

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



Bruno - JJ1

◀ Meister Petz in Bavaria
limited to 250 pieces
world-wide

2006 What a Bears' year – since more than 170 years the first living brown bear has appeared in our wonderful country of Bavaria. It goes without saying, that this piece of news inspires us, as a Bear maker, to create the most famous Bear boy of the year 2006 with the official name JJ1 – later called “Bruno” – as a plush

animal as soon as the first news

items were published. So it was, that our little “Meister

Petz in Bavaria” celebrates its first world night even at the lifetime of its

famous kind comrade during our HERMANN-Coburg Club meeting on May 25th 2006. At this

time nobody had a presentiment of the fateful way “Bruno” had to go. For weeks “Bruno” emotionally moved the people. Already the Vatican intervened. *“Was it really only by chance, that the animal comes on its way from Italy to Bavaria?”* – so an ordinary speaker of the bishop of Munich in a news item - *“Finally Pope Benedict XVI. holds in his coat of arms the Freising Korbinian's Bear and through that he has confirmed newly the home right of Bears in Bavaria by high authority.”* Therefore we are very glad to introduce with our collection 2006 both Bears at the same time – the famous “Bruno JJ1” just as the legendary “Korbinian's Bear”. Especially the Korbinian's legend shows us, that Bears are very loveable creatures, which will accompany us faithfully on our ways, when we go up to them.

For us our Bears are also an important part of our family history. Since nearly 90 years we are making these loveable “Ways' Companions” yet in the 3rd generation. Therefore we are glad to present to you two Teddy Bears of a very extraordinary kind, which we have dedicated to the daughter of the founder of our company to her 80th birthday. In the 1950's Max Hermann's daughter “Hannelore” competently has assisted, that our Bears had the chance to grow and flourish on their new ground in Coburg. Like our aunt has worked for the Teddy Bears of her father and our grandfather at that time, it is now our part, to fill this old tradition always anew with life.

Teddy Bears are today a sign of life's culture. That means for us very self-evident, that all our Bears are made only here in our home in Germany, in a country, that guarantees for the people, who work there, a maximum of liberty and social acquisitions. Our Teddy Bears are no anonymous contemporaries, which are born somewhere in the nowhere. Each single one of our Bears knows, from where it comes and where it goes. They are little personalities, which barely can await to be shipped from Coburg out to all the world to tell you about one of the most beautiful traditions of German toy's culture.

Our Teddy Bears are a reflected image of our time. We invite you to celebrate together with our Teddy Bears the 250th birthday of Wolfgang Amadeus Mozart and to listen to his music. Remember the great German poet Heinrich Heine and read in his poems. Our Teddy Bears congratulate Her Majesty Queen Elizabeth II. to her 80th birthday and they occupy themselves with the paintings of Rembrandt to his 400th birthday. They take the message of the 950th jubilee of their home town Coburg out to all the world and they could see, how the whole world was at home by friends in Germany during the Soccer World Championship. But now we are looking with great attention and expectation to the visit of the Pope in Germany, which we have placed as the very grand culmination of the year 2006 into the focus of our this year's Bears' collection.

HERMANN Teddy Bear Catalogue 2006 / 2007

We are proud to present you today our 2006 Teddy Bear range and we enjoy also to give you a little foretaste of what will come to you next year 2007. Nearly 60 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 2006 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

Prelude to the Mozart Year 2006

On January 27th, 1756 – exactly 250 years ago – Wolfgang Amadeus Mozart was born in Salzburg. All the year 2006 round people around the world will celebrate the 250th birthday of one of the most famous composer of the universal history with jubilee concerts and opera performances. He was brilliant like no other composer and created works of highest grades. In the Mozart year 2006 we want to celebrate the 250th birthday of Wolfgang Amadeus Mozart with a special Mozart collection. The prelude of this range is formed by our extraordinary “Giant Mozart”, which you can see pictured sitting at a black Steinway grand piano at the front cover of this catalogue. This only one Bear in the grandiose size of 36 inches, which is only limited to 100 pieces, is followed by our “Mozart Special Birthday Edition” Bear, which has won the “Golden Teddy Award 2006”, by our “Papageno” Bear from our “HERMANN Classic Music Bears Series” and by our “Miniature Mozart” of our “HERMANN Christmas Ornaments Series”. (look to page 10 and 16 of this catalogue). In addition we have already published in our series “Great Composers” in the year 1998 and 2003 two more Mozart Bears with and without musical-movement. (look to page 8 of our catalogue 2003 and to page 5 of our catalogue 1998).

Giant-Mozart

Limited Edition 100 pieces – world-wide

Mohair plush, excelsior filling, growler, with Mozart wig,
19224-2 90 cm 36 inches

“Bruno JJ1”

Meister Petz in Bavaria

The mystery of the Brown Bear's origin, which was seen on May 18th 2006 near the German-Austria border in Bavaria for the first time, was quickly solved. The fellow with its tuft hairs was the young Bear “JJ1” from Italy and was originally located in the Adamelo-Brenta wild-life reserve for Bears in South Tyrol. He was part of an EU-founded conservation project in Italy. He was born in spring 2004 and was the first son of the mother Bear “Jurka” and the father Bear “José”. Its official name “JJ1” is formed by the initial letters of the names of its parents and by the number of their children in the row. “JJ1” carried a weight with 105 kg and had a size of 1,30 m from the ground up to its shoulders. The Brown Bear's travels and exploits in Germany in the first half of 2006 drew international attention, because it was the first Brown Bear on German soil in 170 years. By the news papers the Bear was first named “Meister Petz”, which is a German fable name for a Bear and means “Mr. Bear”. But very soon the Bear got the very personal nick name “Bruno” by the folks and “JJ1” started to become a Cult Bear. Tourists started to make pilgrimages to those regions of Bavaria, where “Bruno” had been seen. Mourning became many people, when the bear passed away in the early hours of June 26th, 2006. But in our hearts, “Bruno” will live on for ever.

“Bruno JJ1 – Meister Petz in Bavaria”

Limited Edition 250 pieces – world-wide

Made of alpaca, a very rare and very valuable natural plush material, which descend from the hair of the alpaca animal, polyester filling, 6-times joined with a double jointed neck. The double jointed neck makes it possible, that the head of the Bear can be turned in all natural positions. The paws are made of leather and embroidered with the name of the Bear “Bruno JJ1”.

20107-4 26 cm 10 ¼ inches


Martin-J. Hermann


Dr. Ursula Hermann

Coburg, in August 2006

Coburg's 950th Anniversary

In 2006 Coburg, the hometown of the HERMANN-Coburg Bears, celebrates its 950th anniversary. Coburg belongs to the very old and traditional towns of Germany. At every turn you meet the charm of an old residence city. The mediaeval castle named "Veste Coburg" rises above the town with its powerful masonries and towers like a crown.

The name "Coburg" was first mentioned documentarily by a deed of gift from the year 1056. Queen Richeza of Poland, granddaughter of the German Emperor Otto I., donated in 1056 her landed estate called "Coburg" to the archbishopric of Cologne. By this "Coburg" enters the stage of the universal history 950 years ago. Then you can read something about a church at the top of a hill "Coburg". In these early documents also a suburban colony named "Kortendorf" is mentioned, which is the place, where today the HERMANN-Coburg Bears have their home. It is the today's Coburg district "Cortendorf".

The castle "Veste Coburg" was built during the 13th century. In 1530 Martin Luther found here a hiding place. Over many centuries Coburg was governed by margraves, electors and dukes. In the middle of the 16th century the dukedom "Coburg" became a free state. By the intelligent marriage policy of the "Saxe-Coburg-Gotha" duke house, Coburg reached the control lever of power of many European royal dynasties. The most famous son of the town is Prince Albert I., who married in 1840 his cousin Queen Victoria of England. He founded the house "Saxe-Coburg-Gotha" in England, which was the name of the English Royals until 1917. Also the waltz king "Johann Strauß" belongs to the history of Coburg. In 1886 Johann Strauß became an evangelical Coburg citizen. By this it was allowed for him to seek a divorce and to marry his third wife Adele in Coburg. In 1918 the last Coburg duke resigned and the free state "Coburg" became a part of Bavaria by plebiscite.

The "Coburg Moor"

Patron Saint and Coat of Arms of the Town Coburg

When you walk through the city of Coburg you will see all around the "Coburg Moor". It is the Patron Saint of the town. The "Coburg Moor" represents the "Saint Mauritius" of Egypt. Because of his foreign birth, the artists of the middle age figured the "Saint Mauritius" erroneously as a black man, although he was not black in reality. But this kind of performance has been preserved. The legend tells us, that "Saint Mauritius" was a commander of the Roman legions in Egypt. He and his troop were Christians. In the year 285 Mauritius had to die a martyr's death, because he refused to worship heathen idols. In the following centuries "Mauritius" and "Moritz" churches were built all around Europe. Especially in the middle age the reverence of the "Saint Mauritius" bloomed. Many nobilities, knightly orders and ecclesiastical institutions put the "Moor" to their coat of arms. In 1220 relics of "Saint Mauritius" were carried on the highway through Coburg. In the 16th century the "Moor" was took over into the town seal of Coburg. The town Coburg is proud to carry the "Saint Mauritius" in its coat of arms of the town.

"950 Years Coburg" Bears

the official Jubilee Bears of the town Coburg

Limited Edition 950 pieces each model – world-wide

Mohair plush in the Coburg colours yellow and black, polyester filling

| | | | |
|---------|-------|-----------|--------|
| 12287-G | 33 cm | 13 inches | yellow |
| 12287-S | 33 cm | 13 inches | black |

German Fan Bear

Limited Edition 111 pieces – world-wide

Mohair plush, polyester/granulate filling, the goal at the head can be unbuttoned

| | | |
|---------|-------|-----------|
| 12511-0 | 38 cm | 15 inches |
|---------|-------|-----------|

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,

die wooden rocking parts can be unbuttoned.

| | | |
|---------|-------|-------------|
| 20106-7 | 40 cm | 15 ¼ inches |
|---------|-------|-------------|

Time-honoured Classic Bears

Limited Edition 250 pieces each model – world-wide

Mohair plush, excelsior filling

| | | | |
|---------|-------|-----------|---------------|
| 16448-5 | 28 cm | 11 inches | classic-gold |
| 16449-2 | 28 cm | 11 inches | classic-cream |
| 16450-8 | 28 cm | 11 inches | classic-brown |

Throughout the Time



The "German Fan Bear" says thank you to all teams, which have had part in the Soccer World Championship, for all the wonderful matches, which were shown.



