

A child's hand in a beige sleeve reaches towards several colorful cookie cutters on a light-colored wooden floor. The cutters are orange, yellow, and light blue, with various shapes including a heart and a flower. In the background, a child's legs in white pants and yellow socks are visible, along with a large, woven basket.

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BEST SELLERS
HIGHLIGHTED
BY RANK.

dëna®

IS POSSIBLE

Catalogue january 2023

dëna
is

possible.

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dēna®

dēna is a very young brand, only 5 years old, which can already be found in toy stores from more than 50 countries.

dēna creates 100% food grade silicone toys that are **safe**, **simple** and **smart**. The beautifully colored dēna toys will be your newborn's teether, toddler's stacking toy and preschooler's baking mold.

Thanks to the material used and the unstructured nature of the toy, dēna is one of the most **versatile** toys on the market.

Useful at home, in the classroom, in therapy sessions for children, in the bath or even at the beach, dēna will provide endless options for use and play.

Versatile and safe, dēna toys helps develop hand-eye coordination, provides a sensory experience, aids in cognitive development and allows children to use their imagination and problem-solving skills to create wonder after wonder. It also doubles as decor!

dēna was born from the passion of a father, Robert Garcia, a designer by profession from San Sebastian, Spain, whose objective was to develop a safe and simple toy for their children, yet versatile and magical.

Robert, inspired by the artist Keith Haring, desired to create a toy that favored the development of a child's imagination and creativity and that also allowed for children to express themselves through play.

dēna toys are **safe**. They are a new alternative to wood, allowing for babies and children to play safely. We use 100% platinum silicone from Germany, the same material as baking molds which resists temperatures from -60°C to + 220°C. It can be cleaned in the dishwasher and used in the freezer or oven.

Silicone is a **sustainable** material since it is not a plastic, nor a petroleum derivative. It does not emit any emissions nor toxic substances making it safe for the environment and our oceans.

Our toys are also **BPA**, **PVC**, **latex** and **phthalate free**. We meet all of the highest certifications for the Europe and USA.

dēna toys are **simple**. Our minimalist design favors the development of a child's imagination and creativity, allowing the toy what it needs to be in the moment. The simplicity of the design allows for open-ended play and endless possibilities.

Some ideas include: (You can find more in the attached booklet, "Ways to Use") as a teether; for stacking; to discover new shapes when flipped inside out; for storytelling; as a puzzle; for sensory stimulation; even for baking, thanks to its high quality, food-grade silicone.

Our toys are **smart**. dēna, meaning "everything" in the Basque language expresses that the toy can be anything and everything based on the needs and development of the child.

Welcome to dēna, where everything is possible.

Free play

The safety of the material, together with a minimalist design, mean that this toy can be enjoyed in very different ways and always safely and **adapted to its moment of development**:

WHEN THEY ARE BABIES,

children instinctively put everything in their mouths and with this toy they can do it with 100% safety from 0m+.

WITH 1 AND 2 YEARS

you can hit it, throw it or wet it during the bath, in a free game and without rules. This full play is very important for their cognitive, physical and emotional development.

WITH 3, 4 AND 5 YEARS OLD,

they will develop the symbolic game, they will learn to classify by shape and color and they will develop their concentration and perseverance playing stacking the figures.

FROM 5 OR 6 YEARS OLD,

they can help mom or dad to cook delicious cupcakes or delicious fruit ice creams, since dëna toys are oven, freezer and dishwasher safe.



Motor



Cognitive



Emotional



Social



Sensor



Material and sustainability



Silicone is a highly resistant material and this favors the durability of products made of said material. This helps to reduce the amount of products manufactured and avoids the practice of throwing away.

Platinum silicone is a soft, resistant and BPA, PVC, latex and phthalate free material, absolutely safe for children's use, which resists temperatures from -60°C to $+220^{\circ}\text{C}$. That's why it can be cleaned in the dishwasher or used for freezing to make ice cream or baking to make cupcakes.

In addition, silicone is a sustainable material not derived from petroleum. The primary product for the production of silicones is silica, very abundant in sandstone, beach sand and other similar rocks; silica is also, for example, the main ingredient in glass.

The high quality silicone used by dēna is inert. That is, it does not release toxic. If a silicone product ends up in nature, after a few decades it will break down into small particles that are completely harmless to the environment.

