

playful

scandinavian design



done
bydeer™



for the love of little ones

When designing for small children we take on a great responsibility to create products that help and support them on their fantastic journey growing up and mastering new skills. Seeing the world through the eyes of children is to us fun and hugely inspiring.

Our collection covers every aspect of the day spent with little ones. We take pride in creating products that excite with functional and playful features and details.

We design for little ones and also for parents in a Nordic style with a subtle stylish colour palette to match a modern home. We always aim for a perfect mix of humour, simplicity, aesthetics, functionality and most of all you can trust that each design is thoroughly tested, safe and 100% friendly.

Through our Deer friends; Antee, Croco, Elphee, Nozo, Ozzo, Raffi, Zebee, Jelly and Wally our designs tell a story that make children laugh and grown-ups smile. These nine lovably characters form the DNA in all our designs. I hope you enjoyed exploring our Happy home collection.



Helene Hjorth

Head of Design



once upon a
time I was a
plastic bottle

100% friendly

why done by deer



Beautiful Scandinavian design
100% friendly for babies and kids
European safety standards tested

make
eating fun





Silicone tableware is suitable for use in the oven, microwave, freezer and dishwasher.



BEFORE IT MAKES PERFECT

Let an array of colours and Deer friends add excitement to everyday meals. Our silicone tableware is soft, durable and practical. With natural anti-slip and easy grip, inside rounded edges to support easy scooping and a heat-resistant material, this will soon be an everyday favourite.



Welcome under the sea.
Meet the sea friends Jelly and Wally and dive into
an ocean of playful silicone tableware.

Engage little ones to have a fun meal time accompanied by
Jelly and Wally three times a day or for a simple snack break
in between.

There's always a new story to tell to Jelly and Wally during meal time.
These Sea friends are the perfect friends to make meal times
enjoyable for the little ones.

Dive in!



W H A L E O F A T I M E

When it's time for a breather, the Sea friends silicone dinner set is perfect for lunchor snacking in the shade. Enjoy some downtime with Jelly and Wally and load up on puzzle play. In a while you'll be ready for another dip.

Straw Bottles



Product information

- With extra straw and mouthpiece included
- Ø6,5 cm x H20 cm.
- Capacity: 350 ml.
- Dishwasher safe up to 70 degrees
- Do not use in microwave oven
- Tested according to EN14350



1009421
Powder



1009424
Mustard



1009422
Blue



1098521
Powder



1098525
Grey



1098522
Blue

YummyPlus spoon & fork set



Product information

- Made in Denmark in recyclable plastic
- Durable PP, suitable for microwave
- Dishwasher safe
- Matt silky surface with cute embossments
- Complies to standard EN14372



1116741
Powder



1116742
Blue

Snack box set



Product information

- Box: 100% food grade PP
- Lid: 100% food grade PE
- Small box: 240 ml.
- Medium box: 330 ml.
- Large box: 500 ml.
- Dishwasher safe up to 70 degrees
- Do not use in microwave oven
- Tested according to food contact material chemical requirements



1206211
Powder



1206214
Mustard



1206212
Blue



1296735
Grey



1296732
Blue



1296731
Powder

Silicone dinner set



Product information

- Set with plate + bowl + mug
- 100% food grade silicone
- Microwave friendly
- Complies to standard EN14372 & EN14350



120621
Powder



120622
Blue

stick & stay

With practical and fun silicone Stick & Stay tableware shaped as

A clever suction base makes sure that Elphee, Ozzo and Croco stick around for the entire meal. The inside rounded edges make scooping up food easier to master.

Soft pastels, warm mustard and playful green combined with black contour animals make this kids tableware turn up the cuteness factor at the dinner table and stand out with its practical features.

Bon appetit!



S N A C K A T T A C K

Keep an eye out - Croco is on the lure for a friendly snack attack!
The Croco Stick & Stay snack plate will stay in place, and three practical compartments keep everything separated, when little eaters snack away.

