
Most Trusted Pacifier Brand 2024 – Global

Your baby deserves the very best, and FB Trading promises to deliver just that. Located in Hinnerup, Denmark, the company sells high quality baby products to retailers around the world. Offering pacifiers, toys, dinnerware, and care items, FB Trading promises to deliver a top-tier selection of baby products made with the safest, highest quality materials available. Here, we speak with Chief Commercial Officer Peter Kjeldsen as the company is named in the Parent and Baby Awards 2024.

FB Trading was founded in 2017 by Henrik Tøth Jensen and Annette Tøth Jensen. The married couple aspired to design and deliver products that support children's instincts and innate needs, striving to give children the best start in life. FB Trading is present in over 130 countries, with most sales handled by exclusive distributors and agents.

The company operates on the values of safety through health and security, learning through experiences and play, well being through equality and relationships, and quality through thoroughness and innovation. With these values held close, FB Trading is making significant contributions to the development of safe and happy children.

In order to maintain a frontrunning position within this competitive industry, FB Trading continually monitors the market for emerging trends. The company prides itself on offering a unique, high-quality product that caters to the varying demands of the market. FB Trading has noticed a high level of trust afforded to Danish manufacturers, and Danish-made products are perceived as being very high quality. The company offers an expansive range of products designed and manufactured within Denmark, understanding that this is a crucial detail for its clientele. In fact, their products are manufactured within a 50 km radius, which reduces transportation emissions and supports local economies, making their business more sustainable.

As for aesthetics, the company is sure to cater to its client's particular tastes. "The Scandinavian concept and design are very popular across the globe – the minimalist approach is very likeable," Peter tells us. "As for dinnerware, people want to mix and match, and it is thereby very important for us to inspire the consumers through marketing channels and adapt this into our product development."

FB Trading pays close attention to the desires and demands of the market, successfully integrating functionality with form. Since its inception, the company has built an impressive stock list, featuring a global brand and even one of its own.

FRIGG is a leading pacifier company, founded and owned by FB Trading. The brand was formed from the company's aspiration to create the best pacifier possible and bring something new and innovative to the market. A combination of soothing comfort, safety, and quality materials, FRIGG is the pacifier of choice for parents looking to make conscious purchases for their baby.

All pacifiers developed by FRIGG undergoes a diverse range of tests that simulate the stress a pacifier gets exposed to before being sold for the highest level of quality assurance. Additionally, they are 100% made in Denmark; both the manufacturing of every single piece and

the assembly process is overseen by FB Trading's own factories as it owns the entire value chain itself. The company assembles its pacifiers using a patented click-lock system that sets extremely high standards for safety and is the only company to use this methodology.

What's more, FB Trading is the exclusive distributor of Mushie, a global brand offering an extensive

range of baby care products. From dinnerware and hygiene products to teething and pacifier clips, Mushie delivers an encompassing range of items. Mushie uses nontoxic materials in its products such as food-grade silicone and organic cotton, committed to making products that last.

FB Trading is driven by a top-tier team of passionate employees who share the company's vision and strive to deliver excellence every day of operation. When building the team, Peter tells us that the company takes the approach of having room for everyone. FB Trading welcomes all that makes its employees unique and embraces their challenges.

"For us, the personality is the most important," he says. "Skills – we can train them; it's attitude and personality that they should bring. We look for people with the right attitude, someone who wants to take part and make a difference."

Looking ahead, Peter tells us that FB Trading is looking to expand both its product line and its reach. The company is expecting an array of new baby products to offer over the next year, some of which are truly groundbreaking. Ultimately, FB Trading strives to deliver the safest, highest quality baby products available, in line with the belief that every baby deserves only the very best.

"We have so many inquiries coming in every week, from new customers and partners, so the plan is to keep expanding globally," Peter says. "Growth is never done!"



FRIGG 
100% Made in Denmark

Contact: Peter Kjeldsen
Company: FB Trading
Web Address: <https://fbtrading.com>