125 11-0



122 87-S

122 87-G

▲
1056 – 2006
„950 Years Coburg“ Bears
Special Edition on the occasion of the 950th jubilee of the town Coburg, the today's home of the HERMANN-Coburg Bears
limited to 950 piece each model – world-wide

German Fan Bear ▲

Special Edition on the occasion of the Soccer World Championship 2006 in Germany Fourth in the HERMANN "Soccer Bears Series" limited to 111 pieces – world-wide



HERMANN-Coburg Classics

Rocking Black Bear ►
limited to 100 pieces – world-wide

Time-honoured Classics ►
Teddy Bear 16448-5 – classic gold
Teddy Bear 16449-2 – classic cream
Teddy Bear 16450-8 – classic brown
limited to 250 pieces each model



164 50-8

164 49-2

164 48-5

201 06-7

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Pope Benedict XVI.

published 2005 in memory of the nomination
of Cardinal Joseph Ratzinger for the Pope on April 19th 2005
limited Country Editions each with 265 pieces ▼



- ▲ **Pope Benedict XVI.**
published 2006
on the occasion of
the visit of the Pope
in Germany
in September 2006
limited to 2006 pieces
world-wide



- ◀ **The Holy St Peter
with sheep,
the first Pope
in the
history**
limited to
1000 pieces
world-wide

"And I tell you that you are Peter, and on this rock I will build my church. I will give you the keys of the kingdom of heaven, and whatever you bind on earth will be bound in heaven." Matthew, chapter 16, verse 18, 19

2005 – Habemus papam

April 19th, 2005, 6 o'clock p.m. – white smoke rises out of the chimney of the Sistine Chapel – die bell of Saint Peter rings – habemus papam – we have a new Pope. Benedict XVI. is the first German Pope since 482 years. He is the 8th German Pope in the history of the Holy See and the 264th successor of Saint Peter. The name "Benedict", which the Pope has chosen, means "The Blessed". With this choice the Pope want to recall Saint Benedict of Nursia, the grand order's founder and copatron of Europe. His predecessor in name, Pope Benedict XV. (1914-1922), became known as a courageous prophet of peace. When the Pope appeared on April 19th, 2005 for the first time at the balcony of Saint Peter's Basilica, he wore the Zucchetto, a small skullcap in the Pope's colour white (Pileolus) and the Pectorale, the cross wearing on the breast. In memory of the election of Cardinal Joseph Ratzinger for Pope Benedict XVI. we have designed our Teddy Bear model 2005. The country limitations of 265 pieces are based on, that Pope Benedict XVI. is the 265th Pope in the history since Saint Peter. The Teddy Bear with the number 265 from the German Edition was given for present to His Holiness, the 265th Pope in the history, and was sent to the Vatican on May 9th, 2005. **"It is a Bear, like the world hasn't seen before"**

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

Pope Benedict XVI. (Design 2005)

Design registered for HERMANN-Coburg reference no. 4 05 02 836.9
published in honour of the nomination of Cardinal Joseph Ratzinger for Pope Benedict XVI. on April 19th, 2005
Limited Country Editions with each 265 pieces
Mohair plush, excelsior filling, growler

Latin Edition – Limited Edition 265 pieces
embroidery of the paws in Latin (without country sign)
19064-4 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

**Also available with English embroidery of the paws are:
UK Edition, American Edition and Australian Edition**

2006 – The Pope visits his Bavarian home

In joy of the visit of the Pope in Germany from September 9th to 14th, 2006, we have designed in a special limited edition our Teddy Bear model 2006 with a wooden cross on a staff and a white felt scale, which shall symbolize the Ferula, the papal crosier, and the Pallium, the white scale of the Pope.

Pope Benedict XVI. (Design 2006 – look also to page 5)

Special Edition published on the occasion of the visit of the Pope in Germany in September 2006
Limited Edition 2006 pieces – world-wide
Mohair plush, excelsior filling, growler
19054-5 43 cm 17 inches

Saint Peter – the First Pope in the History of the Holy See

Peter is the most stand out person from the Twelve Apostles. The New Testament tells us, that Jesus has called the fisherman Simon as one of his first disciples and named him Peter – the rock. Above all the other disciples, Peter was assigned a leadership role by Jesus. He should become the shepherd of Jesus' herd. About 65 Peter died a martyr's death. He was crucified upside down. His tomb is the place, where Basilica of Saint Peter was later built. Saint Peter is considered the First Pope. In the popular culture he has the image of the door keeper of the kingdom of heaven. In art, he is often depicted with a halo, holding the shepherd's staff and the keys to the kingdom of heaven.

Saint Peter with Sheep

Limited Edition 1000 pieces – world-wide
Mohair plush, excelsior filling, growler,
with white Miniature Sheep on his arm
19052-1 42 cm 16 1/ inches

Miniature Sheep (single)

not limited, 1-time jointed with movable head
Mohair and alpaca natural plush, excelsior filling
22120-1 12 cm 4 ¾ inches white
22121-8 12 cm 4 ¾ inches black



The 500th Anniversary of the Swiss Guards

The papal Swiss Guard in the Vatican was founded on January 22nd, 1506 by Pope Julius II. Since that time it is the ceremonial and palace guard of the Pope in the same like his bodyguard. The Swiss Guard embraced 110 guards. They must be Catholic, unmarried males with Swiss citizenship, who have completed basic training with the Swiss military. Recruits must be between 19 and 30 years of age and at least 174 cm (5'9") tall. A common meaning is, that the picturesque dress uniform in the colours blue-yellow-red and the helmet with the red feathers based on Michelangelo.

Large-scaled is the clothing for our "500 years Swiss Guard Bear". It is made of 95 single pieces.

The Swiss Guards Bear

Limited Edition 500 pieces – world-wide

Mohair plush, excelsior filling, growler

19053-8 38 cm 15 inches

Pope Benedict XVI. (Design 2006 – look also to page 4)

Special Edition 2006 designed for the Pope's visit in Germany

Limited Edition 2006 pieces – world-wide

Mohair plush, excelsior filling, growler

19054-5 43 cm 17 inches

The Corbinian legend

The Saint Corbinian was born between 670 and 680 in France. At the beginning of the 8th century he started for a pilgrimage to Rome, to talk with the Pope. On his way across the Alps – the legend states – a Bear attacked and killed the pack horse of the Saint. Corbinian severely scolded the Bear and he punished him by loading him down with all his baggage and making him carry it all the way to Rome. And the miracle happened. The saddled Bear carrying the baggage of the Saint accompanied Corbinian on his way to Rome. When Corbinian arrived in Rome, the Pope commanded him to return and to work as a missionary. On his way home he crossed Bavaria, where he settled about 720 near Freising to work here as a missionary and first Bishop of Freising. Saint Corbinian is Diocese Patron of the Archbishopric Munich and Freising. The picture of his saddled Bear is used as the heraldic symbol of the town Freising.

The Corbinian's Bear –**Symbol of the Coat of Arms of Pope Benedict XVI.**

The papal coat of arms, which Benedict XVI. has chosen, includes symbols, which he already bore in his Episcopal coat of arms. One particularly characteristic element is the saddled Corbinian's Bear from the coat of arms of the town Freising. Until 1982 Pope Benedict XVI. was Archbishop of Munich and Freising and successor of Saint Corbinian. During his visit in Munich the Pope emphasized in his greetings before the "Mariensäule" on Sept. 9th, 2006, which important meaning the Bear and the legend of Saint Corbinian have for him. He compared the Corbinian's Bear with himself as "God's beast of burden", which symbolizes the weight of office that Benedict now carries. But the element of the Corbinian's Bear in the coat of arms of the Pope is last but not least also the symbol, which connects the Pope inseparably with his Bavarian homeland.

The Bear as "Ways' Companion"

Since more than 100 years, the Teddy Bear is known as a loyal companion on our ways of life. Why especially the Bear takes in such a stand out position is a question which occupies psychologists around the world. Viewing this question from a Christian philosophical side, an answer could be derived last but not least also from the Corbinian's legend – the Bear as our "Way's Companion", which carries our burden for us. In its symbolical meaning the Bear is seen here as a loyal friend which accompanies us. We can trust the Bear confidently with our baggage filled and corded with all our joy and grief.

According to the legend and in the same kind as the Corbinian's Bear is depicted in the coat of arms of the Pope, we have supplied our Corbinian's Bear with two corded bundles which the Bear carries for us. By this everybody can interpret its own history of life to the Bear and its baggage.

The Corbinian's Bear (in German: Korbiniansbär) –**Animal of the Coat of Arms of Pope Benedict XVI.**

Limited Edition 500 pieces – world-wide

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

19051-4 32 cm 12 ½ inches

Pontifex Maximus

**The Swiss Guards Bear ▲**

Special Edition on the occasion of the 500 years jubilee of the Swiss Guards

limited to 500 pieces
world-wide

Pope Benedict XVI. ▲

Special Edition on the occasion of the visit of the Pope in Germany in September 2006

limited to 2006 pieces
world-wide

The Bear as a
"Ways' Companion"

**The Korbinian's Bear ►
the Animal of the
Coat of Arms
of Pope Benedict XVI.**

limited to 500 pieces
world-wide



Mit Hermann
fängt das Spielen an 

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PAGE 6

Her Majesty Queen Elizabeth II. of England – dedicated to her 80th Birthday

On April 21st, 2006 Queen Elizabeth II. of England celebrated her 80th birthday. Our Teddy Bears congratulate Her Majesty on her birthday's jubilee with three extraordinarily designed Bears: "A Gift for the Queen", "Her Majesty" and "Trooping the Colour". The Teddy Bear "Trooping the Colour" (without illustration in this catalogue) is a special customer's edition and only made for a special customer in England. Please ask us, then we will inform you about the address, where you will find and where you can order this Teddy Bear in England.

HM Queen Elizabeth II.

