

Seed A/S



Stroller

For Seed A/S, KHD are developed to a whole new concept for a stroller, which has created fantastic interest on the market, because of its innovative approach towards design and functional features.

Our main goal was to make it "easier to be a parent, safer to be a child".

Focus was put onto optimizing the use of the product, which follows the child from its birth up to the age of 5 years - being a pram with carrycot in the beginning and transforming into a stroller after some months.

Our idea was amongst others to improve the way of folding and opening the stroller, which fits even into the smallest car.

The design is homogenous and modern. The product will be available in an urban, a suburban and a cross-country model with different designs for the textile parts and wheels.

A long list of supplying elements - like a wall fixing to store the stroller, a bag, etc. - are developed to complete the stroller's functionality.



Client: Seed A/S

Product: Stroller