



Made to care, designed for love

Collection '24
BABY GEAR

www.hauckusa.com



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Flip this catalog to see
our **Toy Collection!**



FROM OUR FAMILY TO YOURS

We've been looking after families since 1923, with equipment and toys for babies, giving children the best possible start in life.

We understand what it means and how it feels to raise a family, and we'll be here, whatever your story and whatever path you choose. We've been caring for families like yours and helping to give babies the very best start in life since 1923, inventing and developing products you can rely on, at prices that work for you. From the moment your baby is born, we're here to help make every moment that little bit easier as you get into the swing of your new family life. With our baby essentials like comfortable cots and

practical pushchairs to long-lasting highchairs, everything we make is designed to perfectly fit and safely support your baby's body and mind.

Passing on four generations of knowledge and support, we're here to help you find the ways to care for your new family that work best for you.

Made to care, designed for love

100 YEARS OF HISTORY

A history of over 100 years of agility

- 1923** Originally, the company was founded by Felix Hauck as a basketry.
- 1950s** The product range has been in constant development. The bassinets were followed by footmuffs.
- 1960s** hauck was the first nursery brand to source products from outside Germany.
- 1970s** The collection is expanded to include cots and prams, which very quickly become sought-after nationwide.
- 1980s** hauck became the first licensee of Disney in the German nursery segment. Together, hauck and Disney will celebrate their 100-year anniversary in 2023.
- 1990s** hauck again proved the ability to re-invent itself, this time as a pioneer in channel distribution: In the 90s, it started to supply the department stores KARSTADT and KAUFHOF.
- 2000s** hauck was the first company in the industry to sell its baby and children's products through amazon.de.
- 2010s** Other product premieres such as our various value sets further improved hauck's leading position on the market.
- 2020s** An investment of the private equity company AVEDON Capital Partners BV now aims to further develop the business model and accelerate the growth.
- 2022** hauck acquires the US division of Legler Toys and creates hauck North America.
- 2023** hauck is celebrating the 100th anniversary and expanding the product portfolio to become the most caring newborn companion with a 360-degree product portfolio around babies.
- 2024** hauck North America begins its first domestic distribution of baby products in North America!



● 66187
Alpha Tray
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Embracing

We're optimistic, accessible and warm, celebrating the joy, love and play that comes with babies.



Open

We're here for every type of family and represent an open and tolerant world view. Inclusion and diversity are a matter of principle for us.



Honest

We attach great importance to sincerity and integrity. We admit mistakes, talk about them openly and share what we learn from them.



Responsible

We focus on safety, reliability and accountability, and we're constantly thinking about how we can make the world a better place.





Uptown

Measurements: 21.1" x 8.1" x 28.3"

Case Pack: 1

6m+

14826 - Melange - Rose



14827 - Melange - Black



NEW

14828 - Melange - Grey



14829 - Melange - Beige



27420

Runner 2 - Black

Measurements: 18.7" x 14.6" x 33.9"

Case Pack: 1

6m+



17142

Sport - Charcoal/Stone

Measurements: 16.1" x 7.1" x 29.9"

Case Pack: 1

6m+









Alpha+

Measurements: 20.87" x 34.84" x 3.15"

Case Pack: 1

36m+

66107 - Natural



66113 - Walnut



66116 - White



66117 - Grey



66131 - Rose




SUSTAINABLE
FSC® CERTIFIED



A HIGHCHAIR,
THAT GROWS ALONG



UP TO 198 LBS

TILT-PROOF
CONSTRUCTION



Alpha+

Measurements: 20.87" x 34.84" x 3.15"

Case Pack: 1

36m+

66138 - Cork



66139 - Vanilla



66144 - Creme



66142 - Mint



66145 - Black



Alpha Tray

Measurements: 12.6" x 11.0" x 22.0"

Case Pack: 2

6m+

66187 - White



66199 - Grey





Highchair Pad Select

Measurements: 10.8" x 2.4" x 18.9"

Case Pack: 4

6m+

66745 - Muslin cotton - Mint



66746 - Muslin cotton - Mineral Rose



66747 - Jersey - Flowers - Rose



66749 - Jersey - Leaves - Mint



HIGH-QUALITY ACCESSORIES



HIGHCHAIR PAD
BACK & SEAT PADS
FROM 6 MONTHS



ALPHA COSY
SEAT REDUCER
FROM 6 MONTHS

SOFT SEAT PAD
FOR ALPHA+ HIGHCHAIRS



EASY-HANDLING
EASY AND PERFECT FIT



COMFORT & SAFETY
EXTRA-HIGH BACK PIECE



COMPATIBLE WITH
THE ALPHA TRAY





66703

Highchair Pad Select - Jersey - Charcoal

Measurements: 10.8" x 2.4" x 18.9"
Case Pack: 1

6m+



66767

Highchair Pad Deluxe - Nordic - Grey

Measurements: 9.8" x 2.4" x 18.1"
Case Pack: 1

6m+



Alpha Cosy Select

Measurements: 12.2" x 2.4" x 15.2"
Case Pack: 4

6m+

66784 - Nordic - Grey



66785 - Jersey - Charcoal



66786

Alpha Cosy Comfort - Stretch Grey

Measurements: 12.2" x 2.4" x 15.2"
Case Pack: 4

6m+







Play N Relax Center

Measurements: 10.2" x 8.9" x 30.3"

Case Pack: 1

0m+

60009 - Melange - Charcoal



60010 - Melange - Black



60011 - Quilted - Grey



PREMIUM SET WITH MANY OPTIONS

EASY ASSEMBLY AND FOLDING

BACK-FRIENDLY

EASY TO LAY DOWN

HIGHLY SECURE STABLE FRAME

NEW 89092 Sleeper Gray Mattress

Measurements: 23.6" x 15.7" x 3.0"

Case Pack: 6

0m+



SUPER SOFT

EASY & COMPACT TO TRANSPORT

