

The **mima** brand was first presented to the public during the 2009 Kind & Jugend trade show in Cologne. Here the team were in for a big surprise as one of their prams won the Innovation Award.

Even though the **mima** brand is a newcomer to the childcare market, Dutch founder and designer Davy Kho has had plenty of experience in design. Starting out 16 years ago in Milan, the design capital of the world, Kho continued his career and research in San Francisco, Amsterdam and Paris before settling down in Spain. The versatile designer has created various products for well-known brands, from coffee machines to public telephones, from airplane interiors to childcare products.



Frequent travelling, knowledge of the market and the experience of bringing up their children made Davy and Yolanda notice a gap in the market. They decided to form a list of new infant product ideas; ideas that they thought would be able to help make the lives of future parents that little bit easier.

A new infant product brand had been born: **mima**. As well as unbeatable design, the brand represents innovation and practicality and furthermore incorporates a "patented feature"- the compact carrycot located within the seat pod of the pram.

Thanks to a thorough study into the needs of families, **mima** applies practical and innovative aesthetics to previously existing products. The brand targets cosmopolitan parents who appreciate design and comfort as well as those who, above all, enjoy a stylish lifestyle.

After months of arduous work, **mima** products arrived in European stores in September 2010.

The next idea on the list of **mima** is currently being developed...



# 





# **Functionality - Innovation**



A compact pram that grows with your baby

Patented "Carrycot inside" feature



The **mima** patented feature is the carrycot which is built into the seat itself.







#### Innovative material

EVA, used with this type of product for the first time, is a light and malleable material that is covered and finished with leatherette fabric. The surface can be cleaned quickly and easily. The material helps to create an impressively simple and pure aesthetic.





# **Weights - Measurements**







chassis without wheels:	6,8 kg	14,96 lbs
chassis:	9,1 kg	20,02 lbs
chassis with carrycot:	11,2 kg	24,64 lbs
chassis with seat and carrycot inside:	13,4 kg	29,50 lbs

o 24,64 e 11,2

#### DIMENSIONS (LxW)

without folding: 79x62 cm 31,10"x24,41"



# Folding







# Folded chassis with wheels and seat attached



#### **DIMENSIONS (LxWxH)**

Folded seat+wheels: 89x42x62 cm 35,03"x16,53"x24,41"

Total weight: 13,4 29,50 29,50

# Folded chassis with wheels attached



#### DIMENSIONS (LxWxH)

Folded seat+wheels: 71x42x62 cm 27,97"x16,53"x24,41"

Total weight: 9,1 20,02 5

# Folded chassis without wheels



#### DIMENSIONS (LxWxH)

Folded seat+wheels: 71x42x52 cm 27,93"x16,53"x20,47"

Total weight: 6,8 14,96 14,96



 xari can be folded with the seat attached (in an upright position and facing forwards)



 xari cannot be folded with the carrycot attached!



# **Reversible seat**





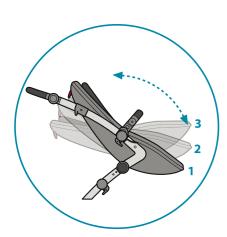
Facing parent

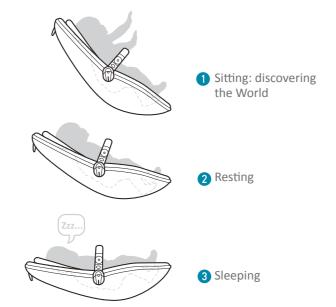


Discovering the world



# 3 seat inclination options:







# What you get





seat with carrycot inside

chassis





carrycot apron

# Configurations:





# You will also need to complete your xari:



starter pack + carrycot apron flap + carrycot mattress



# **Split packaging**



#### Components are separated into 3 boxes:

The **mima** split packaging initiative offers customers total freedom to choose their perfect pushchair. No longer bound by collection rules, it is now possible to choose the colours of various elements of your pushchair for a truly personalized mima experience.

