

FRIGG 

Contents

The FRIGG Story 3

The Unique Difference 4

FRIGG Pacifiers

FRIGG Fairytale 5

FRIGG Daisy 7

FRIGG Moon 9

FRIGG Rope 11

FRIGG Butterfly 13

FRIGG Lucky 15

FRIGG Night 17

FRIGG Baby First Pacifier Set 19

FRIGG Point of Sale Display 21

Contact Us 22



The FRIGG Story

FRIGG came into the world in year 2021. Their aspiration to create the best pacifier possible has made them think outside the box to bring something new and innovative to the pacifier market.

Their dream was to create a combination of soothing comfort, safety, and high-class Danish design, a pacifier that promote health and wellness for our little ones.

With FRIGG they build a natural bond to children to make them feel safe and comforted, and to give them a feeling of motherly love.



The unique difference

- The FRIGG pacifier is the only 100% Danish-made pacifier
- They are established in 121 countries
- The FRIGG pacifier stands out with a unique Click-Lock® system, requiring only 4 steps and 5 pieces for effortless assembly. This innovative design sets it apart from traditional pacifiers, ensuring a safer option for children
- FRIGG pacifiers use virgin PP plastic for shields and nipples made from medical-grade silicone, a pure and safe material that meets high-quality standards. It is free from BPA, PVC, phthalates, and allergens while offering flexibility and durability suitable for children's products.
- Latex is sustainable with rubber trees having a 32-year life cycle. The harvested latex can be used for 25 years before repurposing the tree for rubber wood furniture, completing a sustainable cycle.
- The FRIGG pacifier is the only pacifier that brings you a round and breastfeeding-friendly silky soft nipple in medical grade silicone.
- All FRIGG pacifiers undergo a range of tests that simulate the stress a pacifier gets exposed to for safety reasons. They comply with the European Standard EN1400.

FRIGG Fairytale



Hans Christian Andersen, the famous Danish author, is known for his beloved fairy tales that resonate with both children and adults.

His stories teach important lessons through engaging characters, creating a special bond between parents and children.

FRIGG Fairytale pacifiers are inspired by Andersen's intricate paper cuttings, symbolising love as a universal language. Like his timeless tales, FRIGG pacifiers unite people of all ages and cultures through the power of love.



FRIGG Fairytale is designed and manufactured in Denmark. The Shield material is Polypropylene (PP) and nipple material medical grade new SilkySoft™ silicone with new Click-Lock™ system/ 100% latex natural rubber. Both with Safety Standard: EN1400.

FRIGG Fairytale pacifiers is available in two sizes:

- Size 1: Fairytale pacifiers nipple is 27 mm and is recommended for ages 0-6 months.
- Size 2: Fairytale pacifiers nipple is 30 mm and is recommended for ages 6-18 months.



FRIGG Fairytale

FRIGG Fairytale Silicone Size 1: Nipple 27 mm. Age 0-6 months RRP \$19.95



Cream/Blush



Stone Blue/
Willow Grey



Twilight Mauve/
White Lilac



Cream/
Stone Blue



White Lilac/
Pretty in Peach



Pretty in Peach/
Primrose

FRIGG Fairytale Silicone Size 2: Nipple 30 mm. Age 6-18 months RRP \$19.95



Cream/Blush



Stone Blue/
Willow Grey



Twilight Mauve/
White Lilac



Cream/
Stone Blue



White Lilac/
Pretty in Peach



Pretty in Peach/
Primrose

FRIGG Fairytale Latex Size 1: Nipple 27 mm. Age 0-6 months RRP \$19.95



Cream/Blush



Stone Blue/
Willow Grey



Twilight Mauve/
White Lilac



Cream/
Stone Blue



White Lilac/
Pretty in Peach



Pretty in Peach/
Primrose



Twilight Mauve/
Primrose

FRIGG Fairytale Latex Size 2: Nipple 30 mm. Age 6-18 months RRP \$19.95



Cream/Blush



Stone Blue/
Willow Grey



Twilight Mauve/
White Lilac



Cream/
Stone Blue



White Lilac/
Pretty in Peach



Pretty in Peach/
Primrose



Twilight Mauve/
Primrose

FRIGG Daisy

FRIGG Daisy pacifiers with scalloped edges are inspired by the Daisy flower, Denmark's national flower. Daisies symbolise purity and innocence, reflecting Denmark's appreciation for nature's elegance. The name 'Daisy' comes from 'day's eye', as the flower opens at sunrise and closes at sunset. In Danish, Daisy is known as "Marguerite," similar to the former Queen of Denmark, Margrethe II, affectionately called 'Daisy'. This flower represents both natural beauty and royal heritage in Denmark.

FRIGG Daisy is designed and manufactured in Denmark. The Shield material is Polypropylene (PP) and nipple material medical grade new SilkySoft™ silicone with new Click-Lock™ system/ 100% latex natural rubber. Both with Safety Standard: EN1400.

