

Press Kit
Launching October 2025

SANDLÖPARE



New SANDLÖPARE mjukleksak giraffkalv 149 kr
306.030.56



Step into the adventures of the savannah

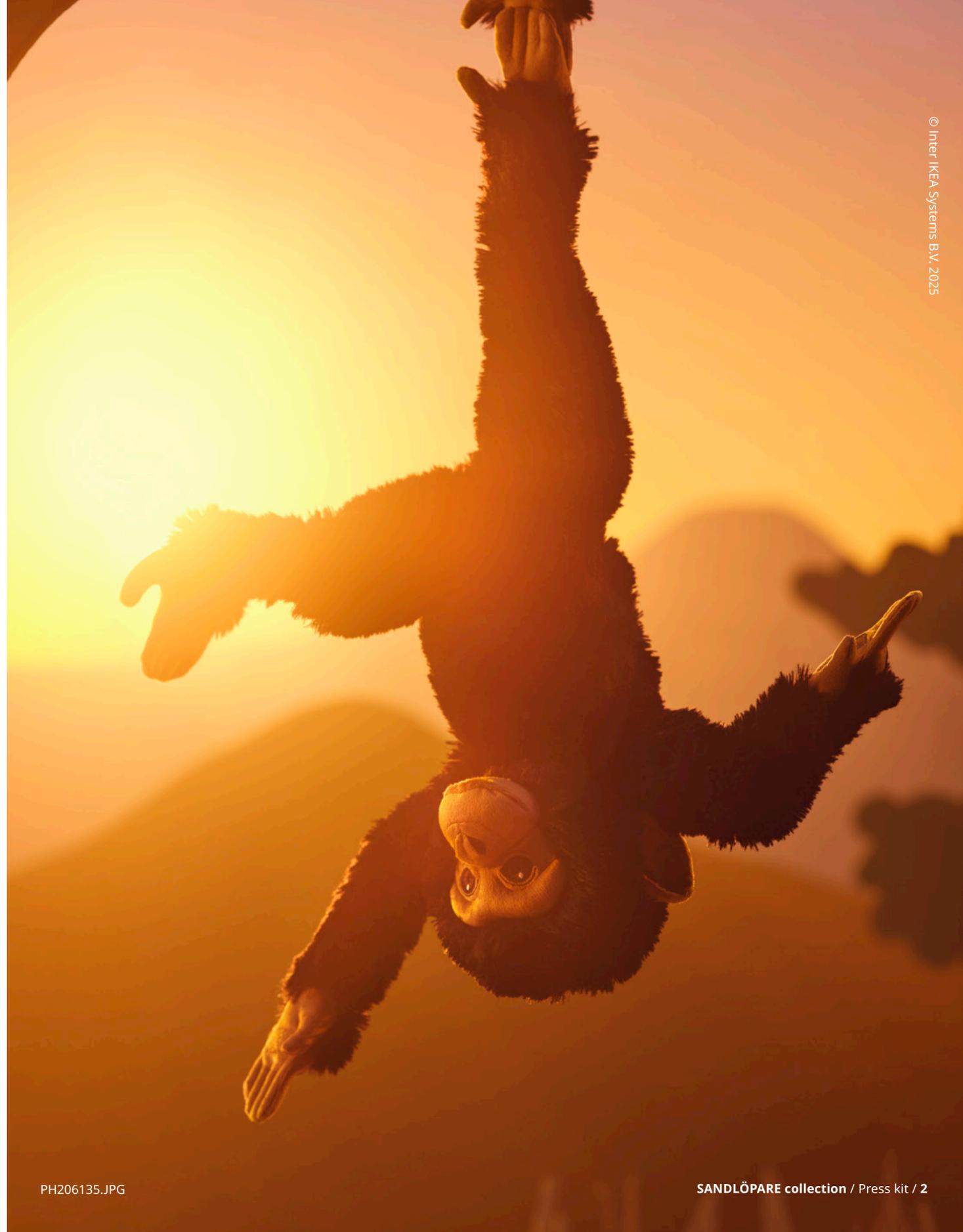
Close your eyes and listen. Can you hear the grass rustling in the wind or the trumpeting of an elephant? Forget all about kittens and dog strolls. You are in the world of roars and sprints now. A world where everyone has a strategy for survival, whether it's running, hiding or hunting. How will you and your child adapt to this new environment? Will you be the zebras that confuse the lions by blending into the herd or the giraffes that with their long necks keep an eye out for threats?

With the SANDLÖPARE collection, you and your family are invited on a journey to learn from the animals of the wild savannah.

New SANDLÖPARE mjukleksak chimpanse 99 kr
306.030.80

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SANDLÖPARE collection / Press kit / 2





Turn wild wonders into beloved friends

Explore the dry grassland of the African savannah, home to some of the world's most fascinating animals. Meet the smart and social meerkat, the fast and nimble cheetah and the tall and graceful giraffe. Find your favourite in this collection for children from 3 to 99 and combine them with already existing jungle animals from our range.

