



**“Welcome to immersion,
shared conviviality, inspiration
and many hours of fun”**

beady®



The Beady app aims to be the world's best place to find and design beads for all those who love beads and creativity. It should be a community that grows because we inspire and excite each other.



Inventor & founder — Nick Højgaard



The Infinite bead universe

Beading in a new way

With Beady, you combine creative play with beading and unlimited digital possibilities. Best of all, everyone can join in. Make motifs with others or build on each other's designs - anything is possible.

The game that never ends

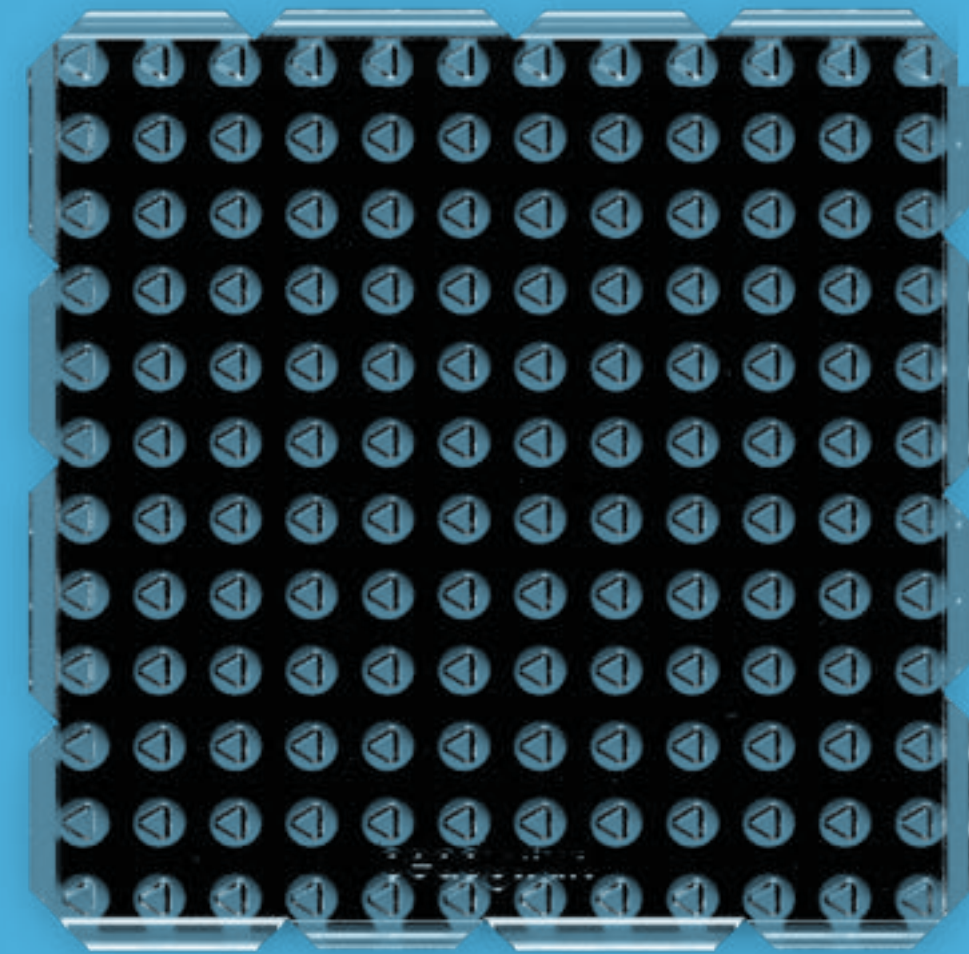
You can explore more than 700 motifs, paint or photograph your own.

With Beady, it's literally only your imagination that sets the limits, and that's how we like it best.



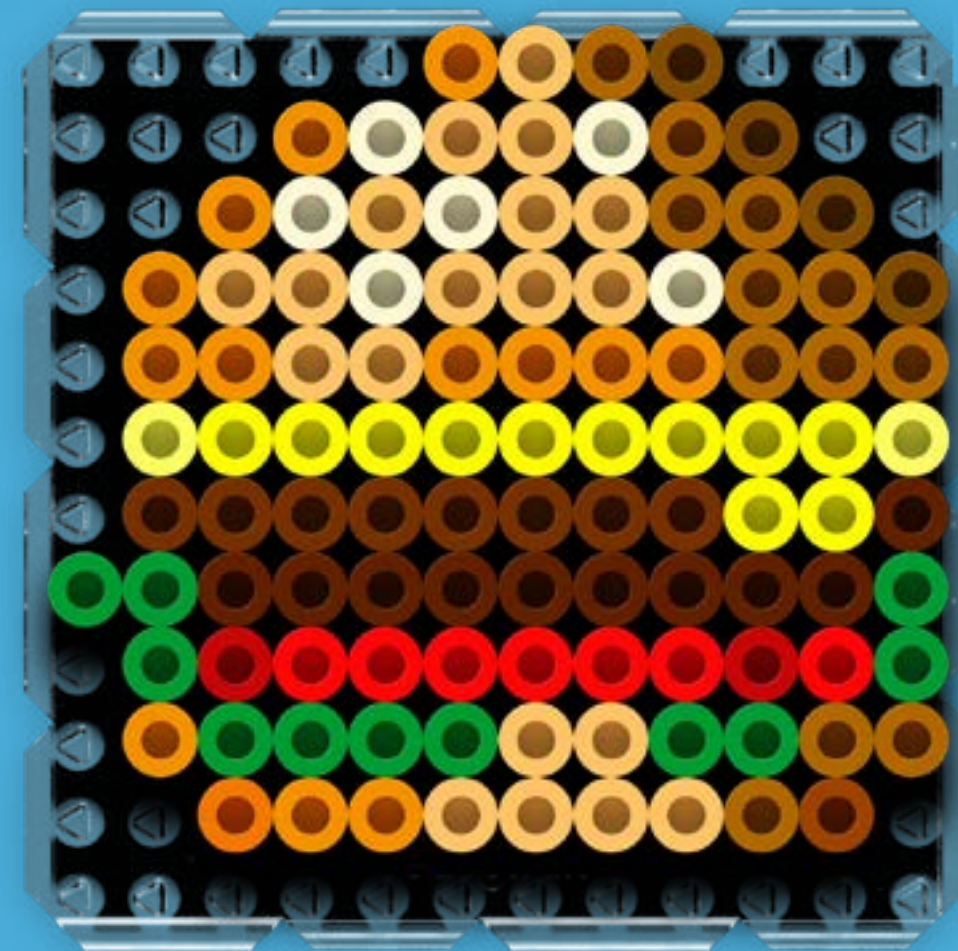
Lay the HAMA beads
where the spikes light up



