

08. February 2023

Shopping

## Schmatzepuffer takes the Germany-wide title

Just under a year ago, Schmatzepuffer opened its concept store for personalised baby and children's items in the Bocholt Arcades. Now Nadine and Frank Tenbrock and their team are delighted to receive the award for "Specialist Shop of the Year 2022".

Baby&junior, the trade magazine for children's equipment and fashion, is looking for the best baby and children's specialist shop in Germany and presents special shops in its 2022 issues, including the Schmatzepuffer store in Bocholt. From a total of six participants, the readers vote for their favourite with the most innovative, well thought-out or likeable concept. By a clear margin, Schmatzepuffer wins the race and is personally chosen by baby&junior at the toy fair in Nuremberg as "Specialist Store of the Year 2022".

"We are extremely pleased about this special award and the high praise for our work."

On an area of over 250 m<sup>2</sup>, the Schmatzepuffer concept store offers a wide range of baby and children's supplies, from initial baby equipment and high-quality toys to gift ideas for special occasions. If something is missing from the selection of over 2,000 items from high-quality brands such as Little Dutch, the store staff will order the desired products from the online shop for the customers and have them delivered to the shop free of charge. As an exclusive highlight, the items can be ordered personalised and picked up in the store within a very short time.





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