



oeuf[®] be good™ 



THE STORY

At the heart of Oeuf is husband and wife team Sophie Demenge and Michael Ryan. With the birth of their first child Mae in 2002, Sophie and Michael struggled to find a nursery set which matched their modern design sensibilities. So, utilizing their design backgrounds, they sought to create their own, pioneering the modern nursery category.

From the beginning, Sophie and Michael believed in designing products that offer real value to consumers without compromising on quality or safety. Manufacturing in Europe has been a conscious choice to ensure quality and safety and to protect the environment.

OEUF MANIFESTO

When we were kids, whenever our parents dropped us off somewhere like school, our grandparents' house for the weekend or even summer camp, they always gave us a hug and a kiss and told us to "be good!" as they waved goodbye.

As kids we were very literal and knew this meant...don't cut your sister's hair, don't glue yourself to the wall, don't go running off into the woods with nothing but your underwear and a toothbrush. At the time, it was mostly about good behavior.

Now as parents, we realize there is a whole other level of meaning when we kiss them goodbye and tell them to be good. We know we're really telling them to be good people. Do the right thing. Make us proud. Be the kind of people we hope to be. As Oeuf, we have the chance to elevate this notion once again and be a good company.



WHO IS OEUF?

New York based design company known for its modern take on nursery furniture

- "Oeuf" is French for egg, pronounced "uh-f"
- Simple, clean and intuitive designs that reflect the needs and lifestyle of today's families



GOOD DESIGN

Customers want safe, stylish and easy to use products.

- All cribs convert into toddler beds
- Changing tables can be used without pad as a dresser
- Items from different collections can be mixed and matched
- Our products are easy to assemble and adjust



GOOD TO THE PLANET

All furniture is made in Europe, under strict European environmental standards.

- Our furniture is made with sustainably sourced wood in a Forest Stewardship Council certified facility
- All finishes are free of VOC health hazards and non-toxic
- Packaging is made from recycled cardboard
- All factory wastes are recycled

GOOD PEOPLE

We are proud of our products and how easy we are to work with:

- Our top priority is to provide excellent customer service and support to both end users and retailers
- High quality products that will last
- Orders typically dispatch from our warehouse in 2 to 4 business days



SUSTAINABILITY

OEUF'S MISSION IS TO MAKE PRACTICAL AND STYLISH PRODUCTS WITH MINIMAL ENVIRONMENTAL IMPACT.

Made in Europe

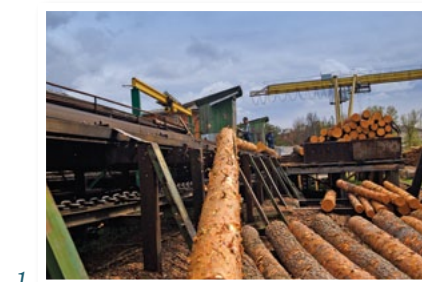
Oeuf furniture is produced in Latvia, a small densely forested country on the Baltic Sea. The reasons we have chosen to produce our furniture in Latvia since 2005, besides the most advanced technologies and machinery, sweat, blood and tears, include:

- A culture which prides itself in tradition and hard work
- Access to high quality, sustainably sourced local woods
- Strong local tradition of quality wood craftsmanship
- Tough EU regulations which prevent environmental pollution and protect worker health and safety
- Forest Stewardship Certified facilities
- Recycling of wood wastes and finishing materials
- Certified recycled cardboard packaging

What is our furniture made from?

Oeuf furniture is made from solid birch, Baltic birch plywood and eco-MDF.

- All our furniture meets the world's toughest emissions standards (Californian CARB 2)
- Our eco-MDF is made from recovered wood fibers
- Finishes are non-toxic and free of VOC health hazards



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2

1. Logs at the mill for processing
2. View of Latvia
- 3, 4. Our factory uses the latest technology in panel processing surface preparation and finishing.