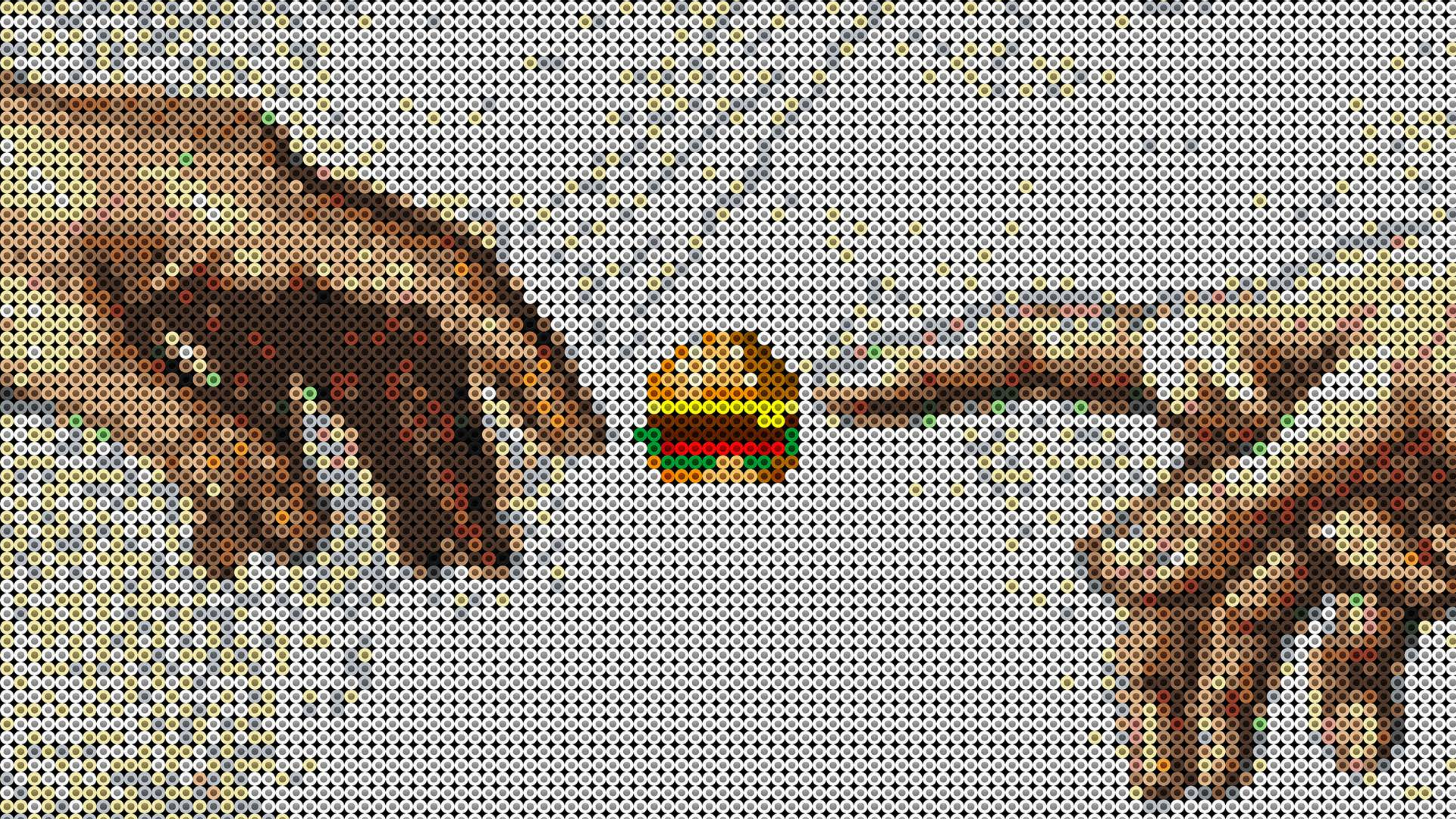


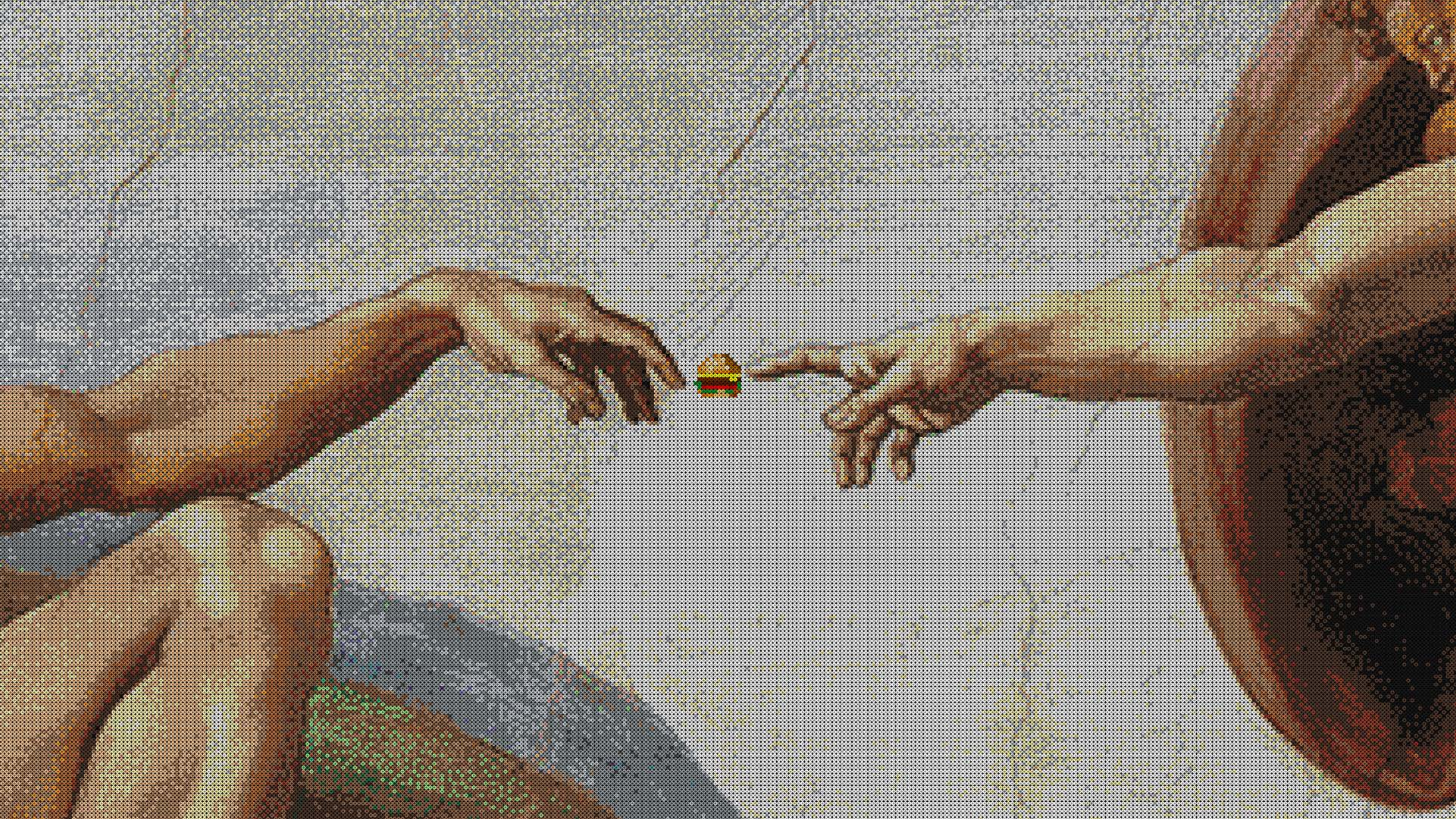
**“All great things,
have small beginnings.”**

