

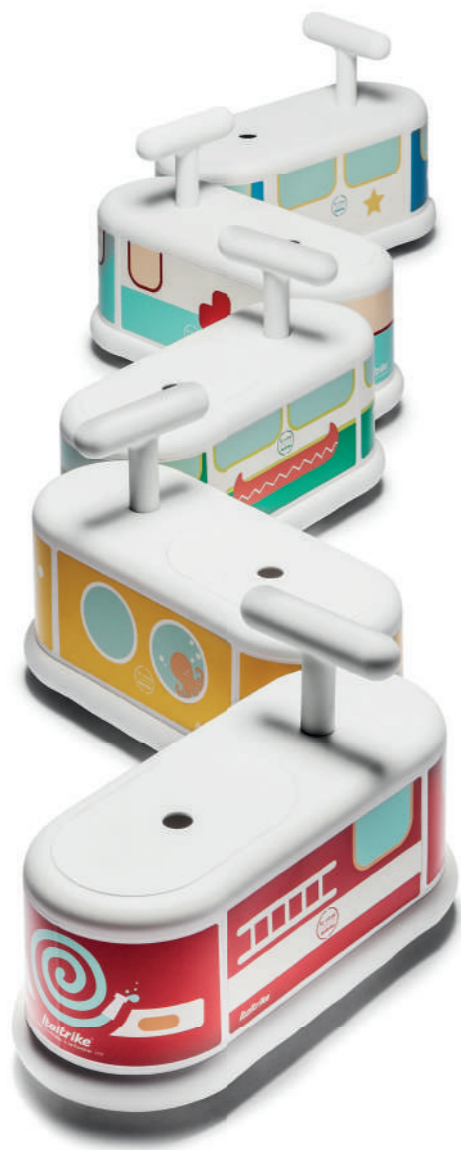
READY FOR TOMORROW!

PRODUCTS CREATED
TO EDUCATE AND LAST

**SECURITY AND
SUSTAINABILITY**
FOR THE GROWING
GENERATIONS



Italtrike
kids on wheels



40 years

A STORY PROJECTED INTO THE FUTURE

WE ARE AN ITALIAN COMPANY: OUR PRODUCTS ARE CONCEIVED, DESIGNED AND MANUFACTURED ENTIRELY IN VENETO, NEAR BASSANO DEL GRAPPA, WHERE WE WERE BORN **40 YEARS** AGO. AN AREA THAT, THANKS TO ITS BEAUTY AND THE INITIATIVE OF ITS PEOPLE, HAS BEEN A DRIVING FORCE FOR OUR PROJECTS AND OUR CORPORATE PHILOSOPHY. **OUR MISSION IN FACT IS TO PUT THE WELL-BEING OF ALL CHILDREN AT THE HEART OF OUR PRODUCTS AND ACTIONS.**



PLAYING IS WELL-BEING

Physical activity means well-being, growth, psychomotor and intellectual development for each child. It is through activity and play that children **learn, grow up and become aware of themselves** as they relate to space and their fellow players. They are extremely gratified to **move freely and independently**. All this meets their natural curiosity about what surrounds them and their will to explore. **Physical activity enhances their reactivity, agility, balance, coordination, control, but also their intellectual and comprehension skills.**



READY FOR TOMORROW!



OUR RIDE-ONS, TRICYCLES, BICYCLES
AND ALL OUR WHEELED VEHICLES ARE
DESIGNED TO PROVIDE MAXIMUM FUN
FOR CHILDREN AND STANDARDS IN TERMS
OF SAFETY, RELIABILITY AND DURABILITY.

**WE HAVE
BEEN GROWING
TOGETHER
SINCE 1983**

The reliability starts with the ergonomic study and the design of the products, the **search for resistant and sustainable materials**, the selection of suppliers and the tests of solidity to **ensure safety**.

WE FOCUS ON
CHILDREN



OUR MISSION?