It does not release toxic gases during incineration: if it is incinerated in waste treatment plants, silicone only releases silica, carbon dioxide and water vapour, unlike the toxic gases generated by burning plastic.

dëna rainbow

The Waldorf rainbow was first made of wood in the 1970s, inspired by the educational ideas of the Austrian Rudolf Steiner (1861-1925). Finally in 2019, dëna has designed a perfect model for the little ones. Made of 100% platinum silicone and valid from 0 months.

Thanks to its design and its 100% safe silicone material, they will use it from a very young age (+0 m), adapting it to their evolutionary stage and their needs. First as a teether and then as a resource in symbolic play, it will surely be one of your favorite toys for many years.



Infinite combinations

dëna toys are open-ended, multifunctional and modern sensory toys providing endless options for use and play! Use indoors or outdoors for teething, stacking, baking and free play. With colourful shapes and a soft, flexible material, play is always safe and infinitely creative.

COLLECTIONS

dëna Neon

P. 16

dëna Pastel

P. 20

dëna Nature

P. 24

dëna Diversity

P. 30

dëna Baking

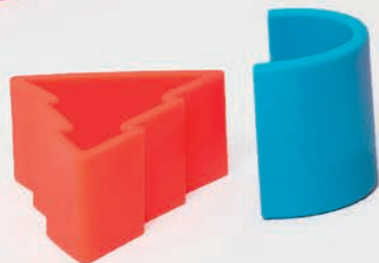
P. 34

dëna Beach Set

P. 38

dëna Neon

COLLECTION



COLLECTION · NEON

dëna Neon is a range created for the sensory stimulation of childhood in play.

Cheerful and intense colors that invite free play and exploration from the first stages.



Cheerful



Stimulating



Inspiring

RANGE NEON



NEON TOYS



100%
PLATINUM SILICONE

BPA FREE | PVC FREE | LATEX FREE | PHTHALATE FREE

0m+

#1



dēna Rainbow 6x Neon
Ref. 01028
\$13.50

NEW!



dēna Rainbow 10x Neon
Ref. 01086
NA



dēna KID 6x + dēna HOUSE 6x
Ref. 01010
\$25.00

NEW!



dēna KID 3x + HOUSE 3x + TREE 3x
Ref. 01083
\$17.50



dēna Car Neon
Ref. 01036
\$12.50



dēna Sun Neon
Ref. 01048

5

\$13.00

6



dēna Animals Neon
Ref. 01059
\$19.00

NEW!



dēna Rings 4x Neon
Ref. 01091
NA

NEW!



dēna Stacking Cups 4x Neon
Ref. 01094
\$10.00

NEW!



dēna Magic Flip Neon
Ref. 01080
\$12.50 *10m+

9

dëna Pastel

COLLECTION



COLLECTION · PASTEL

dëna pastel is a calm and serene palette.

Created to evoke beautiful memories of the first years of childhood.



Calming



Soothing



Pleasant

RANGE PASTEL



PASTEL TOYS



100%
PLATINUM SILICONE

BPA FREE | PVC FREE | LATEX FREE | PHTHALATE FREE

0m+

2



dēna Rainbow 6x Pastel
Ref. 01029 \$13.50

NEW!



dēna Rainbow 10x Pastel
Ref. 01087 NA



dēna KID 6x + dēna HOUSE 6x
Ref. 01022 \$25.00

NEW!



dēna KID 3x + HOUSE 3x + TREE 3x
Ref. 01084 \$17.50



dēna Car Pastel
Ref. 01039 \$12.50



dēna Sun Pastel
Ref. 01049 \$13.00

8



dēna Animals Pastel
Ref. 01060 \$19.00

NEW!



dēna Rings 4x Pastel
Ref. 01092 NA

NEW!



dēna Stacking Cups 4x Pastel
Ref. 01095 \$10.00

NEW!



dēna Magic Flip Pastel
Ref. 01081 \$12.50 *10m+

dëna Nature

COLLECTION



COLLECTION · NATURE

dëna Nature reflects the richness of the color range found in nature.

Organic colors full of vitality to invite you to explore the colors of terrestrial and marine environments, present both in the animal kingdom and in corals or plants.