The perks of being tall

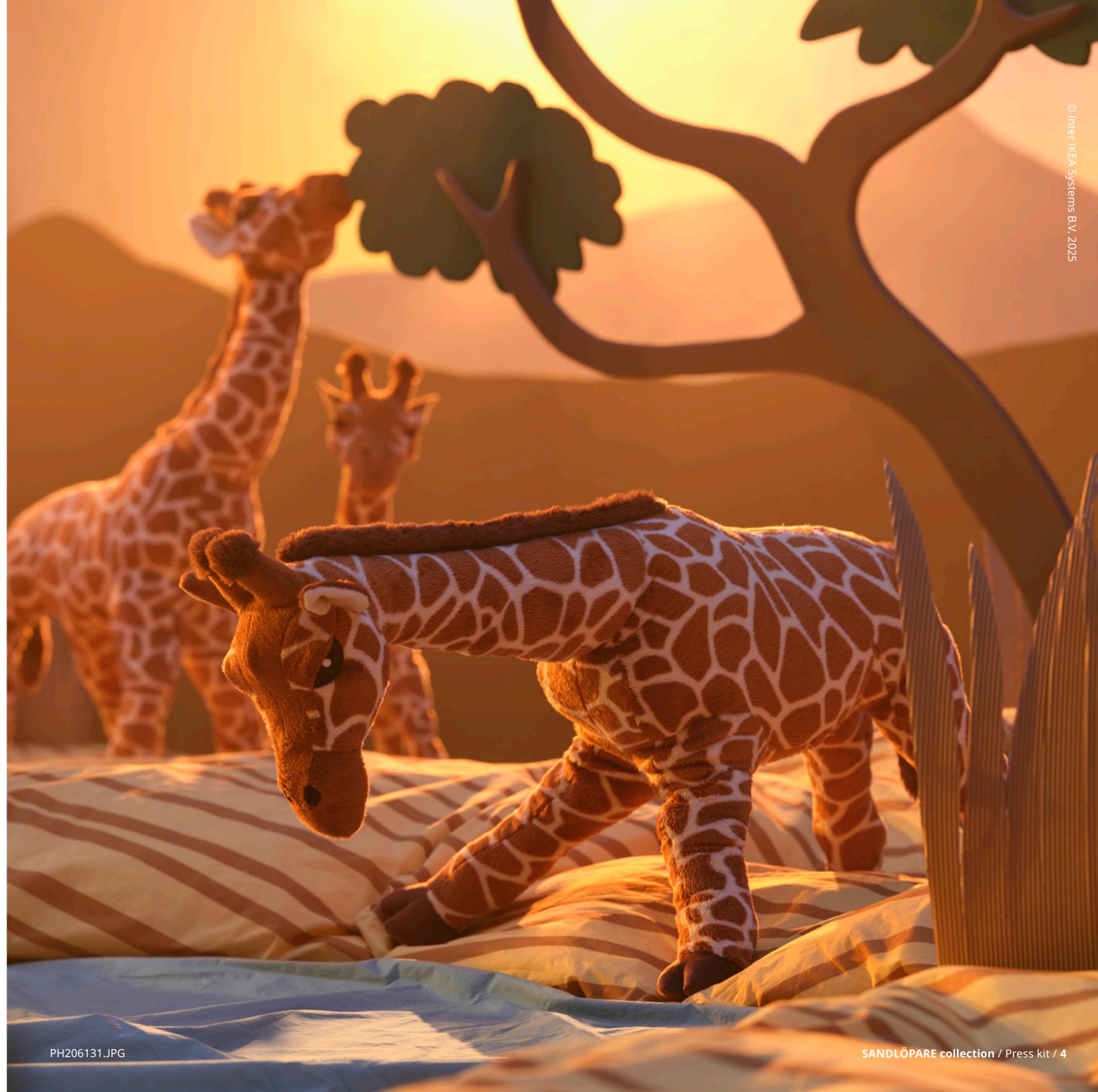
While other animals fight for food on the ground, the giraffes' long necks allow them to graze uninterrupted among the leaves. They also show affection by pressing their necks against each other.

With the SANDLÖPARE soft toy giraffe, children always have a long neck ready for a hug. Choose between the 70 cm tall adult and the 43 cm calf.

New SANDLÖPARE mjukleksak giraff 249 kr/st
806.030.68

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SANDLÖPARE collection / Press kit / 4



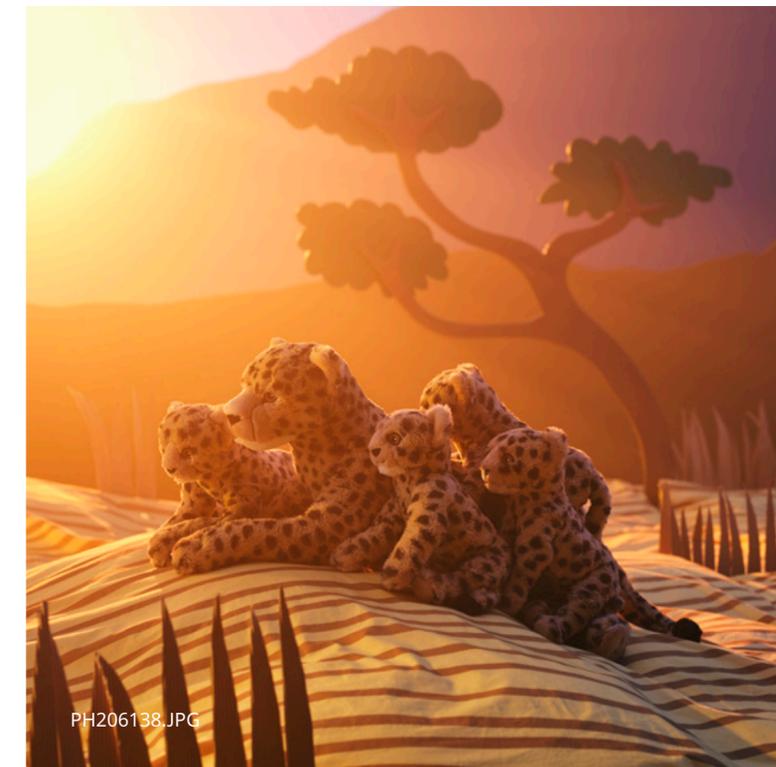


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Follow the leader

Female cheetahs live alone with their cubs while male cheetahs form small groups. Unlike other big cats, cheetahs hunt during the day. To avoid losing track of their mother while hunting, the cubs follow her long tail in the grass.