TO ENSURE THE WELL-BEING OF FUTURE GENERATIONS,
ENCOURAGING MOTOR AND COGNITIVE DEVELOPMENT,
CURIOSITY AND FUN OF EVERY CHILD BY CREATING
INNOVATIVE WHEELED TOYS DESIGNED TO PRESERVE
THE PLANET ON WHICH THEY WILL GROW.

OUR VISION?

TO BE ALWAYS A STEP AHEAD, A BENCHMARK FOR ALL OUR
CUSTOMERS.

INNOVATING THE WORLD MARKET FOR TOYS ON WHEELS
THROUGH ETHICAL AND EXCELLENCE PRODUCTS. PROMOTING
A HEALTHY AND SUSTAINABLE LIFESTYLE.



**READY FOR
TOMORROW!**



READY FOR TOMORROW!

A COMPANY ALWAYS ON THE MOVE

DESIGN

WE BELIEVE IN THE VALUE OF DESIGN TO IMPROVE THE QUALITY OF LIFE AND CONTRIBUTE TO A MORE SUSTAINABLE WORLD. OUR PRODUCTS ARE DESIGNED TO LAST AND TO CONVEY THE BEAUTY OF PLAYING THROUGH AN ELEGANT AND INTERNATIONAL DESIGN. AS A RESULT, WE HAVE WON MAJOR INDUSTRY AWARDS SUCH AS THE PRESTIGIOUS ADI INDEX 2018, 2019 AND 2022.

KNOW-HOW

OUR EXPERIENCE IN PRODUCT DEVELOPMENT AND ENHANCEMENT HAS LED US TO WORK WITH THE BEST SUPPLIERS TO ENSURE STRENGTH AND DURABILITY TO OUR CYCLES. THIS CARE AND ATTENTION LEADS TO A GREAT SKILL TO INNOVATE BOTH FROM A TECHNOLOGICAL AND A PRODUCTIVE POINT OF VIEW.

INNOVATION

WE ARE COMMITTED TO IMPROVING OURSELVES AND ALWAYS OFFERING AN EXCELLENT PRODUCT. THANKS TO OUR CONTINUOUS RESEARCH AND DEVELOPMENT WORK, A UNIQUE ABILITY THAT HAS LED US TO COLLABORATE IN SEVERAL RESEARCH PROJECTS WORLDWIDE WITH PRESTIGIOUS INSTITUTIONS SUCH AS THE POLYTECHNIC OF MILAN, THE UNIVERSITY OF BEIJING AND THE KIDS AND TOYS OBSERVATORY.

SUSTAINABILITY

WE BELIEVE IN BUILDING A BETTER WORLD FOR OUR CHILDREN, WHICH IS WHY WE PAY GREAT ATTENTION TO MINIMIZING ENVIRONMENTAL IMPACT. WE PAY ATTENTION TO THE MATERIALS WE USE, TO THE MANUFACTURING PROCESSES, FROM THE IMPLEMENTATION OF GREEN ENERGY TO THE REDUCTION OF PACKAGING SPACE, FROM THE RECYCLING OF THE COMPONENTS OF OUR CYCLES TO THE REPLACEMENT OF PARTS. WE NEVER WASTE ANYTHING.

SOCIAL RESPONSIBILITY

ACTING IN A RESPONSIBLE MANNER IS THE KEY TO ALL OF OUR CHOICES BECAUSE WE ARE AWARE OF THE SOCIAL AND ETHICAL IMPACT THAT WE HAVE ON OUR TERRITORY, PEOPLE AND ESPECIALLY ON FUTURE GENERATIONS. A DEAL THAT WE FIRMLY HOLD ON TO AND THANKS TO WHICH WE ALWAYS PUT BEFOREHAND THE BENEFITS OF OUR USERS AND OF THE FUTURE THAT WE BUILD DAY BY DAY. **FOR THIS REASON ITALTRIKE HAS DECIDED TO CELEBRATE ITS 40TH ANNIVERSARY BECOMING A BENEFIT CORPORATION IN 2023.**

WE BELIEVE THAT DESIGN IS THE KEY FOR SUSTAINABLE AND HARMONIOUS DEVELOPMENT OF LIFE AND HUMAN RELATIONSHIPS. FOR CHILDREN IN PARTICULAR, **DESIGN SHOULD CONVEY CURIOSITY, STIMULATE MOVEMENT AND GIVE THEM SERENITY.** SINCE THE BEGINNING, OUR LOVE FOR BEAUTY HAS LED US TO COLLABORATE WITH THE FRENCH DESIGNER ALAIN PINEAU, WHO STILL SUPPORTS US BY CONVEYING OUR VALUES WITHIN EACH PRODUCT.