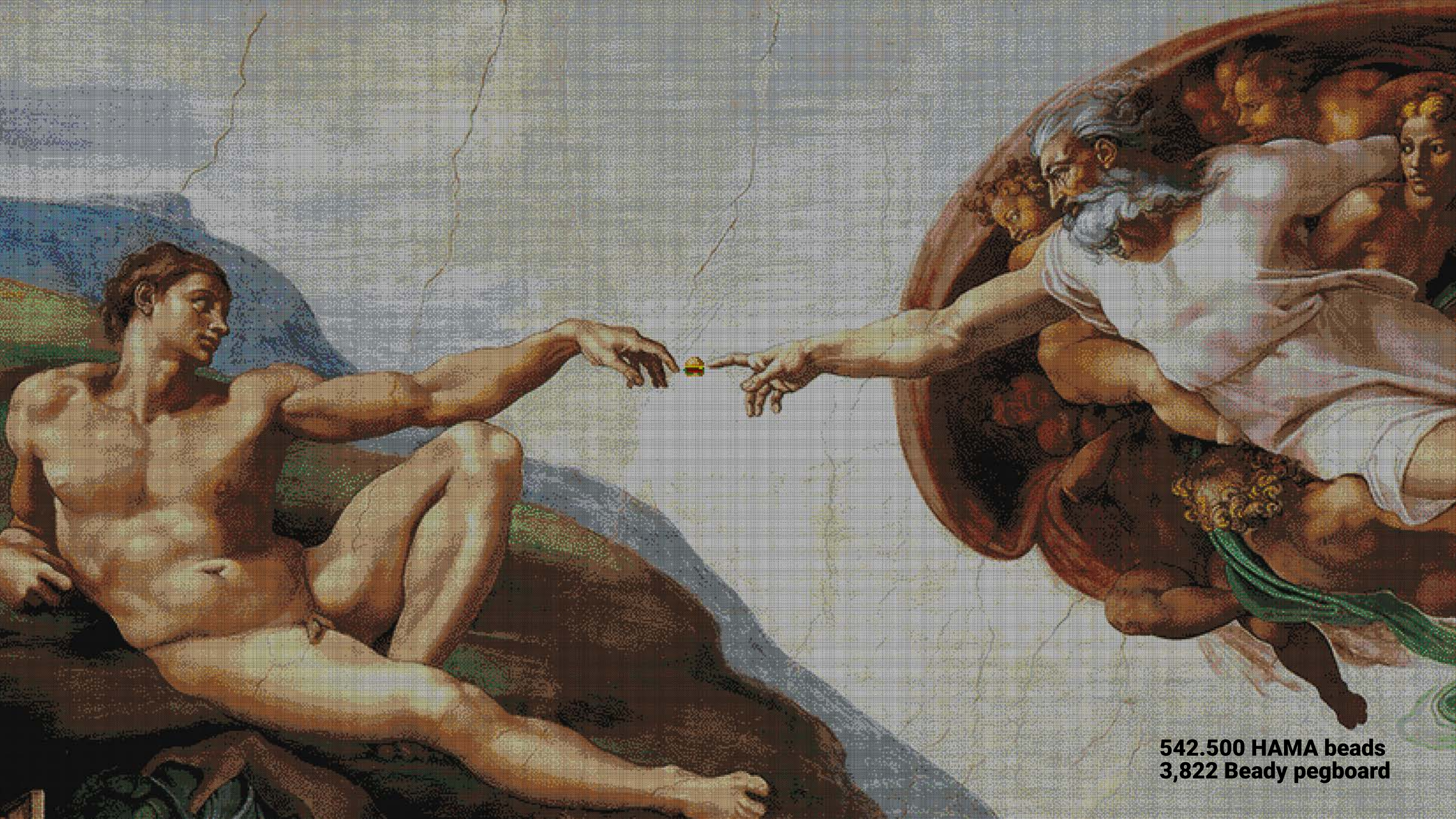
**107 HAMA beads
1 beady pegboard**



**“All great things,
have small beginnings.”**







542.500 HAMA beads
3,822 Beady pegboard

Primary boxes



Beady Creat



Beady Paint



Beady Photo

Beady product range.

Beady Theme boxes [40 images]



Fantasy & Dinosaurs



Magic & Universe



Princesses & Heroes

Upgrade



**Beady 9 pegboards
Beady 20 pegboards**



17 1397
GRATIS



6 452
80



4 382
ER KØBT

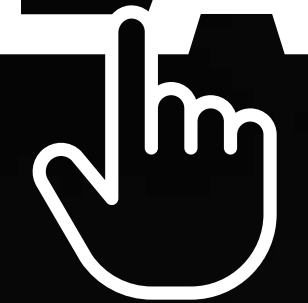


4 376
80



beady
CREATE

How it works



beady
CREATE

How it works

[1] Choose your motif

[2] Put the bead motif on your tablet or phone.

[3] Iron the motif

See the final result on the next page.





Cool features ind Beady Create

> 100+ FREE designs

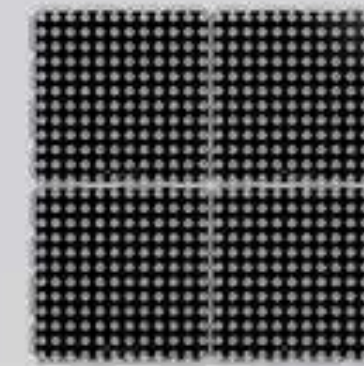
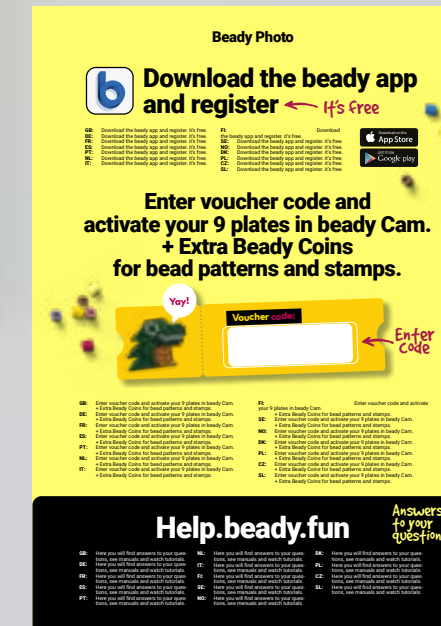
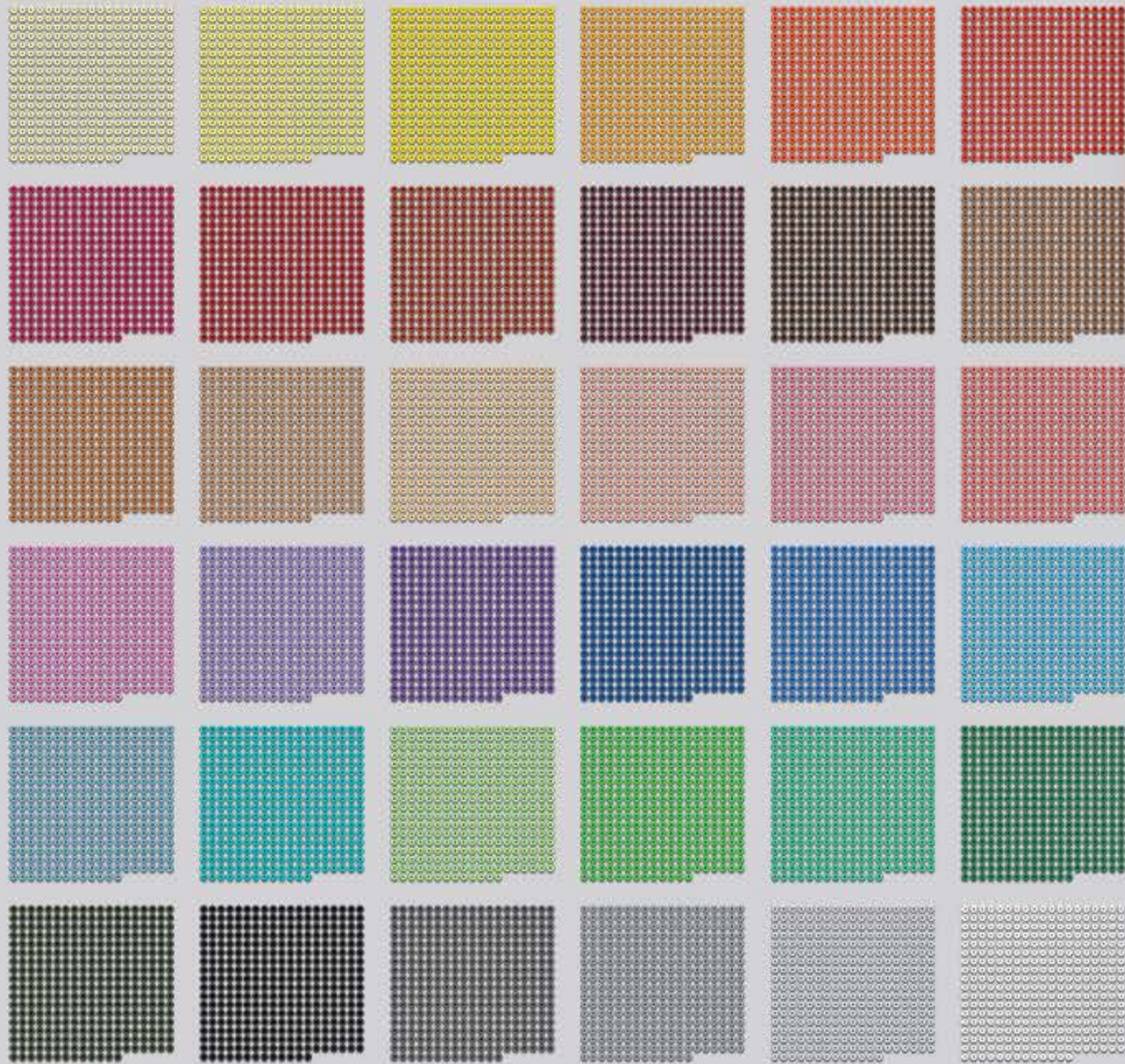
> Access to 700+ motifs

> 36 selected HAMA beads colors



[See movie](#)

What's in the box?

