

umu[®]

Play, Learn and Explore

2025 collection





Welcome to the world of wooden toys UMU

In a world where children play and adults remember what it's like to be a child. We believe that play is more than just fun; it is the natural language of childhood, a path to understanding the world and ourselves. And it is here, among blocks, colors, and imagination, that we meet, young and old alike, to discover, create, and grow together. UMU is a place where play has meaning, where curiosity is born, and where every day begins with a new adventure. Come play with us.

Design and creation

We turn grown-up ideas into children's joy.

At UMU, we design toys together with our designers, from the first product sketch, through 3D computer design and prototyping to the final product. We create original wooden toys that can bring a smile to the faces of not only children but also adults.

Materials and quality

We care about the materials we use. We use natural wood and non-toxic water-based paints that do not peel off, are environmentally friendly, and safe for children's hands and mouths. Toys from UMU are not just for one season, but will last for years of play and can be passed down between siblings.



Doctor set

(PINK)

1361

22x8x19

3+

20
pcs



Popular set with extended equipment, suitable for pre-schools and stores.



Police set

1301

23x10x19

3+

17
pcs



Attractive police play set, a stable product in the role-play category.



Laboratory set



#1319

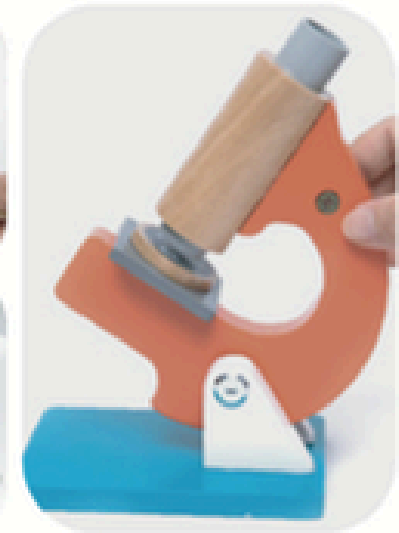
23x10x19

3+

27
pcs



Educational scientist play set, an attractive and unique product



Hairdresser set Little woman

1281

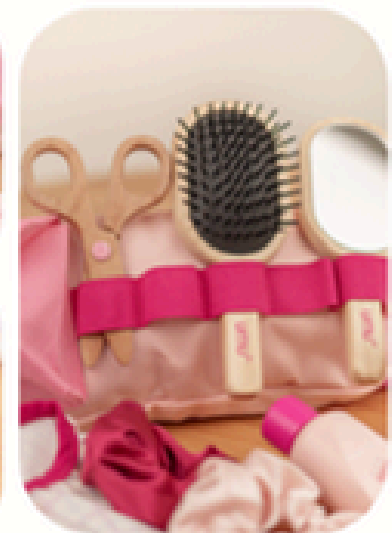
21.5x17x10

3+

17
pcs



Complete salon equipment, attractive for little stylists.



Cosmetic kit Little woman

1347

20.5x15x8

3+

14
pcs

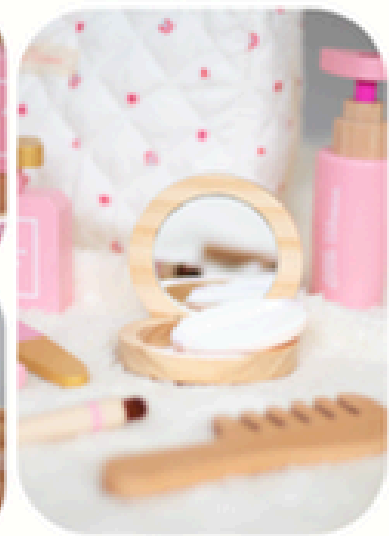
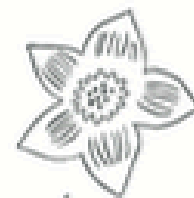


Makeup bag almost like mom's

Extra soft brush for a pleasant makeup experience

Nothing gets lost! Practical zip closure

Complete make-up play set, steady interest from parents and kids.