FRIGG Daisy is available in two sizes:

- Size 1: Nipple is 27 mm and is recommended for ages 0-6 months.
- Size 2: Nipple is 30 mm and is recommended for ages 6-18 months.



FRIGG Moon

FRIGG Moon is a pacifier inspired by the moon in motion. The shifting Moon phases are reflected on the pacifier shield, and they function as air holes to ventilate baby's sensitive skin.

FRIGG Moon also represents strong and everlasting love. We all know the popular saying "I love you to the moon and back", which refers to the powerful love for someone – in this case parents' love for their child.

FRIGG Moon is designed and manufactured in Denmark. The Shield material is Polypropylene (PP) and nipple material medical grade new SilkySoft™ silicone with new Click-Lock™ system/ 100% latex natural rubber. Both with Safety Standard: EN1400.

FRIGG Moon is available in two sizes:

- Size 1: Nipple is 27 mm and is recommended for ages 0-6 months.
- Size 2: Nipple is 30 mm and is recommended for ages 6-18 months.



FRIGG Moon

FRIGG Moon Silicone Size 1: Nipple 27 mm. Age 0-6 months RRP \$19.95



Cream/Sage



Croissant/Cream



Soft Lilac/
Pale Daffodil



Powder Blue/
Slate

FRIGG Moon Silicone Size 2: Nipple 30 mm. Age 6-18 months RRP \$19.95



Cream/Sage



Croissant/Cream



Soft Lilac/
Pale Daffodil



Powder Blue/
Slate

FRIGG Moon Latex Size 1: Nipple 27 mm. Age 0-6 months RRP \$19.95



Cream/Sage



Croissant/Cream



Soft Lilac/
Pale Daffodil



Powder Blue/
Slate

FRIGG Moon Latex Size 2: Nipple 30 mm. Age 6-18 months RRP \$19.95



Cream/Sage



Croissant/Cream



Soft Lilac/
Pale Daffodil



Powder Blue/
Slate

FRIGG Rope

FRIGG Rope with a thin rope that encircles the shield, and a thicker rope used as a handle. The encirclement of the rope represents the strong and continuous bond between a mother and her child. We have used a rope to symbolise the umbilical cord that connects the unborn child to its mother, through which it receives oxygen and food. FRIGG Rope is inspired by the life-giving cord to show that the bond between a mother and her child is unbreakable.

FRIGG Rope is designed and manufactured in Denmark. The Shield material is Polypropylene (PP) and nipple material medical grade new SilkySoft™ silicone with new Click-Lock™ system/ 100% latex natural rubber. Both with Safety Standard: EN1400.

FRIGG Rope is available in two sizes:

- Size 1: Nipple is 27 mm and is recommended for ages 0-6 months.
- Size 2: Nipple is 30 mm and is recommended for ages 6-18 months.



FRIGG Rope

FRIGG Rope Silicone Size 1: Nipple 27 mm. Age 0-6 months RRP \$19.95



Cream/Blush



Sage/Cream



Silver Gray/
French Gray



Powder Blue/
Ocean View



Olive/
Croissant



Twilight Mauve/
Soft Lilac

FRIGG Rope Silicone Size 2: Nipple 30 mm. Age 6-18 months RRP \$19.95



Cream/Blush



Sage/Cream



Silver Gray/
French Gray



Powder Blue/
Ocean View



Olive/
Croissant



Twilight Mauve/
Soft Lilac



Waterfall/
Forest



Rope - Sunflower/
Daisy - Fuchsia

FRIGG Rope Latex Size 1: Nipple 27 mm. Age 0-6 months RRP \$19.95



Cream/Blush



Sage/Cream



Silver Gray/
French Gray



Powder Blue/
Ocean View



Olive/
Croissant



Twilight Mauve/
Soft Lilac

FRIGG Rope Latex Size 2: Nipple 30 mm. Age 6-18 months RRP \$19.95



Cream/Blush



Sage/Cream



Silver Gray/
French Gray



Powder Blue/
Ocean View



Olive/
Croissant



Twilight Mauve/
Soft Lilac



Waterfall/
Forest

FRIGG Butterfly

FRIGG Butterfly is designed with both aesthetics and comfort in mind. The butterfly serves as a powerful symbol of transformation, just as a baby embarks on an incredible journey of growth and development.

Its wavy-edged shield with large airholes ensures optimal airflow and prevents skin irritation. Featuring a medical-grade silicone, anatomical nipple, it reduces pressure on the palate, gums, and jaw while supporting healthy oral development.

FRIGG Butterfly is designed and manufactured in Denmark. The Shield material is Polypropylene (PP), and with medical grade new SilkySoft™ silicone nipple. Safety Standard: EN1400.

FRIGG Butterfly is available in two sizes, please note the design difference between size 1 and size 2:

- Size 1: Nipple is 27 mm and is recommended for ages 0-6 months.
- Size 2: Nipple is 30 mm and is recommended for ages 6-18 months.