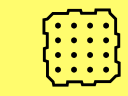


CREATE

5+

103001

 36 x 300

 x 4

 x 1

 x 2

HAMA BEADS

DEVICE NOT INCLUDED



FREE BEADY APP

Download on the
 App Store

GET IT ON
 Google play



beady
Paint
How it works

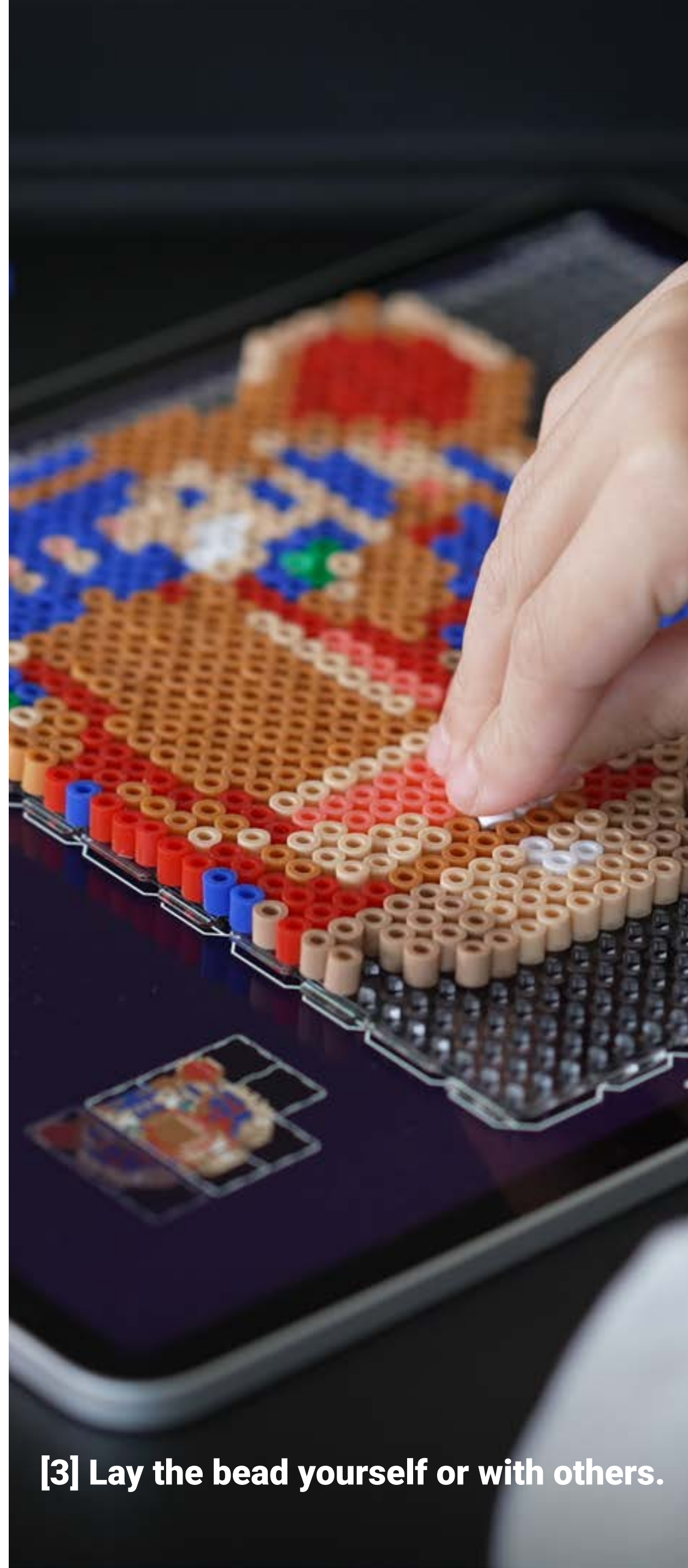
beady
Paint
How it works



[1] Select color



[2] Drawing with beads



[3] Lay the bead yourself or with others.



See the
final result
on the next page.
↓
[4] Iron the motif

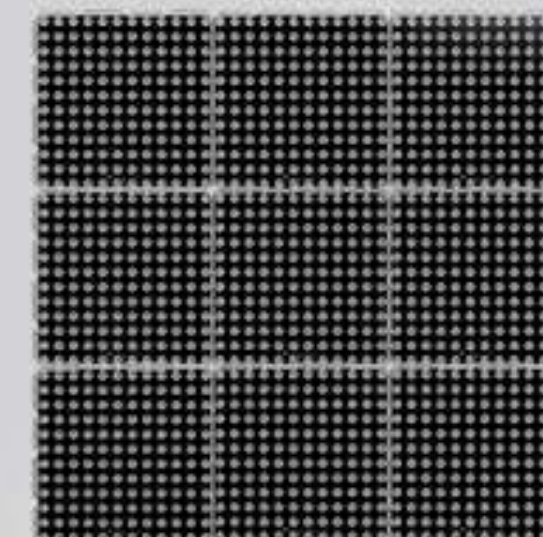
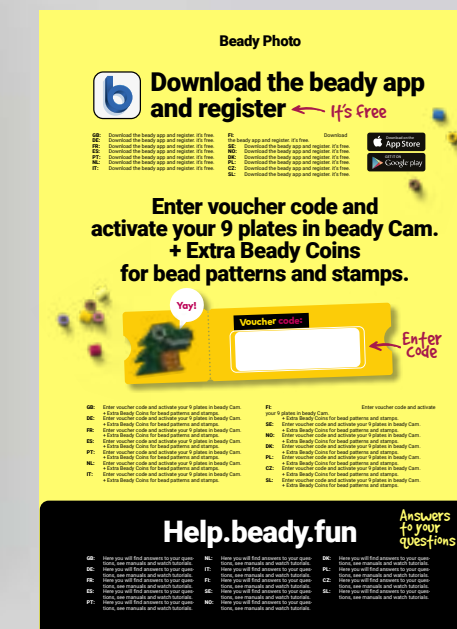
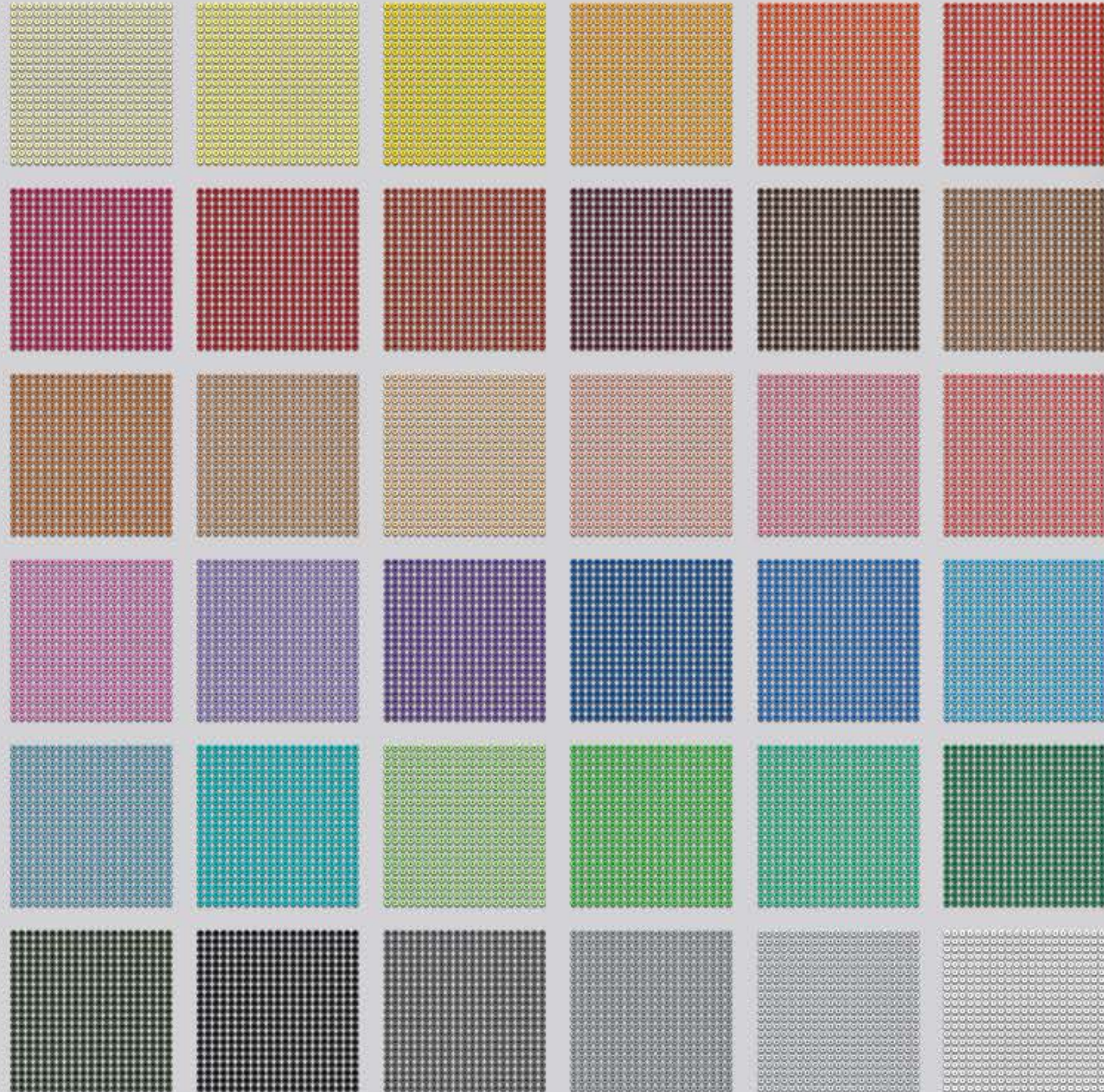
Paint like an artist with Beady Paint

- > Draw designs up to 9 pegboards with Beady Paint
- > Build your motifs with stamps
- > Bring in motifs from your favourite inspiration sites such as Pinterest
- > Lay your motifs yourself or with others



[See movie](#)


What's in the box?