Cosmetic kit

1260

19x23x7.5

3+

12
pcs



Stylish cosmetic set for girls, an attractive choice for kids' gifts.





Afternoon tea set

1345

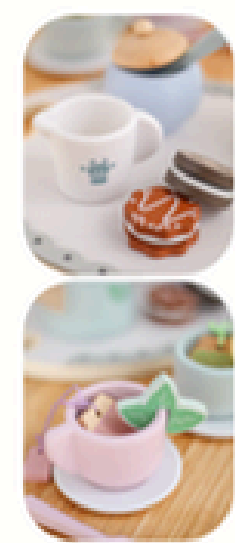
 28.1x21.5x8.2

3+

14
pcs



Popular kids' kitchen add-on with realistic tea set service.



Coffe maker



#1352

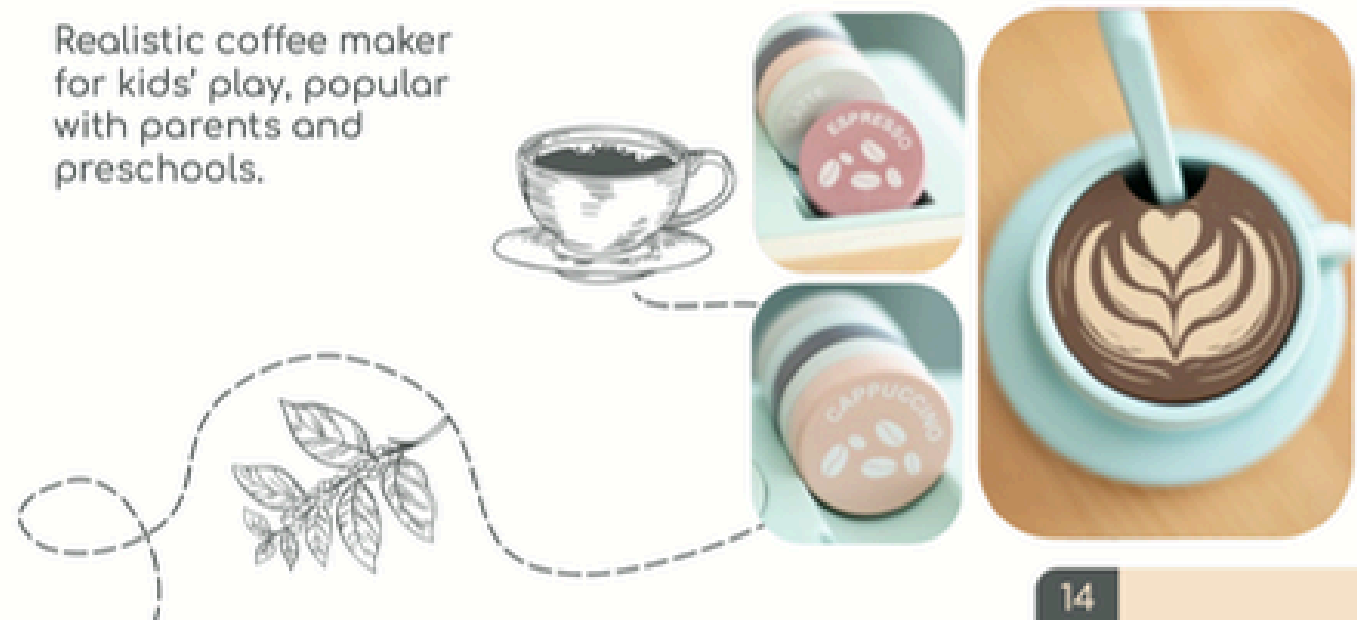
24.5x13.5x18

3+

21
pcs



Realistic coffee maker for kids' play, popular with parents and preschools.



Mixer

1356

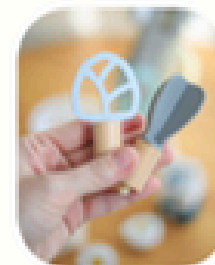
21.7x24.5x12

3+

10
pcs



Realistic blender with accessories, popular in kids' kitchen sets.