Box 1



Box 2



Box 3



**Box 1:** Choose a chassis. Includes rain cover.

**Box 2:** Choose the colour of the seat unit, canopy, carrycot apron, basket covers and handlebar sleeves.

**Box 3:** Choose a Starter Pack. Seat pads, carrycot apron flaps and mattresses are available in an array of colours.



## **Mix and Match**



#### Get the look

It is now possible to choose the colours of various parts of xari, following these 3 easy steps:

**Step one:** Choose a striking chassis.

**Step two:** Choose a base colour for the seat unit, canopy, carrycot apron, basket covers and handlebar sleeves. **Step three:** Finish the look with the **mima** Starter Pack (containing a seat pad, carrycot apron flap and mattress).



(Remember that each step corresponds to one box. You need three boxes to complete xari)



# **Chassis colour**



#### Chassis

All chassis colours combine perfectly with any mima collection.



Champagne (*New*) A115-05



Graphite Grey (**NEW**) A115-04



Black (**NEW**) A115-06



Aluminium A115-01



# **Seat colour**



#### Leather-look seat units

Get to know our new colours









Camel AS112609



Black AS112110



# Add comfort to your xari



#### Starter Packs

Get started in style with the mima Starter Packs



Denim Blue S103DB

Pixel Blue

S103XB





Coral Red



Black S103BB



Black and White S103BW



Pixel Pink S103XP



S103CR



Ruby Red S103RR



Sandy Beige S103SB



Stone White S103SW



Hot Magenta S103HM



# **Graphite Grey (New colour)**



The contemporary Graphite Grey offers a special, modern edge in a tone never seen before in the mima range.





**Champagne (New Colour)** 









# **Champagne (New Colour)**

Complete the Look









**Rebel (Limited Edition)** 







# **Rebel (Limited Edition)**



What's included with Rebel



Starter Pack, Carrycot Apron Flap and Carrycot Mattress

## Components are all in 1 box:

Chassis, rain cover, seat box, canopy, basket covers, handlebar covers, seat unit, starter pack, parasol, clip, trendy changing bag included.



Trendy Changing Bag



Parasol



Raincover



# **Complete the look**



#### Rebel

#### **Limited Edition**



AS114111RE (NEW)

#### Trendy changing bag



S1007-10 S1101-10SB



S1609-10



S1500-10



S1880-10



S1999-10 (NEW)

#### Footmuff



S1101110-06BB



S1101007-06BB



S1101609-06BB



S1101500-06BB



S1101880-06BB



S1101999-06BB (NEW)

#### Winter outfit



S1110-23



S1007-23



S1609-23





S1999-23

# mima xarı

# **Complete the look**



XL seat



AS401201 (NEW)



AS401810 (NEW)



Clip

G101-22X

Carseat adapter



G4104

Travel bag



S1101-26

**Parasol** 



S1101-08BB2



S1101-08SW2



S1101-08BW2

Baby headrest



S1101-08CR2 (NEW)



S1101-08DB2 (NEW)

Sunny veil

Cosy seat pad



S1101-28BB



S1101-28BG



S101-19BG

Mosquito net



S1101-04



S1101-29AS (NEW)

#### Blanket



S1101-09BB



S1101-09BG



S1101-09FD





S1101-27



G102-21





#### Which one is the right choice for you?

Luxurious Champagne, elegant Black, striking Aluminium or modern Graphite Grey. All chassis colours combine perfectly with any mima collection.