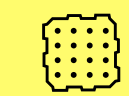



Paint

6+

103002

 36 x 400

 x 9

 x 1

 x 2

HAMA BEADS

DEVICE AND PEN
NOT INCLUDED



FREE BEADY APP

Download on the
 App Store

GET IT ON
 Google play



Smile

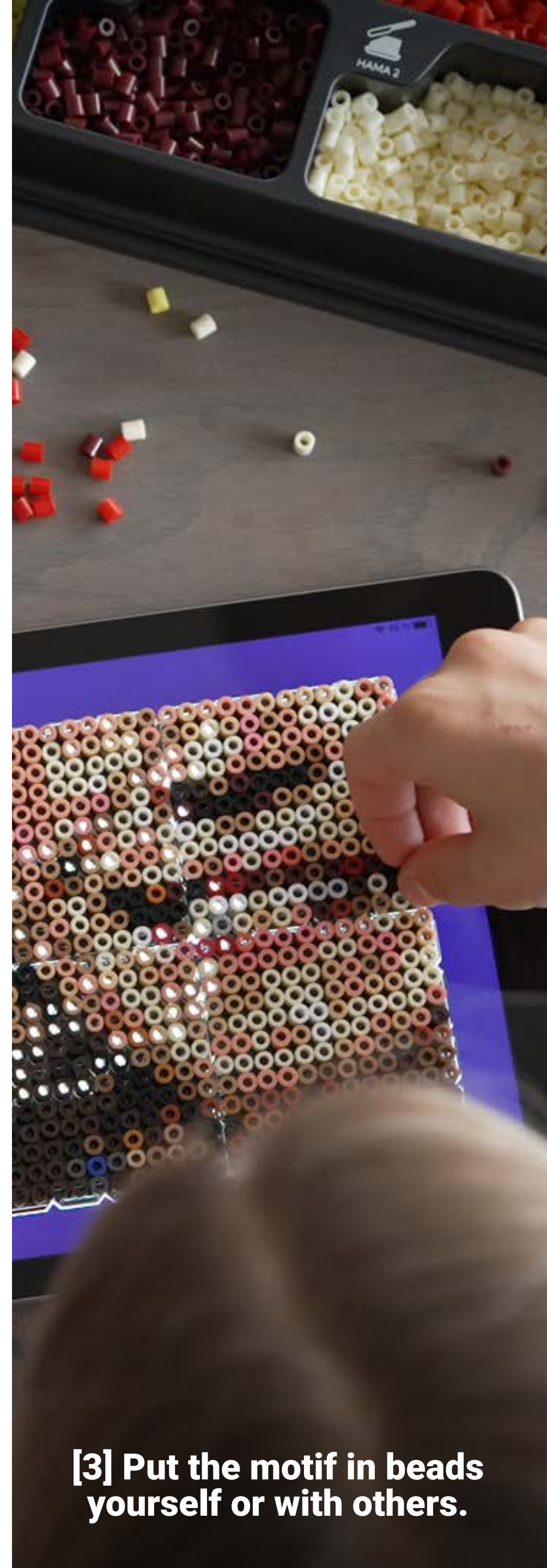
beady
PHOTO
How it works



[1] Take a picture or import a picture from camera roll



[2] Select number of pegboards, image position and colorgrade



[3] Put the motif in beads yourself or with others.



[4] Click the pegboards together



See the final result on the next page.

[5] Iron the motif

Create the perfect portrait with Beady Photo

> Take a picture and turn it into beads

> Download images from your camera roll

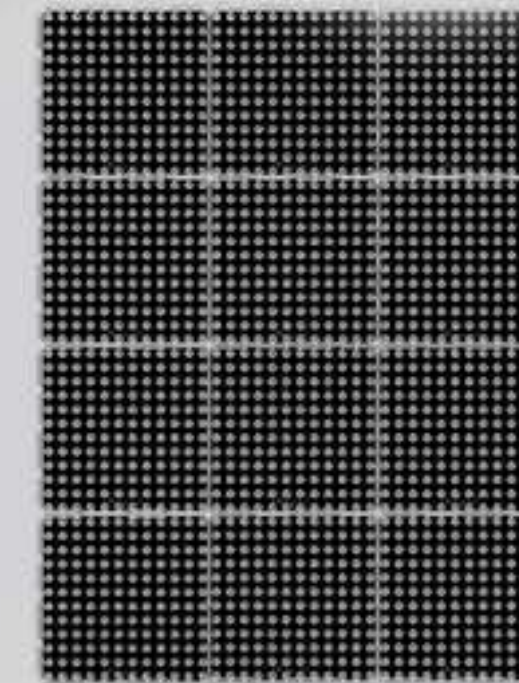
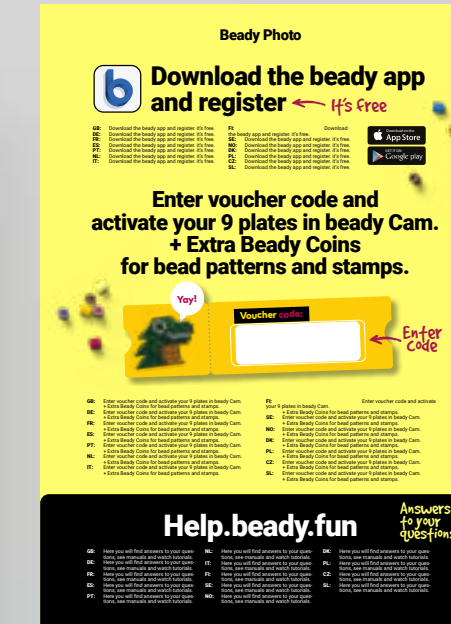
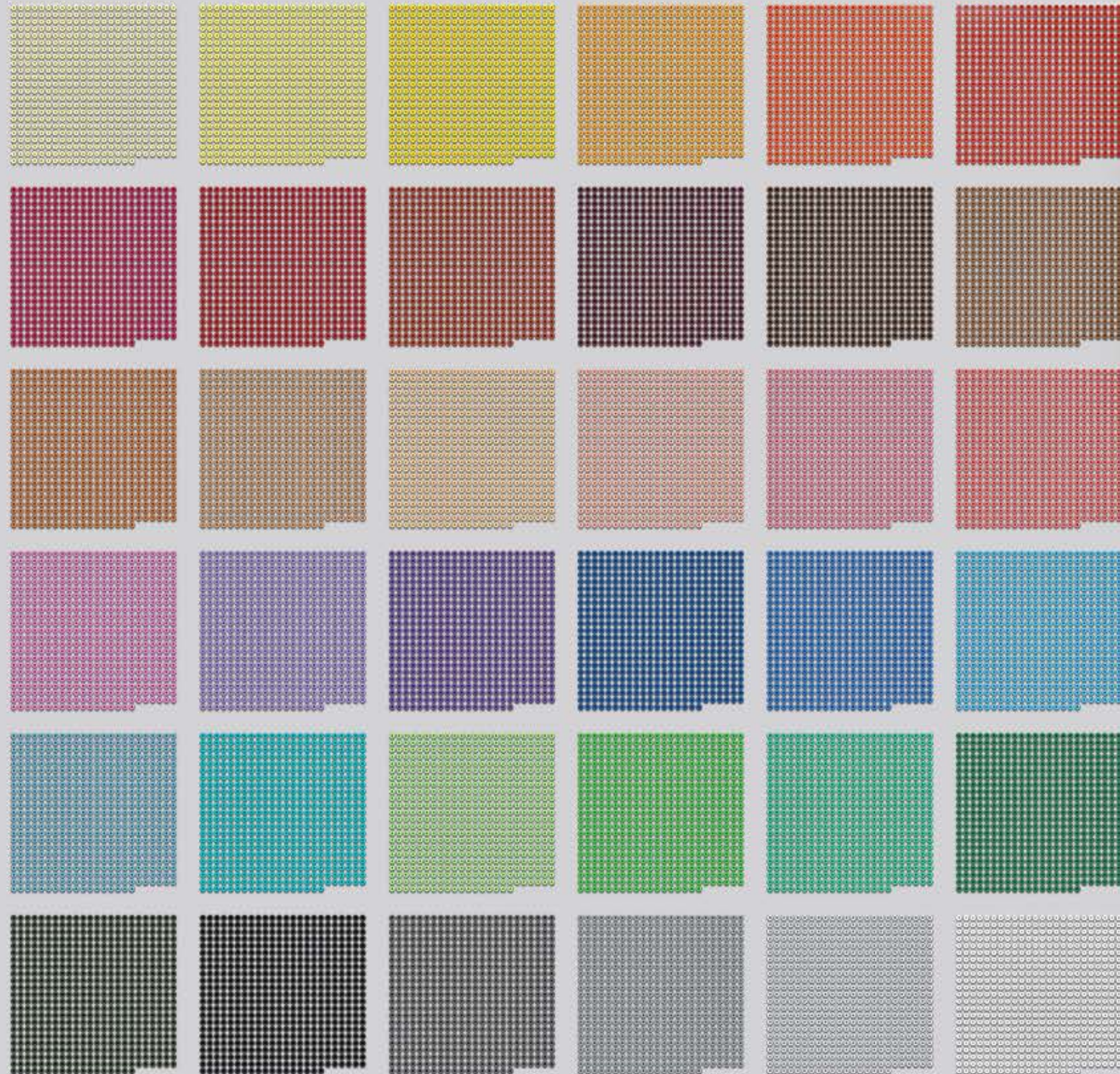
> Import image from Pinterest and Instagram