Bring the SANDLÖPARE soft toy cheetah and cheetah cub on your next outing and give your child a new reason to follow you around.



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New SANDLÖPARE mjukleksak gepardunge 59 kr
006.030.72

Swing like a chimp

Chimpanzees easily swing from branch to branch. With opposable thumbs as well as toes, it's almost as if they have four hands.

With touch-and-close fastening on both hands and feet, the SANDLÖPARE soft toy chimpanzee can easily join the family adventure, whether it's hanging around a neck, on a bag or from the ceiling.

New SANDLÖPARE mjukleksak chimpanse 99 kr/st
306.030.80

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Quick, curious and cute

Meerkats never seem to be still and are always on the lookout for danger. The dark patches around their eyes act as natural sunglasses and if a predator approaches, they sound an alarm to warn the rest of their clan to hide in burrows underground.

Just like real meerkats, the SANDLÖPARE soft toy stands up by resting on its tail and the position of its paws makes it perfect for hanging on shelves or ledges.

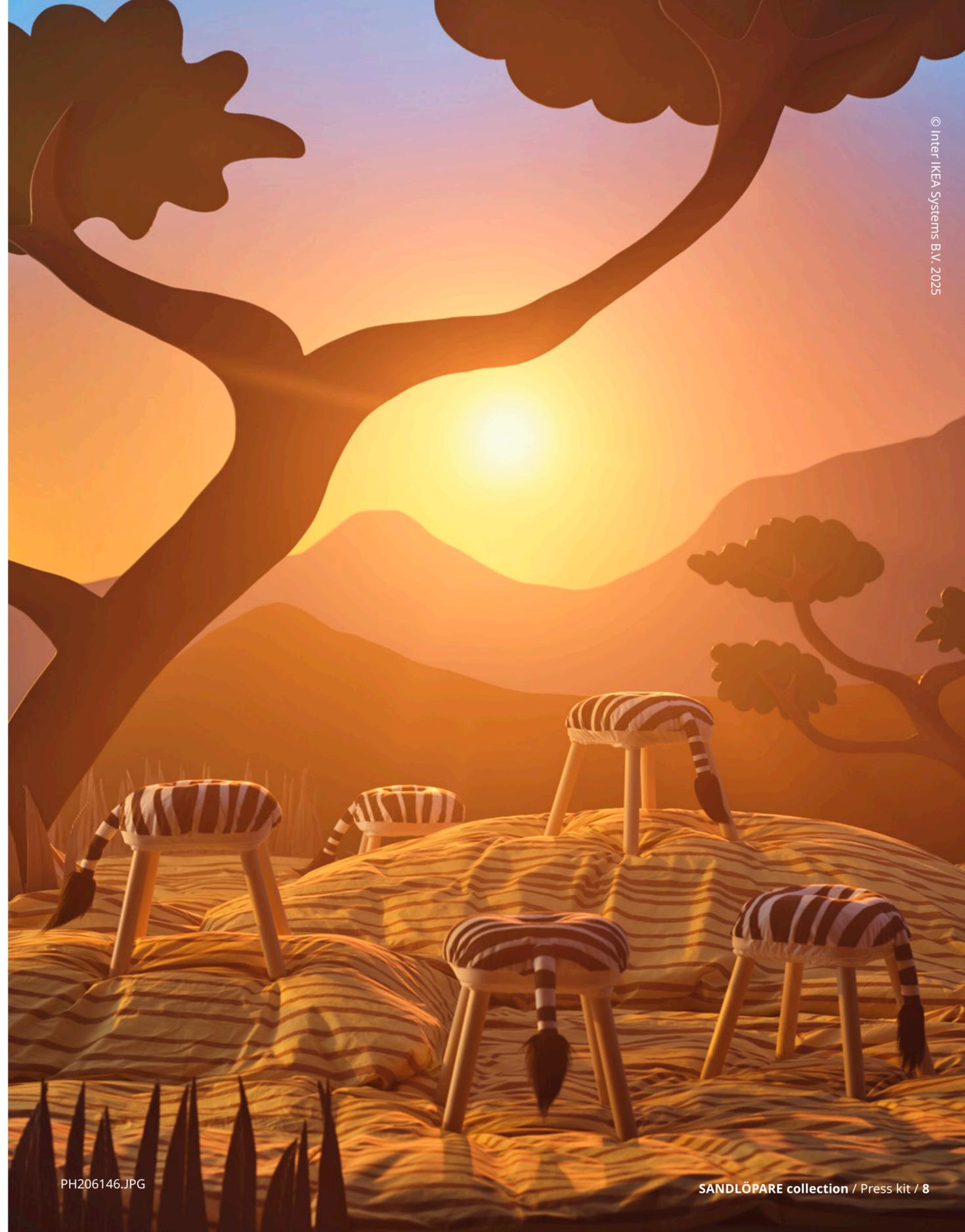
New SANDLÖPARE smjukleksak surikat 59 kr/st
706.030.64

Hide with the herd

To zebras, black and white stripes on a beige background is considered camouflage. Their main predator, the lion, is colourblind, making the colour less important than the pattern, which blends well into the savannah grass. And when the zebras stand together in a herd, it's difficult for the lions to single one of them out to attack.

