



REEF



Silver Cross®





Design Details

Reef is our modern, refined multi-terrain travel system. With a sustainable narrative, Reef is inspired by a desire to value every day, the environment around us and the natural beauty within it.

Tactile tailoring is portrayed through recycled materials for future generations. Raw, earthy tones are complimented by contemporary polished touch points combined beautifully with metallic surfaces that refract light and heighten luxury.



The Reef Customer



Late millennials (1980 – 1994)
Early Gen Z (1995-2009)
Suburban families
Digital natives



Media consumption: Instagram/Tik Tok/Facebook/Video on Demand
What's important: brand/shareability/function/trend/recommendation/sustainability



Product Overview

Reef is the ultimate multi-terrain travel system, offering the best in baby comfort and parent practicality. Newborn-ready, straight out of the box, Reef features a full lie-flat seat with our unique Genius™ harness system. World-class suspension and never-wear tyres ensure a comfortable ride for parents and baby, while the reversible pushchair seat can be used parent or world facing.



Pushchair

Reef's simple side-button release lets you switch between parent and world facing modes one-handed, while the adjustable calf support and multi-recline seat positions offer extra baby comfort. An extendable UPF50+ hood with air vent and sun visor keeps little ones shaded on sunny days. Also featuring the unique Genius™ harness system with our patented magnetic buckle, rucksack style fastenings and our new and improved, headrest and harness adjustment system.



Compact fold

Reef folds compactly, quickly and easily. Featuring the new revolutionary free-standing fold, Reef stands independently on its own four wheels without the handle touching the floor – keeping the vegan-leather handle (and hands) free and clean.

Product Overview

Available with a range of accessories, Reef is compatible with our new first-bed folding carrycot which offers a practical over-night sleep solution for newborns and folds down on to it's base for minimal storage. Available with a range of accessory, Reef is also compatible with our award-winning Dream and Simplicity Plus infant carriers, creating the perfect 4-1 travel system.



First-bed folding carrycot

A new first-bed folding carrycot offers an ideal sleeping solution for newborns. Featuring Bamboo fabrics, the full-ventilated carrycot ensures ultimate baby comfort with an intelligently designed hard-shell base inspired by compact suitcase technology. The carrycot can be lifted simply from the chassis with one hand. Folding completely flat, the innovative, patented design allows easy storage and transportation.



Newborn Pod

Simply click off the pushchair's head support and click in the pod for a safe and secure newborn solution. With a supportive head-hugger and bamboo lining for ultimate baby comfort, the newborn pod folds with the pushchair without the need for extra removal or storage.



Travel system

Transfer from car to chassis easily with adaptors to fit our award-winning Dream and Simplicity Plus infant carriers. Universal adaptors also provide compatibility with other leading car seat brands.

What's Included



Chassis

A blend of matte and gloss hardware are paired with stylish vegan leather handles and bumper bars.



Reversible pushchair seat

Can be used parent or world facing with a one hand release.



Pushchair hood

Ventilated hood with viewing window, pop out visor and full UPF50+ sun protection.



Sun Sail

UPF50+ sun protection solution that attaches to the hood providing instant sun shade.



Shopping basket

Generous basket with plenty room for shopping and baby essentials



Bumper bar

Butter-soft vegan leather with a debossed brand point.