> Create your motifs yourself or with others



[See movie](#)


What's in the box?

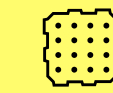



PHOTO

8+

103003

 36 x 500

 x 12

 x 1

 x 2

HAMA BEADS

DEVICE NOT INCLUDED



FREE BEADY APP

Download on the
 **App Store**

GET IT ON
 **Google play**

beady Theme



Fantasy & Dinosaurs



Magic & Universe

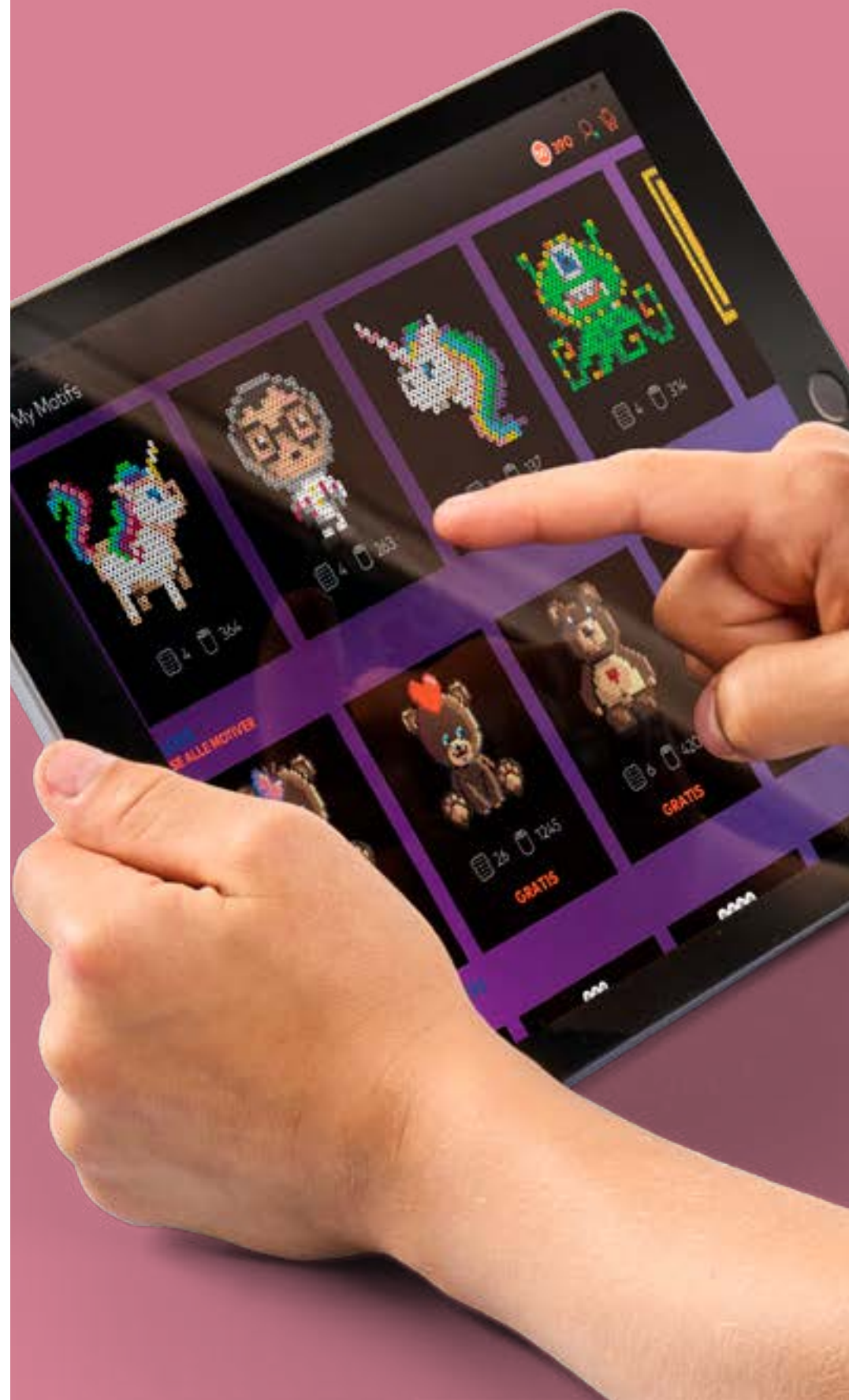


Princesses & Heroes