Play hide-and-seek with your own herd of zebras. With soft padding in recycled polyester, the SANDLÖPARE zebra patterned stool covers are a great complement to the FLISAT and MAMMUT stools.

New SANDLÖPARE klädsel för pall 99 kr/st
806.032.09





Think out of the pond

Although the hippopotamus lives in water, it cannot swim or breathe underwater. But it can hold its breath for up to five minutes and it has webbed toes that propel it forward when it runs on the riverbed.

We hope that the story of the hippopotamus can inspire your child to dare to do things differently. The soft, velvety coat of the SANDLÖPARE soft toy hippopotamus also makes it great to cuddle with.



Holding on tight

Vervet monkey mothers have a strong bond with their babies and they don't leave each other's side for the first year.

The SANDLÖPARE soft toy vervet monkey with baby comes as a set to ensure they stay together.

New SANDLÖPARE mjukleksak apa med unge 199 kr/st
106.030.76



A safe exploration of the savannah





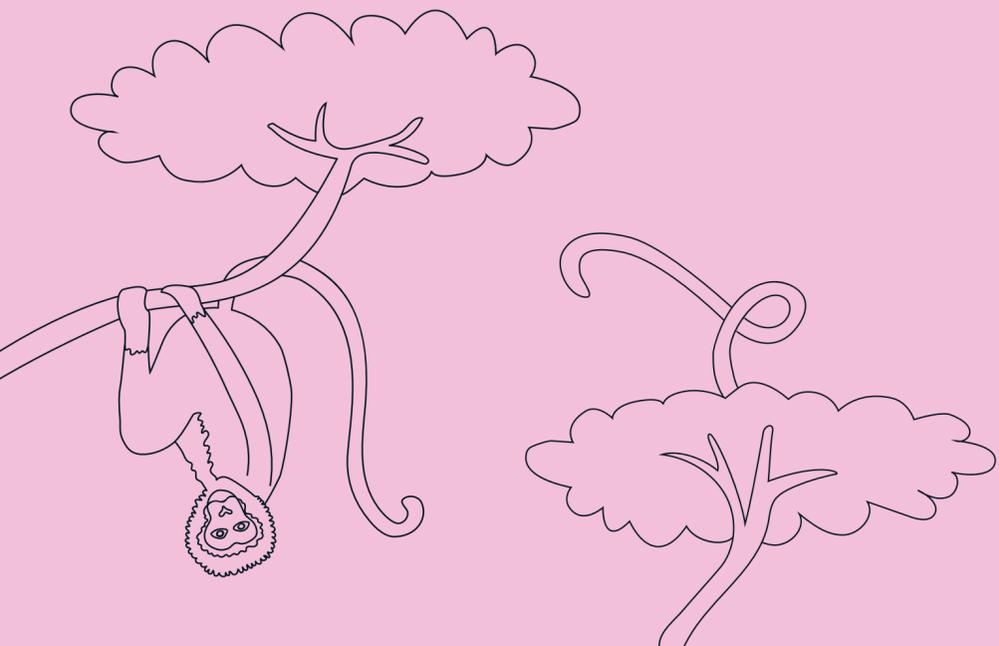
Let your imagination run wild

Meet the cool animals from the savannah in the form of cuddly soft toys and in the detailed illustrations by Anna Lagerström. Here, stools become zebras, the bathrobe transforms you into a cheetah and the rugs are snakes. Now you can afford to safely explore the savannah and learn about the animals that live here without disturbing their fragile habitat.

New SANDLÖPARE matta, 249 kr
206.032.31

“I wanted children to discover the animals gradually. Some of them are hiding and others are halfway out of frame. To me, that made sense. Wild animals are really good at hiding. If you want to play with them, first you have to find them.”

Anna Lagerström, Illustrator



New SANDLÖPARE bild 39 kr
906.019.07





Play and learn with the animals of the wild

The 2024 IKEA Play Report shows that families value play more than ever. But many parents still lack the confidence to start playing with their children.

With SANDLÖPARE, we want to inspire families to explore the stories of the savannah at home. By providing facts about the animals, we hope to fuel ideas and turn every learning into the starting point for a new game or discovery.

New SANDLÖPARE mjukleksak chimpans 99 kr
306.030.80



“For a soft toy animal, everything is in the eyes. The size and placement of a white dot can be the difference between angry, surprised, happy or sad.”

Jorge Omar Santoyo Henaine, Product Developer, IKEA

New SANDLÖPARE förvaringspåse 99 kr
806.127.08



Safety as a precondition

A soft toy from IKEA is like no other. Here, safety shapes the entire product development and our soft toys undergo rigorous testing before reaching the stores. There are pull tests, testing for chemicals and durability as well as multiple rounds in the washing machine, to ensure that each soft toy keeps its head on and doesn't lose its shape.

Because we know what these animals go through when they come to a home. There will be biting, chewing, pulling, picking and probably a few rounds of playing in the mud too.

As they should. And that's why all IKEA soft toys can be machine washed at 40°C.

Since 1997, our soft toys have embroidered eyes instead of beads to avoid the risk of children swallowing and choking on them in case they fall off. But what started as a safety measure ended up improving the design. It turned out that the embroidered eyes also gave the soft toys a much livelier expression. To an IKEA designer, that's like finding gold at the end of the rainbow. Now our soft toy animals are both safe and sassy.