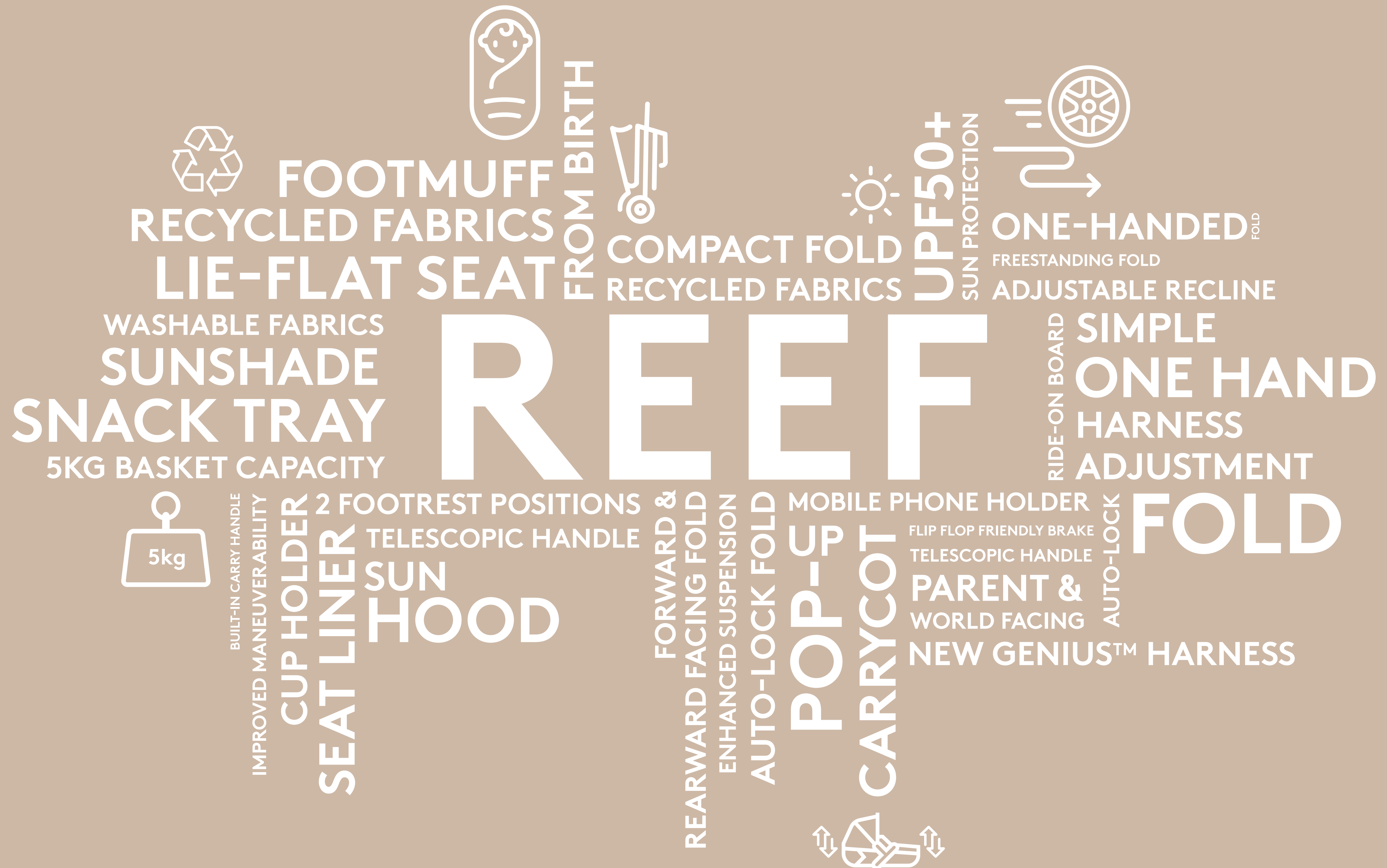


Rain cover

Fits snugly over the carrycot or pushchair to protect baby from the elements.



FUNCTION & FEATURES





Compact, freestanding fold

Reef has a revolutionary new fold you can only find at Silver Cross. Free-standing on its wheels, Reef is the only system that folds with the seat unit on with the telescopic handle not touching the floor. Just as easy to unfold, the side catch can be released, springing back up in just one simple movement.



The telescopic handle is perfect for parents of all heights and the cushioned vegan leatherette handle is a pleasure to push.