# **Chassis colour** combination

# Aluminium

ref: A115-01



eref: S103BW

















ref: AS112110

ref: S103XB





O ref: AS112007 # ref: S103XP



O ref: AS112007 ref: S103SW



ref: AS112110 # ref: S103XP







ref: AS112110

ref: S103SW

O ref: AS112007 ref: S103DB

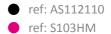


O ref: AS112007 ref: S103HM



ef: AS112110 • ref: S103DB







O ref: AS112007 ref: S103SB

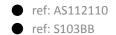


O ref: AS112007 ref: S103BB



• ref: AS112110 ref: S103SB

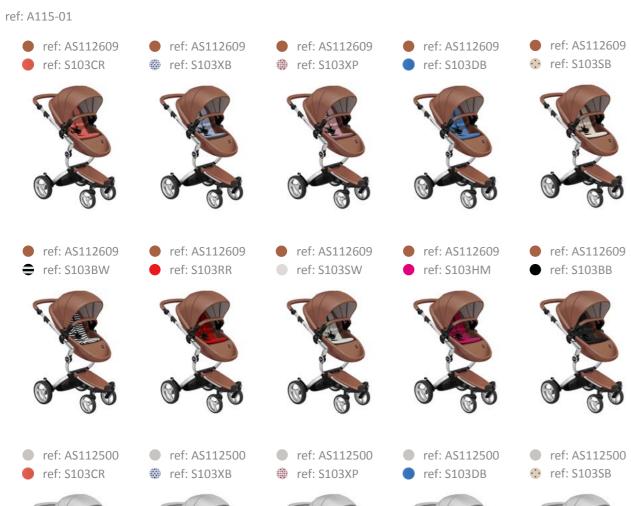


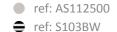






#### Aluminium









ref: AS112500

ref: S103RR









ref: AS112500

ref: S103SW





ref: AS112500



# **Chassis colour** combination













ref: AS112999

ref: S103CR



























ref: S103HM

ref: AS112999















ref: A115-01





















## **Graphite Grey**

ref: A115-04

- O ref: AS112007 ref: S103CR

O ref: AS112007

ref: AS112110

ref: S103XB

ref: S103RR

oref: AS112007

ref: S103XB

- O ref: AS112007 eref: S103BW
- ref: AS112110 ref: S103CR
- ref: AS112110 eref: S103BW





ref: AS112110

ref: S103RR



- O ref: AS112007 # ref: S103XP

pref: S103XP

ref: S103SW

O ref: AS112007

ref: S103DB

O ref: AS112007

O ref: AS112007

ref: AS112110

ref: AS112110

ref: S103BB

ref: S103SB

ref: S103BB

ref: S103SB

- O ref: AS112007 O ref: AS112007 ref: S103SW
  - ref: S103HM
- ref: AS112110 ref: AS112110 ref: S103DB
- ref: AS112110 ref: AS112110 ref: S103HM

# mima xarı

# **Chassis colour** combination

## **Graphite Grey**

ref: A115-04



























ref: AS112500

ref: S103XP

ref: AS112500

ref: S103SW

























ref: AS112500







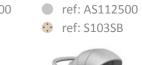






















#### **Graphite Grey**

ref: A115-04

- ref: AS112880 ref: S103CR

ref: AS112880

ref: AS112880

ref: AS112999

ref: S103XB

ref: S103RR

ref: S103XB

- ref: AS112880 eref: S103BW
- ref: AS112999 ref: S103CR
- ref: AS112999 eref: S103BW





ref: AS112999

ref: S103RR



- ref: AS112880 ref: S103XP
- ref: AS112880 ref: S103SW
- ref: AS112999 # ref: S103XP
- ref: AS112999 ref: S103SW
- ref: AS112999 ref: S103HM

