



Petite & Mars

**A LITTLE
TOUCH OF LOVE
IN EVERY DETAIL**

⁹²
ags

The Experience Behind the Brand



30+ Years Building Baby Brands Across Europe

AGS92 is one of Central Europe's leading baby-industry groups. We combine distribution, retail, logistics, and brand creation to successfully scale brands across multiple markets.



4 countries • 4 offices • Central Europe



30+ years
Baby industry
experience



150+ people
Multinational
expert teams



11,500 m²
Central
warehouse



3M+
products/year
Proven
logistics scale



40+ global brands
Distributed across
channels



**Retail &
e-commerce**
Market-leading
FEEDO network

» This ecosystem is what made Petite&Mars possible.

**Petite&Mars – Created by Experts,
Loved by Families**

A Brand Born from Real Market Experience

Founded in 2015, Petite&Mars was created by AGS92 professionals to deliver safe, functional, and beautifully designed products for modern families.



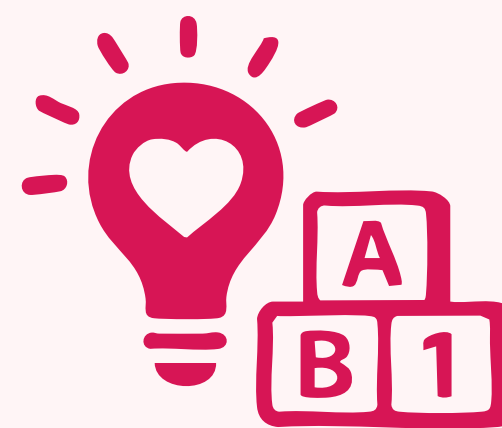
Safety first

EU standards, tested
materials



Smart functionality

Designed for real
family needs



Thoughtfully Designed for Little Ones

Supporting healthy
child development

A strong brand, backed by a strong group –
ready to grow with the right partners.



Petite&Mars



**SUPPORTING FAMILIES
FROM DAY ONE**



**Trusted by Leading Retailers
and Families Worldwide**



Petite&Mars Has Gained the Trust of Parents All Over the Globe

From Central Europe to a growing number of international markets, Petite&Mars products are chosen by families for their safety, functionality, and everyday reliability.

27 Markets
Across Europe & Beyond



WIDE SELECTION OF PRODUCTS



Wide Selection of Products for Happy Little Explorers

A complete range of carefully designed and thoughtfully crafted baby products to meet the everyday needs of modern families.



Strollers



Car Seats



Travel Accessories



Baby Care



Toys



Furniture



Smart Electronics



Feeding Time

Everything your baby needs from day one.

SMART DESIGN



Turbo – Proven Bestseller

5-in-1 Adaptable Tricycle Converts from Tricycle to Bike

- For growing kids aged 1.5–5
- No tools needed for mode switching
- Lightweight and safe
- Winner of the Kids' Time Star competition held during the 14th international Kids' Time fair



Tricycle pushing
mode



Tricycle sliding
mode



Tricycle mode
with pedals



Balance bike
mode



Bike mode
with pedals



Footmuffs

Seasonal Bestseller

Warmth that parents trust. Sell-out that retailers rely on.

- Winter protection & comfort
- Premium insulation & durable fabrics
- Universal fit for strollers
- Strong autumn-winter sell-through



High seasonal
demand across EU



Marketing

That Builds Real Connections

Petite&Mars is trusted by leading European retailers and parents alike. We support our partners with marketing solutions that strengthen visibility, build trust, and drive sell-out.

Trusted by Strong European Partners:

TESCO

dm

Dr.Max+

a alza.cz

FEEDO



Clear Communication at the Point of Sale

POS materials designed to clearly communicate product benefits

Paper-based and recyclable POS materials

We help our partners turn our products into strong in-store experiences.

We help our partners turn our products into strong in-store experiences.



Packaging Evolution

From Functional to Iconic

A consistent, minimalist identity that strengthens shelf visibility and brand recognition.



Early Stage



- Product-focused communication
- Strong visual contrast & bold color
- Information-heavy layout

Brand Alignment



- Unified color direction
- Cleaner typography system
- Improved logo visibility

Current Standard



- Minimalist kraft-based design
- Eco-touch materials
- Strong, recognizable brand identity

Packaging that works not only as protection – but as a powerful brand asset in-store and online.

Digital Strategy That Drives Engagement

Consistent, family-focused content across platforms,
built to inspire and convert.



Authentic Content Mix:

- ✓ UGC content & influencer collaborations
- ✓ Lifestyle photography & real-family moments
- ✓ Consistent brand visual identity
- ✓ Reels, stories & short-form video formats
- 📷 Across all Instagram accounts: **17,000+** followers
- 📘 Across all Facebook accounts: **20,000+** followers



www.petiteetnars.com