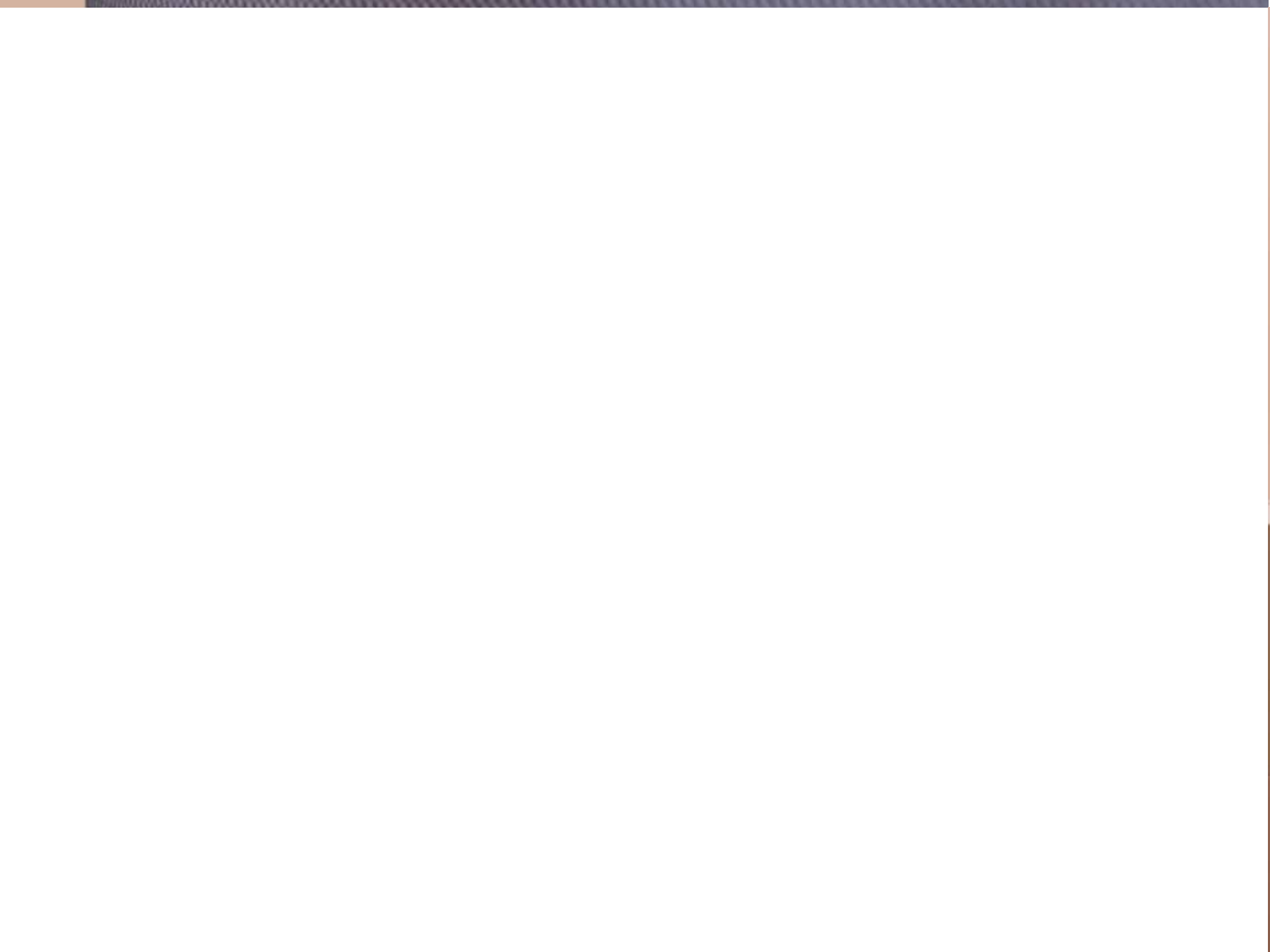