New SANDLÖPARE mjukleksak chimpans 99 kr
306.030.80

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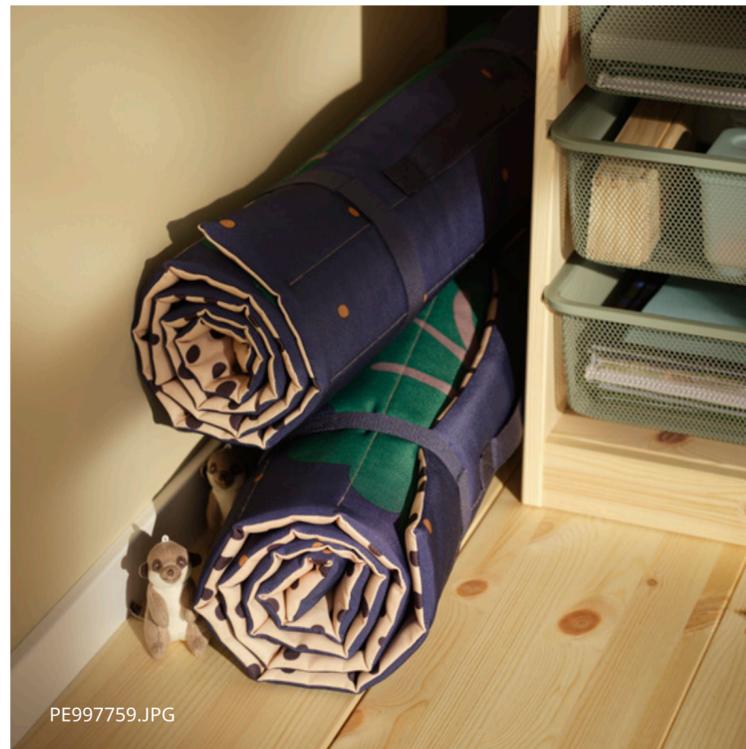
A secret hideaway

Organise the children's room with storage fitting for the savannah. A stack of SANDLÖPARE storage trunks can hide everything from toys to dress-up clothes as well as invaluable keepsakes. What secrets will you uncover when you get to the bottom?

New SANDLÖPARE förvaringskoffert 179 kr
306.032.16

Chill out comfortably

When the hiding and scouting is over and it's time for the animals to rest, the SANDLÖPARE quilted mat offers the perfect place to relax. Avoid hard and cold floors by rolling out a soft accessory that matches the savannah. And easily store it away using the attached straps.



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New SANDLÖPARE vadderad matta 249 kr
006.032.27



PE997757.JPG

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PE997721.JPG

Learning by doing

How do you make educational material that everyone understands, regardless of age or language?

For the SANDLÖPARE activity book, our illustrator and product developers created illustrations and symbols to teach you more about the animals of the savannah without using a single word. The result is 25 pages of creative challenges for curious minds.

Show that you belong together with a mascot. Or ten.

Meerkats live in big communities where everyone helps each other out, no matter how they are related. Who are your meerkats? Who belongs to your chosen family? Hang the SANDLÖPARE soft toy mini meerkat on your bag or keyring to show that you're a team!

New SANDLÖPARE mjukleksak surikat mini 19 kr/st
606.095.75

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Colour yourself calm

Did you know that colouring can reduce stress and anxiety by activating both the logical and the creative side of the brain? Colouring inside the lines demands logic and choosing colours is creative. After a day full of activities and to-do's, the SANDLÖPARE colouring roll might serve as active meditation for the whole family.

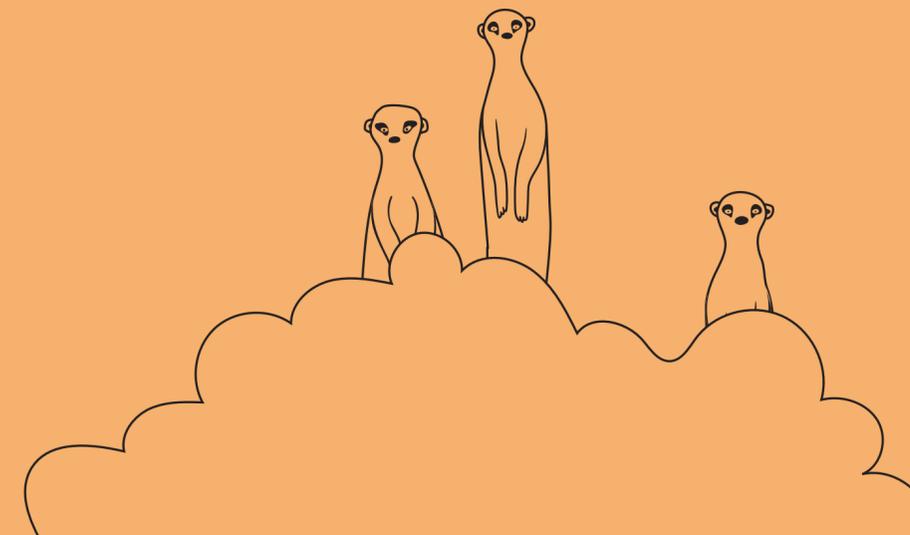
New SANDLÖPARE färgläggningsrulle 49 kr
406.042.63



New SANDLÖPARE påslakan 1ö 249 kr
106.032.41

“I wanted the collection to be able to grow with the children. With the different patterns on the bed linen, you can easily switch from playful to tone-in-tone.”

Anna Lagerström, Illustrator



Make your room come alive

With the SANDLÖPARE decoration stickers, you can quickly transform any home into an animal kingdom. Add heads to bedposts and tails to baskets. Or why not place a sticker somewhere where you can continue drawing the body. Who in your family can come up with the most unexpected solution?



