



Volare Bicycles

Toys EMEA EN



WALT DISNEY

Disney case

Introduction

Volare Kinderfietsen is the market leader in brand licences: we design and produce bicycles for the professional trade and for nearly all large retail chains throughout Europe. With more than 1800 dealers in 22 countries, we are the premier partner for getting your brand or licence to market.

Our products comply with Sedex Pillar 4 (the helmets with Sedex Pillar 3) standard and we are a member of the BSCI.

We aim to bring the best products to market.

In this case, we show how we work and what the possibilities are for producing your own product.





Good Better Best

We show our Good Better Best principle based on the following examples. In this manner, you can choose from among three variations of 10" models, each of which differs in appearance and luxury. Naturally, no concessions are made with regard to product quality.

10" Frozen (good)

Good.

This is the standard version of the product and it has the following features:

- Simple push bar for the parents
- No handbrake
- Simple frame
- Plastic wheel

10" Frozen (better)

This is the luxury version of the product and it has the following features:

- Removable push bar with steering function
- Handbrake
- Luxury frame
- Details applied to the saddle

10" Cars (good)

Good.

This is the standard version of the product and it has the following features:

- Simple push bar for the parents
- No handbrake
- Simple frame
- Plastic wheel

10" Cars (better)

Better

This is a more luxurious version of the product, with the following features:

- More luxurious push bar
- No handbrake
- Standard frame

10" Cars (best)

Best

This is a luxury version of the product and it has the following features:

- Luxurious push bar with steering function
- Handbrake
- Luxury frame



12" Frozen (good)

Good.

This is the standard version of the product and it has the following features:

- Nylon ball bearings
- Simple pedals
- Simple frame
- Plastic wheel
- Plastic basket

12" Frozen (better)

Better

This is the more luxurious version of the product, with the following features:

- Saddle with cheerful print
- Luxurious doll holder
- Simple frame
- Metal wheels

12" Frozen (best)

Best

This is the luxury version of the product and it has the following features:

- Saddle with cheerful print
- Luxurious doll holder
- Luxury frame
- Metal wheels
- Metal ball bearings
- Pneumatic tyres
- Metal basket

Good Better Best 14-16"

16" Cars (good)

Good

This is the basic version of the product, with the following features:

- No bell
- Simple frame
- Simple pedals
- Steel ball bearings
- Steel wheels

16" Cars (better/best)

Better/best

This is the luxury version of the product and it has the following features:

- Bell
- Luxury frame
- Wheel disc
- Steel ball bearings
- Steel wheels

14" Frozen (good)

This is the basic version of the product, with the following features:

- Bell
- Simple frame
- Plastic basket
- Nylon ball bearings
- Steel wheels

14" Frozen (better)

Better

This is the more luxurious version of the product, with the following features:

- Bell
- Simple frame
- Nylon ball bearings
- Steel wheels
- Luxurious doll seat
- Saddle with coloured details

16" Frozen (best)

Best

This is the most luxurious version of the product and it has the following features:

- Bell
- Luxury frame
- Metal basket
- Steel ball bearings
- Steel wheels
- Pneumatic tyres
- Saddle with coloured details

Good Better Best

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