Plate



Product information

- 100% Food grade Silicone
- plate
- Suction base for Stick & Stay function
- Microwave friendly
- Complies to standard EN14372 & EN14350



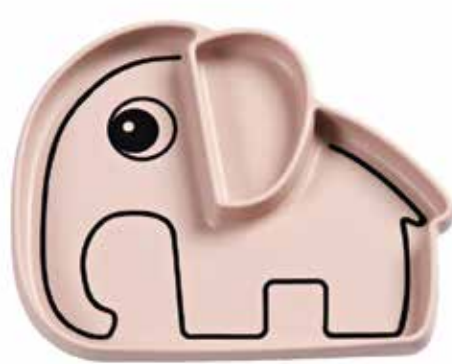
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Powder



1716384
Mustard



1716382
Blue



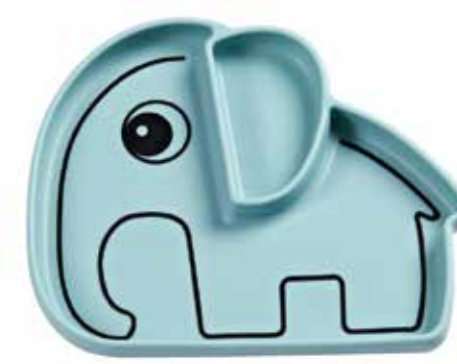
1799231
Powder



1799235
Grey



1799234
Mustard



1799232
Blue

Bowl



Product information

- 100% Food grade Silicone
- bowl
- Suction base for Stick & Stay function
- Microwave friendly
- Complies to standard EN14372 & EN14350



1809332
Blue



1809331
Powder



1809335
Grey



1809334
Mustard





Bib



Product information

- 100% Food Grade Silicone
- Dishwasher safe to 100°C. Microwave safe. Temperature safe: -40°C to 230°C.
- 27 x 19 x 4,5 cm



1309892
Blue



1309891
Powder

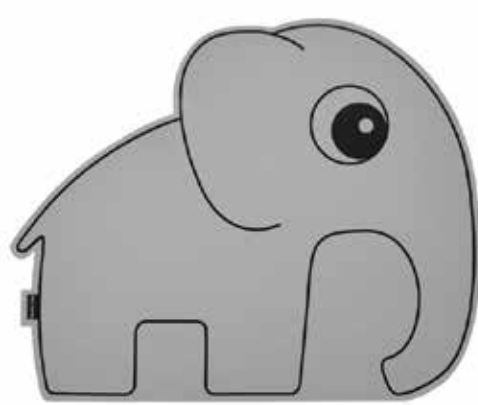


Placemat

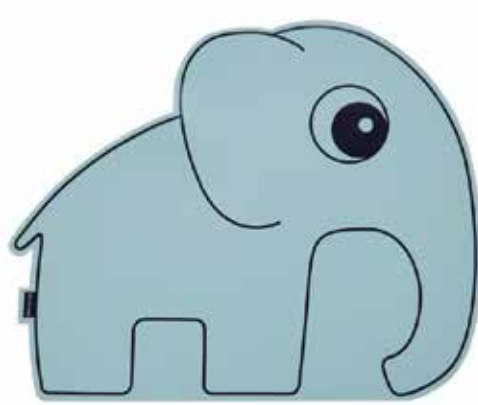


Product information

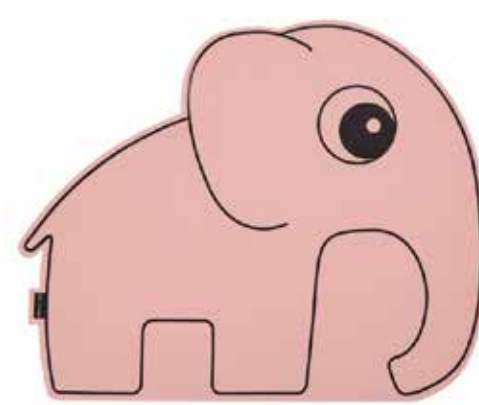
- 100% Food grade Silicone
- 30 x 40 cm
- Dishwasher safe to 100°C. Microwave safe. Temperature safe: -40°C to 230°C.