A WORLD-DEFINING INNOVATION



ITALTRIKE HAS BEEN AWARDED WITH SEVERAL INTERNATIONAL PRIZES, SUCH AS:

ADI DESIGN INDEX 2018, 2019 AND 2022

ITALIA GENIALE EXPO DUBAI 2021

TRIENNALE MILANO 2017

TG TOYS 2016

INNOVATION AWARD KIND+JUGEND 2013



1996: WE LAUNCHED THE "ABC" COLLECTION. NEW LINES AND INNOVATIVE COLOURS WERE THE MAIN EXPRESSION OF THE NEW DESIGN. A BREAKTHROUGH STYLE, AT FIRST NOT UNDERSTOOD BY THE TOY INDUSTRY, **BUT WHICH LED THE WAY TO DESIGN IN THIS AREA. THE "ABC" TRICYCLE WAS EXHIBITED AT MOMA IN SAN FRANCISCO** AS ONE OF THE VERY FIRST EXAMPLES OF TOY DESIGN.

2008: "LA COSA" WAS LAUNCHED IN THE MARKET. **A RIDE-ON WHERE DESIGN IS NOT ONLY INTENDED AS FORM AND COLOUR, BUT ALSO AS FUNCTIONALITY,** AS A CONCRETE PLAY EXPERIENCE FOR THE CHILD WHO FINDS HIMSELF LIVING IN NEW URBAN CONTEXTS. WE HAVE SOLD HUNDREDS OF THOUSANDS OF PIECES, AND TODAY **IT IS ONE OF OUR BEST SELLERS AND CERTAINLY AN ICONIC PRODUCT IN THE WORLDWIDE TOY INDUSTRY.**

2016: "EOLO" WAS PRESENTED IN THE MARKET. **LINES, COLOURS, FUNCTIONALITY AND ERGONOMICS. BUT MOST OF ALL, SUSTAINABILITY: A WORD THAT HAS GUIDED US FOR YEARS AND ON WHICH WE WILL BASE MUCH OF OUR FUTURE DECISIONS.** SUSTAINABILITY, NOT ONLY TOWARDS THE ENVIRONMENT, BUT ALSO AS A COMMITMENT TOWARDS THE PEOPLE AND THE TERRITORY AROUND US.

2023: EOLO EVOLVES IN EOLO.2, GETTING EVEN MORE PERFORMING IN TERMS OF SUSTAINABILITY. **NEW MATERIALS, LESS IMPACT ON THE ENVIRONMENT:** OUR PRODUCTS ARE IN A CONSTANT IMPROVING PROCESS.



100%

WE ARE DEEPLY ATTACHED TO OUR TERRITORY, TO OUR CULTURE, TO THE PEOPLE WHO WORK WITH US. THE INSPIRATION FOR WHATEVER WE DO COMES FROM THE BEAUTY THAT SURROUNDS US: THE LANDSCAPE, THE COLOURS AND THE MASTERPIECES. A CONSTANT INCENTIVE THAT ALLOWS US TO HAVE A CLEAR PERSPECTIVE ON THE FUTURE.



