
groupe anima
We've never lost touch
with our inner child...
anima
Passionnément peluches
HANSA
Hand Crafted
Creation



Editorial

... When we dare to imagine the impossible, our dreams come true!

Sounds like an idealistic fantasy? No, it's the secret of our success!

Claude Kintz had the great idea of setting up his own business in 2000. He was a former sheep farmer, who had been tirelessly building his own collection of soft toys with one crazy ambition: to collect every animal in the world and open a great museum, like a memory holding all of Earth's species, past and present.

It was an enormous task! So it made sense to team up with **HANSA Creation** to distribute their brand and complement his own collection, **Anima Peluches,** in France and Germany.



Claude has now stepped back, leaving his wife, **Monique Fetzer,** to run the business. She continues to grow the company. Today, we are a prosperous, caring, family business with an agile approach and ambitions.



As the team expanded, **Serge FUCHS** took on the mantle of Business Development Manager. He is an expert in the field, who has well and truly caught the SOFT TOY bug! Serge is full of ideas for giving our brands a new lease of life, coming up with lots of different solutions to meet the needs of a diverse, international customer base.

requirements in the following markets:

- Toys
- Theme parks, wildlife parks, zoos, and museums
- Interior design, events, and window display
- Souvenirs and gifts
- Promotional products and company mascots
- E-Commerce and online sales

Our future is in good hands with good ideas! Our motived team of experts ensures continuity and consistency.

As we expand into new markets, our soft toys still have many wonderful years ahead...

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Our story

2000 — Creation of the ANIMA family business

2002 — Exclusive distributor of the Hansa brand

2005 — Warehouse (1500 m²)

2010 — 10 employees

2015 — Entry into the German market

2021 — 800 references in stock

2022 to the present day — Market development and diversification







Values that respect life

As animal-lovers, we also care deeply about nature and people.

We have always been committed to a Social and Environmental Responsibility strategy. We know we still have work to do, and are engaged in making continuous improvement in this area.

PACKAGING

No unnecessary packaging.
Reuse of undamaged boxes.
Use of recycled cardboard.

TRANSPORTATION

Optimised delivery routes.
Employee car-sharing on business trips.

REPAIR WORKSHOP

We don't tolerate waste and our soft toys are made to last.

We repair what can be repaired.
Our soft toys can be replaced as our product lines have a lifespan of several years (especially comforters for babies).
We recycle used toys through charitable organisations or by recovering raw materials.

SOCIAL RESPONSIBILITY

- Our employees thrive in the caring management ethos of a family-run business: we subsidise health insurance, pay bonuses, and reward employee loyalty.
- ICTI: our partners must be "Ethical Toy Program" certified to meet our selection criteria.

MATERIAL CONTROL

Caring for the environment is one of our core values. The stuffing for our soft toys is made from recycled plastic bottles and/or recycled fibres.

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ICTI ethical toy program

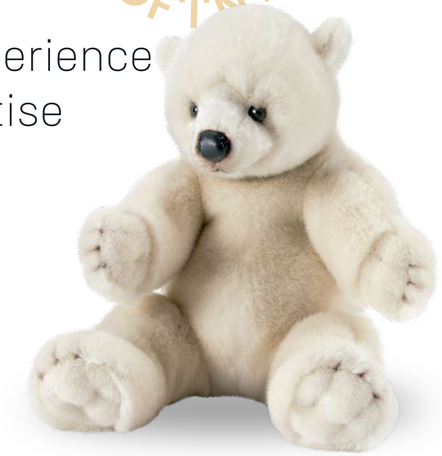
GO GREEN

OEKO TEX®

Soft toy specialist with more than 20 years' experience and multi-dimensional expertise

As creator of ANIMA soft toys: we engage with a team of professionals to bring our ideas to life. From planning to delivery, we are involved in every stage of production: draft approval, choice of materials, creation of the prototype and manufacturing. We only work with the best, to launch top-of-the-range, super-soft comforters and soft toys that are worthy of the ANIMA hallmark.

EXTREME SOFTNESS



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Passionnément peluches







Brand distributor of HANSA Creation: hand-in-hand with our core business

HANSA Creation manufactures extraordinarily realistic plush animal replicas. Another approach to a market comprised of collectors and specialists in sectors as varied as leisure, interior design, window dressing, promotional products, etc.
Soft toys with an attitude that catches your eye and a look that captures your heart, to make your imagination run wild...
HANSA Creation is an international brand that holds its own alongside top luxury brands on the global stage.

HANSA Creation



Network
and ideas incubator

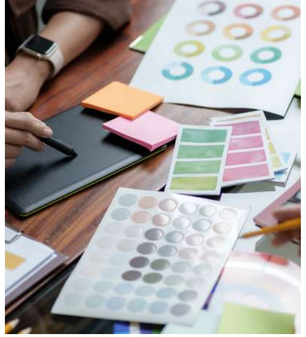
Our natural curiosity, love of new ideas, and need for reinvention mean that we are constantly on the look-out for interesting opportunities.

We are always keen to meet new people and share ideas that are connected to our core business and in line with our ethical principles.









Let's work together

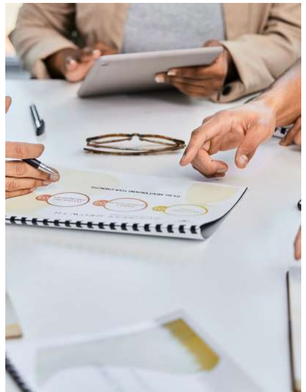
to expand our range of services in a way that's consistent with our core activity: soft toys!



Let's meet new service providers

to manufacture more ecologically, more locally, and more imaginatively.





Let's find new talent

as our business grows and our jobs become more and more specialised, to allow us to address each market in the most appropriate way. We are always looking for ambitious individuals who love what they do, to live out Confucius's famous quote:



"Choose a job you love and you'll never have to work a day in your life."

Company mascots

Let us take care of developing your company mascot. Trust our experience and expertise to bring all your soft-toy dreams to life in exclusive, personalised creations.

We design several design so that you can choose the soft toy that best captures the spirit of your company.
Your soft toy will be customisable, in your brand colours, with exceptional attention to detail.
A **"mascot-gift"** is a promotional soft toy that you can give out to your customers at an opening, an event, a sales promotion, or as a gift at Christmastime.









The licence for *The Little Prince:* a logical step

Why did we choose this licence?
The Little Prince teaches us how to use our imagination again, as we did when we were children. It's a story that makes us forget the big, serious, stuff that grown-ups worry about, which has taken the place of the things that were obvious in our childhood, like love and imagination.

Draw me a sheep!", "Tame me" or ***"what is essential is invisible to the eye"*** are quotations from the book that point to a way of being which resonates for us. **We are proud to hold the licence for this wonderful story.**

We make customised soft toys of storybook characters who reflect our values and mission.

**ANIMA is a strong player in this market.
Contact us to bring your heroes to life!**




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