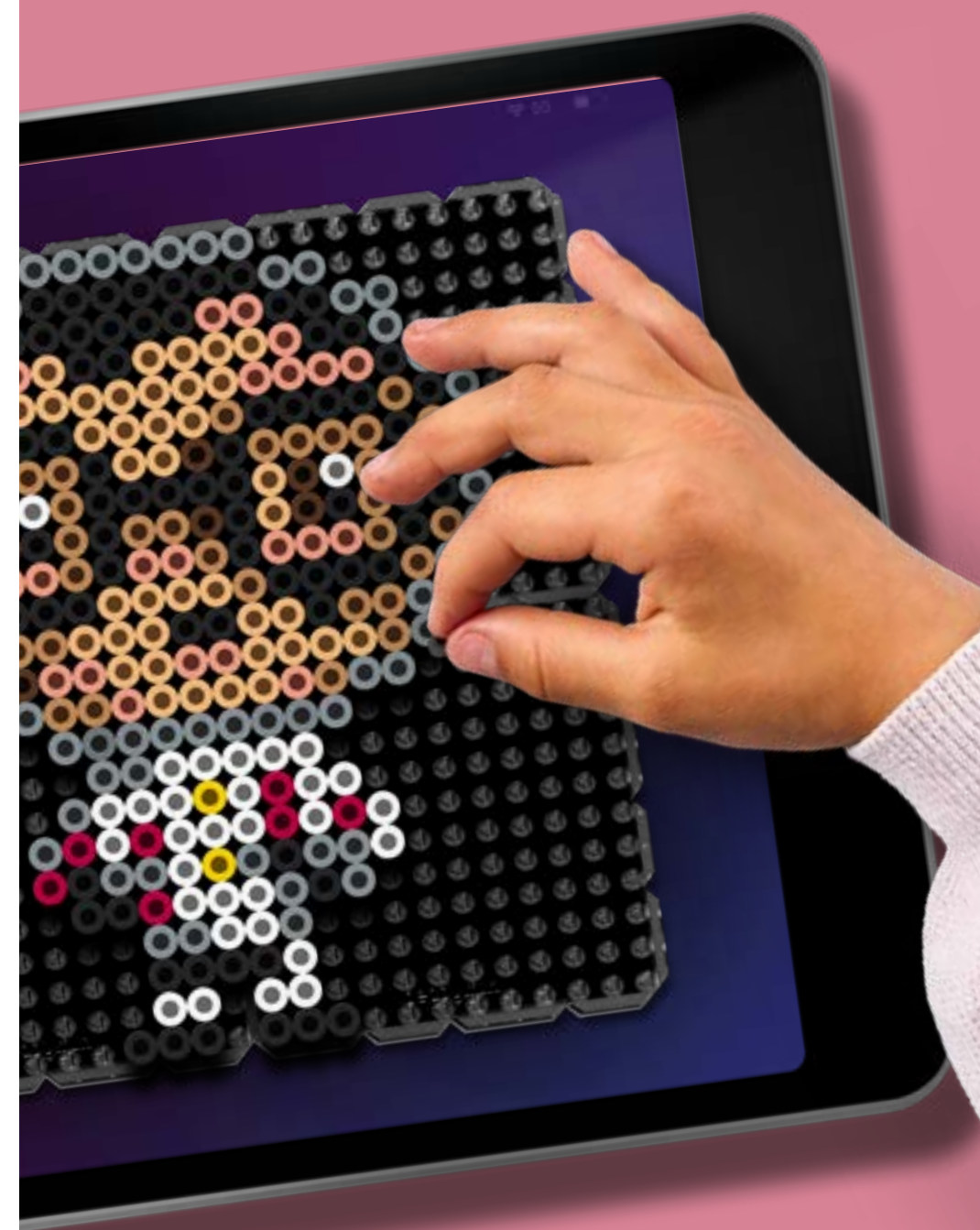
beady
Theme



40 unique motifs for both boys and girls.



Create the motif on tablet and phone.



Iron the motif.



See the final result on the next page.



Get unique motifs with Beady Theme

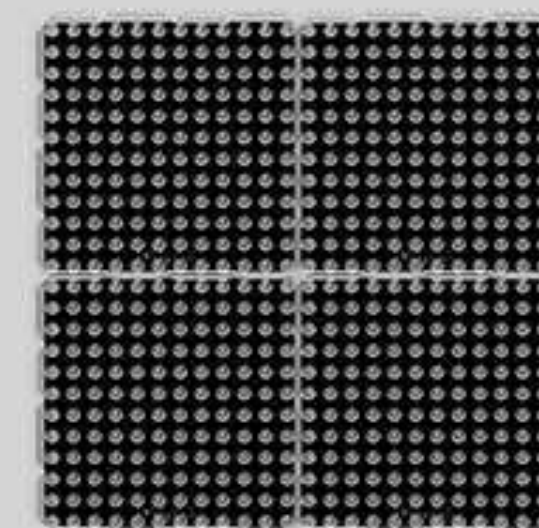
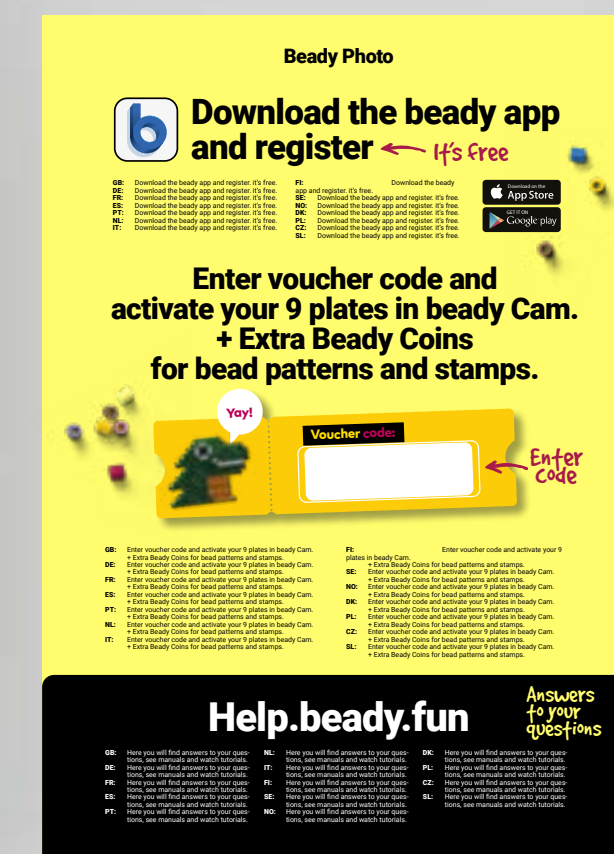
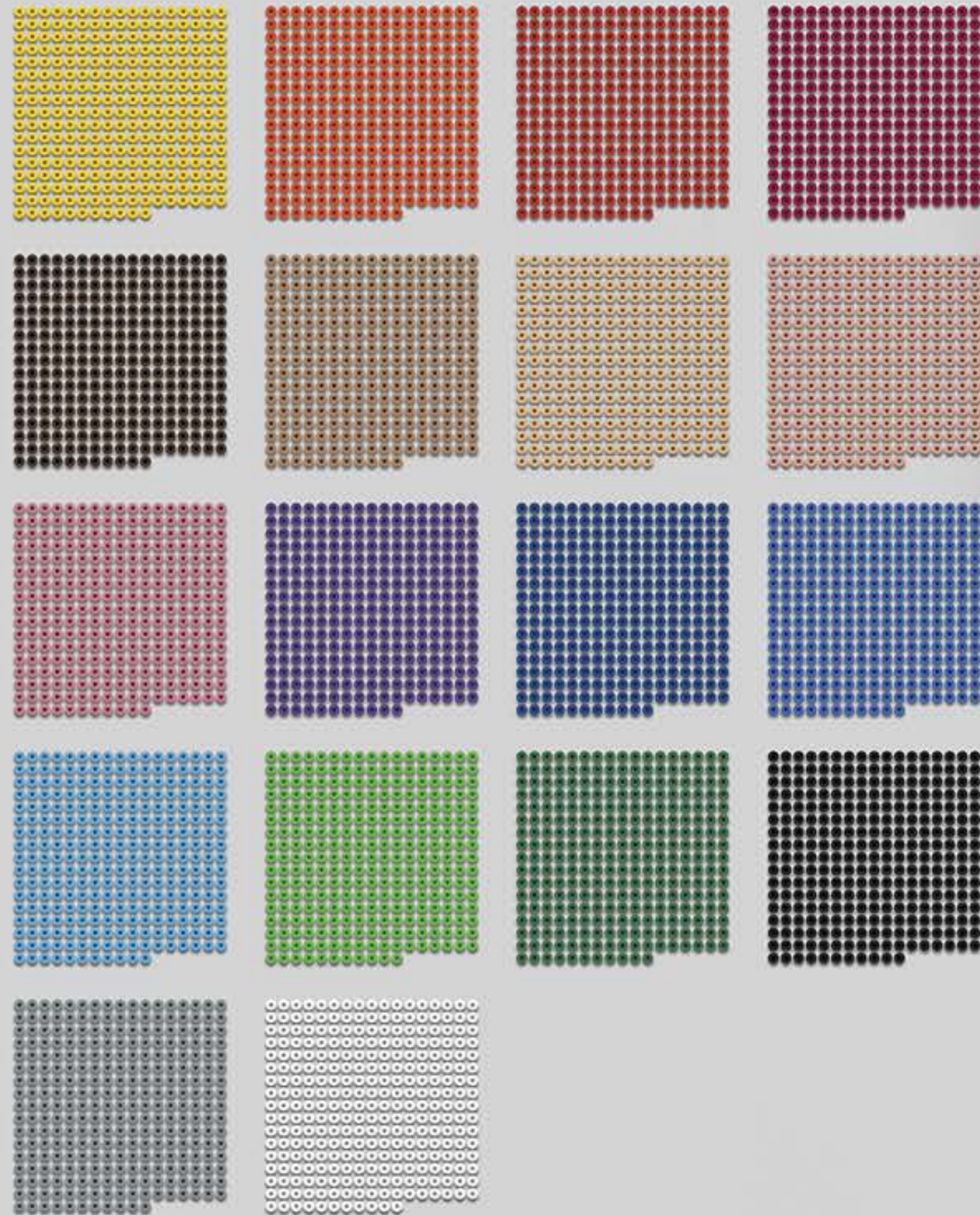
> Access to 40 unique theme motifs

