

## Gund

Gund is a manufacturer of plush stuffed animals. It was founded by Adolph Gund in 1898 and is the oldest manufacturer of plush toys in the U.S.

Gund created many of the industry standards today including safety standards and the manufacturing processes for toys.

Gund became one of the 50 most recognized companies in America in the 1980s marketing the brand slogan, "Gotta Getta Gund."

In the 1980s, Gund had an extremely successful launch with Snuffles, a polar like bear with black eyes, sueded nose and a sewn thread mouth. Snuffles was offered in White, Tan, Brown, and Pink. They also offered a Platinum Edition which had white and silver like fur. Gund recently celebrated the 25th Anniversary of Snuffles and introduced a Giant Snuffles which was nearly twice the size of the one which made the brand famous. Gund products were always more expensive than those offered via mass retailers, but they became the gold standard as their quality was exceptional.

Today Gund sells over 1500 products including Gund, Baby Gund, Gund Bears, Gund Snuffles teddy bears, and Gund Holiday. Gund is known for under-stuffing their products to make them softer than competing teddy bears.

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