Dessert stand playset

1350

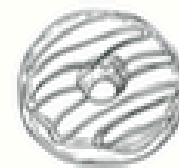
25.5x8x16

3+

21
pcs



Stylish dessert stand, attractive for preschools and home play.



Ice Cream counter



#1336

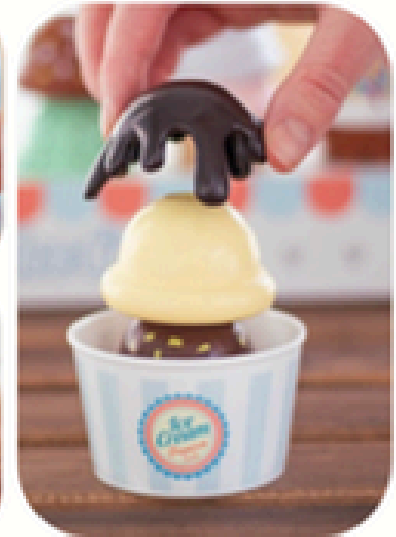
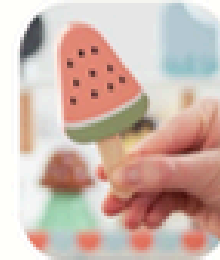
31x9x20

3+

23
pcs



Playful ice cream serving set, popular with kids and parents.



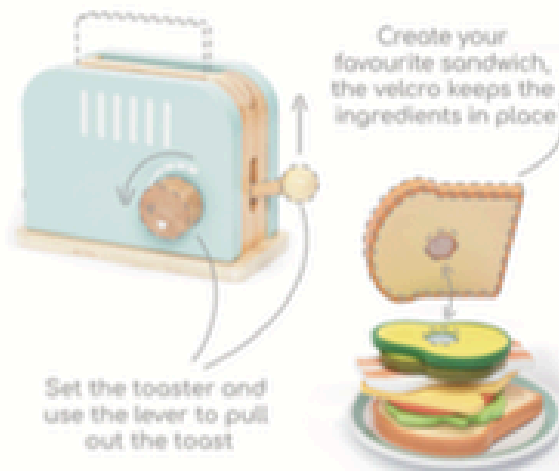
Toaster & sandwich set

1351

24x8x15

3+

17
pcs



Toaster with realistic details, attractive for parents and kids.



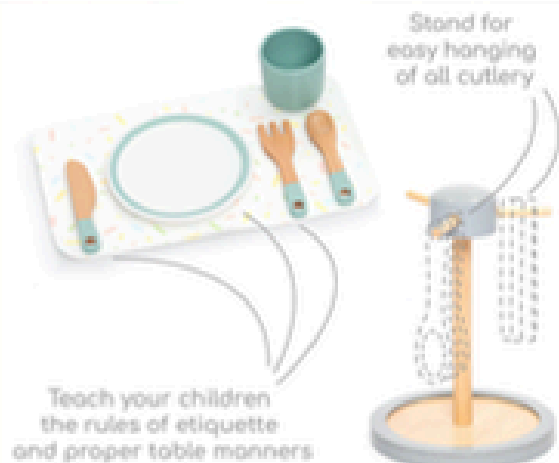
Wooden tableware set

1348

26x8x16

3+

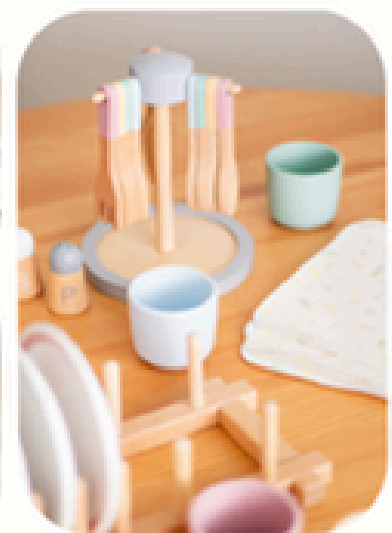
33
pcs



Stand for
easy hanging
of all cutlery

Teach your children
the rules of etiquette
and proper table manners

Large set with
realistic tableware,
an attractive
choice for kids'
gifts.