FRIGG Butterfly

FRIGG Butterfly Silicone Size 1: Nipple 27 mm. Age 0-6 months RRP \$23.95



FRIGG Butterfly Silicone Size 2: Nipple 30 mm. Age 6-18 months RRP \$23.95



FRIGG Lucky

Drawing inspiration from the iconic four-leaf clover – the universal symbol of luck, this uniquely designed shield is as functional as it is delightful.

The leaf-shaped airholes ensure optimal airflow while adding a touch of charm. Crafted with a symmetrical, teardrop-shaped nipple, this pacifier ensures a comfortable fit, no matter its orientation. The flatter neck reduces pressure on the palate and gums meaning the orthodontic design supports healthy oral development.

FRIGG Lucky is designed and manufactured in Denmark. The Shield material is Polypropylene (PP), and with medical grade new SilkySoft™ silicone nipple. Safety Standard: EN1400.

FRIGG Lucky is available in two sizes, please note the design difference between size 1 and size 2:

- Size 1: Nipple is 27 mm and is recommended for ages 0-6 months.
- Size 2: Nipple is 30 mm and is recommended for ages 6-18 months.



FRIGG Lucky

FRIGG Lucky Silicone Size 1: Nipple 27 mm. Age 0-6 months RRP \$23.95



Cedar/Baby Pink



Soft Lilac/Peach



Cream/Sage



Slate/Powder Blue

FRIGG Lucky Silicone Size 2: Nipple 30 mm. Age 6-18 months RRP \$23.95



Blush/Cedar



Primrose/Peach



Sage/Silver Grey



Great Grey/Silver Gray

FRIGG Night

FRIGG Night is equipped with a gentle glow-in-the-dark function that won't harm your baby's eyes. The handle and knob will glow in the dark and solve the challenge of finding and placing your baby's pacifier in the middle of the night.

FRIGG Night is designed and manufactured in Denmark. The Shield material is Polypropylene (PP) and nipple material medical grade new SilkySoft™ silicone with new Click-Lock™ system/ 100% latex natural rubber. Both with glow in the dark safety standard: EN1400.

FRIGG Night is available in Daisy, Moon and Rope and comes in two sizes:

- Size 1: Nipple is 27 mm and is recommended for ages 0-6 months.
- Size 2: Nipple is 30 mm and is recommended for ages 6-18 months.



FRIGG Night

FRIGG Daisy/Moon/Rope Night Silicone Size 1: Nipple 27 mm. Age 0-6 months RRP \$21.95



FRIGG Daisy/Moon/Rope Night Silicone Size 2: Nipple 30 mm. Age 6-18 months RRP \$21.95



FRIGG Daisy/Moon/Rope Night Latex Size 1: Nipple 27 mm. Age 0-6 months RRP \$21.95



FRIGG Daisy/Moon/Rope Night Latex Size 2: Nipple 30 mm. Age 6-18 months RRP \$21.95



FRIGG Baby's First Pacifiers

A pacifier is more than just a piece of silicone or natural rubber; it helps children to learn to self-soothe in times when they need comfort. The pacifier can simply become an invaluable part of children's early life experiences. The bond between a child and a pacifier is unique, and picking the very first pacifier for a child is almost like picking their first friend. It can be difficult for new parents to figure out which pacifier is the best one for their little one.

FRIGG's 'Baby's first pacifier' set consisting of 4 different FRIGG pacifiers with different nipple materials and nipple shapes gives parents the opportunity to try out various pacifiers to find out which one their baby likes the most.

FRIGG Baby's First Pacifier 4-pack set is designed and manufactured in Denmark. The Shield material is Polypropylene (PP) and nipple material medical grade new SilkySoft™ silicone with new Click-Lock™ system/ 100% latex natural rubber. Both with safety standard: EN1400. The pacifier 4-pack set is only available in size 1 with a 27 mm. nipple.



FRIGG Baby's First Pacifier



FRIGG Baby's First Pacifier 4-pack set – Size 1



Cream –
Butterfly, Fairytale, Daisy, Lucky
RRP \$29.95



Blush –
Butterfly, Fairytale, Daisy, Lucky
RRP \$29.95



Powder Blue –
Butterfly, Fairytale, Daisy, Lucky
RRP \$29.95



Cream –
Butterfly, Rope, Moon Phase Night, Lucky
RRP \$29.95

FRIGG Point of Sale



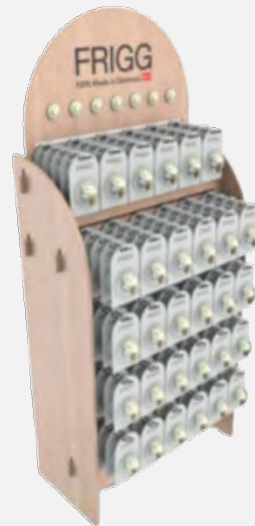
Supplied as a flat-pack.



Assemble the display unit without any tools



160cm(H) x 74cm(W) x 35cm(D)





 danishbydesign.com.au

 sales@danishbydesign.com.au

 03 9588 0999

 9-11 Endeavour Way
Braeside, VIC 3195