A VISION THAT STARTS FROM THE DEEP RESPECT FOR THE ENVIRONMENT AND THE PEOPLE WE WORK WITH. OUR WORK MUST NOT AFFECT THE DELICATE BALANCE OF THE NATURE THAT SURROUNDS US, BUT MUST BE PART OF IT IN A SUSTAINABLE MANNER. WE WORK TO MAKE OUR VISION BECOME A REALITY.

authentic made in italy

FOR THIS REASON, MORE THAN 95% OF OUR MAJOR MATERIAL SUPPLIERS ARE LOCATED IN AN AREA WITHIN 75 KM FROM OUR HEADQUARTERS. OUR SUPPLIERS ARE OUR FIRST PARTNERS AND BY WORKING TOGETHER WE CAN IMPROVE OUR PRODUCTION PROCESSES.

ALL THE BEAUTY OF SUSTAINABILITY

#green



FOR US SUSTAINABILITY MEANS:

PRODUCTS BUILT TO LAST. THIS IS WHY WE OFFER A LONGER WARRANTY THAN THE STANDARD AND A FULL AFTER-SALES SERVICE, WITH SPARE PARTS SUPPLY FOR ALL PRODUCTS.

RENEWABLE ENERGY: 85% OF THE ELECTRICITY WE USE IS SELF-PRODUCED BY SOLAR PANELS.

PRODUCTION PROCESSES CONCEIVED TO REDUCE ENVIRONMENTAL POLLUTION AND ENSURE THE HEALTH OF OUR WORKERS. THEREFORE, FOR THE NEW PRODUCT LINES WE HAVE ELIMINATED THE PROCESSES OF WELDING AND POWDER COATING OF METAL PARTS

RECYCLED PLASTIC AND LOW-IMPACT MATERIALS IN MORE THAN 50% OF PRODUCTS AND COMPONENTS.

ETHICAL AND HIGH-QUALITY PRODUCTS DESIGNED IN A SUSTAINABLE WAY AND BASED ON THE CIRCULAR ECONOMY, TO SAVE EARTH'S RESOURCES AND REDUCE MATERIAL WASTE.

RECYCLABLE PACKAGING

100%

Bravo Packaging is the program that led us to eliminate all the plastic in our packaging and replace it with recycled and recyclable paper fiber. We replaced the traditional PVC adhesive tape with a paper tape fixed with a water-based glue, in order to minimize the consumption of plastic materials. Our packaging is designed to minimize any waste, reducing overall dimensions and optimizing transportation. In order to reduce the use of paper, all the assembly instructions of our products are printed directly on the packaging and always available on our website in digital version. Now with **Bravo Packaging**, once the product is assembled, what's left over is recycled with paper.