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New SANDLÖPARE dekoration,
självhäftande 49 kr s3 406.032.25



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Spot the child

In the wild, animals' distinct patterns help them avoid being detected by predators. At home, it can be just as important to blend in with your surroundings, making it possible to hide in plain sight.

Bathing usually leaves a child spotless, but not when they're drying off in the SANDLÖPARE hooded towel with a cheetah pattern.

New SANDLÖPARE handduk med huva 149 kr
706.032.57

From day to night in a flash!

With the SANDLÖPARE bed linen, you can signal to your child when it's time to sleep without saying a word. Keep the nightside of the savannah pattern up when it's time to sleep and switch to the daytime pattern when it's time to get up. A nice routine that also gives more meaning to bed-making.

New SANDLÖPARE påslakan 16 179 kr
306.031.98





IKEA and Nordens Ark

At IKEA, we collaborate with the wildlife conservation centre Nordens Ark, a private non-profit foundation focusing on nature conservation, breeding and rearing, as well as research and education. Over the next few years, we will provide financial support through donations

and educational support by raising awareness for endangered species. With the valuable expertise of Nordens Ark, we will also continue to develop new products that aim to inspire curiosity about our planet, nature and all the amazing animals living here.

“Together with Nordens Ark, we can ensure our illustrations are even closer to reality. Before our collaboration, I had never heard of the flat pancake tortoise or the slender-snouted crocodile.”

Anna Edlundh, Product Developer, IKEA

New SANDLÖPARE klädsel för pall 99 kr/st
806.032.09



“I want children to become curious about the endangered animals of the savannah. With the textiles and soft toys, they get to meet and play with the animals and in the activity book they can learn more about them.”

Anna Lagerström, Illustrator

New SANDLÖPARE mjukleksak gepardunge 59 kr
006.030.72



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SANDLÖPARE collection / Press kit / 28

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Product overview



PE976264.JPG
New SANDLÖPARE påslakan 16 179 kr 54% cotton, 46% viscose/rayon. Designer: Anna Lagerström. Duvet cover W150xL200cm. Pillow case W60xL50cm. White dark blue/savanna 306.031.98



PE976282.JPG
New SANDLÖPARE påslakan 16 249 kr 80% cotton, 20% viscose/rayon. Designer: Anna Lagerström. Duvet cover W150xL200cm. Pillow case W60xL50cm. Yellow/savannah 106.032.41



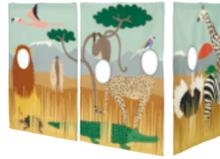
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New SANDLÖPARE påslakan 16 249 kr 80% cotton, 20% viscose/rayon. Designer: Anna Lagerström. Duvet cover W150xL200cm. Pillow case W60xL50cm. Multicolour/savanna 206.032.50



PE976319.JPG
New SANDLÖPARE dra på lakan 79 kr 54% cotton, 46% viscose/rayon. Designer: Anna Lagerström. W90xL200cm. Light brown/cheetah pattern 605.946.30



PE976642.JPG
New SANDLÖPARE vadderad matta 249 kr 100% polyester. Designer: Anna Lagerström. W60xL140cm. Dark blue/cheetah savanna 006.032.27



PE976667.JPG
New KURA sängdraperi 249 kr 100% polyester. Designer: Anna Lagerström. W96xL167, H115cm. Multicolour/animals on the savannah 906.032.18



PE976320.JPG
New SANDLÖPARE handduk med huva 149 kr 100% polyester. Designer: Anna Lagerström. W70xL140cm. Light brown/cheetah pattern 706.032.57



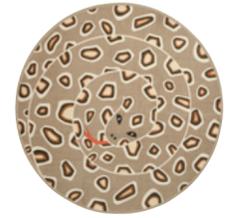
PE976323.JPG
New SANDLÖPARE klädsel för pall 99 kr 100% polyester. Designer: Anna Lagerström. Ø38cm. Beige brown/giraffe pattern 806.032.33



PE976322.JPG
New SANDLÖPARE klädsel för pall 99 kr 100% polyester. Designer: Anna Lagerström. Ø38cm. Black white/zebra pattern 806.032.09



PE976321.JPG
New SANDLÖPARE matta 249 kr 100% cotton. Designer: Anna Lagerström. L130xW90cm. Beige brown/giraffe pattern 906.032.61



PE976646.JPG
New SANDLÖPARE matta, 249 kr 100% cotton. Backing: Hot melt glue. Designer: Anna Lagerström. Ø100cm. Light brown/snake pattern 206.032.31



PE970619.JPG
New SANDLÖPARE mjukleksak chimpanse 99 kr 100% polyester. L32cm. Chimpanzee/black 306.030.80



PE975010.JPG
New SANDLÖPARE mjukleksak giraff 249 kr 100% polyester. L70cm. Giraffe/brown 806.030.68



PE975009.JPG
New SANDLÖPARE mjukleksak giraffkalv 149 kr 100% polyester. L45cm. Giraffe calf/brown 306.030.56



PE975004.JPG
New SANDLÖPARE mjukleksak surikat 59 kr 100% polyester. L20cm. Meerkat/beige 706.030.64



PE975040.JPG
New SANDLÖPARE mjukleksak surikat mini 19 kr 100% polyester. L8cm. Meerkat/mini beige 606.095.75



PE975006.JPG
New SANDLÖPARE mjukleksak gepard 149 kr 100% polyester. L50cm. Cheetah/beige 506.030.60



PE975005.JPG
New SANDLÖPARE mjukleksak gepardunge 59 kr 100% polyester. L24cm. Cheetah cub/beige 006.030.72