Cutting fruit

1334

 18.4x13x8.4

3+

23
pcs



Popular kitchen set
add-on with realistic
sliceable fruits.



Cutting vegetable

1333

18.4x13x8.4

3+

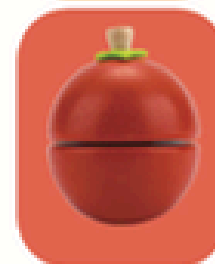
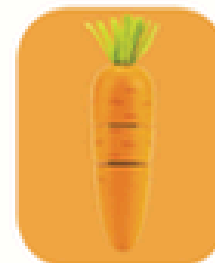
23
pcs



Can be used to store food or as a shopping bag in the kids' store



Popular kitchen set
add-on with realistic
sliceable vegetables



Cooking set

1332

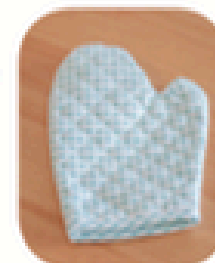
21.5x17x10

3+

18
pcs



Consistently selling product in the kids' kitchen play category.





Grill set

#1355

 30.5x30x8.5

3+

45
pcs



Popular cooking play set, strong demand in seasonal sales.



My little garden

#1354

22.5x16.5x15

3+

30
pcs



Trendy garden set
teaching kids to care
for nature playfully.





Cash register

#1343

20x13x20

3+

35
pcs



Popular product for pretend shop play, ideal for preschools and stores.



Lawn mower

#1357

46x34.5x21

3+

1
pcs



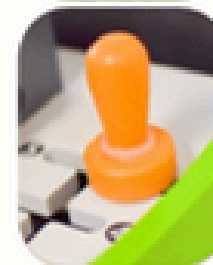
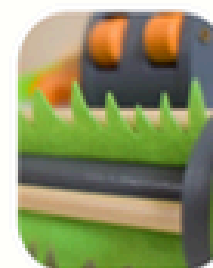
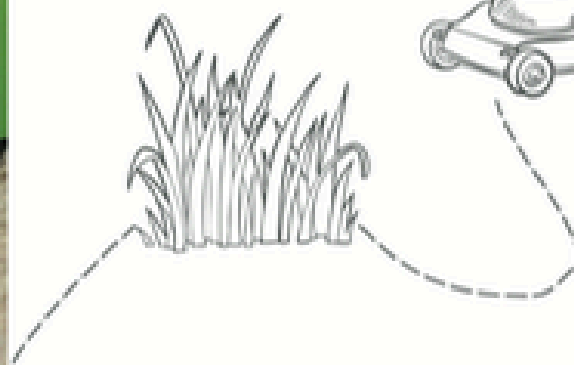
Removable
basket with
space for grass
collection

Pull the string
to start the
lawnmower engine

The lawnmower
blade rotates
while driving



Trendy outdoor toy
with a realistic grass-
cutting effect.



Baby activity walker 12in1

#1358

43x31x15.5

3+

5
pcs



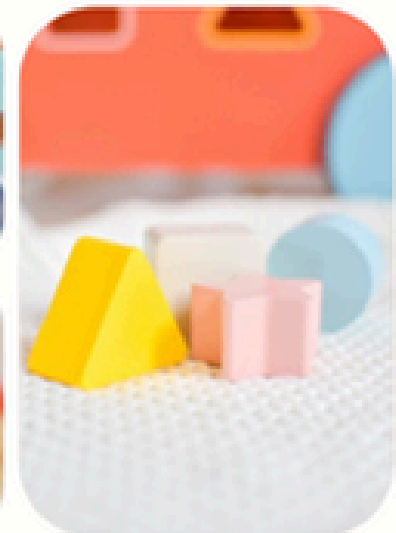
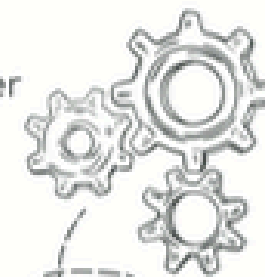
Helper for
the first steps



Move the car by
turning the steering wheel

Learn to read
the time with
the rotating clock

Walker with multiple
functions in one,
popular in the toddler
category.



