

IT PAYS TO BE A MEMBER OF THE BDKH!



Who we are – the Association of the German Nursery Products Industry

The Bundesverband Deutscher Kinderausstattungs-Hersteller e. V. (BDKH) is an association of companies specialising in nursery products. This includes all products for kids except clothing, footwear and toys for children over three years of age. Our members are large corporations, SMEs and start-ups.

Our objective is to represent and develop the interests of manufacturers of nursery products. As an association, we use our collective strength to positively shape the social and legal framework for our industry as well as for families and children. The members of the BDKH have pledged voluntarily to follow our Code of Conduct. Our Child Safety Initiative “Kleine Helden leben sicher” (“Little Heroes living safely”) extensively educates young families about the risk of injury and potential hazards in and outside the home.

Be Part of a Whole!

You can become a member of the BDKH if you represent a company that has its headquarters or a distribution structure in German-speaking Europe where it generates a significant proportion of its turnover with the manufacture, distribution, import or marketing of nursery products.

You can also participate in the association as an industry-relevant player or representative of an organisation through passive membership.

Help us shape the Industry!

A constantly evolving market, changing distribution channels and declining birth rates are all challenges that a company today can barely tackle on its own. However, by joining forces we can actively shape our industry together.

As a member, you can participate in our project groups and play an active role in setting our common agenda.

As the only industry association in German-speaking Europe, we at the BDKH are committed to representing your interests vis-à-vis our politicians and authorities both on a national and European level. We talk to independent testing and consumer organisations to achieve clear and transparent conditions for the industry. As a member of the umbrella association European Nursery Products Confederation (ENPC), the BDKH is in close communication with six other industry associations.





Together with the BDKH, you will drive important Projects

Projects that:

- ... encourage high-quality nursery products
- ... implement a bespoke sustainability strategy within the industry
- ... strengthen the position of bricks-and-mortar stores that provide customer consultation
- ... relieve the tax burden on families with children
- ... support family and children's charities with donations
- ... share knowledge in the field of accident prevention and child safety

Priceless: Contacts, Experience and Synergies

Connections are important. Generally and all the more so in challenging times such as the pandemic, our members are in constant contact, taking part in low-threshold, risk-free virtual meetings. Our sessions are personal, friendly, and free of competitive thinking. The focus is on sharing practical experience and exploiting synergies. You can take advantage of the opportunities we offer to get to know colleagues from other companies and forge valuable contacts. We know all the important players in the industry and have access to a tightly knit cooperation network. You too, can benefit from our connections!

Stay on the Ball with our Industry Insights

Several times a year, we offer our members high-quality workshops with talks on industry-specific topics – from trade and sales concepts, sustainability strategies and legal topics such as Packaging Law, Antitrust Law or product piracy to marketing, market research and new work models. In doing so, we consistently focus on the information needs of our members. As an association member, you will receive regular circulars and newsletters, keeping you abreast of the latest industry developments. You will also benefit from exclusive information in the members' area on the BDKH website.

In addition, we provide you with free access to relevant industry studies as well as presentations and summaries from conferences and events in our sector.



Present yourself with a strong Partner

Your membership to the BDKH entitles you to use the association's logo as well as the logo for the "Kleine Helden leben sicher" initiative in your company presentations. In doing so, you will signal your commitment to quality and product safety to all your partners, competitors, and consumers at a glance.

Conversely, the BDKH will mention you as a member in press releases, print and online publications, on social media and at trade fairs giving you increased exposure. On the BDKH's website, our member companies are all introduced with their own web presence.

As part of our philosophy, the big players support the smaller ones: As a young emerging company, you can benefit from our reduced annual BDKH-membership fees that are linked to your turnover. If you join halfway through the year, you will only pay a proportion of the membership fee.

Our PR activities work to your Advantage

Our press releases shed light not only on the association's projects and its child safety initiative, but also on the highlights of our member companies. Numerous publications in the trade press and consumer media demonstrate that our input is read with great interest by both B2B and B2C audiences.

In addition to joint media meetings with the BDKH and its members, your input also flows into our annual trend reports, which are presented, among others, at the Kind + Jugend press conference in Cologne.

Enjoy the Benefits of your Membership

As a member of the BDKH, you can take advantage of special discounts when, for example, you exhibit at BABYWELT consumer fairs or advertise in specific trade media. We also organise lucky draws with high-quality service packages as prizes. And be prepared for the odd surprise, such as a free page in the print supplement of a trade magazine ...



Have we kindled your Interest?

You will find everything you need to know about the association as well as the membership forms in a digital folder on the BDKH website. Or you can get in touch with us direct!