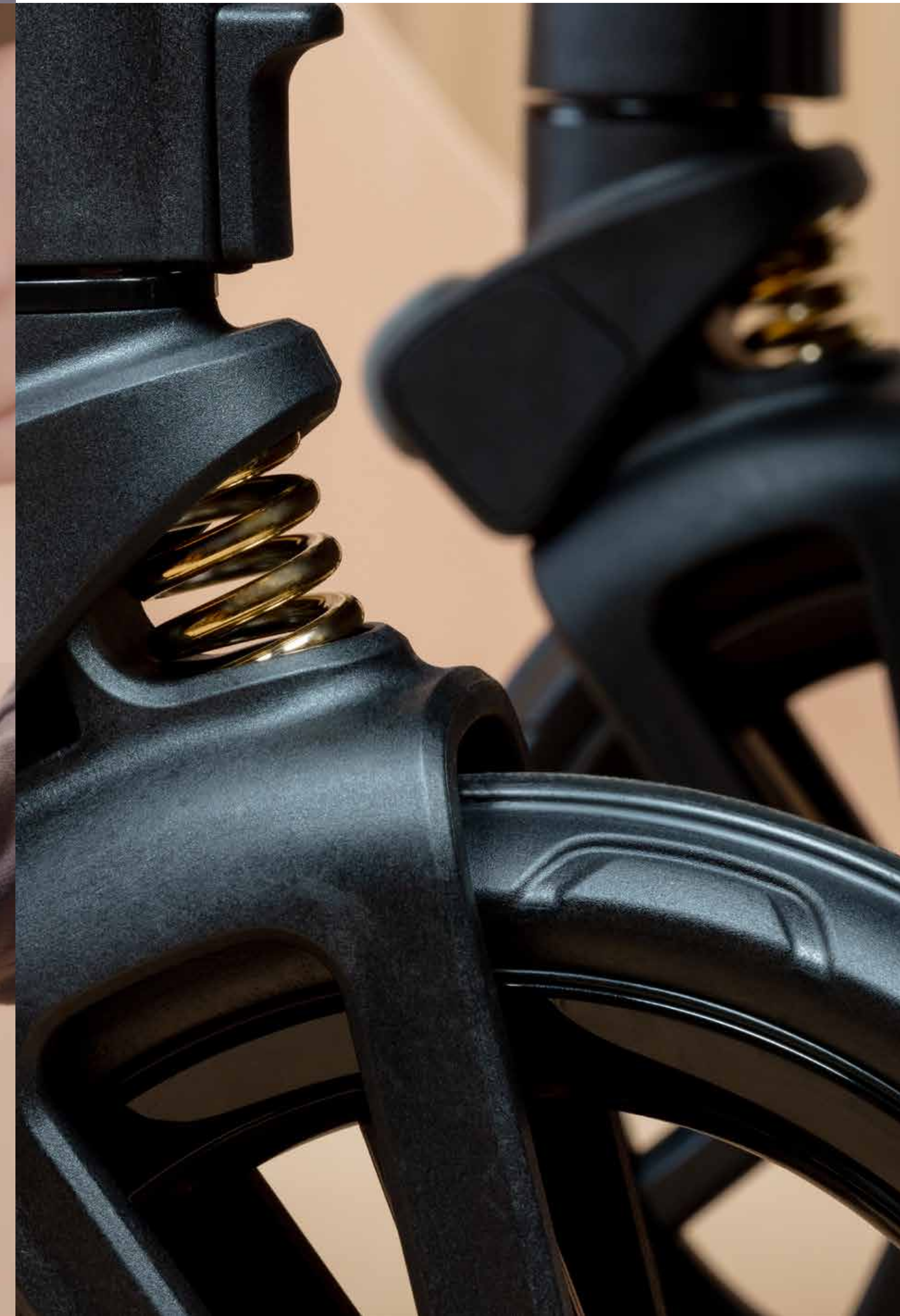