Values in sustainability



Eco-conscious

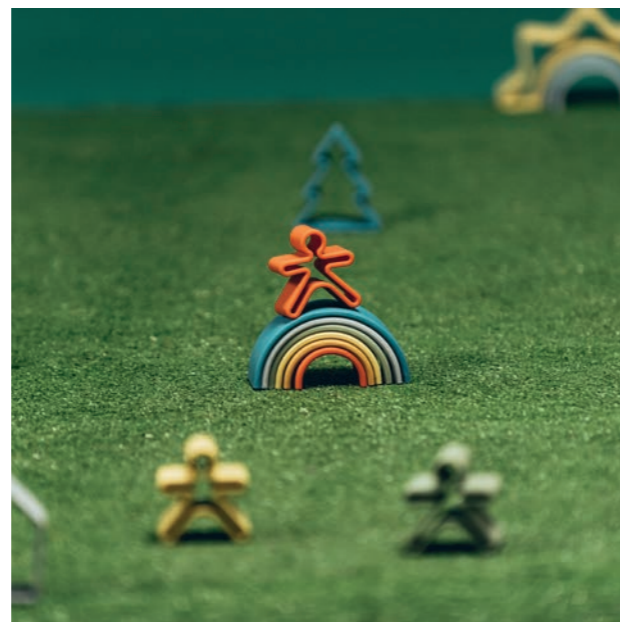


Exploratory

RANGE NATURE



NATURE TOYS



100%
PLATINUM SILICONE

BPA FREE | PVC FREE | LATEX FREE | PHTHALATE FREE

0m+

3



dēna Rainbow 6x Nature
Ref. 01052 \$13.50

NEW!



dēna Rainbow 10x Nature
Ref. 01088 \$19.00



dēna KID 6x + dēna HOUSE 6x
Ref. 01050 \$25.00

NEW!



dēna KID 3x + HOUSE 3x + TREE 3x
Ref. 01085 \$17.50



dēna Car Nature
Ref. 01054 \$12.50



dēna Sun Nature
Ref. 01055 \$13.00



dēna Animals Nature
Ref. 01061 \$19.00

NEW!



dēna Rings 4x Nature
Ref. 01093 NA

NEW!



dēna Stacking Cups 4x Nature
Ref. 01096 \$10.00



dēna Rainbow Baking Blue
Ref. 01062 \$12.50



dēna Rainbow Baking Pink
Ref. 01063 \$12.50



dēna Rainbow Baking Green
Ref. 01064 \$12.50



dēna Rainbow Baking Yellow
Ref. 01074 \$12.50



dēna Kid Baking Blue
Ref. 01065 \$12.50



dēna Kid Baking Pink
Ref. 01066 \$12.50



dēna Kid Baking Green
Ref. 01067 \$12.50



dēna Kid Baking Yellow
Ref. 01075 \$12.50



dēna Beach Set Blue
Ref. 01076 \$16.50 ^{*18m+}

12

13



dēna Beach Set Pink
Ref. 01077 \$16.50 ^{*18m+}



dēna Beach Set Green
Ref. 01078 \$16.50 ^{*18m+}



dēna Beach Set Yellow
Ref. 01079 \$16.50 ^{*18m+}

NEW!



dēna Magic Flip Nature
Ref. 01082 \$12.50 ^{*10m+}



dëna Diversity

COLLECTION



COLLECTION · DIVERSITY

dëna means everything and everyone!

The Diversity range is a tribute to the beauty of all skin tones, encouraging empathy, equality and diversity.