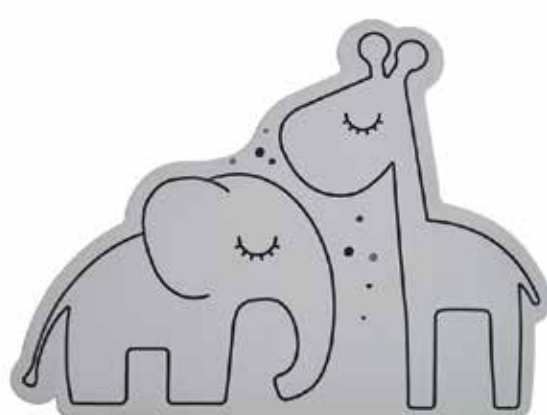
10685
Grey



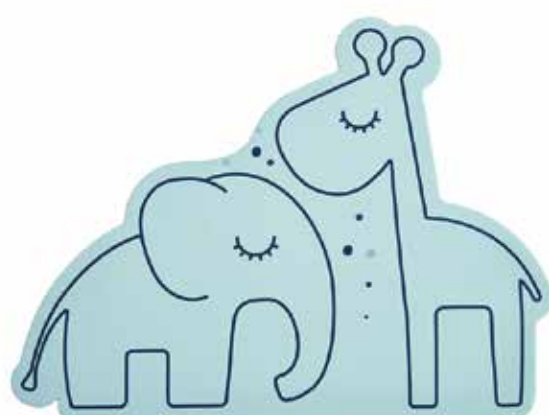
10682
Blue



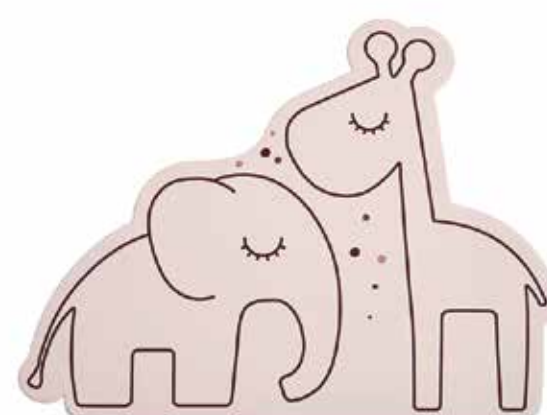
10681
Powder



1006195
Grey



1006192
Blue



1006191
Powder

Plate



Product information

- 100% Food grade Silicone
- Plate
- Microwave friendly
- Complies to standard EN14372 & EN14350



1709823
Green



1709827
Blue



1709826
Powder



1709825
Grey



1709824
Mustard



1709822
Blue

Mini mug



Product information

- 100% Food grade Silicone
- Mini mug
- Microwave friendly
- Complies to standard EN14372 & EN14350



1909233
Green



1909232
Blue



1909231
Powder



1909235
Grey



1909234
Mustard



peekaboo series

The Peekaboo is designed to trigger the curiosity of little eaters. Elphee, Raffi and Croco peek out from the dinnerware making mealtime an extra fun time of the day.

A perfectly sized dinner set for first meals and for learning to self feed

The cute plate, bowl, practical pocket bib and two handled cup are made of food grade silicone.

It makes the Peekaboo dinnerware shatterproof as well as adding anti-slip/easy-grip features and making the Peekaboo plate, bowl and cup suitable for use in the microwave.

Little ones will enjoy having the cute animals join them for mealtime discover Croco at the bottom of their cup when they drink and have Elphee and Wally help them reach this exciting milestone of eating on their own. The set is available in soft tones of powder, blue, mustard, and grey.

PEEKABOO is playful, practical & durable!

Bib



Product information

- 100% Food Grade Silicone
- Dishwasher safe to 100°C. Microwave safe. Temperature safe: -40°C to 230°C.
- 27 x 19 x 4,5 cm



1309905
Grey



1309904
Mustard



1309903
Green



1309902



1309901

Bowl



Product information

- 100% Food grade Silicone
- Bowl
- Microwave friendly
- Complies to standard EN14372 & EN14350



1819834
Mustard



1819833
Green



1819832
Blue



1819831
Mustard



1819835
Grey

Plate



Product information

- 100% Food grade Silicone
- Plate
- Microwave friendly
- Complies to standard EN14372 & EN14350



1719835
Grey



1719834
Mustard



1719833
Green



1719832
Blue



1719831
Powder

Cup



Product information

- 100% Food grade Silicone
- Cup
- Microwave friendly
- Complies to standard EN14372 & EN14350



1919835
Grey



1919834
Mustard



1919833
Green



1919832
Blue



1919831
Powder



yummy+

Series



Yummy Plus easygrip cutlery



Product information

- 100% food grade silicone. Stainless steel: 18/8.
- Dishwasher safe up to 70°C. Do not use in microwave.
- H: 14,4 cm



11861
Powder



11865
Grey



11862
Blue

Yummy mini glass



Product information

- 100% food grade acrylic.
- Dishwasher safe. Do not use in microwave. No heating or food contact over 70°C.
- Ø6,5 x H 7 cm
- 120 ml



1906311
Powder



1906314
Grey



1906312
Blue

Yummy Plus easygrip cutlery



Product information

- 100% food grade ABS. Stainless steel: 18/8.
- Dishwasher safe up to 70°C. Do not use in microwave.
- H: 14 cm