Queen Elizabeth II. was born on April 21st, 1926 as the first child of the Duke and the Duchess of York. In January 1936 her grandfather, King George V. died. The elder brother of her father, Edward VIII. was proclaimed for the new King of England. But already in December of the same year Edward VIII. announced his abdication because of personal motives. Elizabeth's father ascended the throne. Elizabeth became the Throne Princess. When her father died on February 6th, 1952, Princess Elizabeth was just on an official state visit in Australia. She returns from Australia as Queen Elizabeth II.. At the same day, when her father had passed away, she was proclaimed to be the new Queen of England. 50 years after the death of the legendary Queen Victoria, another woman ascended to the British Throne again. 16 month later, on June 2nd, 1953, her coronation was held in Westminster Abbey.

The real birthday of the Queen is on April 21st. But her "official" birthday is always celebrated on the first, second or sometimes also third Saturday in June. In 2006 the "official" celebrations for the Queen's 80th birthday were held on June 17th.

It has a long tradition in England to celebrate an "official" birthday beside the real birthday. The reasons are very profane and practical. When the real birthday of a monarch is in the winter time, the celebrations and parades, which take place outdoors, could be disarranged by snow, rain or coldness. King Edward VII., which was born in November, was the first monarch, who celebrated his "official" birthday at another day than his real birthday, namely in May or June. Also Queen Elizabeth's father, George VI., who was born in December, "removed" his birthday to June. Queen Elizabeth II. follows this tradition. Her "official" birthday is always celebrated in June. The day of her real birthday in April she celebrates very privately together with her family and friends in Windsor castle. Her "official" birthday in June is always celebrated in the same kind with a troop parade called "Trooping the Colour". In former time Queen Elizabeth II. took a review to her birthday's troop parade by sitting on her horse and wearing her special "Trooping the Colour" uniform.

Our special customer edition Teddy Bear "Trooping the Colour" is dressed in this kind.

"A Gift for the Queen"

Special Edition on the occasion of the 80th birthday of Her Majesty Queen Elizabeth II. of England.

Teddy Bear's Replica from the 1920's, the time, when Queen Elizabeth II. was born. The Bear comes together with a valuable designed gift box made of red English velvet and a little cushion.

nominated for the Golden Teddy Award 2006

(Manufacturer, Undressed, 14 inches & Over)

Limited Edition 800 pieces – world-wide

Mohair plush, excelsior filling, growler,
with gift box 32 x 23 x 23 cm (12 ½" x 9" x 9")
and with a little cushion

13213-2 38 cm 15 inches

"Her Majesty"

Special Edition on the occasion of the 80th birthday of Her Majesty Queen Elizabeth II. of England.

Limited Edition 80 pieces – world-wide

Mohair plush, polyester filling

13214-9 38 cm 15 inches

◀ "Her Majesty"

Special Edition on the occasion of the 80th birthday of Her Majesty "Queen Elizabeth II." of England

limited to 80 pieces – world-wide



132 14-9



"A Gift for the Queen" ▼

Special Edition on the occasion of the 80th birthday of HM "Queen Elizabeth II." of England

nominated
for the
Golden Teddy
Award 2006

limited of
800 pieces
world-wide



132 13-2



Teddy Bears' Replica from the 1920's, that time, when Queen Elizabeth II. was born with a valuable designed gift box made of red English velvet and a little cushion



“The Three Bears of Wisdom” –**“Look – Listen – Speak”**

Special Fair Edition 2006, published for the Nuremberg Toy Fair in February 2006

3-pieces Bear set with cushion (only available as set)

Limited Edition 100 pieces – world-wide

Bears – Mohair plush, polyester/granulate filling

cushion – man-made leather, soft polyester filling

Size of cushion – 40 cm x 30 cm (15 ¾ x 11 ¾ inches)

Size of the Bears – 24 cm (9 ½ inches)

According to their meaning „the three Bears of Wisdom“ are designed with a pair of spectacles, big ears or open mouth.

10680-5 3-pieces Bear set with cushion

“Look” = Bear with pair of spectacles

“Listen” = Bear with big ears

“Speak” = Bear with open mouth

**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 colours from the illustration in this catalogue.

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

Bears' Wisdoms

Who doesn't know them, the three monkeys, which close their eyes, ears and mouth and show us with these gestures, that they see nothing, hear nothing and speak nothing, known in the Anglo-American history of civilization also as “hear no evil, see no evil, speak no evil”. The “Three-Monkeys-Figurine” with its proverbial wisdom is an international wide-spread motif. You will find it in many different variations around the world. But not clear is its origin. In every case its history of the handing down involved at the same time two cultures, which are as far away from one another as it is the European and the Far East culture.

Scientists for language are seeing relations to the Latin proverb: “Audi, vide, tace, si tu vis vivere pace” (hear, see, be silent, if you want live at peace). But more probable is the interpretation, that the symbol of the three wise monkeys has its origin in the Asiatic area. Scientists go out from the opinion, that the Three-Monkey-Wisdom has set out from Japan its triumphal procession around the world. For this opinion speaks an interesting play on words, which is taken again and again to explain the genesis of the monkey motif. In the Japanese language “mi-zaru, kika-zaru, iwa-zaru” (see nothing, hear nothing, speak nothing) the Japanese word “zaru” meets the English word “not”. But you can confound the Japanese word “zaru” very easily with the Japanese word “saru”, and that means “monkey”. So it may be, that the three-times negation in the proverb was transferred into the performance of three monkeys, which personify with their gestures the command of “hear no evil, see no evil, speak no evil”.

The first plastic performance of the three wise negations in form of three monkeys finds itself at the beginning of the 16th century on the foot of so-called “Koshin stones”. These “Koshin stones” are a kind of a religious symbol, which you will find in rustic areas of Japan nearby the roads like the way crosses in the Catholic areas of Europe. They go back to an old Japanese deity called “Koshin”. “Koshin”, the “Patron Saint of the Ways”, was connected with the wisdom of “see nothing, hear nothing, speak nothing” and with it also with its symbolic representation in the performance of the three monkeys. As a kind of religious symbol the three wise monkeys shall bring good fortune to the travellers, if they observe the monkeys' command.

With regard to this religious meaning, the proverb scientists go out of the opinion, that the three-monkeys-message has to be understood as a request to see, to hear and to speak no evil. Although the Japanese proverb (in the same like its German transfer) doesn't confine explicitly its statement to the “evil”, you can go out, that the hint to the “evil” was originally interlaced into the meaning of this proverb. It is to say that it is interested, that in the Anglo-American tradition of this Asiatic proverb the version with the definite supplement to the “no evil” was placed from the first beginning on.

The three monkeys stayed at home in Japan for more than three centuries until in the middle of the 19th century smart souvenir dealers started to sell home-made wood-carved three-monkeys-figurines to curious foreigners. With it the way for the global spreading of this original religious symbol and its proverbial meaning was smoothed.

The growing international popularity of the three monkeys has effected, that the original religious meaning of this motif has gone lost long ago. Today you will find the philosophy of the three wise monkeys represented by many different variations. Very often the statement “see nothing, hear nothing, speak nothing” is carried over also to other kinds of performances. But for all the three monkeys are called in today for socio-critical considerations. Untied from its original meaning, the message of the three monkeys is seen today more critically as a part of a special philosophy, which sanctifies passiveness and indolence. With regard to the three monkeys, caricaturists put in the pillory thoughtlessness, indifference and apathy in a humorous, ironical or satirical way by their words, drawings or illustrations.

With our **“three Bears of Wisdom”** we want to regard the philosophy of “see-nothing, hear-nothing, speak-nothing”, which is at the bottom of the monkey motif, from a new side. Because we get loose with our **three Bears'** representation from the traditional monkey performance, which based for all on the play of words “zaru (= not) – saru (= monkey)”, we are able to remove the negation and to turn round the symbolism of the statement:

**from “See-Nothing” to “Look”
from “Hear-Nothing” to “Listen”
from “Speak-Nothing” to “Speak”**

By this, our **“three Bears of Wisdom”** shall make a contribution, to interpret the traditional monkey message in a new and modern kind. Our **“three Bears of Wisdom”** shall encourage everybody, to go throughout the world with open eyes, to listen mutually and to speak together. They shall keep us to look for the dialogue in the sense of a peaceful be together between the people and the cultures.



106 80-5



**“The Three Bears of Wisdom”
– Look – Listen – Speak –
3-pieces Bear set with cushion
Special Fair Edition 2006
published for the Nuremberg Toy Fair
in February 2006
limited to 100 pieces – world-wide**

Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 8

Rembrandt dedicated to his 400th Birthday – 1606 – 2006
Rembrandt Harmenszoon van Rijn, born on July 15th, 1606 in Leiden/Neatherland, is generally considered one of the greatest painters of the 17th century in European art history and the most important in Dutch history. In proper sense the name "Rembrandt" is only his first name. But the name was so rare, that he could sign his pictures with this name without to have be afraid of confusion.

Most of all Rembrandt is known as a painter of light and shade. Among the most prominent characteristics of his work are his use of chiaroscuro, the theatrical employment of light and shadow and his dramatic and lively presentation of subjects. In all Rembrandt produced hundreds of paintings, etchings and drawings. Early in his career Rembrandt painted mainly portraits. The core of Rembrandt's oeuvre however consists of mythical, biblical or historical themes. He loved it to paint dramatic scenes of large format. One of his most famous work is the "Night Watch". In the same he was a prolific painter of self-portraits. He produced almost a hundred of them. One famous painting is the tablet picture "The Artist in his Working Room" ("An Artist in his Studio"), which he painted 1629. Today this only one work of art belongs to the "Museum of Fine Arts" in Boston/Massachusetts, USA.

Rembrandt operated considerable and flourish studios. There he occupied many pupils, students and assistants. A good part of his income he owed to the activities of these studios. The pupils had to pay an annual tuition fee and additional Rembrandt got the proceeds for the sale of the pupil's works. Rembrandt's students learned, as was common practice in the 17th century studios, by copying their master's works and later by painting and drawing more or less free variations based on them. Not seldom special paintings for special customers, were not really painted by Rembrandt himself or by himself alone, but by the assistance of his students. As it was common practice in the artist studios of that time, Rembrandt encouraged his pupils to copy his own work. By this he could sell the works of his students as originals or at least as authorized copies. Sometimes the works of the assistants were even signed with the name of the master. Therefore it is today sometimes very difficult to distinguish the works of the pupils from the works of the master. Still today art historians teamed up with experts from other fields to reassess the authenticity of works attributed to Rembrandt. As a result of their findings, many paintings that were previously attributed to Rembrandt have been taken from the list. Many of those are now thought to be the work of his students. One of the most prominent paintings, which had to be taken from the list of Rembrandt paintings is "The man with the golden helmet".