Equality



Inclusion

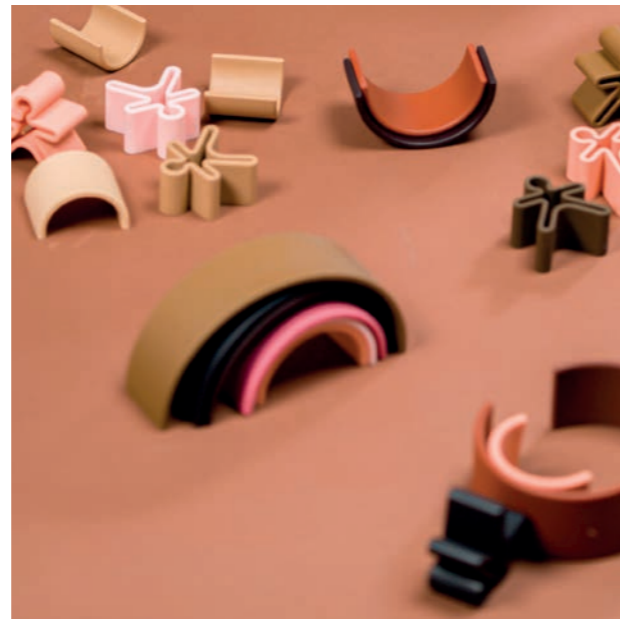


Educational

RANGE DIVERSITY



DIVERSITY TOYS



100% PLATINUM SILICONE

BPA FREE | PVC FREE | LATEX FREE | PHTHALATE FREE

0m+

11



dēna Rainbow 6x Diversity
Ref. 01057 \$13.50

NEW!



dēna Rainbow 10x Diversity
Ref. 01089 \$19.00

NEW!



dēna KID 8x Diversity
Ref. 01090 \$17.50

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dëna Baking

COLLECTION



COLLECTION · BAKING

dëna baking gives us the opportunity to share special moments in the kitchen cooking together.

Prepare a beautiful dëna kid or a dëna rainbow with three flavours.



Cheerful



Stimulating



Educational

RANGE BAKING



BAKING TOYS



100% PLATINUM SILICONE

BPA FREE | PVC FREE | LATEX FREE | PHTHALATE FREE



dēna Rainbow Baking Blue
Ref. 01062 \$12.50



dēna Rainbow Baking Pink
Ref. 01063 \$12.50



dēna Rainbow Baking Green
Ref. 01064 \$12.50



dēna Rainbow Baking Yellow
Ref. 01074 \$12.50



dēna Kid Baking Blue
Ref. 01065 \$12.50



dēna Kid Baking Pink
Ref. 01066 \$12.50



dēna Kid Baking Green
Ref. 01067 \$12.50



dēna Kid Baking Yellow
Ref. 01075 \$12.50



dëna Beach Set

COLLECTION



COLLECTION · BEACH SET

My first beach set is soft, safe, durable and fun.

Useful at the park, beach or on any outdoor adventure.



Exploratory



Cheerful



Stimulating

RANGE BEACH SET



BEACH SET TOYS



100% PLATINUM SILICONE

BPA FREE | PVC FREE | LATEX FREE | PHTHALATE FREE

18m+

12



dēna Beach Set Blue
Ref. 01076 \$16.50



dēna Beach Set Pink
Ref. 01077 \$16.50



dēna Beach Set Green
Ref. 01078 \$16.50



dēna Beach Set Yellow
Ref. 01079 \$16.50

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dëna Stacking Cups 4x P. 52

dëna Magic Flip P. 54

NEW

dēna Kids 3x + Houses 3x + Trees 3x.

A toy that will accompany us in many phases of growth.

Unstructured toys that contribute to the stimulation of babies, the development of their imagination and creativity, and that help the development of fine motor skills.

TEETHING

STACKING

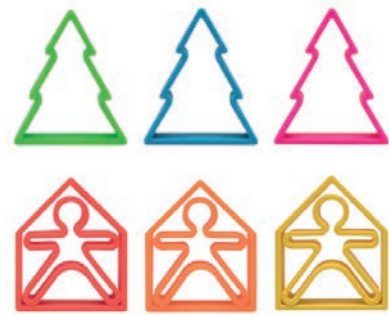
SENSORY PLAY

FREE PLAY

MULTIFUNCTIONAL

OPEN ENDED

Each set contains 9 pieces, for ages 0 months+.



dēna Kids 3x + Houses 3x + Trees 3x Neon
Ref. 01083

\$17.50



dēna Kids 3x + Houses 3x + Trees 3x Pastel
Ref. 01084

\$17.50



dēna Kids 3x + Houses 3x + Trees 3x Nature
Ref. 01085

\$17.50



NEW

dëna Rainbow 10x.

Have you ever thought of a toy that grows and evolves with your baby?

dëna has made it possible by reinventing the wonderful Waldorf Rainbow. Thanks to its design and its 100% safe silicone material, your little one can use it from a very young age (+0 m), adapting it to their evolutionary stage and their needs, from a teether to a baking mould.