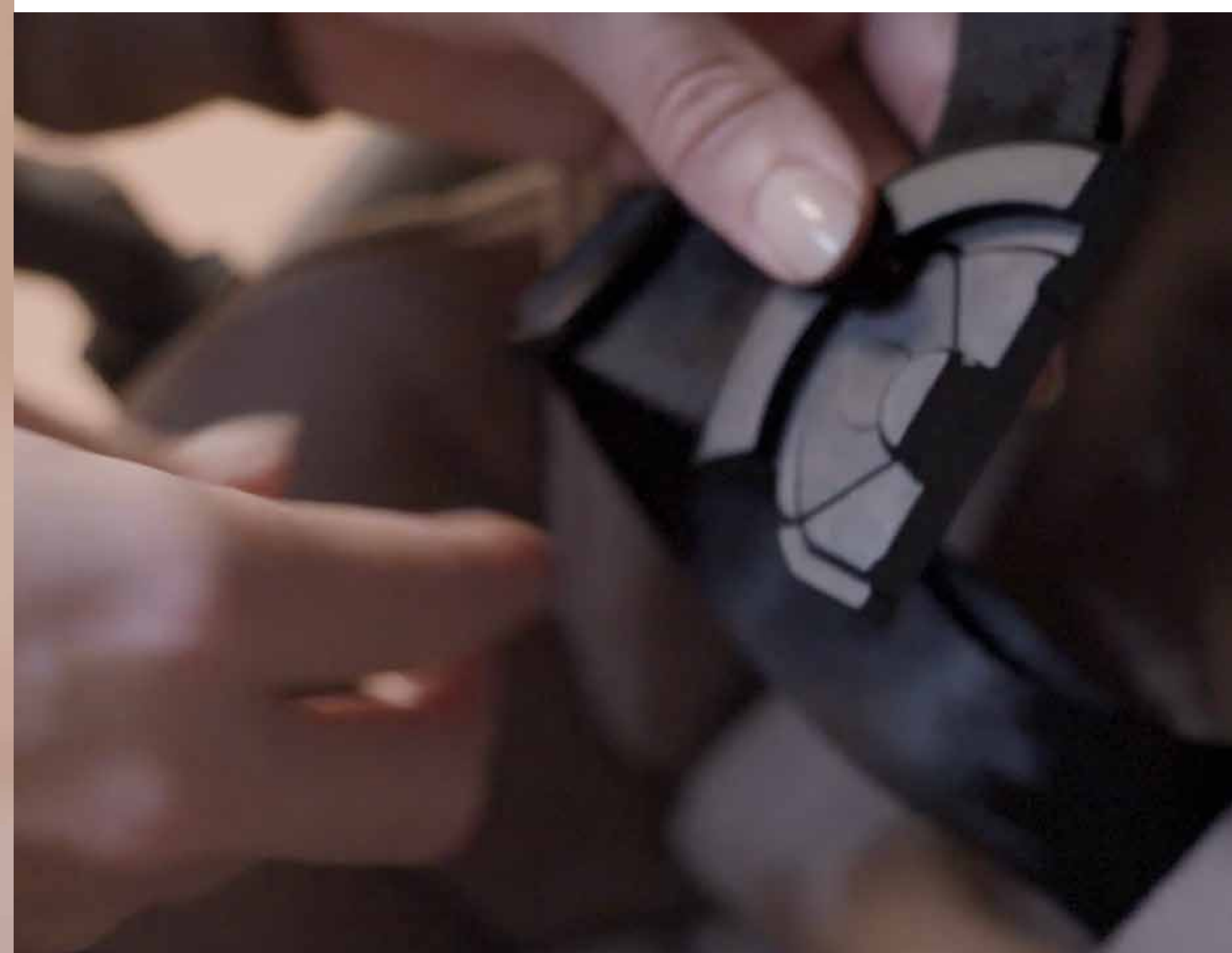
First-bed folding carrycot