Baby walker

5in1 (GENTLE BLUE)

#1322

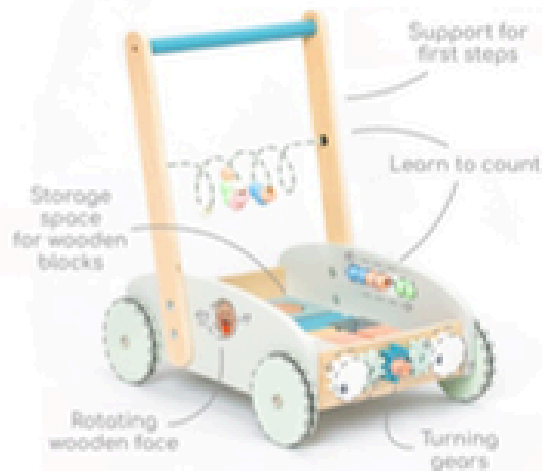
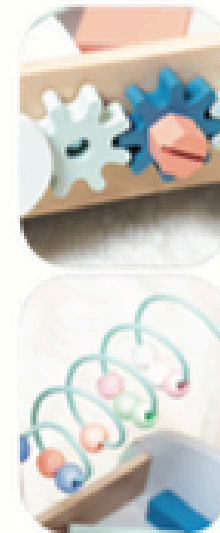
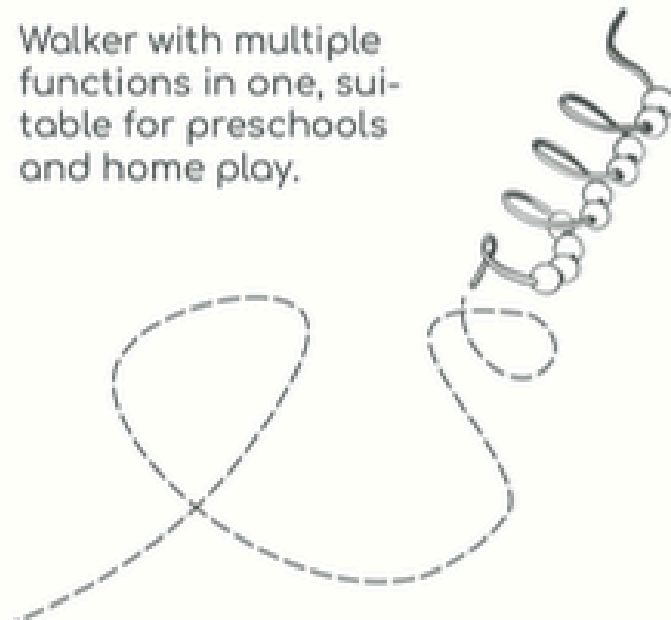
43x40x28

2+

25
pcs



Walker with multiple functions in one, suitable for preschools and home play.



Baby walker 5in1 (SOFT PINK)

1341

41.5x29x18

3+

25
pcs



Walker with multiple functions in one, suitable for preschools and home play.



Baby walker 5in1 (GENTLE GREEN)

1342

41.5x29x18

3+

25
pcs



Walker with multiple functions in one, suitable for preschools and home play.