PE970620.JPG
New SANDLÖPARE mjukleksak apa med unge 199 kr 100% polyester. L32cm. Vervet monkey with baby/grey 106.030.76



PE983694.JPG
New SANDLÖPARE låda 49 kr 100% polyester. 33x38x33 cm. 106.133.01



PE976328.JPG
New SANDLÖPARE förvaringspåse 99 kr 100% polyester. Designer: Anna Lagerström. Ø41, H42cm. Multicolour/savannah 806.127.08



PE976365.JPG
New SANDLÖPARE förvaringskoffert 179 kr 100% polyester. Insert: Plastic. Designer: Anna Lagerström. L50xW35, H15cm. Light brown 306.032.16



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New SANDLÖPARE skrivbordsunderlägg 59 kr 100% polyester. Backing: 100% synthetic rubber. Designer: Anna Lagerström. L38xW60cm. Multicolour animals on the savannah 006.101.95



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New SANDLÖPARE färgläggningssrulle 49 kr Bleached chlorine-free paper. Designer: Anna Lagerström. W0,43xL10m. Savannah 406.042.63



PE970361.JPG
New SANDLÖPARE pysselbok 49 kr Bleached chlorine-free paper. Back part: Paperboard. Designer: Anna Lagerström. 006.042.84



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New SANDLÖPARE dekoration, självhäftande 49 kr s3 Paper. Designer: Anna Lagerström. Multicolour/animals on the savannah 406.032.25

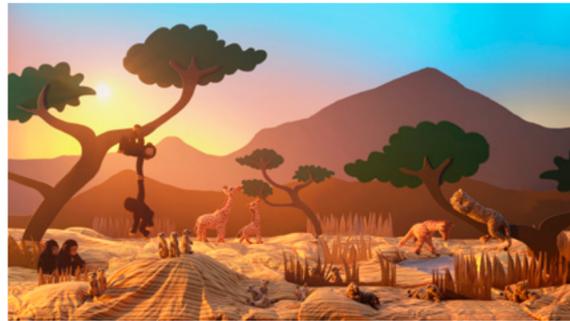


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New SANDLÖPARE bild 39 kr Paper. W30xH40cm. Hiding on the savannah 906.019.07

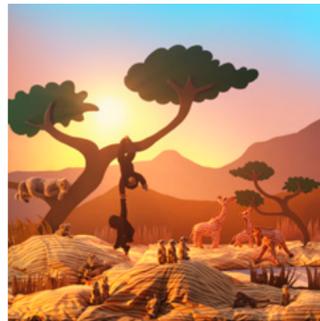


PE963374.JPG
New SANDLÖPARE bild 39 kr Paper. W30xH40cm. Animals on the savannah 506.019.09

Image overview 1/4



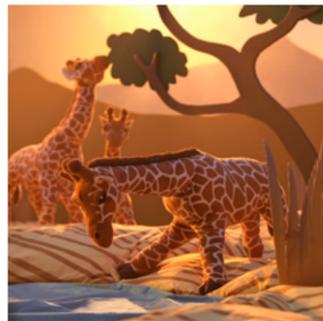
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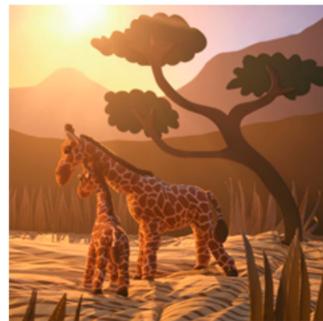
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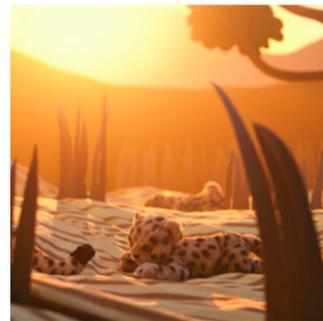
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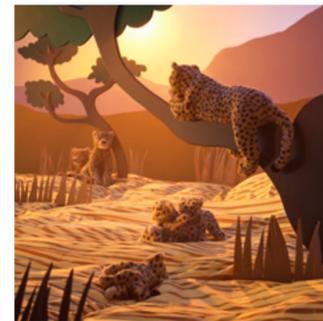
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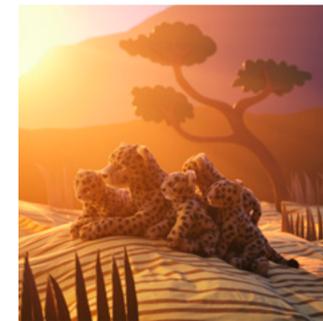
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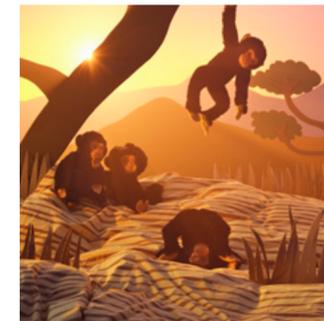
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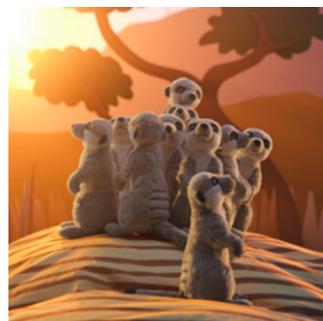
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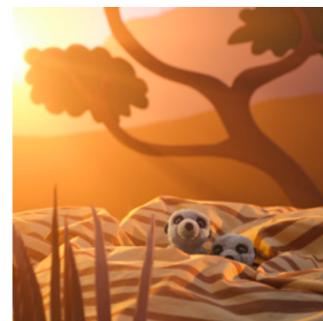
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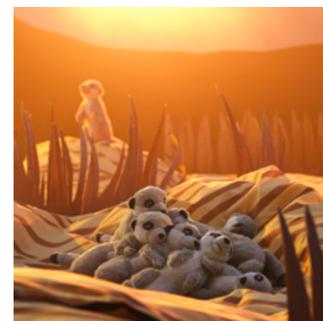
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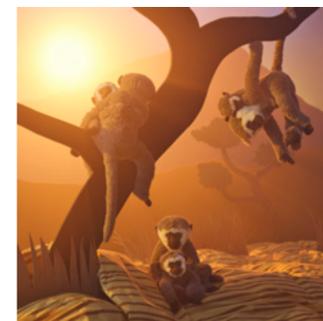
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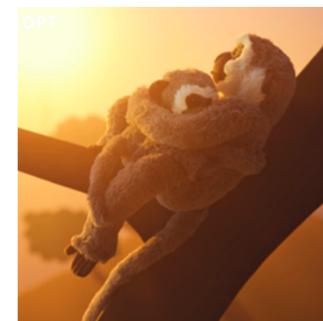
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Image overview 2/4



