

A Big Worldwide Family ([Visit Peg Perego](#))



“When products enter people’s lives and stay there, playing a small but unforgettable role in their personal journeys, it means that those products were made intelligently and lovingly.”

Since 1949 we have focused solely on creating products for children. We like to think that many families have chosen our goods because we too are a big family. Everyone contributes their specific skills and know-how to the success of a joint project. Therefore, behind the safety, aesthetic appeal and sturdiness of each Peg Perego stroller or toy, there is not only a brand but also a name. The name is that of the contributors, in accordance with an Italian tradition that has become the heritage of all of the countries in which we manufacture our goods. Let us thank Carlo from Arcore and Marco from San Donà di Piave – Italy, Elisabeth from Fort Wayne, Indiana – USA, Asuncion from Limeira – Brazil, Catherine from Toronto – Canada and all of the others who form the big Peg Perego family all over world.

Every time a mother uses a Peg Perego product with her child, it is as if she were placing him or her in their hands. Our total control over our work, with no external input, is the cornerstone of our safety and a source of pride for us. “Made by Peg Perego” is more than just an advertising slogan. It is the style of a company and a means of feeling part of a community.