Art.Nr. 12303-1</td>
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<td>2004</td>
<td>Golden Teddy Nominee</td>
<td>Peter Pan</td>
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<td>Art.Nr. 19910-4</td>
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<td>2004</td>
<td>Golden Teddy Nominee</td>
<td>Tinkerbell</td>
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<td>Art.Nr. 19911-1</td>
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<td>2004</td>
<td>Golden Teddy Nominee</td>
<td>Fancy Bear</td>
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<td>Art.Nr. 20640-6</td>
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<td>2004</td>
<td>Golden Teddy Nominee</td>
<td>Knutsch – Martin’s Birthday Bear</td>
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<td>Art.Nr. 10238-8</td>
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<tr>
<td>2005</td>
<td>TOBY™ Nominee</td>
<td>(Small Manufactured Bear, Dressed/Costumed)</td>
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<tr>
<td></td>
<td>(Small Manufactured Bear, Undressed)</td>
<td>Art.Nr. 20251-4</td>
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<tr>
<td>2005</td>
<td>Peanut Butter Bear</td>
<td>Art.Nr. 22466-0</td>
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<tr>
<td>2005</td>
<td>TOBY™ Nominee</td>
<td>(Small Manufactured Bear, Undressed)</td>
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<td>Napoleon</td>
<td>Art.Nr. 22466-0</td>
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<td>2005</td>
<td>TOBY™ Nominee</td>
<td>(Large Manufactured Bear, Dressed/Costumed)</td>
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<td></td>
<td>Sweet Valentine</td>
<td>Art.Nr. 19037-8</td>
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<tr>
<td>2005</td>
<td>TOBY™ Nominee</td>
<td>(Large Manufactured Bear, Undressed)</td>
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<td>Johann Hermann Bear</td>
<td>Art.Nr. 20220-0</td>
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<tr>
<td>2005</td>
<td>Gold Teddy Nominee</td>
<td>(Manufactured Vignette, Any Size)</td>
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<td>Caramel Cream Bear</td>
<td>Art.Nr. 14650-4</td>
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<tr>
<td>2005</td>
<td>Golden Teddy Nominee</td>
<td>(Manufacturer, Undressed, Over 5 &amp; Under 14 inches)</td>
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<td>Snow Drop</td>
<td>Art.Nr. 20273-6</td>
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<td>2005</td>
<td>Golden Teddy Nominee</td>
<td>(Manufacturer, Undressed, 14 inches &amp; Over)</td>
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<td>Sweet Valentine</td>
<td>Art.Nr. 20220-0</td>
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<tr>
<td>2005</td>
<td>Golden Teddy Nominee</td>
<td>(Manufacturer. Dressed/Accessoryized, 14” &amp; Over)</td>
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<td>The Pennydarrren Bear</td>
<td>Art.Nr. 19097-2</td>
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<tr>
<td>2005</td>
<td>TED worldwide WINNER</td>
<td>(Manufacturer/Old fashion teddy)</td>
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<td>Time-honoured Classic Bear</td>
<td>Art.Nr. 16401-0</td>
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<tr>
<td>2005</td>
<td>TED worldwide WINNER</td>
<td>(Manuacturer/Design variation, dressed)</td>
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<td>The Pennydarrren Bear</td>
<td>Art.Nr. 19097-2</td>
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<tr>
<td>2005</td>
<td>TED worldwide WINNER</td>
<td>(Manufacturer/Nature Bear)</td>
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<td>Annual Animal 2004 “Polar Bear”</td>
<td>Art.Nr. 15104-1</td>
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</table>
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.