Rembrandt lived beyond his means, which probably causes his bankruptcy. He died totally poor on October 4th 1669 at an age of 63 years in Amsterdam and was buried in an unmarked grave.

Fascinated by the expressiveness and the theme of the Rembrandt painting "The Artist in his Working Room", which is today in the possession of the "Museum of Fine Arts" in Boston/USA, we were inspired and have designed our Rembrandt Bear according to this tablet picture and put it appropriately on the stage.

Rembrandt "The Artist in his Working Room"

(German: "Der Künstler in seiner Werkstatt")

dedicated to the 400th birthday of Rembrandt

Limited Edition 1000 pieces – world-wide

Mohair plush, excelsior filling, growler, with a wooden easel and a bear picture printed on canvas, which is decorated in the kind of the famous Rembrandt painting "The Artist in his Working Room".

Size of the easel: height: 39 cm (15 ¼ inches)

Size of the picture: 26,5 cm x 20 cm (10 ¼ x 8 inches)

19044-6 39 cm 15 ¼ inches

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

2001 Leonardo da Vinci (19042-2)

2003 Albrecht Duerer (with hare) (19043-9)

2006 Rembrandt (19044-6)

Until now there were in the series of "Famous Work of Art"

2000 Sun Flower by Vincent van Gogh (19242-6)

2001 Water Lily by Claude Monet (19241-9)

2002 Peace Dove by Pablo Picasso (12010-8)

designed as our Teddy Bear for Peace



190 44-6

▲ **Rembrandt "The Artist in his Working Room"**

for the 400th birthday of the Dutch artist Rembrandt with a wooden easel and a bear picture printed on canvas, which is decorated in the kind of the famous Rembrandt painting "The Artist in his Working Room"

limited to 1000 pieces – world-wide

Illustration of the Original Rembrandt painting: ►
Rembrandt: "The Artist in his Working Room"
tablet picture 0,25 x 0,31 m, 1629
Boston, Museum of Fine Arts



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.

Sweet Violet

Violets are a genus of flowering plants in the family "violaceae", without around 400-500 species throughout the world. Violet is the diminutive form of the Latin word "Viola". The most known violet is the "Sweet Violet" (*Viola odorata*) native to Europe and Asia, but has also been introduced in North America or Australia. It is also called the "Garden Violet". The flowers are generally deep purple, giving their name to the colour that is called after them. But lilac, pale rose-colored or white variations are also frequent. The leaves are heart-shaped. Very characteristic of the Sweet Violet – the violet odorate – is the sweet scent. Already the Ancient Greeks considered the Violet a symbol of fertility and love. Violets are presented as a sign for adoration and are mentioned frequently by famous poets or artists, like Homer, Virgil, Goethe or Albrecht Duerer, who painted his famous "Little Violet Bunch".

Old German verse from the Poetry Album

*„Sei wie das Veilchen im Moose
sittsam, bescheiden und rein
und nicht wie die stolze Rose
die immer bewundert will sein.“*

"Violet"**Sixth in the HERMANN "Flower Bears Series"**

Limited Edition 500 pieces – world-wide

Mohair plush, polyester filling, felt clothing

20276-7 35 cm 13 ¾ inches

Forget-me-not

Forget-me-nots are the genus "myosotis" of flowering plants in the family "boraginaceae". It is a small (about 1 cm) rather flat 5-petalled blue flower growing profusely on straggly stems. The English name "Forget-me-not" point out, that the flower is reputed to be a symbol for love and memory. Loans and translations of the name can be found in many European and non-European languages, like in German "Vergissmeinnicht", which means literal "forget-me-not" or in Japanese "Wasurenagusa", which means "the not forgetting grass". Many famous poets and songwriters use forget-me-nots as a reference for truly love, separation and never ending memories. The forget-me-not is the state flower of Alaska and Henry IV. of England had chosen it as the flower of his coat of arms.

Old German verses from the Poetry Album

*„Freundlich blüht an stiller Quelle
in des Mondes Silberlicht
eine Blume, zart und helle
und die heißt Vergissmeinnicht“*

*„Rosen, Tulpen, Nelken,
alle drei verwelken,
aber nur die eine nicht,
und die heißt: Vergissmeinnicht“*

"Forget-me-not"**Fifth in the HERMANN "Flower Bears Series"**

Limited Edition 500 pieces – world-wide

Mohair plush, polyester filling, felt clothing

20275-0 35 cm 13 ¾ inches

Until now there were published in the series of HERMANN "Flower Bears"

| | | |
|------|-----------------|------------------|
| 2004 | "Blue Bell" | Item-No. 20271-2 |
| 2004 | "Daisy" | Item No. 20272-9 |
| 2005 | "Snow Drop" | Item No. 20273-6 |
| 2005 | "Poppy" | Item No. 20274-3 |
| 2006 | "Forget-me-not" | Item No. 20275-0 |
| 2006 | "Violet" | Item No. 20276-7 |

Flower Bears

"Violet" ▶

Sixth in the HERMANN
"Flower Bears Series"

limited to 500 pieces
world-wide

**◀ "Forget-me-not"**

Fifth in the HERMANN
"Flower Bears Series"

limited to 500 pieces
world-wide



Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 10



◀ **Wolfgang Amadeus Mozart Special Birthday Edition**
for the 250th birthday of W. A. Mozart
WINNER of the Golden Teddy Award 2006
with music "Eine kleine Nachtmusik"
by Wolfgang Amadeus Mozart
with embroidered sheet of notes
made of felt
with embroidered notes from
"Eine kleine Nachtmusik"
limited Country Editions
each with 500 pieces



Wolfgang Amadeus Mozart dedicated to his 250th Birthday
In the Mozart year 2006 a row of extraordinary Bears, which deal with the theme Mozart and his music, is waiting for you. (Look also to our front cover and to page 16 of this catalogue.)
Wolfgang Amadeus Mozart was born on January 27th, 1756 in Salzburg. He was brilliant like no other composer and created works of highest grades. Along with Haydn and Beethoven he was one of the leading composers of the Vienna classical period and began composing music at the age of five. His music embodies a mysterious magic. Famous works he is remembered for is the opera "The Magic Flute" and his orchestral work for a piano entitled "Eine kleine Nachtmusik" (English: "A little Night Music"). Mozart passed away as a young man at the age of 35. Like many other great geniuses, Mozart died as a poor man.

Wolfgang Amadeus Mozart – Special Birthday Edition
Special Edition for the 250th Birthday of W. A. Mozart
WINNER of the Golden Teddy Award 2006
(Manufacturer, Dressed/Accessorized, Over 5" & Under 14")
Limited Country Editions each with 500 pieces
Mohair plush, excelsior filling, musical-movement with "Eine kleine Nachtmusik", embroidered sheet of notes made of felt with notes from "Eine kleine Nachtmusik", with Mozart wig
Limited American Edition 500 pieces (embroidery in English)
19223-5 35 cm 13 ¾ inches

HERMANN Classic Music Bears

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

In the Mozart year 2006 we have designed "Papageno" for the this year's "HERMANN Classic Music Bear", which is one of the central characters of the famous Mozart opera "The Magic Flute". "Papageno" is the tenth Bear in this series. For the musical-movement of this Bear we have chosen the melody "Das Glockenspiel" (music of the chimes) from the opera "The Magic Flute". Until today "The Magic Flute" belongs to the most performed Mozart operas world-wide. Its first world night was celebrated on September 30th, 1791 at an folk-theatre in Vienna. The fabulous of the theme and characters like Papageno made it, that this opera succeeded from the first beginning on.

Papageno, who appears in a funny outfit, earns his living as bird catcher by bringing the birds that he catches to the "Queen of the Night". In a dark forest Papageno meets the handsome prince Tamino. Papageno and Tamino have to pass together several adventures to free Pamina, the daughter of the Queen of the Night. Sarastro, a wise priest, has taken Pamina to his "temple of wisdom" for the humane purpose of releasing her from the influence of her mother. The Queen induces Tamino and Papageno to go in search of her daughter and free her from the power of Sarastro. The Queen of the Night presents to Tamino and Papageno magic instruments, which shall help them to free Pamina. The prince Tamino gets a "Magic Flute" and Papageno gets a "Chime of bells" to protect him, and they escape all danger by the use of the magic instruments. At the end Tamino falls in love with Pamina in the same like Papageno falls in love with Papagena. The Queen of the Night loses her influence. The wisdom prevails over the darkness.

"Papageno" Musical Bear

Tenth in the series of "HERMANN Classic Music Bears"

Limited European Edition 500 pieces
Mohair plush, excelsior filling, musical-movement
"Das Glockenspiel" (music of the chimes) from the opera "The Magic Flute" by Wolfgang Amadeus Mozart
14324-4 37 cm 14 ½ inches

Until now there have been in this series

- 1997 "Hannibal" with Beethoven "For Elise"
- 1998 "Leopold" with Mozart "A little Night Music"
- 1999 "Ludwig" with Beethoven "Ode to Joy"
- 2000 "Vivaldi" with Vivaldi "The Spring" from "4 Seasons"
- 2001 "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 Handel "Water Music"
- 2005 "Don Giovanni" with Mozart "Give me your hand" from W. A. Mozart's opera "Don Giovanni"
- 2006 "Papageno" with Mozart "Music of the chimes" from W. A. Mozart's opera "The Magic Flute"



For the 250th birthday
of W. A. Mozart

"Papageno" Musical Bear ▶

Tenth in the series of
"HERMANN Classic
Music Bears"
with music
"Das Glockenspiel"
(music of the chimes)
from the opera
"Magic Flute"
by W. A. Mozart