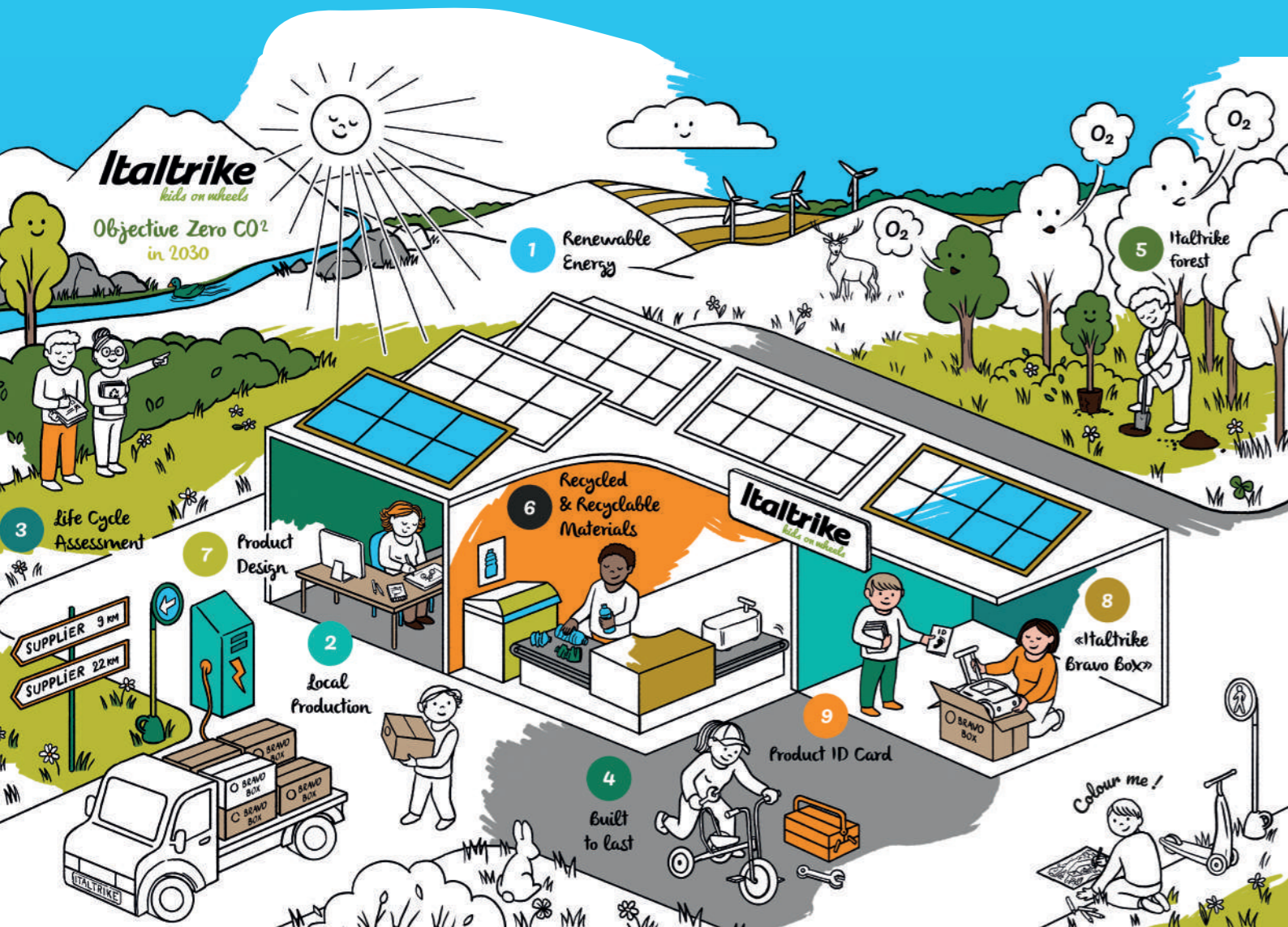


BRAVO BOX

RECYCLABLE

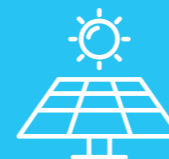


OUR SUSTAINABLE BUSINESS TO GROW UP TOGETHER IN HARMONY WITH NATURE



IN 2022 WE HAVE LAUNCHED THE "ITALTRIKE SUSTAINABILITY PROGRAMME". 9 PRECISE POINTS, 9 GOALS ITALTRIKE HAS COMMITTED ITSELF TO THROUGHOUT THE YEARS AND ON WHICH WE KEEP WORKING AND INVESTING FOR CONSTANT IMPROVEMENT, TO ACHIEVE NET ZERO CARBON BY 2030.

1. Renewable Energy



From 2018 to 2021 we installed solar panels on the factory to power the production unit and the office.

2. Local Production



95% of our major components come from less than 75 km.

3. Life Cycle Assessment



We made the calculation of our Life Cycle Assessment with the University of Siena.

4. Built to Last



We provide replacement parts for all our products to expand their lifetime and reduce environment impact.

5. The «Italtrike forest»



We have planted 1000 trees in Guatemala to offset our CO2, and we will continue to do so.

6. Recycled & Recyclable Materials



We use sustainable materials, such recycled and post-industrial plastic.

7. Product Design



We design our products to minimize their environment impact at every stage of their life cycle.

8. «Italtrike Bravo Box»



Thanks to our Bravo Box made of 100% recycled & recyclable paper we reduced by 95% single-use plastic.

9. Product ID Card



From 2022 we will introduce product ID card with information about its recyclability.



READY FOR TOMORROW!