TEETHING

STACKING

SENSORY PLAY

FREE PLAY

MULTIFUNCTIONAL

OPEN ENDED

Each set contains 10 pieces, for ages 0 months+.



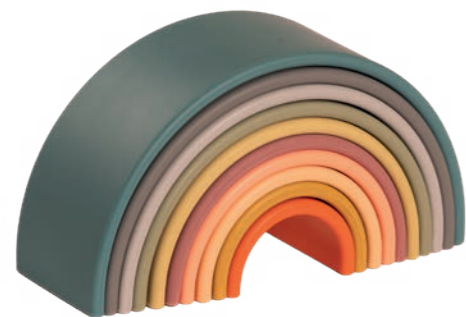
dëna Rainbow 10x Neon
Ref. 01086

NA



dëna Rainbow 10x Pastel
Ref. 01087

NA



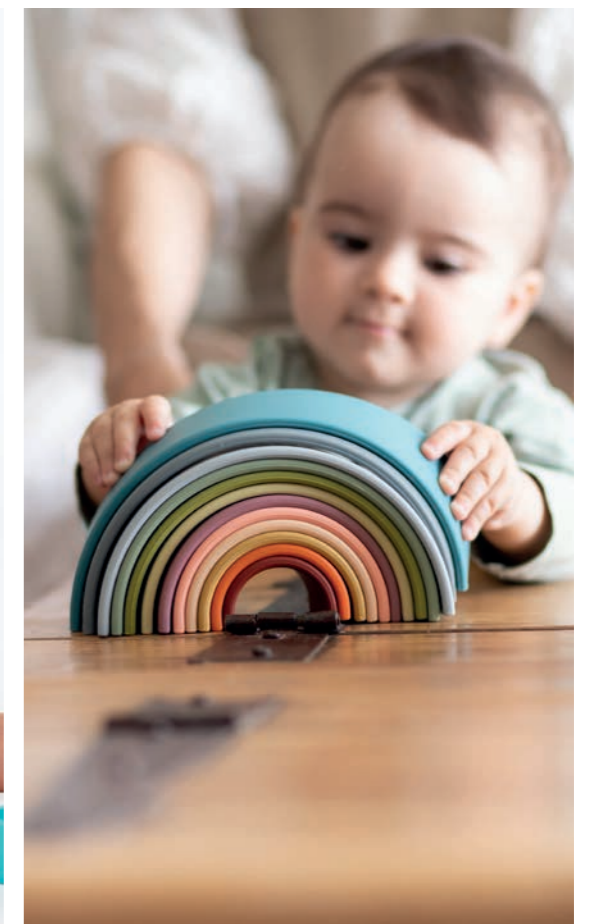
dëna Rainbow 10x Nature
Ref. 01088

\$19.00



dëna Rainbow 10x Pastel
Ref. 01089

\$19.00



NEW

dëna Kids Diversity 8x.

Dëna diversity has arrived to communicate the values of equality and inclusion because dëna means everything and everyone.

The colour range is a tribute to the beauty of all skin tones. This set is an element of play that will accompany children in many phases of growth encouraging empathy, equality, and diversity.

TEETHING

FREE PLAY

STACKING

MULTIFUNCTIONAL

SENSORY PLAY

OPEN ENDED

Each set contains 8 pieces, for ages 0 months+.



dëna Kids Diversity 8x
Ref. 01090

\$17.50



NEW

dëna Rings 4x.

Teether and stacking rings in one! The perfect shape to soothe their gums and allow their little hands to grasp with ease.

Our soft yet high-quality silicone design, allows for versatile use well beyond the teething years.

The perfect toy for:

TEETHING

STACKING

SENSORY PLAY

FREE PLAY

BATHTIME PLAY

SAND AND WATER PLAY

Each set contains 4 rings, for ages 0 months+.



dëna Rings 4x Neon
Ref. 01091

NA



dëna Rings 4x Pastel
Ref. 01092

NA



dëna Rings 4x Nature
Ref. 01093

NA



NEW

dëna Stacking Cups 4x.

Classic stacking cups with a dëna twist! Our soft yet high-quality silicone design allows for versatile use that develops motor, cognitive and sensory skills.

The perfect toy for:

STACKING

FREE PLAY

DRINKING

BATHTIME PLAY

SAND AND WATER PLAY

EVEN FOR BAKING OR FREEZING!

