



Silver Cross is passionate about offering parents the highest levels of quality, baby comfort and safety with chic, contemporary design. A British brand with more than 130 years of heritage, Silver Cross now operates distribution channels throughout Asia, the Middle East, North America, Russia and Europe, offering fashionably designed wheeled, home and car safety goods.

**Market**

The UK baby market, which is defined as households with babies and children under the age of four years old, is currently worth an estimated £1 billion. Already a world leader in the design, development and production of high-quality nursery products, Silver Cross is aiming for an increased share in sales of nursery goods in both domestic and international markets. Indeed, the particular focus for Silver Cross in 2009/10 is to offer new parents across the globe a truly international selection of quality nursery products.

**Product**

All Silver Cross products are created by in-house designers and product development specialists in the UK, with the aim of making mums' and dads' lives as simple as possible. Along with recent product launches, the Silver Cross brand is famous for its Lifestyle and Heritage Collections.

The highly acclaimed Lifestyle Collection, launched in 2003 with the Classic Sleepover, now encompasses: the best selling 3D Pram System, which is a pram, pushchair and travel system in one; an updated Sleepover, which comprises a pram, pushchair and carrycot; and the Linear Freeway – the sleekest, lightest, combination pushchair Silver Cross has ever made. The collection also includes a range of lightweight strollers with the Dazzle, Pop and Fizz pushchairs.

The car safety range includes four car seats: the multi-award-winning Ventura Plus; the Explorer Sport, a two-stage car seat that grows with the child; the Explorerfix, using a push



click ISOFIX installation; and the Navigator, a fully adjustable group 2-3 car seat.

The Heritage Collection features two traditional coach-built prams for newborns. The Balmoral pram has become a global style icon, highly favoured by the Royal Family and A-list celebrities; it sets the highest standard for handmade luxury. In addition to this, the

Silver Cross Kensington pram comes from the same line and is defined by a sweeping, curved, hand-painted steel body and highly polished chrome chassis. All Heritage prams are handmade to the same high standards employed in the early 19th century. Each comes with an individually numbered plaque and certificate of authenticity, including the craftsman's signature.

1877	1920s-30s	1951	1977	1988	2002
Silver Cross is founded by William Wilson, a prolific inventor of baby carriages who created a reputation for producing the world's finest carriages.	Silver Cross becomes incorporated and is crowned the number one baby carriage for royals, supplying its first baby carriage to George VI for Princess Elizabeth.	Silver Cross launches a new shape; the forefather of the Balmoral, it becomes synonymous with the name 'pram'.	Silver Cross celebrates its centenary by flying customers and buyers around the world in its new centenary aircraft and by presenting a baby carriage to Princess Anne.	The Wayfarer is launched. It becomes Britain's best-selling pushchair for a decade, selling more than 3,000 a week.	Entrepreneur and businessman Alan Halsall purchases Silver Cross and relaunches the famous Balmoral.

The Silver Cross children's Heritage toy range includes: the Baby Balmoral, an exact miniature replica of the full size Balmoral; the Toy Rose, featuring a ceramic plaque with a rose design; and the Oberon which comes in a choice of scarlet, navy or white.

**Achievements**

Silver Cross' leading British design and high manufacturing quality has been put through its paces by parents across the country in the last two years. The brand's Lifestyle range has won 16 high profile parenting magazine awards in this time, which stands as proof of what parents really think about Silver Cross.

The brand's popularity in the UK has aided growing recognition of its products internationally. Worldwide demand has resulted in global expansion with the development of new markets in Australia, China, Russia and the Middle East, as well as a deal to supply Babies 'R' Us in the US, meaning that Silver Cross is now a truly global brand.

**Recent Developments**

In 2009, Silver Cross continues to drive forward with groundbreaking modern designs. Spearheading this activity is the new Halo, a stroller and travel system with an ultra compact fold, which combines with the Ventura Plus car seat to create the ultimate travel system, suitable for use from birth.

There are also two new additions to the Silver Cross Home Collection. The Doodle high-low chair features a unique design which enables it to be converted from a high chair into a chair and play table featuring a toy basket and crayon cups. This significant development extends the Doodle's working life by approximately six years, compared to a traditional high chair. The second newcomer, the Halo Rocker for newborns, combines a stylish design with luxurious fabrics and a smooth rocking motion.

2009 will also see developments in new areas for Silver Cross, with ranges of soft activity



and collectible toys further diversifying the brand's product range.

**Promotion**

Silver Cross invests heavily in marketing, with consumer advertising featuring in lifestyle and parenting titles, a presence at major nursery trade events and consumer shows, point of sale promotions and online activity.

Silver Cross' marketing communicates in a straightforward, frank and honest way about its products. Indeed, its strongest marketing tool has always been word-of-mouth. From trendsetters in the film and music world to

everyday British mums, the brand is endorsed by those who have first-hand experience of Silver Cross products.

**Brand Values**

Silver Cross is one of the UK's most loved and established brands. In 2009, more than 130 years after its launch, Silver Cross still stands for elegance, fashion and cutting-edge British design. It strives to be known worldwide for its experience and passion in producing stylish and innovative products that deliver genuine value for money while making the lives of modern parents easier.

[silvercross.co.uk](http://silvercross.co.uk)



2006	2007	2008	2009
Silver Cross goes global, forging partnerships with distributors in Europe, America, Canada and Japan.	Silver Cross launches its Home Collection and the combination stroller, Dazzle.	Silver Cross launches the lightweight stroller Fizz, with £5 of every purchase donated to The Meningitis Trust.	Silver Cross launches the new Halo pushchair, Halo Rocker, Doodle high-low chair and a range of toys.

**Things you didn't know about Silver Cross**

Founded in 1877, Silver Cross is the oldest nursery brand in the world.

Silver Cross prams have been used by royalty for nearly 100 years; it supplied its first baby carriage to George VI for Princess Elizabeth.

Every Balmoral pram is painstakingly made, with more than 1,000 individual hand operations required during the manufacturing process.

Silver Cross sells prams in more than 30 countries worldwide.