Golf set

#1353

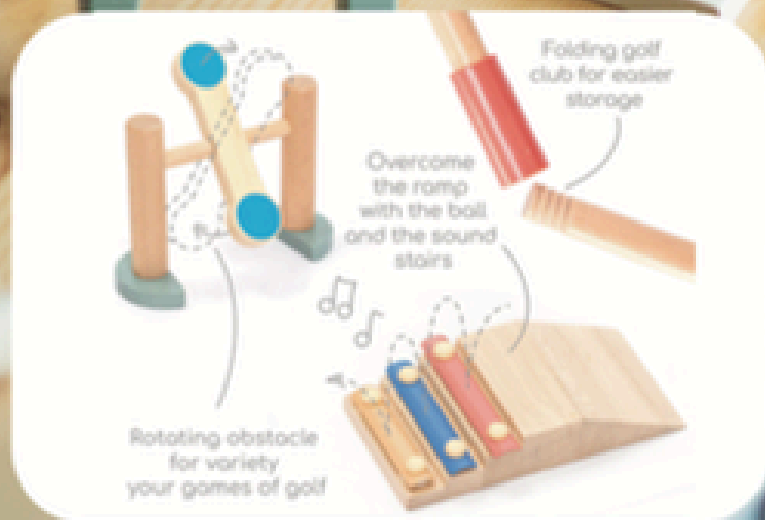
26x13x19

3+

11
pcs



Popular sports toy for kids, an attractive choice for outdoor play.



Tool set

#1285

25x10x19

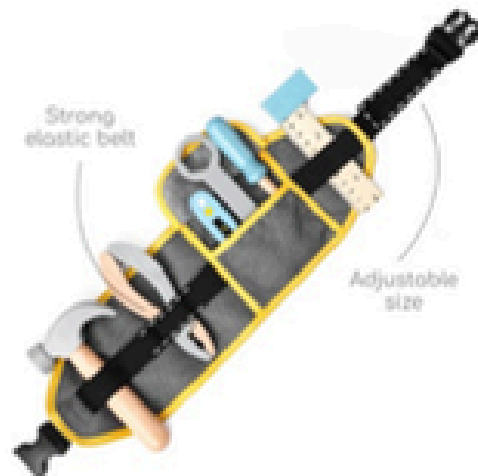
3+

16
pcs

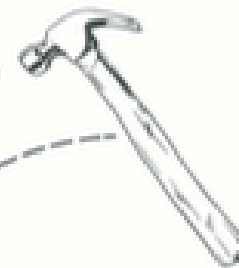


Strong
elastic belt

Adjustable
size



Popular set for pre-
tend craftsmen play
with realistic wooden
tools.



Construction vehicle set

1255

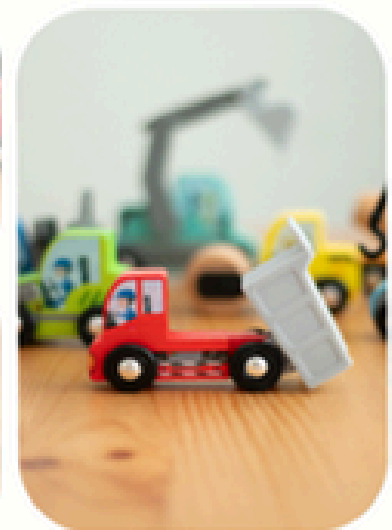
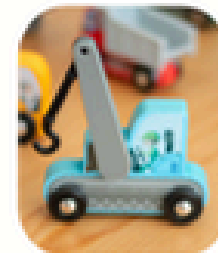
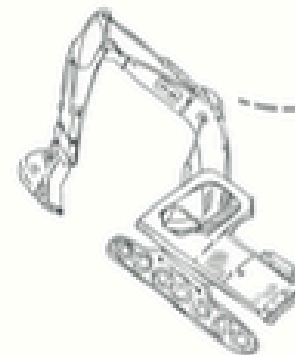
27x5x15