Each set contains 4 cups, for ages 0 months+. Available in neon, pastel and nature colours.

14



dëna Stacking Cups 4x Neon
Ref. 01094

\$10.00



dëna Stacking Cups 4x Pastel
Ref. 01095

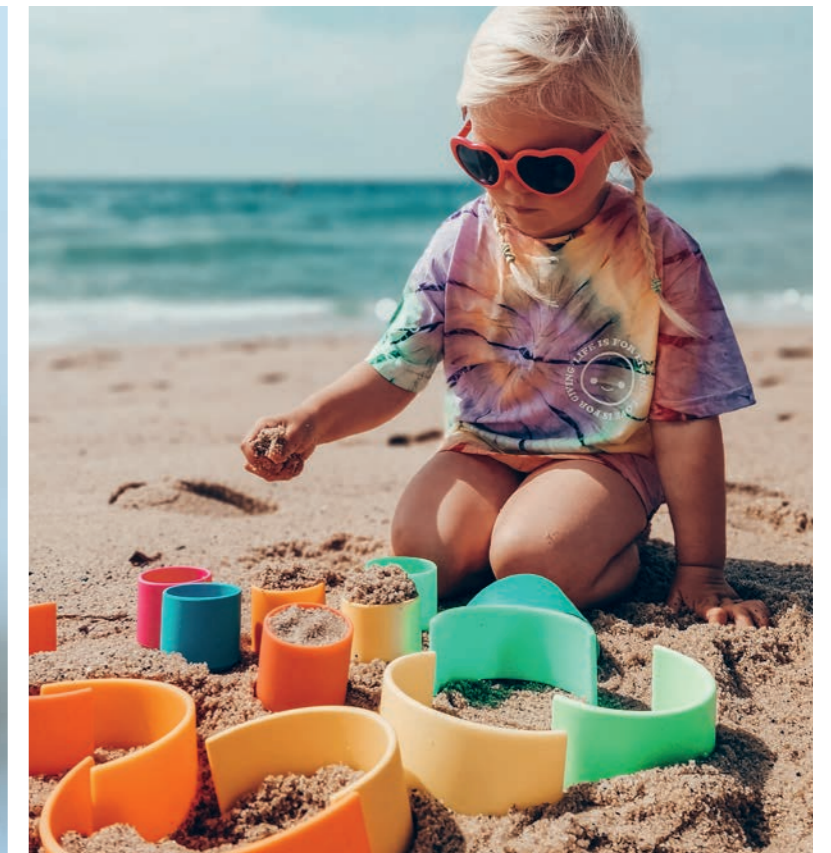
\$10.00

15



dëna Stacking Cups 4x Nature
Ref. 01096

\$10.00



NEW

10m+

dëna Magic Flip.

dëna magic flip is fun! It's a square that turns into a butterfly, a triangle that turns into a clover, a heart that turns into a leaf, and a star that turns into a flower.

It's amazing and magical!

Each figure changes shape when turned inside out, stimulating the curiosity and motor skills of a baby. In the flip challenge, they will naturally learn to use their little fingers as they play. Also, when you hold down on the butterfly, it turns into a robot, a worm, and many other shapes.

Creativity is stimulated by imagining more and more shapes. And the "feeling of accomplishment" that comes from shapeshifting encourages fun as well as language and communication.

From around 1 year old to adults, you will be able to stack, organize and combine the देंna magic flips, playing with balance, symmetry, color or shape. You can also compose beautiful mandalas, promoting concentration and perseverance..

Thanks to its soft silicone material, if you drop it on the ground, it makes no noise and is very safe, even if you step on it or drop it. Also, देंna can get wet, so you can play with them in the bathtub. If it gets dirty, it can be washed with water, so it is very easy to clean even if you use it for sand play or as stamps with washable paint.

Take it everywhere!

Each set contains 8 pieces, for ages 10 months+. Available in neon, pastel and nature colours.

\$12.50

9



dëna Magic Flip Neon
Ref. 01080



dëna Magic Flip Pastel
Ref. 01081



dëna Magic Flip Nature
Ref. 01082



Fun,
creative,
safe and
free toys



dëna.
EVERYTHING
AND EVERYONE



dëna®

hello@denatoys.com

denatoys.com

#denatoys

