

MOOMIN[®]
by adexi[®]

WELCOME TO MOOMIN BY ADEXI WHERE GREAT KITCHEN INTERIOR DESIGN MEETS THE FASCINATING WORLD OF THE MOOMINS



The Moomins – a top selling timeless brand

The Moomin stories are timeless and globally universal. As a consequence, the sale of Moomin merchandise has exploded over the last years, and the brand has recently been voted among the top 10 worldwide licensing brands. People all over the world simply love the Moomin universe, and the demand for modern interior design products combined with the simple, romantic and timeless drawings from the Moomin stories are rising.

Moomin by Adexi is a series of kitchen quality products made to create aesthetic and emotional as well as functional value for the customer. The fascinating, loving and some-

times gloomy universe of the Moomins resides as a fond childhood memory in many adult minds. The combination of new modern Nordic interior design with carefully selected bits of the inspiring Moomin world, provides the buyer with a quality product that contains more than just design and functionality - it also holds an emotional value that brings forth a smile every time you enter the kitchen.

The product series is made in different designs to meet the demand of different types of consumers and to make the Moomin kitchen products available at all price levels.

Welcome the Moomins to the kitchen environment.



The box can be used for storage in the children's room, under the bed guarding old love letters, as a gift box for another special occasion, for transporting fragile goods, or simply as a colourful decoration on a shelf.

When you reuse the packaging you contribute to the Moominous attitude towards life, love of nature and in that manner you help us take care of planet Earth in the Moomin way.

LET US SAVE THE WORLD TOGETHER

THE RECYCLABLE MOOMIN DESIGN BOX CREATED TO BE USED FOR SEVERAL PURPOSES

The Moomins live in harmony with nature in the Moomin valley. It's an idyllic and peaceful place, where the little white trolls with the rounded snouts and big bellies and all of their friends take care of each other and of the nature surrounding them. This characteristic empathic and caring trait of the Moomins has been a great source of inspiration for the packaging design.

The designer of the graphic design has created a box that can be used for several purposes. First, the box itself functions as a gift wrap. It is beautifully decorated with a colourful Moomin wallpaper and fabric ribbon in which you can carry the box in a stylish manner. When your new Moomin product has left the box it transforms into a wonderful and practical Moomin storage box.



MOOMIN ROMANCE

CERAMIC KETTLE

Capacity, 0.8 L
360° center switch
Concealed heating element
Boil dry safety protected
On/off switch with light
Effect: 1750 W

Item no. 19130005

Item no. 19130008

Item no. 19130010

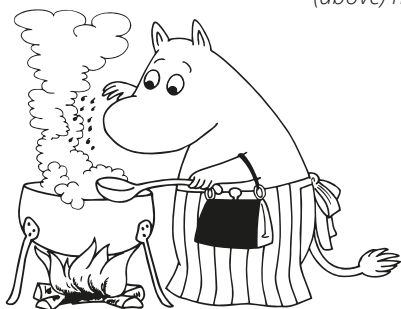
Item no. 19130011

The Romance series is created in a romantic Finnish-inspired design. The Romance kettle has a full ceramic body that matches the Moomin universe cups, plates etc., and is enjoyably presentable directly on the table and as a charming serving pot.

The colourful and romantic design invites to cozy evenings under warm blankets with steaming tea and chatter with your loved ones. The kettle is white with several Moomin prints you can choose from.

Moominmamma

*Kettle no. 19130006 and 191300
(above) has different prints on
each side.*



**'WELCOME HOME, MOOMIN, SAFE AND SOUND,
AND WELCOME, FRIENDS! COME GATHER AROUND!'**

MOOMINMAMMA is a quiet and caring mother who never lets the little things get to her. She ensures the safe and loving atmosphere of the Moomin house – for her family as well as for visitors. No one is ever unhappy in the company of Moominmamma: she's always ready to help, comfort and cheer up and she sees the silver lining in any cloud. Get inspired by the kettle print and find your inner Moominmamma.



FRONT



BACK



MOOMIN FLOWER

CERAMIC KETTLE

Kettle has two character art

Item no. 19130005

MOOMIN
by adesa™

FRONT



BACK



MOOMIN PAINT

CERAMIC KETTLE

Kettle has two character art

Item no. 19130008

MOOMIN
by adesi™

FRONT



BACK



MOOMIN COBBLES

CERAMIC KETTLE

Kettle has two character art

Item no. 19130010

MOOMIN
by adex™

FRONT



BACK



MOOMIN COFFEA

CERAMIC KETTLE

Kettle has two character art

Item no. 19130011

MOOMIN
by adexa™

MOOMIN NEW NORDIC

CERAMIC TOASTER, white

One-piece full ceramic body, handmade
2 slices (size 12 x 12cm)

Browning control

Anti blocking function

Black textile cord and black plug

Cord storage in base

Effect: 845W

Item no. 19140001

The beautiful toaster from The New Nordic series is handmade and unique. With its stylish and elegant look, the toaster sparks up every kitchen interior and transforms a simple kitchen appliance into interior design you can gaze at and enjoy with every slice of toasted bread.

It can easily stand alone or be combined with the electric kettle from The New Nordic series for the perfect match.



The designers of Moomin New Nordic

The New Nordic series is designed by VE2. The experienced design team has created a durable design based on quality and honesty and a product series that unites both aesthetics and functionality.

VE2 was founded in 2007 by the three danish designers Tilde Nygaard, Hugo Dines Schmidt and Morten Lauritzen. With several years of experience and a common design education from The School of Architecture in Aarhus, they set out to join their diverse competences.



MOOMIN
by adexa®



MOOMIN NEW NORDIC

CERAMIC KETTLE, white and black

Full ceramic body, handmade
Capacity, 1.0 L
360° center switch
Boil dry safety protected
Wooden on/off switch
Internal water level indicator
Black textile cord and black plug
Cord storage in base
Effect: 2025 W

Item no. 19130002

The New Nordic series is created in an outstanding modern Scandinavian design style. The use of materials - ceramic, wood and textile cord - in combination with minimalistic shaping, defines the voice of the new Nordic decoration tendencies. The New Nordic series is for the modern home with cravings for luxury and stunning design - and then it is also handmade.

The electric kettle is stylish and elegant in the kitchen with black textile cord, wooden lid and on/off button.

The kettle combines both aesthetics and functionality. At first glance it seems as a beautiful teapot but when looking more carefully it reveals that it is actually an electric ceramic kettle.



MOOMIN
by adesa™



THE MOOMINS AND THEIR CREATOR

In 2020, the Moomins will celebrate their 75th anniversary. Despite the advanced age of the popular universe, you can still venture into the Moomin gardens in the popular Moomin app, and watch the 2019 worldwide Moomins TV series, sent during prime time with a two-figured million-dollar budget. The Moomins just keep on going as an inspiring and constantly growing success.

Since the deceased Swedish-Finnish author Tove Jansson first created the Moomin universe in the 'The Moomins and

the great flood' book back in 1945, the Moomins have expanded and spread all over the world. You will find the Moomins as books and comic strips in some of the worlds largest newspapers, as opera, theatre, as a TV-series, and even in a Moomin Museum. You can even visit an entire theme park 'The Moominworld' in Finland, and in 2019, a new theme park 'Moominvalley Park' is opening in Japan.

The Moomins keeps re-establishing as a brand on the market.

**MOOMINPAPPA: 'THE WORLD IS FULL
OF GREAT AND WONDERFUL THINGS
FOR THOSE WHO ARE
READY FOR THEM'**

