

Shared with you by parents at your nursery. We'd love you to take a look. Teddy Tags gets little things home, costs your nursery nothing, and launches in 2027.

WHY WE BUILT IT

No more tears at home time.

It started with hundreds of messages in the class chat, and the bedtimes that fell apart because a favourite teddy didn't come home. We're parents, and we also build banking infrastructure for the likes of Lloyds Banking Group and software for global transport, so children's safety and data get the highest standards there are. Teddy Tags is TagBack, made for the littlest ones.

We believe every little one should go home with their favourite things.



1 minute

for a family to hear their item has been found

£0

for your nursery: station, set-up and support

0

money your team handles: parents buy in the app

1 account

that moves with the child from nursery to school

HOW IT WORKS

Make the kit part of starting. We do the rest.

01

We set you up, free

A compact Teddy Tags station and your own nursery code. No cost, no IT work.

02

On your starter list

Parents buy the kit in the app with your code. Your team never handles money.

03

Drop it in

Found clothes, comforters and bottles go in the station. The parent is told within a minute.

04

Home at pick-up

Parents collect with their PIN at pick-up, or staff hand it over and sign it out.



The Teddy Tags starter kit: 20 iron-on labels and 2 teddy bag tags.



Teddy bag tags: one piece, too big to swallow, on a loop that locks shut.

SAFE BY DESIGN

Built for the youngest children.

Can't track children

No battery, no GPS. Labels are only read at the station.

No names on labels

A code only. Children never have accounts, no photos.

Child-safe bag tags

No clips or small parts; bags and bottles only, never clothing. Independently tested before sale.

Paperwork done

Data agreement, impact assessment and risk assessments supplied.

Vetted installers

Enhanced DBS (Disclosure and Barring Service) checked.

Keeps running

A backup battery rides through power cuts.

Not a toy. Teddy Tags labels and bag tags are not toys and are not intended for children to play with. Bag tags go on bags and bottles only, never on clothing.

THE VALUE

Good for your nursery, your families and your team.

For your nursery

- A free station, set-up and support.
- Something to show on every tour: "we look after your child's things."
- A royalty on every kit families buy.
- Fewer unhappy messages about missing clothes.

For parents

- Told within a minute when something's found.
- Favourite teddies and comforters come home.
- Spare and wet clothes go back to the right family.
- The same labels keep working at school.

For your team

- No matching cardigans to families at pick-up.
- No lost property pile to sort.
- Rooms, not classes: items shown by room.
- More time with the children.

What it's worth to a family

Teddy Tags is priced to be an easy yes for parents, and to pay for itself the first time it brings something home.

£50

one starter kit labels a whole nursery wardrobe, with spares

20

iron-on labels, guaranteed for 500 washes

Priceless

the favourite teddy back in time for bedtime

Your nursery pays nothing. Royalty rates are confirmed in your proposal and depend on your size and policy.

WHY TEDDY TAGS

What makes it different.

- 1** A station, not just a label. Found items tell their family on their own, within a minute.
- 2** Free for nurseries, and it pays you. Parents buy their kit; you earn on every one.
- 3** Safe for under-fives. Iron-on labels for clothes, chunky bag tags with no small parts.
- 4** A selling point on every tour. Show families you look after what matters to their child.
- 5** Ready for school. The account and labels move with the child to any TagBack school.

WHAT IT COSTS

Nothing for your nursery. Parents buy their own kit.

For the nursery

Your first Teddy Tags station, installation, app, dashboard, training and support	Free
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For families (VAT included)

Starter kit: 20 iron-on labels and 2 teddy bag tags	£50
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Annual kit: 10 labels as children grow	£40, or £30 a year on auto-renew
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Top-up: 5 labels for new clothes and spares	£20
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ADD IT TO YOUR STARTER LIST

Make it part of joining

Put the kit on your new-starter list, and every family is labelled from day one.

"All clothes, comforters and bags should be labelled with Teddy Tags from your child's first day."

Or recommend it

Prefer to start gently? Recommend it, and let parents see it working.

"We recommend labelling clothes and comforters with Teddy Tags."

GETTING STARTED

Up and running in a term.

1. A short call

We answer your questions and send a short proposal.

2. Tell families

We supply the letter and starter-list wording.

3. Families label

Parents buy and fit their kits; we share take-up with you.

4. Go live

We install the station, train your team, and you're live.

Bring Teddy Tags to your nursery.

We're taking orders now for installation in the summer term 2027, ready for September.

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tagbackapp.co.uk/#nurseries