> 18 selected HAMA colors

> Sorting box with 18 colours



What's in the box?






beady Theme

5+

APPLIES TO ALL 3 BOXES

18 x 250

-  x 4
-  x 1
-  x 1

HAMA BEADS

DEVICE NOT INCLUDED



FREE BEADY APP

Download on the **App Store**

GET IT ON **Google play**

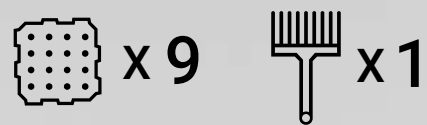
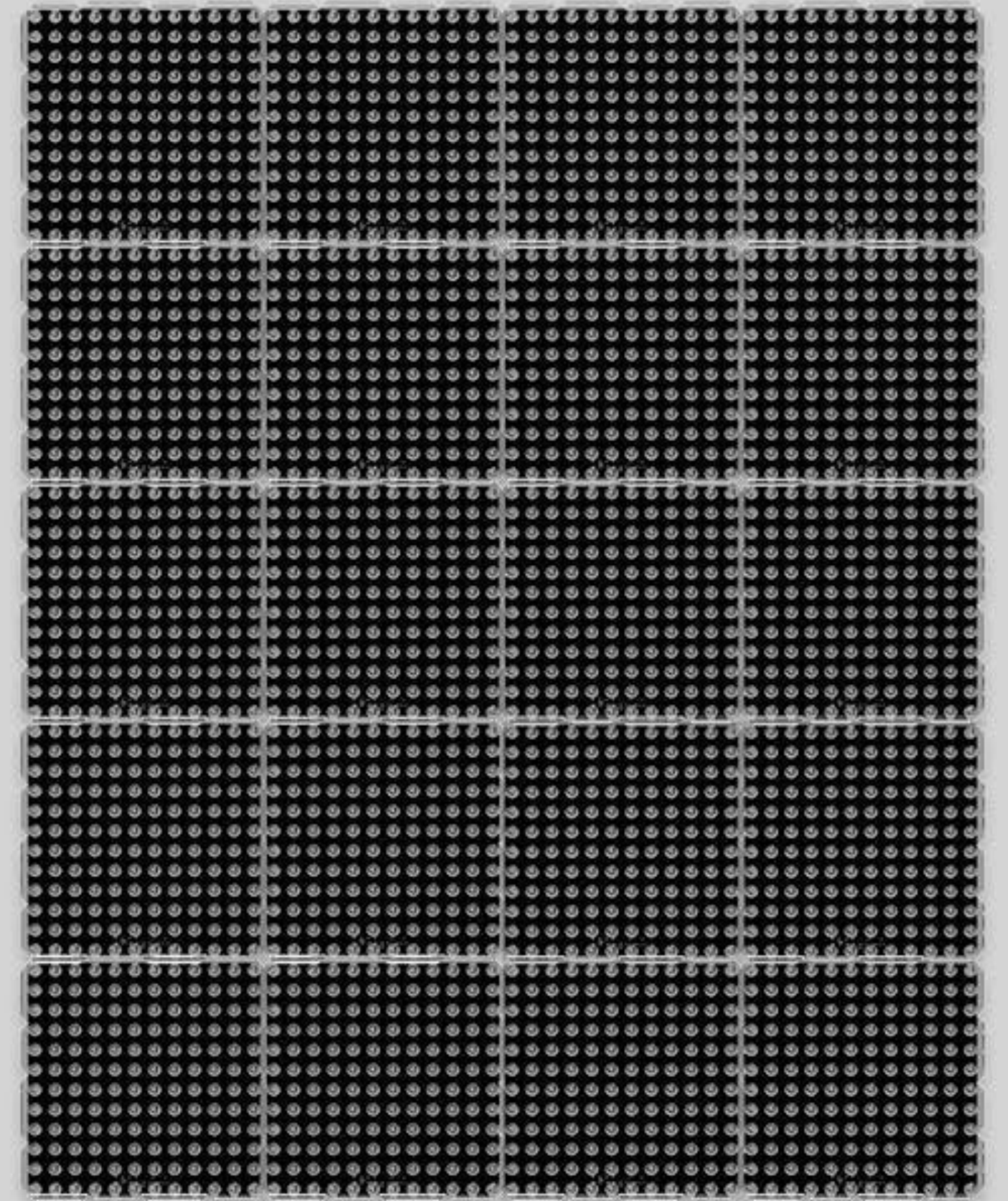
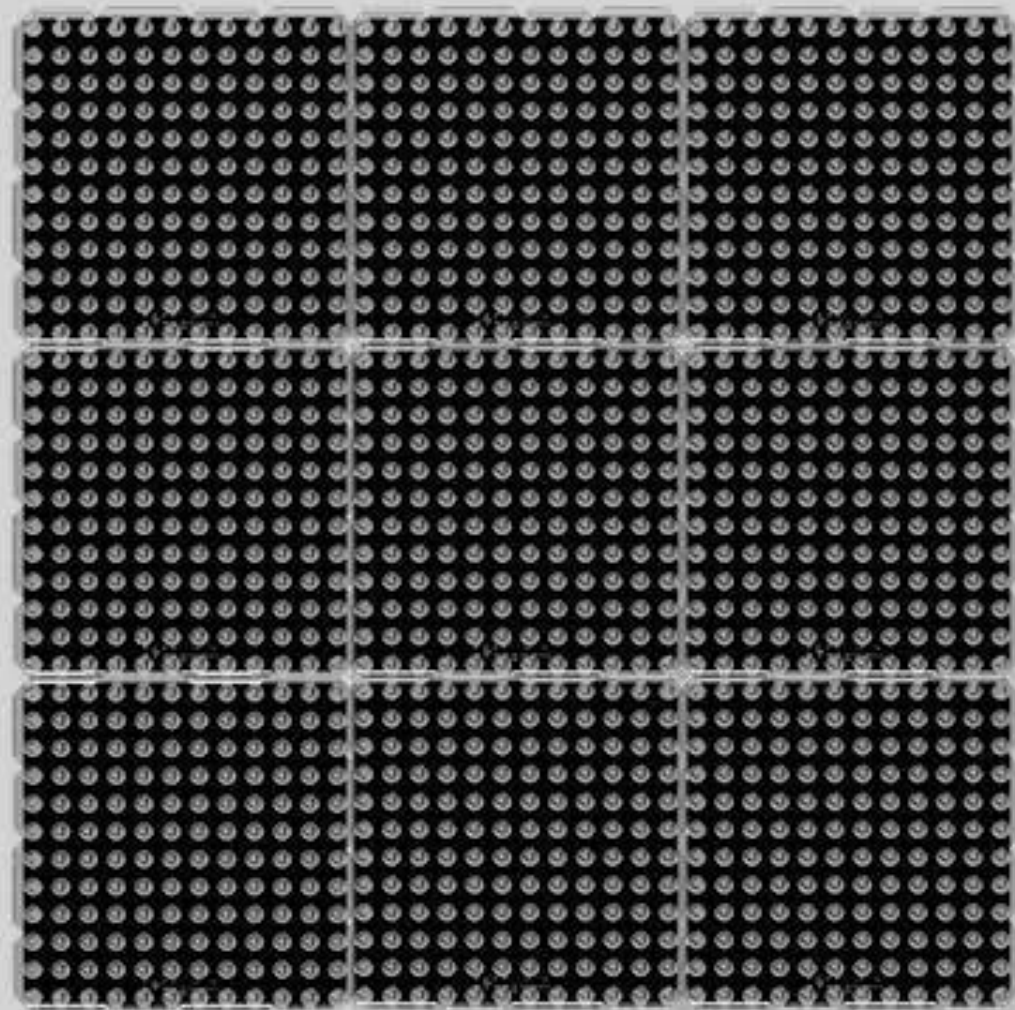


Get started
or upgrade
your current
Beady set.



beady
Upgrade

What's in the box?



beady
Upgrade



We use 36 selected HAMA beads, which creates repurchase of beads.

Average App
downloads
each day.

26

Date 8.12.21 - 8.12.22

App downloads
25.424

Date 8.12.22

Laid beads

120.143.275

Top 75 paid motives

Purchase motives

14.145

Date 8.12.22

Purchased Beady Coins

973.800

Date 8.12.22

More than a product on the shelf or in the shop.

We offer:

- Merchandise materials**
- Contents materials (film, photo and contents) for social media and newsletters**
- Collaborating on events that drive traffic to your store and webshop**
- Collaboration on unique products**