



# 100 Years of Steiff Teddy Bears

## The Original Since 1902

### Günther Pfeiffer

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With many new creations and innovative products, Margarete Steiff GmbH has managed to expand and consolidate its position in the collector's market without losing sight of its roots as being one of the most famous soft toy manufacturers to date. Margarete Steiff's oft-cited phrase, "Only the best is good enough for children" is as valid today as it was 100 years ago, which is probably why the company is as successful as it is. More than 8,500 different Steiff articles are currently available and every single one can be tracked by the clever Steiff identification markings such as the famous button, labels and chest tags.

Invented in 1902 and shown for the first time in March 1903 at the Leipzig Toy Fair, Germany, the Steiff Teddy Bear soon became a best-seller. First published on the occasion of Steiff's 100th anniversary, Steiff has opened its archives to release previously unpublished photographs and other historic material.