ref: AS112880 ref: S103SB

ref: AS112880

ref: S103DB

ref: AS112880

ref: S103HM

ref: AS112999

ref: S103DB

- ref: AS112880 ref: S103BB



- ref: AS112999 · ref: S103SB
- ref: AS112999 ref: S103BB





# **Chassis colour** combination

#### Champagne

ref: A115-05





O ref: AS112007

O ref: AS112007

O ref: AS112007 eref: S103BW



ref: AS112110 ref: S103CR



ref: AS112110 eref: S103BW



ref: AS112110 ref: S103RR

ref: S103XB



O ref: AS112007 ref: S103XP



- - O ref: AS112007 ref: S103SW



ref: AS112110 ref: AS112110 ref: S103XP



ref: AS112110 ref: S103SW



O ref: AS112007 ref: S103DB



O ref: AS112007 ref: S103HM



ref: AS112110 ref: S103DB



ref: AS112110 ref: S103HM



O ref: AS112007 •• ref: S103SB



O ref: AS112007 ref: S103BB



ref: AS112110 · ref: S103SB



ref: AS112110 ref: S103BB





# Champagne





ref: AS112500

ref: S103CR



ref: AS112500

ref: S103XB









ref: AS112500

# ref: S103XP

ref: AS112500

ref: S103SW

- ref: AS112500 ref: S103DB











# **Chassis colour** combination

#### Champagne

ref: A115-05





• ref: AS112999

eref: S103BW







ref: AS112609

ref: AS112609

ref: S103BB

ref: S103SB







ref: AS112880

ref: AS112999

ref: S103XB

ref: S103RR





ref: AS112880

ref: S103XP

ref: AS112880

ref: S103SW





















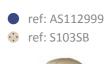


















#### Black

ref: A115-06

ref: S103CR O ref: AS112007

eref: S103BW

O ref: AS112007

O ref: AS112007 ref: S103RR

ref: AS112110

ref: S103XB

O ref: AS112007

ref: S103XB

- ref: AS112110 ref: S103CR
- ref: AS112110 eref: S103BW





ref: AS112110

ref: S103RR



O ref: AS112007 # ref: S103XP

O ref: AS112007

ref: S103SW

ref: S103XP

ref: AS112110

ref: S103SW

O ref: AS112007

ref: S103DB

O ref: AS112007

· ref: S103SB

O ref: AS112007

ref: S103BB

ref: AS112110

ref: S103SB

- O ref: AS112007
- ref: S103HM
- ref: AS112110 ref: AS112110 ref: S103DB

  - ref: AS112110 ref: S103HM



ref: AS112110

# mima xarı

# **Chassis colour** combination

#### Black

ref: A115-06



ref: AS112609 eref: S103BW



ref: AS112500 ref: S103CR



ref: AS112500 eref: S103BW



ref: AS112500

ref: S103XB

ref: S103RR





























ref: AS112609

ref: S103SB























# Black

ref: A115-06







#### Cleaning the seat

Clean using a damp cloth and a mild cleaning agent. Baby wipes work perfectly.

A pencil eraser can be used to eradicate more resistant marks.

Small dents on the outer surface of the seat can be resolved by aiming hot air from a hair dryer to the affected area for 1 minute.

The carrycot mattress, the seat pad and the shoulder pads can be removed and hand washed in accordance with the following guidelines:

#### Cleaning the chassis

Wash off sand and salt residue after going to the beach.

Remove excess dirt and then clean with a damp cloth and a PH neutral cleaning agent.

#### Lubrication of moving parts

Periodically lubricate the wheels, the hinges and other sliding parts using an oil or silicone based lubricant.

• Follow these steps regularly in order to keep the prams in perfect condition.

♠ The fabrics and plastics are highly resistant, but excessive sun exposure can cause discolouring.

#### Guarantee



Your product adheres to current safety requirements and it is guaranteed to be in perfect condition at the time of purchase.

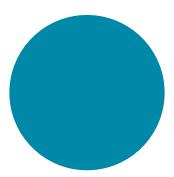
If this product shows signs of fabrication faults during the warranty period (after normal use and following the guidelines laid out in the user manual), please contact the seller.

#### Warranty conditions:

- -The warranty is valid for 24 months starting on the date of purchase. After the warranty period, your authorised Mima service repair centre may charge you a fee for parts and labour to repair your Mima product.
- -All product warranties shall not be honoured if presented to a retailer outside of the country where the product was purchased. For the purpose of clarity, this warranty is not world-wide or universal. All costs to repair a product in these circumstances shall be for the cost of the consumer.
- For the warranty to be valid you need to:
- 1. Provide your retailer with the original receipt.
- 2. Provide your retailer with a description of the defect.
- -The warranty only covers the original owner of the product and cannot be transferred to any subsequent owner.
- -The warranty entitles the owner to have the product repaired but not to an exchange or refund.

The warranty is not valid in the following circumstances:

- The product has been modified or repaired by a third party not authorized by mima.
- Corrosion or rust on the wheels and chassis due to extreme environmental conditions, including high humidity, salt spray, ice or snow or due to insufficient maintenance.
- The damage was caused by improper usage or maintenance or due to misuse by the user; in particular, failure to comply with these instructions for use as described in this user manual.
- The damage was caused as the result of an accident or airline/transport damage.
- Normal wear and tear should be expected when this product is used daily.
- The fabric may become discolored or become damaged due to washing or excessive exposure to direct sunlight.
- The damage is the result of overloading (exceeding the maximum weight allowance for the child and any items being carried) on the stroller.



www.mimakids.com info@mimakids.com