European Edition
limited to 500 pieces

**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

<http://www.hermann.de>

2006

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

Honours for HERMANN-Coburg Teddy Bears

(since 2005 - with exception of the winners before 2005)

| | | |
|-------------|---|---|
| 1997 | Golden Teddy WINNER HERMANN's 1. Internet Bear | Art.Nr. 12260-7 |
| 1998 | Golden Teddy WINNER Small-Jacob - HERMANN-Artist line | 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 Red Panda - Ailurus fulgens Red Baron | Art.Nr. 14347-3 Art.Nr. 20620-8 Art.Nr. 19111-5 |
| 2001 | TOBY™ WINNER Red Panda - Ailurus fulgens | Art.Nr. 20620-8 |
| 2002 | TED worldwide WINNER Egypta Music Bear Mother Goose The Animal Friend Raccoon - Procyon lotor | Art.Nr. 14349-7 Art.Nr. 19500-7 Art.Nr. 20203-3 Art.Nr. 20621-5 |
| 2002 | Golden Teddy WINNER Large Theodore Roosevelt | Art.Nr. 10213-5 |
| 2003 | TED worldwide WINNER Rudolph the Red-Nosed Reindeer The Nose Bear "Coati" The Little Horseman Joseph | Art.Nr. 19457-4 Art.Nr. 15102-7 Art.Nr. 22075-4 Art.Nr. 19512-0 |
| 2004 | TED worldwide WINNER Horseman - Ornament | Art.Nr. 22227-7 |
| 2005 | TED worldwide WINNER Time-honoured Classic Bear The Pennydarran Bear Annual Animal 2004 "Polar Bear" | Art.Nr. 16401-0 Art.Nr. 19097-2 Art.Nr. 15104-1 |
| 2005 | TOBY™ Nominee Tur-anch-Amun Peanut Butter Bear Napoleon Sweet Valentine Johann Hermann Bear | Art.Nr. 20251-4 Art.Nr. 22466-0 Art.Nr. 19037-8 Art.Nr. 20220-0 Art.Nr. 14650-4 |
| 2005 | Golden Teddy Nominee Caramel Cream Bear Snow Drop Sweet Valentine The Pennydarran Bear | Art.Nr. 22465-3 Art.Nr. 20273-6 Art.Nr. 20220-0 Art.Nr. 19097-2 |
| 2006 | TOBY™ Nominee (Small Manufactured Bear, Undressed) Poppy Bear | Art.Nr. 20274-3 |
| 2006 | TOBY™ Nominee (Large Manufactured Bear, Dressed/Costumed) Old Hermann, the Bear Stuffer | Art.Nr. 10256-2 |
| 2006 | TOBY™ Nominee (Manufactured Miniature Bear) Christmas Ornament "Blue Bell" | Art.Nr. 22243-7 |
| 2006 | TOBY™ Nominee (Manufactured Vignette, Any Size) 12 th Sonneberg Museum' Bear | Art.Nr. 12296-6 |
| 2006 | TOBY™ Nominee (Large Manufactured Bear, Undressed) Big Red Panda | Art.Nr. 13273-6 |
| 2006 | Golden Teddy WINNER (Manufacturer, Dressed/Accessorized, > 5" & < 14") W. A. Mozart - Birthday Edition | Art.Nr. 19223-5 |
| 2006 | Golden Teddy WINNER (Manufacturer, Dressed/Accessorized, 14" & Over) Old Hermann, the Bear Stuffer | Art.Nr. 10256-2 |
| 2006 | Golden Teddy WINNER (Manufacture, Soft-Sculpture/Plush Animals) Big Red Panda | Art.Nr. 13273-6 |
| 2006 | Golden Teddy Nominee (Manufacturer, Undressed or Dressed, 5" & Under) Christmas Ornament "Blue Bell" | Art.Nr. 22243-7 |
| 2006 | Golden Teddy Nominee (Manufacturer, Undressed, 14 inches & Over) A Gift for the Queen | Art.Nr. 13213-2 |
| 2006 | TED worldwide WINNER (Masterclass, Miniature Teddy, dressed) Little Tiny or Thumbelina | Art.Nr. 20509-6 |

George Frideric Handel (1685 – 1759)

George Frideric Handel was a German/British Baroque composer who was leading composer of concerti grossi, operas and oratorios. He was born on April 23rd, 1685 in Halle/Saxony-Germany, the same year that Johann Sebastian Bach was born. He lived most of his adult life in England, becoming a subject of the British crown in 1727. His most famous piece is "Messiah", an oratorio set to texts from the King James Bible, with the great "Hallelujah" at the end of the second part. Other well-known works are "Water Music" and "Music for the Royal Fireworks". He deeply influenced many of the composers who came after him, including Haydn, Mozart and Beethoven, and his work helped lead the transition from the Baroque to the Classical era. Handel died on April 14th, 1759 in London and was buried in Westminster Abbey.

George Frideric Handel

with music "Hallelujah" from the oratorio "The Messiah" by George Frideric Handel.

Limited European Edition 500 pieces

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

19227-3 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 Tchaikovsky** with music "Nutcracker March"
- 2003 **Amadeus Mozart** with music "A little Night Music"
- 2004 **Richard Wagner** with music "The Ride of the Valkyries"
- 2005 **Joseph Haydn** with music "Toy Symphony"
- 2006 **George Frideric Handel** with music "Hallelujah"

Heinrich Heine dedicated to his 150th anniversary

Heinrich Heine was born on December 13th, 1797 in Düsseldorf and died on February 17th, 1856 – 150 years ago – in Paris. Heine was one of the most significant German poets of the 19th century. Heine is best known for his lyric poetry, much of which was set to music by song composers, most notably by Robert Schumann, but also Franz Schubert, Felix Mendelssohn-Bartholdy, Brahms of Richard Wagner. Heine left Germany for Paris in 1831. He remained there, with the exception of a visit in 1843/1844 to Germany, for the rest of his life. German authorities banned his works and those of others who were considered to be associated with the young Germany movement in 1835. Heine's poetry modulated continually between a romantic-conservative and a radical, satiric stress. Politics and personal mood made him a commuter in Europe. Heine continued, however, to comment on German politics and society from the distance. 1843 he wrote his poem "Nachtgedanken" (Thoughts in the night), which begins with the often cited words "Denk ich an Deutschland in der Nacht ..." (in translation: "When I think of Germany in the night ..."). (Look to page 11). All his life Heine has longed for Germany. 1843/1844 he went to Germany, to visit his mother for one last time. Touched by the impressions during this journey, he wrote 1844 "Deutschland, ein Wintermärchen" (in translation: "Germany, a Winter's Tale"). Despite of all satiric criticism, he erected his homeland a loving monument by this verse epic.

Heinrich Heine

dedicated to his 150th anniversary

Limited Edition 500 pieces – world-wide

Mohair plush, excelsior filling, growler, with collection of poems "Deutschland, ein Wintermärchen" (Germany, a Winter's Tale) only available in German written language

19301-0 40 cm 15 ¾ inches

Angie Bear

Special Edition on the occasion of the election of the German Parliament on September 18th, 2005

Limited Edition 614 pieces – world-wide

The limitation of 614 pieces applies to the number of Members of Parliament of the German Federal Parliament in Berlin with 614 persons – with Dr. Angela Merkel as Federal Chancellor.

12274-4 38 cm 15 inches

Bear Celebrities

George Frideric Handel ▶

with music "Hallelujah" from the oratorio "The Messiah" by G. F. Handel with embroidered sheet of notes made of felt with embroidered notes from "Hallelujah"

European Edition limited to 500 pieces

**Angie Bear**

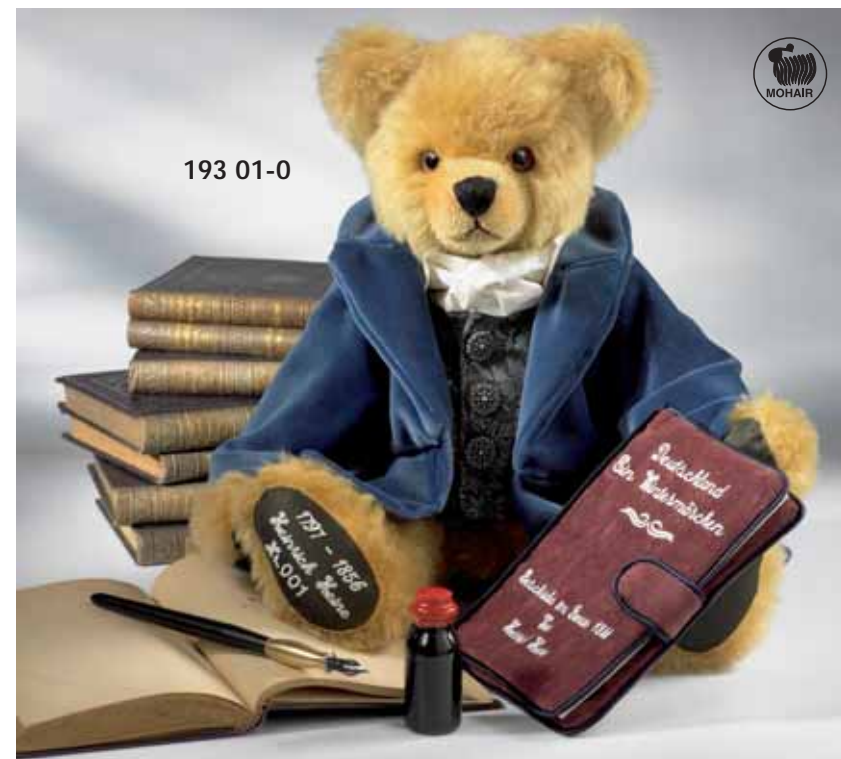
Special Edition on the occasion of the German election of the Parliament on September 18th, 2005

limited to 614 pieces world-wide ▼

**Heinrich Heine**

dedicated for his 150th anniversary with the poem "Deutschland ein Wintermärchen" by Heinrich Heine (written in German language)

limited to 500 pieces – world-wide ▼



*„Denk' ich an Deutschland in der Nacht,
Dann bin ich um den Schlaf gebracht,
Ich kann nicht mehr die Augen schließen,
Und meine heißen Tränen fließen.“*

from Heinrich Heine „Nachtgedanken“



Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 12



◀ **"Girl with Bear"**
Special Edition for
the 80th birthday
of Max Hermann's
daughter "Hannelore"
2-pieces Bear set:
with "Bear girl"
and "Little Lorli Bear"
on cushion
decorated in the kind
of an old childhood
picture of
Max Hermann's
daughter "Hannelore"
about 1926
limited to
80 pieces
world-wide

**Max Hermann's daughter Hannelore
dedicated to her 80th birthday – 1926 – 2006**

Max Hermann's daughter Hannelore is today the last living time-witness, who has seen the old Max Hermann Bears from the first beginning on. On May 23rd, 2006 she celebrated her 80th birthday together with her family. In the 1950's she had contributed decisively to it, that the Teddy Bears of her father could gain a foothold in their new homeland "Coburg". After her matriculation, the artificially talented daughter of Max Hermann made an apprenticeship as a ladies' tailor and worked then in the Teddy Bear fabrication of her father in Sonneberg as designer. By reason of the division of Germany into East and West after the Second World War, Max Hermann founded in 1949 a subsidiary company in the nearby Coburg, which belonged to the West and American Zone of Germany, while the family's hometown Sonneberg had become part of the East. The reason was, that Max Hermann wanted to have a foot in the doorway to the West. While Max Hermann and his son Rolf-Gerhard tried to uphold the business in Sonneberg in the East – as well as it worked at those turbulent times – daughter Hannelore moved in 1949 to Coburg, to supervise the little germinating business here in the West. By crossing the so-called "green" border between East and West, Max Hermann and his son Rolf-Gerhard commuted between Sonneberg and Coburg by rotation to assist daughter and sister in Coburg. Already in 1950 the Coburg company of Max Hermann exhibited at the Nuremberg Toy Fair, while the Sonneberg company appeared at the Leipzig Toy Fair.