3



4



CLASSIC COLLECTION

CLEAN AND CONTEMPORARY

5 REASONS TO LOVE THE CLASSIC COLLECTION:

Safety: the Classic crib is made from four eco-MDF wood panels on a solid wood base, creating a safe and sturdy structure

Conversion: the Classic crib converts into a stylish 4-sided toddler bed; the dresser can be used as a changing table

Space-saving: our crib is standard size, but its small footprint makes it great for the space constrained

Contemporary: this original Oeuf design features clean lines and a solid look

Safe and strong: built to last for generations



Crib



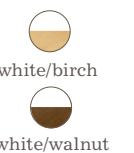
Toddler Bed



Merlin 3 drawer dresser with Classic base



Merlin 6 drawer dresser with Classic base



SPARROW COLLECTION

STYLISH AND VERSATILE

4 REASONS TO LOVE THE SPARROW COLLECTION:

Choice: a wide range of finishes (white, grey, birch, walnut) ensures that the Sparrow collection coordinates with any nursery decor

Multi-stage: this collection offers a twin bed and nightstand which coordinate with the Sparrow dresser

Conversion: crib converts into a day-bed style toddler bed; dresser can be used as a changing table

Timeless: this collection fits with any decor from traditional to contemporary



RHEA COLLECTION

MODERN AND AUTHENTIC

5 REASONS TO LOVE THE RHEA COLLECTION:

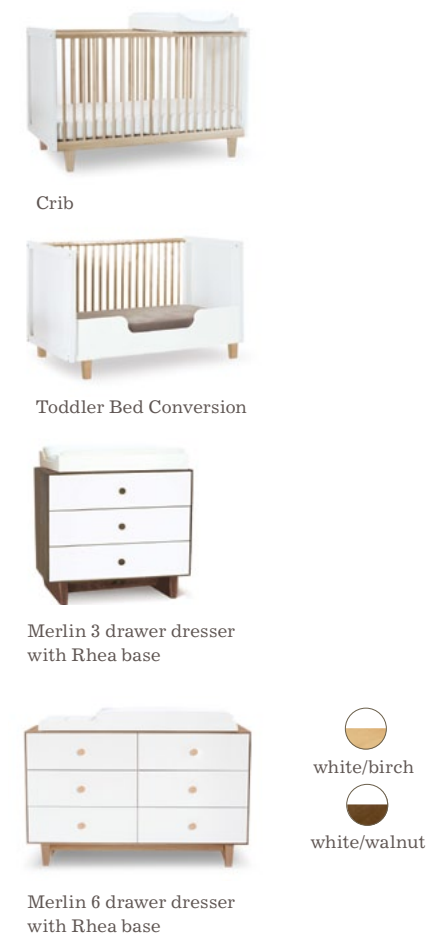
Great value: our most economical collection without compromising on quality

Eco-friendly: non-toxic finish and sustainably sourced woods promote a healthy sleep environment

Conversion: crib converts into a day-bed style toddler bed; dresser can be used as a changing table

Space-saving: perfect for the space constrained and those expecting multiples

Modern: inspired by mid-century classic European furniture



PERCH BUNK BED

ELEGANT AND ADAPTABLE

5 REASONS TO LOVE THE PERCH BUNK BED:

Safe: sturdy, durable structure, angled ladder and low overall height

Eco-friendly: non-toxic, water based finish and sustainably sourced woods promote a healthy sleep environment

Options: can separate into a loft bed and a twin for configuration flexibility; guardrail for lower bunk available

Space-saving: compact foot print makes this perfect for small spaces

Easy: takes two standard twin mattresses and coordinates with other Oeuf pieces



white/birch
white/walnut

UTILITY & STORAGE

OUR UTILITY AND STORAGE PIECES COORDINATE WITH ALL COLLECTIONS



CHANGING STATION

Space-saving: ideal solution for small spaces

Safe: attaches securely to all Oeuf cribs as well as the Merlin 3-drawer dressers

Convenient: positions you at baby's feet for convenient changing and eye-contact when used on the crib

TOY STORE

Kid-friendly: low height means kids can help clean up too

Adjustable: bins can be flat or tilted

Convenient: removable dividers to accommodate anything from small toys to large board games



MINI LIBRARY

Kid-friendly: child size bookcase with open & closed storage

Safe: high quality construction, can be attached to wall for added safety

XL CHANGING STATION / SHELF

Convenient: attaches securely on all Merlin 6-drawer dressers, and offers storage space for baby care products

Convertible: becomes a shelf and can be mounted to the wall