3+

8 pcs

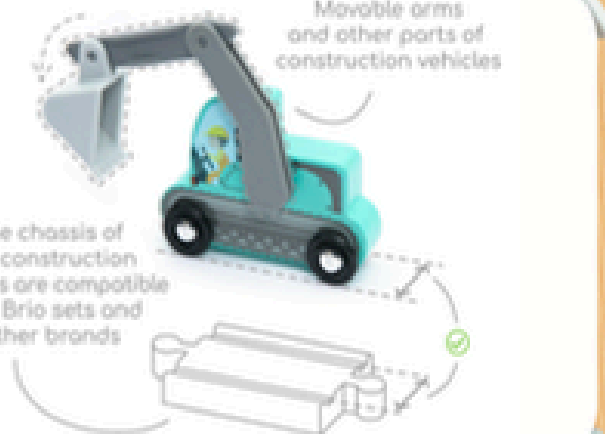


Realistic vehicles supporting creative play, popular with kids.



Movable arms and other parts of construction vehicles

The chassis of the construction vehicles are compatible with Brio sets and other brands



Construction vehicle transporter set

1305

29x8.5x18.5

3+

14
pcs

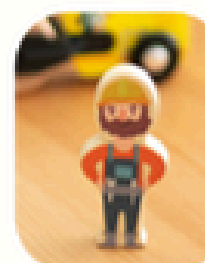


Movable arms and other parts of construction vehicles

The chassis of the construction vehicles are compatible with Brio sets and other brands.



Compatible with Brio tracks, consistently selling product.



Train with blocks

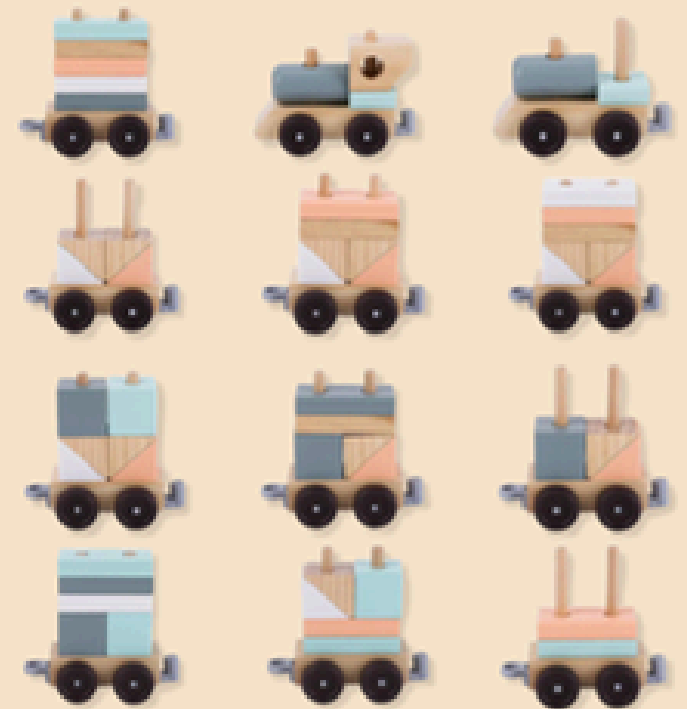


1258

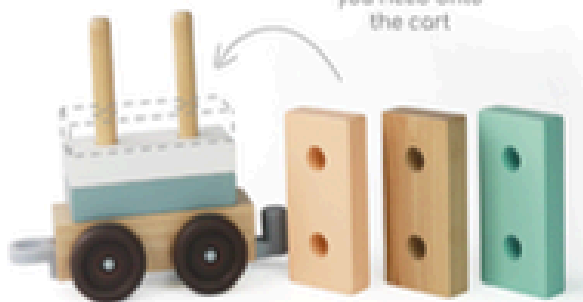
 42x14.7x7.5

3+

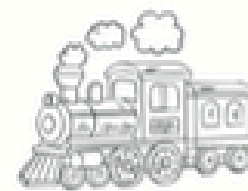
18
pcs



Load everything
you need onto
the cart



Popular combination
of train and blocks, a
consistent bestseller
in the assortment.





Birthday set

1365

 23x20.5x6.8

3+

31
pcs



With this colorful set, every day can turn into a little celebration.