The first workers were engaged in Coburg and were trained by daughter Hannelore to make fine Teddy Bears in the old traditional kind. But the output of the production in Coburg was still small. The Coburg company was mainly supplied with Teddy Bears from the Sonneberg factory. This happened by the so-called "Interzonenhandel" (within the zones trade), and means, that you need a special and officially authorized permission to ship Teddy Bears from Sonneberg to Coburg.

Then the internal German border between Sonneberg and Coburg were closed step by step. By this the coexistence of both companies was not any longer possible, and with the escalation of the "Cold War" Max Hermann had to decide for East or West. On Friday, February 22nd, 1953 the factory's doors in Sonneberg opened for the last time. Still on the same evening Max Hermann left together with his wife Hilde, his son Rolf-Gerhard and wife Dorle and with little baby Ulla, which was born in the meantime in Sonneberg, secretly the hometown of his old Max Hermann Teddy Bears and fled via Berlin to the West, which was at that time the only remaining loop-hole. All tangible assets had to be left behind, but they brought along with them a good and renowned name, which was spread from Sonneberg around the world. From the West side daughter Hannelore had prepared all for the welcome of her family, so that a good start at their new hometown Coburg became possible for the family. Aunt "Lorli", as she was called lovingly by the family, continued to work for the family's company until she married on May 16th 1953. Today she is the last living member of the big HERMANN family of the 3rd generation going out from ancestor Johann Hermann, Max Hermann's father and Hannelore's and her brother Rolf's grandfather.

"Girl with Bear"

dedicated to the 80th birthday of Max Hermann's daughter
2-pieces Bear set with "Bear girl" and "Little Lorli Bear" with
cushion – according to an old childhood photograph of Max
Hermann's daughter Hannelore about 1926.

Limited Edition 80 pieces – world-wide

Bear girl: Mohair plush, excelsior filling, growler
Little Lorli Bear: Mohair plush, excelsior filling
with cushion for Little Lorli Bear: Gobelin fabric, excelsior filling
with a reproduction of the old photograph of about 1926

| | | | |
|---------|-------|------------|---------------------|
| 14631-3 | 36 cm | 14 inches | (Bear girl) |
| | 25 cm | 9 ¾ inches | (Little Lorli Bear) |

"Celebration Bear"

dedicated to the 80th birthday of Max Hermann's daughter
Replica from about 1926, according to the old Max Hermann
Bear depicted on the old childhood photograph of his daughter.
Limited Edition 200 pieces – world-wide

Mohair plush, excelsior filling, growler,
with a reproduction of the old photograph of about 1926

| | | |
|---------|-------|-----------|
| 14630-6 | 48 cm | 19 inches |
|---------|-------|-----------|

▼ **Celebration Bear – Replica 1926**
Special edition for the 80th birthday
of Max Hermann's daughter "Hannelore"

made as a Replica
of the old
Max Hermann
Bear from
1926 for
his daughter
"Hannelore"

limited to
200 pieces
world-wide



146 30-6



Max Hermann's daughter Hannelore on her
80th birthday in May 2006 – together with
her nephew Martin and her niece Ulla

12th Sonneberg Museum's Bear

The Sonneberg Toy Museum is one of the oldest toy museums of the world. In the possession of this museum there are also some old Max Hermann Teddy Bears, which the founder of our company, has given to the museum in the 1920's and 1930's, to preserve them for posterity. To follow this idea we have decided in 1994 to design every year a special Bear for the museum and to present the number 001 of each model to the museum. The 2005 Sonneberg Museum's Bear, which we have handed over to the director of the Sonneberg Toy Museum in December 2005, is the 12th Bear in this museum's series. The common sign of all these Sonneberg Museum's Bears is the embroidered sign of the "Sonneberg Little Horseman" as a symbol of the old tradition of Sonneberg toys.

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

Sonneberg Museum's Bear 2005**12th in the series of Sonneberg Museum's Bears nominated for the TOBY™ Award 2006**

(Manufactured Vignette, Any Size)

Mohair plush, excelsior filling, growler,
with miniature horse on wooden wheels
miniature horse: mohair plush, excelsior filling, 14 cm (5 1/2")
Limited Museum's Edition 100 pieces – "First Issue"

| | | |
|-------------------------------------|-------|-----------|
| 12305-5 | 38 cm | 15 inches |
| Limited European Edition 250 pieces | | |
| 12296-6 | 38 cm | 15 inches |
| Limited American Edition 500 pieces | | |
| 12297-3 | 38 cm | 15 inches |

The Neustadt Doll and Bear Festival

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

On the occasion of the 1st Neustadt Doll and Bear Festival in 1992 Ulla Hermann has born and created the idea of a Festival Bear. Since that time HERMANN-Coburg designs an extraordinary Teddy Bear as "Festival Bear" every year. The Festival Bear 2006 is the 15th Bear in this Festival series. The Festival Bears are first published as "Festival Edition" with 100 pieces. This "First Issue" is only destined for visitors of the Festival. Beside this the Festival Bears are released also as European Edition for European foreign countries.

The 15th HERMANN Festival Bear is holding a very valuable Replica of an old antique wooden doll, called "Docke" in its arms. Some hundreds of years ago these dolls had been the first existing toy dolls. Our "Docke" has the traditional movable arms, which can be moved by the old pull mechanism. The doll comes with an antique looking miniature doll's box. The doll is made according to old pictures of the Sonneberg "Toy Sample Book" of 1831 and according to old original "Docken" from the private collection of Ulla Hermann. Each doll is handmade in Germany exclusively for HERMANN-Coburg. The doll is fixed inside the box with a bow for an easy re-remove from and back to the box. The paper lace is original antique and very valuable.

HERMANN Festival Bear © 2006**15th in the HERMANN Festival Bear © series**

Special Edition on occasion of the 15th Neustadt Doll and Bear Festival from 21st to 28th of May 2006

"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 wooden doll Replica about 1831, doll size 18 cm (7 1/4")

Classic Baby Bear

Limited Edition 250 pieces – world-wide

Mohair plush, excelsior filling, growler
11963-8 33 cm 13 inches

Doll and Bear Festival

**12th Sonneberg Museum's Bear ▶**

Twelfth in the Series of "HERMANN Sonneberg Museum's Bears" with miniature horse on wheels

nominated for the TOBY™ Award 2006
„Industry's Choice Winner“

European Edition
limited to 250 pieces

**15th HERMANN Festival Bear®**

Special Edition on the occasion of the 15th Neustadt Doll and Bear Festival in May 2006

Fifteenth in the series of "HERMANN Festival Bears"

European Edition
limited to 250 pieces ▼



The 15th HERMANN Festival Bear® comes together with a movable Replica "Docke" (= wooden doll) – about 1831, which is made and hand coloured exclusively by individual manufacture for the Festival Bear® 2006. The doll comes in a miniature doll presentation box, which is decorated with original old carton lace made of paper from the 1950's. The doll can be taken out of the box.

▼ Classic Baby Bear
limited to 250 pieces – world-wide



Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 14



◀ Miniature
Baby Kangaroo
not limited

◀ Mama
Kangaroo
limited to
100 pieces
world-wide



Classic Koala Bear ▲
limited to 500 pieces – world-wide



Ulla Hermann
in the year 1979
at natural
studies
in Australia

The Kangaroo

Kangaroos (Macropodidae) belong to the family of the marsupials. They are the most prominent representative of the marsupials. Kangaroos are native to the continent Australia and to some islands around like New Guinea. They are reputed together with the Koalas to be the typical symbol of Australian's fauna. Kangaroos have large, powerful hind legs, large feet adapted for leaping, a long muscular tail for balance, and a small head. Like all marsupials, kangaroos have a pouch in which their young complete their development after birth. Kangaroos are the only large animals to use hopping as a means of locomotion. They can make hops of 9 m and more. The comfortable hopping speed for big kangaroos is about 30 to 25 km/h (13 to 16 mph), but they can hop as fast as 70 km/h (43 mph). This fast and energy-efficient method of travel has evolved because of need to regularly cover large distance in search of food and water. Kangaroos are herbivores, feeding on grass and roots. Kangaroos have developed a very special breeding-care. The young are born at a very early stage of development after a gestation of about 33 days. At this stage the size of the baby is about 2 cm (1 inches) and it weighs about one gram. Only the forelimbs are somewhat developed, to allow the newborn to climb to the pouch and attach to a teat. The young will usually stay in the pouch for about 5 to 9 months before starting to leave the pouch. It is usually fed by its mother until the age of 18 months. Very typical for the Australian continent are the "Kangaroo crossing" signs to warn motorists to drive carefully and to watch out for kangaroos.