PRODUCTS CREATED TO EDUCATE, ENTERTAIN AND LAST



PASSION HAS ALWAYS BEEN THE DRIVING FORCE BEHIND OUR WORK, AND IT IS THE INSPIRATION FOR CREATING PRODUCTS THAT LAST OVER TIME. WE COMBINE PASSION WITH OUR DESIRE TO IMPROVE, THE SEARCH AND DEVELOPMENT OF NEW IDEAS FOR NEW PRODUCTS THAT BECOME EDUCATIONAL GAMES ON WHEELS CONCEIVED TO BE SHARED.





#ready...go!



@ # & ? !

WE ALWAYS LOOK FORWARD TO THE FUTURE:
OUR CYCLES EVOLVE ALONG WITH THE NEEDS OF CHILDREN AND THE ENVIRONMENT.

*#more friends
more fun!*



WOW

IMAGINATION AND FUN ARE THE ESSENCE OF OUR PRODUCTS, BORN TO DEVELOP CHILDREN'S BALANCE AND MOTOR COORDINATION **IN AN INDEPENDENT AND CREATIVE WAY.**

INNOVATE BY PLAYING

«We believe in play therapy - says the President of Italtrike - and we want to eliminate as many difficulties as possible for those children who have special needs. It is not an orthopaedic device but simply a toy studied to accompany children with disabilities, sitting joyfully on their tricycle well fastened and secured».



ESPRESSO

The ideal multi-child stroller for daycares and preschools

ESPRESSO IS THE FIRST SINGLE BODY STROLLER DESIGNED TO CARRY UP TO SIX CHILDREN; IT IS AVAILABLE IN THREE MODELS, PUSH, ELECTRIC AND SOLAR POWERED. IT IS THE ONLY TÜV THÜRINGEN CERTIFIED STROLLER.

FLURRY

The digital bike to play without boundaries

AN INNOVATIVE BICYCLE ENCOURAGING CHILDREN'S LEARNING AND MOTOR COORDINATION THROUGH PHYSICAL AND PLAYFUL ACTIVITY. IN FACT, IT IS BY PEDALLING, ADJUSTING SPEED AND CONTROLLING DIRECTION VIA THE HANDLEBARS THAT CHILDREN SEND GAME COMMANDS TO THE TABLET. IN THIS WAY, THEY BECOME PROTAGONISTS OF THE GAMES THANKS TO AN ACTIVE INTERACTION.



ZERO LIMITS LINE

Designed to guarantee **children's right** to **play** and **move**

We believe in play therapy and we want to eliminate as many difficulties as possible for those children who have special needs.

All children without any exception should have the opportunity to laugh and smile at the excitement of being on a real tricycle. For this reason, we have studied and designed the Zero Limits line. Production began thanks to a staff of experts who worked effectively to make the dream come true: to give special children an opportunity to be active with a tricycle.

PILOT ZERO

Free to play free

The tricycle equipped with a sturdy steel pole with a height-adjustable flebo holder. Available in three different sizes for kids from 1 to 6 years of age. The Pilot Zero Tricycle has been designed to bring a smile, a playful moment or simply some distraction to the kids and their caregivers during such a sensitive time as therapy.



The **tricycle** that resets differences to **zero**

The **adaptive tricycle with different adjusting possibilities** that allows to find the most proper position according to the child needs. Through a push handle adults can easily accompany children or fully manoeuvre the tricycle, giving the kids the feeling of riding independently.

flurry

Let's explore new worlds

Flurry digital bike **combines motor activity and the digital world** by stimulating both the cognitive as well as the motor and movement coordination spheres. A tool for a **healthier and more effective learning and development**. Flurry is a useful tool for the adult who, with the same product, can record, analyse and monitor the progress and evolution of children's abilities.



2RIDE

Better together

A **tricycle for two, designed to promote the inclusion of disability** (physical, mental, cognitive). Each child contributes to the play according to their own skills: the two places have different and complementary actions to learn that together it is simpler and better!





Italtrike
kids on wheels

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DRIFLOW!