1101082
Blue



1101081
Powder



H O T & C O L D

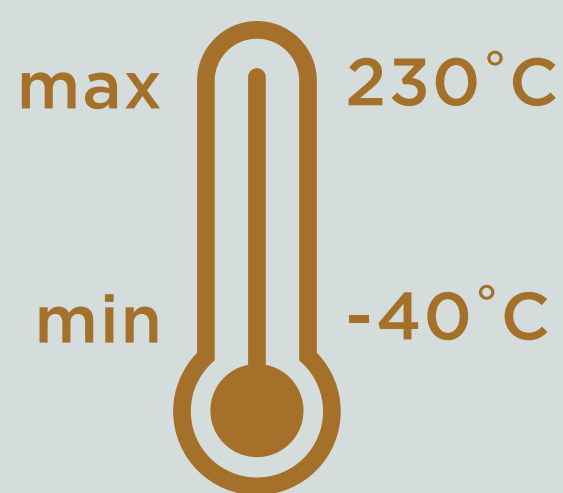
Our silicone dinnerware is perfect for all food and drinks – both hot and cold. Use it for preparing the first solids and porridges directly in the oven or microwave. And why not bake an Ozzo cake or use the mini mug as an ice cream mould.

100% food grade silicone

We could not be more thrilled about our silicone kids tableware since silicone has so many features to be excited about.

Natural anti-slip, easy grip and a suction base make it perfect for little eaters when learning to self-feed.

It's soft, durable, easy to clean and heat-resistant – safe to use in:



Practical tableware
with a long-life.

Dig in!



100% friendly



Suitcase set



Product information

- Laminated cardboard
- Wipe clean with soft damp cloth, do not immerse in water.
- Large: 19 x 28 x 12,5 cm.
Small: 16,5 x 24,5 x 11 cm



7003562
Blue



4795561
Powder



Soft storage doublesided



Product information

- 65% cotton/35% polyester PE coated canvas
- Wipe clean with soft damp cloth
- 25 x 34 x 22 cm



50651
Powder



50655
Grey



50652
Blue

Storage baskets



Product information

- 65% cotton/35% polyester
PE coated canvas
- Wipe clean with soft damp
cloth, do not immerse
in water
- Large: Ø 32 x 33 cm.
Medium: Ø 26 x 27 cm.
Small: Ø 20 x 21cm.



5093481
Powder



5093485
Grey



5093482
Blue

out & about

Functionality, long-lasting design and sustainability are thoughtfully combined in the Done by Deer bags for large and little.

PET bottles are being recycled when manufacturing both the outer fabric and inner lining of our bags. A waterproof coating makes the surface soft and durable and keeps your belongings dry, if caught in the rain.

A line of bags with easy access and easy carrying for all. Spacious and practical changing bags – giving you the freedom you need, to bring along and be free, when out and about. Cute and cool kids bags for going off to pre-school or on adventures.

A clean and urban look, cool and timeless design details and colours to match.

Perfect bags for the whole family.

Ready to go!



C H A N G I N G B A C K P A C K

A practical changing bag is essential when touring with a little one.

This cool and versatile backpack in warm mustard, deep blue or classic grey is the perfect backpack for both mums and dads. It will accommodate your needs for the baby years and beyond.



E A S Y A C C E S S

The spacious changing backpack gives you the freedom to roam hands-free and bring along all your baby essentials. The wide opening allows for easy access to the large main compartment and multiple pockets, making organising a breeze.



15

PET bottles were recycled to make the changing clutch

COMPACT CHANGES

If bringing only a few basic needs for quick nappy changes, the changing clutch is a perfect companion. Lay baby comfortably on the padded changing mat that folds up easily to fit in the clutch. The waterproof surface is a great convenience when away from home.

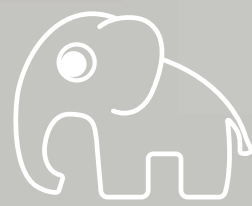




Plastic bottles are collected and washed; then shredded, melted, spun and woven into new fabric - giving them a second life as an Elphee-tastic new bag.



weather proof



reflective print

PET bottles were recycled to make the gym bag or roll-top storage bag



K I D S B A G S

Pack your little one's gear in a practical and fun backpack, gym bag or roll-top bag and get them ready for any outing. The bags have a cool reflective Elphee print and are perfect for lunch boxes, toys or a change of clothing.



wanna be friends?



@donebydeer
#donebydeer