Mama Kangaroo

Limited Edition 100 pieces – world-wide

Mohair plush, polyester filling,

1-time jointed with movable head

20121-0 21 cm 8 ¼ inches

Baby Kangaroo

not limited

Mohair plush, polyester filling

1-time jointed with movable head

20120-3 14 cm 5 ½ inches

The Koala Bear

The Koala (*Phascolarctos cinereus*) is a thickset arboreal marsupial herbivore native to Australia. Its scientific name comes from the Greek: "phaskolos" meaning "pouch" and "arktos" meaning "Bear". The "cinereus" epithet is Latin and means "ash-coloured". So the Koala is an "ash-coloured Pouch Bear". It lives almost entirely on eucalyptus trees and only in Australia. The Koalas have a fur, which varies from a darker, softer grey, often with chocolate-brown highlights, to a lighter often rather scruffy grey in colour. The Koalas have large ears with fluffy white ear tufts. Very characteristic is also the dark, conspicuous nose. By this you can see, that smelling and hearing play a main role in the life of Koalas. Koalas have long limbs and five fingers each paw arranged with opposable thumbs, providing better gripping ability. Koalas are marsupials, however its pouch opens backwards instead if forwards like most other marsupials. Most time of its life Koalas spend sitting on eucalyptus trees. They have a very low motion rate for a mammal and rest motionless for about 19 hours a day, sleeping most of the time. Koalas spend about 3 of their 5 active hours eating. They eat only eucalyptus leaves. Koalas drink very rarely. The name "Koala" is an Aboriginal word and means "no drink". Eucalyptus leaves contain sufficient water. This obviates the need for the Koala to climb down for drinking. Early European settlers to Australia called the Koala the "Native Bear". This causes, that the Koala often is called Koala Bear, although it is not even a placental mammal like Bears.

Classic Koala Bear

designed according to an old original Koala Bear of

HERMANN-Coburg from end of the 1950's

Limited Edition 500 pieces – world-wide

Mohair plush, excelsior filling, 5-times jointed

20112-8 27 cm 10 ½ inches

Photographs' Impressions of Australian's Fauna

During an informative trip throughout Australia and Papa New Guinea in the year 1979, Ulla Hermann could study the fauna and flora of the 5th continent in nature. Since that time, Kangaroos and Koalas belong to the favourite animals of Ulla Hermann. The photos show Ulla Hermann "Down under" in the year 1979 together with Kangaroos and Koalas.

The Panda Bear

Although the "classic" black-and-white Panda is known all around, it is one of the most rare and mysterious mammal on our planet. Its proper name is "Giant Panda" (*Ailuropoda melanoleuca*). It is classified in the Bear family (*ursedae*) and to the genus of the Panda Bears (*Ailuropoda*). It is native to central and southern China. The Panda Bear was first made known to the West in 1869 by the French missionary Armand David and it is very hard to find in the wild. The reason for this is, that its living area is very limited in the sealed bamboo forests of the mountainous regions of South-East Tibet and Szetschuan at elevations of 2.700 to 4000 m. The Panda Bear is a herbivore and bamboo is its only food source. It eats about 15 to 30 kg bamboo each day. Only for eating the Panda spends a daily time of about 14 hours. Through the reduction of the bamboo, the Giant Pandas has become more and more rare. Pandas belong to the endangered species, threatened by continued habitat loss and by a very low birth-rate. Males can weigh up to 160 kg and an adult panda measure up to 190 cm. Giant Pandas can usually live to be 18 to 20 years old. The female is fertile only some days in the spring season. After 4 month the baby is born. Baby pandas weigh only 90 to 130 grams (3.2 to 4.6 ounces). Since baby pandas are born very small and helpless, they need their mother's undivided attention. After 75 to 90 days the mother starts to play with her cubs by rolling and wrestling with them. Panda cubs weigh 45 kg (99.2 pounds) at one year and live with their mother until they are 18 months to two years. The Giant Panda has a very distinctive black-and-white coat and is easily recognizable through its large, distinctive black patches around the eyes, ears and on its rotund body. It has only a very short tail. When the Panda Bears eat, they sit on their behind like a Teddy Bear.

Classic Panda Bear

Limited Edition 250 pieces – world-wide

Mohair plush, excelsior filling, growler

11962-1 33 cm 13 inches

HERMANN Classic Cat

Limited Edition 100 pieces – world-wide

Mohair plush, excelsior filling,

1-times jointed with movable head,

individually numbered, a little golden coloured metal plate is riveted into the left thigh of the cat on which the individual number is scribed.

22102-7 22 cm 8 ¾ 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 ¾ inches

Miniature Siam Cat

22062-4 12 cm 4 ¾ inches

Miniature Tom Cat

22064-8 12 cm 4 ¾ inches

Flo the Rabbit

Limited Edition 100 pieces – world-wide

Mohair plush, polyester/granulate/steel-granulate filling,

with flower made of felt and miniature lucky lady-bird

20326-9 20 cm 8 inches

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" - Cheeky Bear fellows

Limited Edition 100 pieces each model – world-wide

Alpaca natural plush, polyester/granulate filling

Raccoon "Itchy"

20939-1 20 cm 8 inches

Panda Bear "Nala"

20940-7 20 cm 8 inches

Asiatic Black Bear "Nori"

20938-4 20 cm 8 inches

Colourful Animal World



▼ Classic Panda Bear
limited to 250 pieces – world-wide

**HERMANN Classic Cat ▲**

1-time jointed – with movable head

limited to 100 pieces – world-wide

Classic HERMANN Miniature Cats ▲

1-time jointed – with movable head

Cat, Siam Cat and Tom Cat ▲

limited to 500 pieces each model – world-wide



Artist Bears designed by „Kristina Dietzel“ 2006
Dietzel's cheeky Bear fellows

Panda Bear „Nala“
limited to 100 pieces – world-wide

Raccoon „Itchy“ ▼
limited to 100 pieces – world-wide

▼ Asiatic Black Bear „Nori“
limited to 100 pieces – world-wide

**Flo the Rabbit ▲**

With a flower made of felt

and a miniature lucky lady-bird

limited to 100 pieces – world-wide



Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 16

HERMANN Christmas Ornaments 2006

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

“Wolfgang Amadeus Mozart” – Ornament
22241-3 11 cm 4 ½ inches

“Snow Queen” – Ornament
with an original Swarovski crystal star
22242-0 11 cm 4 ½ inches

“Blue Bell” – Ornament
nominated for the TOBY™ Award 2006
(Manufactured Miniature Bear)
nominated for the Golden Teddy Award 2006
(Manufacturer, Undressed or Dressed, 5" & Under)
22243-7 11 cm 4 ½ inches

“Lucky Chimney-Sweep” – Ornament
22244-4 11 cm 4 ½ inches

“Lucky” (German: “Glückspilz”) – Ornament
22245-1 11 cm 4 ½ inches

“Guardian Angel” – Ornament
22246-8 11 cm 4 ½ inches

HERMANN Christmas Ornament 2006 Set

6-pieces
containing the 2006 HERMANN Christmas Ornaments:
“W. A. Mozart”, “Snow Queen”, “Blue Bell”, “Lucky Chimney-Sweep”, “Lucky” (German: “Glückspilz”) and “Guardian Angel”
all six Ornament Bears will have the same individual limited number.

22204-8 6-pieces Bear-Set

A list of all until now published HERMANN Christmas Ornament Bears you will find on the text page 18

HERMANN “Glorious Tree Toppers”

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

Glorious Christmas Elf – Tree Topper 2006
Fifth in the series of “HERMANN Glorious Tree Topper”

Limited Edition 100 pieces – world-wide
Mohair plush, polyester filling, 5-times jointed
22198-0 36 cm 14 ¼ inches

Until now there have been published in the “HERMANN Glorious Tree Topper” series:

| | | |
|---------------------------|---------|--------|
| “Glorious Santa Bear” | 22201-7 | (2002) |
| “Glorious Christmas Tree” | 22202-4 | (2003) |
| “Glorious Herald Angel” | 22203-1 | (2004) |
| “Glorious Drummer Boy” | 22200-0 | (2005) |
| “Glorious Christmas Elf” | 22198-0 | (2006) |

HERMANN Matryoshka Bear

3-pieces Matryoshka-Set
Idea, design and performance by HERMANN-Coburg
First in the series “Friends around the World”
published 2004

(look also our detailed description in our catalogue 2004)

Limited Edition 1000 pieces – world-wide

Mohair Bear: made in Germany,
mohair plush, excelsior filling,
individually numbered, a little golden coloured
plate is riveted into the left thigh of the bear on
which the individual number is scribed.

Big and Small “Matryoshka” wooden doll:

made in Russia,
of lime tree, carved and painted by hand,

Big “Matryoshka” wooden doll:
hand signed on the bottom by the painting artist

| | | | |
|---------|-------|-------------|---------------------|
| 20250-7 | 22 cm | 8 ½ inches | (Mohair Bear) |
| | 27 cm | 10 ¾ inches | (Big wooden doll) |
| | 4 cm | 1½ inches | (Small wooden doll) |

(The size of the small wooden doll can vary)



▲
◀ **HERMANN**
Christmas
Ornaments
2006
limitiert auf
500 Stück
je Modell
weltweit

◀ **Glorious Christmas Elf**
Tree Topper 2006
Fünfter in der Reihe
„HERMANN Glorious Tree Topper“
limitiert auf 100 Stück
weltweit

221 98-0

202 50-7

Sarah with her Baby

Abraham was one of Noah's descendants and trusted in the LORD. One day, Abraham was 75 years old, the LORD spoke to him: Leave your country and go to the land Canaan. There I will make you the ancestor of a great nation. Abraham did as the LORD had told him, took his wife Sarah and they set out for the land of Canaan. When they arrived there, the LORD said to Abraham: I will give this land to your offspring. But at this time, Sarah had not given birth to any babies. Many years passed and Abraham and Sarah were still without any rising generation. Abraham started to become anxious about who would be his heir. Once a hot summer day, Abraham was sitting at the entrance to his tent, when he saw three men standing nearby. He invited the visitors and gave them delicious bread and water. While they ate, one of the guests, who was in reality the LORD himself, said: "I will surely return to you about this time next year, and Sarah your wife will have a son". Sarah, who was listening to this, laughed: "That's impossible, I am much too old to give birth to a child." But one year later the prophecy came true and Sarah bore a son to Abraham. Abraham was more than happy, because he was already an old man in the age of 100 years. And because Sarah had laughed, Abraham named his son Isaac, which means, "he is smiling". Isaac became the father of Jacob and the grandfather of Joseph. From the descendants of Isaac grew up later the 12 tribes of Israel. (Genesis, chapter 18 and 21)

Until now there have been published in the HERMANN "Biblical Series": Moses, Noah, Joseph, Jonah and the Whale, King Solomon, David und Goliath, Sarah with her Baby

Sarah with her Baby

Seventh in the HERMANN "Biblical Series"

Limited Edition 1000 pieces – world-wide

2-pieces Bear set with "Sarah" Bear and Baby "Isaac"

Sarah: Mohair plush, excelsior filling, growler

Baby Isaac: Mohair plush, polyester filling, 14 cm (5 ½")

19516-8 40 cm 15 ¾ inches (Sarah)

Miniature Standing Monkey

Fifth 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 drum, individually numbered, a little golden coloured metal plate is riveted into the left thigh of the Bear on which the individual number is scribed.