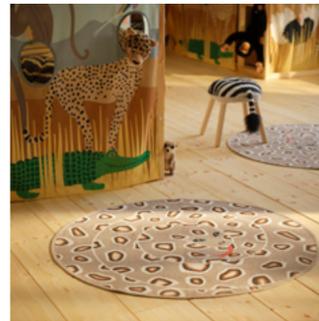
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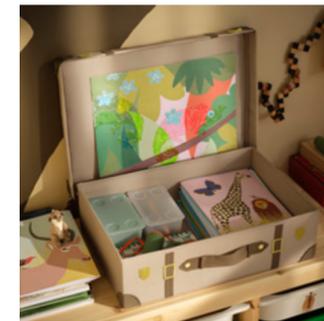
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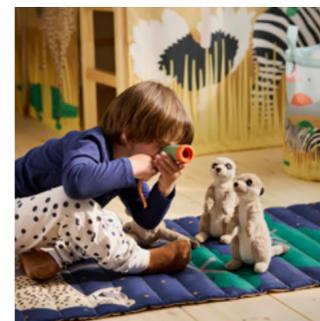
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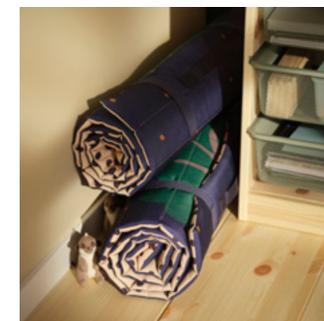
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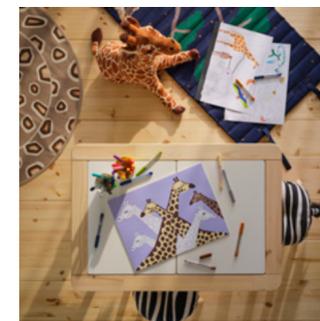
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Image overview 3/4



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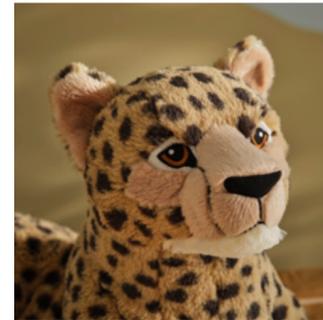
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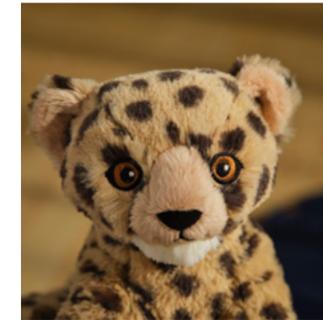
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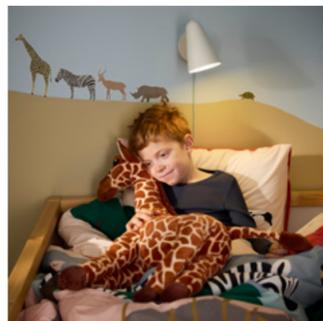
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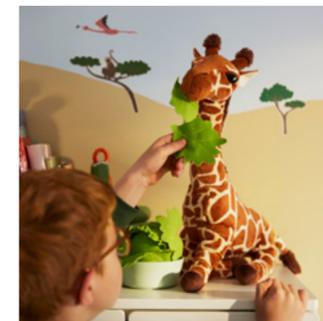
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PE997799.JPG



PE997800.JPG

Image overview 4/4



PE997739.JPG



PE997741.JPG



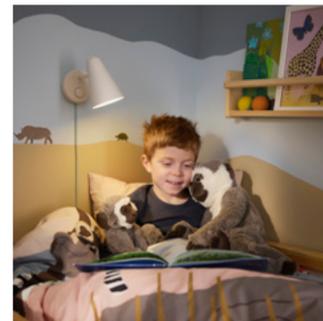
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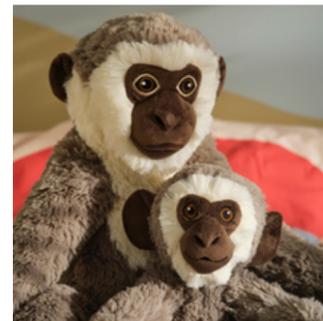
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PE997791.JPG



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