22084-6 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** Item No. 22080-8

2004 **Miniature Standing Cat Girl** Item No. 22081-5

2005 **Miniature Standing Panda** Item No. 22082-2

2005 **Miniature Standing Bear Santa** Item No. 22083-9

2006 **Miniature Standing Monkey** Item No. 22084-6

Christmas Elf – Santa's Little Helper

In England or USA the modern children's folklore of Santa Claus typically includes diminutive, green-clad elves as Santa's assistants. They wrap Christmas gifts and make toys in the workshop of Santa Claus. They wear traditionally green dwarves' clothes decorated with red or red-white accessories. In this portrayal, elves resemble more the dwarves mythology, like the German dwarves as the busy helpers of the "Weihnachtsmann" (English: Santa Claus) than the classical elves mythology. The version of the small but crafty Christmas Elf in the role as Santa's helper has influenced modern popular conceptions of elves, and sits side by side with the version of fantasy elves of the classic elves mythology.

Little Christmas Elf – (German: kleiner Weihnachtskobold)

Limited Edition 100 pieces – world-wide

Mohair plush, polyester filling

22458-5 36 cm 14 ½ 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 ¾ inches

Merry Christmas



Sarah with her Baby ▶
Seventh in the
"HERMANN Biblical Series"

2-pieces Bear set
with "Sarah" Bear and
Baby-Bear "Isaac"

limited to 1000 pieces
world-wide

**Miniature Standing Monkey**

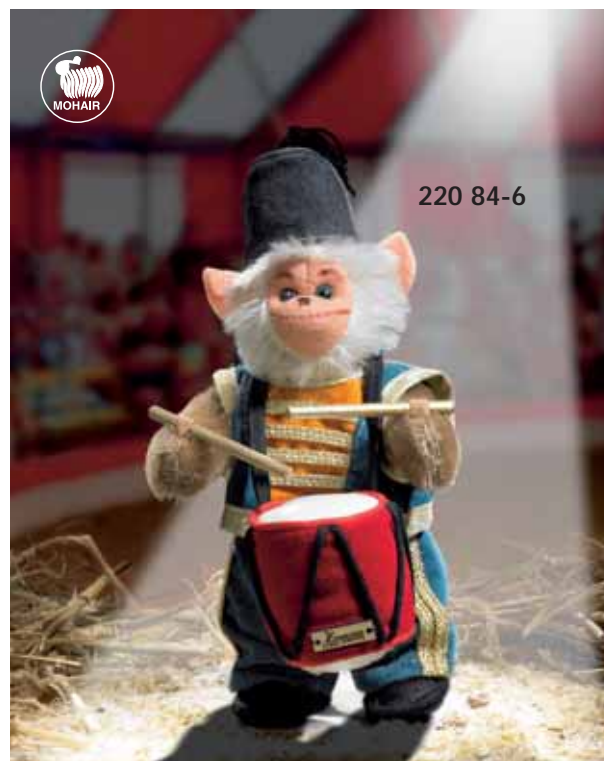
Fifth in the series of

"Classic HERMANN

Miniature Standing Animals

1-time jointed
with movable head

limited to 250 pieces
world-wide ▼



"Little Christmas Elf" ▶
Santa's Little Helper

limited to 100 pieces – world-wide

Historical HERMANN Miniature Animals ▶
not jointed

Little Roe Kid – not limited



Mit Hermann
fängt das Spielen an 

HERMANN

PAGE 18



124 01-4

◀ Windmill Bear

HERMANN-Coburg Special Edition
published at the Teddy Bear Fair
in Münster 2006

limited to 99 pieces – world-wide



Windmill Bear

HERMANN-Coburg Special Edition –
published in April 2006 on the occasion of
the world famous Teddy Bear Fair 2006 in Münster
Limited Edition 99 pieces – world-wide
Mohair plush, excelsior filling, growler,
with traditional whippet, which works by blowing
12401-4 31 cm 12 inches

English Rose – Model 2006

Limited Edition 250 pieces – world-wide
Mohair plush, excelsior filling, growler
13224-8 38 cm 15 inches

Rosi

Limited Edition 100 pieces – world-wide
pink tipped Alpaca natural plush, polyester filling
with little bag and a funny squeak voice in the bag,
which works by pressing
20325-2 38 cm 15 inches

Leon

Limited Edition 100 pieces – world-wide
long hair mohair plush,
polyester/granulate/steel-granulate filling
20324-5 36 cm 14 inches

Many thanks to our employee Simone Bräutigam for the idea and design of
"Flo the Rabbit" (page 15) and "Rosi" and "Leon"

▼ Rosi and Leon
limited to 100 pieces each model
world-wide



203 25-2

203 24-5



132 24-8

▲ English Rose – Model 2006
limited to 250 pieces
world-wide

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 "Saint 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) |
| Ornament "W. A. Mozart" | 22241-3 | (2006) |
| Ornament "Snow Queen" | 22242-0 | (2006) |
| Ornament "Blue Bell" | 22243-7 | (2006) |
| Ornament "Lucky Chimney-Sweep" | 22244-4 | (2006) |
| Ornament "Lucky" ("Glückspilz") | 22245-1 | (2006) |
| Ornament "Guardian Angel" | 22246-8 | (2006) |

HERMANN-Coburg wins the Golden Teddy Award 2006 HERMANN Dream Team 2006

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.

2006 TOBY™ Award Industry's Choice Winners

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

- Poppy Bear** (Item No. 20274-3)
(Small Manufactured Bear, Undressed)
- Old Hermann, the Bear Stuffer** (Item No. 10256-2)
(Large Manufactured Bear, Dressed/Costumed)
- Christmas Ornament "Blue Bell"** (Item No. 22243-7)
(Manufactured Miniature Bear)
- 12th Sonneberg Museum's Bear** (Item No. 12296-6)
(Manufactured Vignette, Any Size)
- Big Red Panda** (Item No. 13273-6)
(Large Manufactured Bear, Undressed)

2006 Golden Teddy Award WINNER

- W. A. Mozart – Birthday Edition** (Item No. 19223-5)
(Manufacturer, Dressed/Accessorized, > 5 & < 14")
- Old Hermann, the Bear Stuffer** (Item No. 10256-2)
(Manufacturer, Dressed/Accessorized, 14" & Over)
- Big Red Panda** (Item No. 13273-6)
Manufacture, Soft-Sculpture/Plush Animals

2006 Golden Teddy Award Nominee

- Christmas Ornament "Blue Bell"** (Item No. 22243-7)
(Manufacturer, Undressed or Dressed, 5" & Under)
- A Gift for the Queen** (Item No. 13213-2)
(Manufacturer, Undressed, 14 inches & Over)

2006 TED worldwide Award WINNER (without Illus.)

- Little Tiny or Thumbelina** (Item No. 20509-6)
(Masterclass, Miniature Teddy, dressed)

2005/2006 TED worldwide Award Nominees (without Illus.)

"Pope Benedict XVI." model 2005 (19066-8), "Little Tiny or Thumbelina" (20509-6), "Tut-anch-Amun" (20251-4), "Don Giovanni Musical Bear" (14322-0).

BACK COVER (PAGE 20)

The HERMANN Annual Editions for 2006
Production limited to the year 2006

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", "Little Hermann"

HERMANN Annual Bear 2006 – "Heart Breaker" (lady-killer)

(15th in the row)
with embroidered and individually numbered paw,
Mohair plush, excelsior filling, growler

| | | |
|---------|-------|-------------|
| 16010-4 | 35 cm | 13 ¾ inches |
| 16011-1 | 40 cm | 15 ¾ inches |

HERMANN Christmas Bear (date of year embroidered)

Series started 1994

HERMANN Christmas Bear 2006 (13th in the row)

with basket made of felt filled with felt poinsettia flowers
Mohair plush, excelsior filling, growler

| | | |
|---------|-------|-------------|
| 16015-9 | 40 cm | 15 ¾ inches |
|---------|-------|-------------|

as an individual Bear with individually embroidered paw

| | | |
|---------|-------|-------------|
| 16016-6 | 40 cm | 15 ¾ 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, Anteater

HERMANN Annual Animal 2006 – "The Domestic Cat"

(17th in the row)

Mohair plush, polyester filling,
1-times jointed with movable head

| | | |
|---------|-------|------------|
| 15106-5 | 22 cm | 8 ¾ inches |
|---------|-------|------------|

Treasures



gegründet 1920



gegründet 1920

HERMANN Dream Team 2006

three Golden Teddy Award WINNERS
five TOBY™ Award Industry's Choice WINNERS
five Golden Teddy Award Nominees
four TED worldwide Award Nominees
one TED worldwide Award WINNER

for HERMANN-Coburg
2006

WINNER
2006

HERMANN-Coburg
gewinnt den
Golden Teddy Award 2006
mit drei Bären



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102 56-2



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2006 Golden Teddy Award WINNERS

Mozart – Birthday Edition ▲
Old Hermann, the Bear Stuffer ▼
Big Red Panda ▲

2006 Golden Teddy Award Nominees

Christmas Ornament "Blue Bell" ▼
A Gift for the Queen ▼



222 43-7

2006 TOBY™ Award Industry's Choice WINNERS

▲ Poppy Bear
▼ Old Hermann, the Bear Stuffer
▲ Christmas Ornament "Blue Bell"
▼ 12th Sonneberg Museum's Bear
▲ Big Red Panda



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132 73-6



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Annual-Editions

2006



HERMANN "Annual Christmas Bear 2006"
production limited to the year 2006

HERMANN "Annual Christmas Individual Bear 2006"
with embroidered personal dedication
on the right paw of the Christmas Bear
production limited to the year 2006 ▼



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www.hermann.de



gegründet 1920



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▲ **HERMANN "Annual Bear 2006"**
"Heart Breaker"
with embroidered paws
and individual numbers
production limited to the year 2006

▼ **HERMANN "Annual Animal 2006"**
"The Domestic Cat"
production limited to the year 2006



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