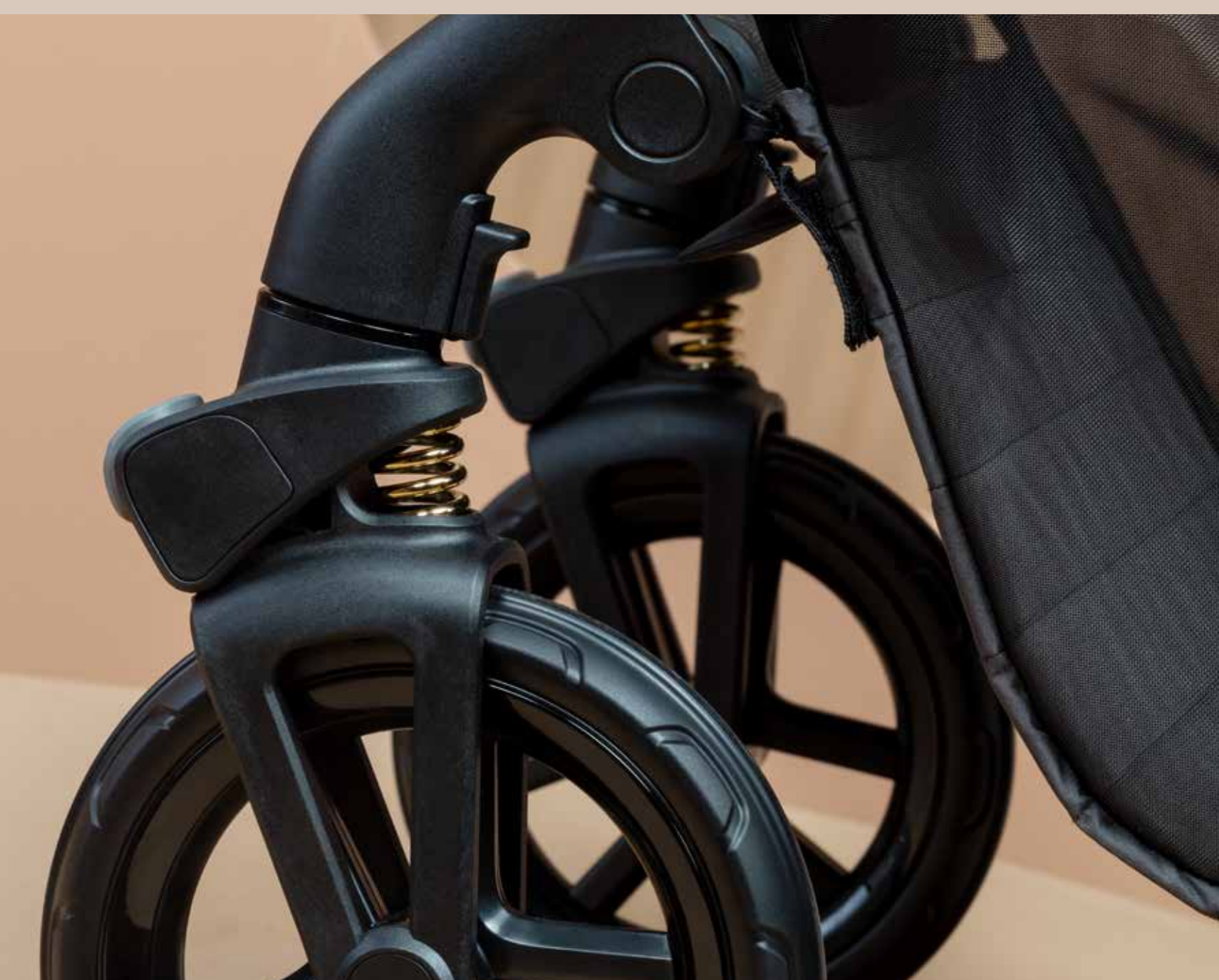
Taking inspiration from Wave, Reef features our first-bed carrycot – a premium, overnight sleeping solution – fully compatible with our folding carrycot stand. With an intelligently designed hard-shell base inspired by compact suitcase technology, the first-bed carrycot is lifted simply from the chassis with one hand.



Folding completely flat,
the innovative, patented
design allows easy storage
and transportation.







The wheels have decorative, polished surfaces influenced by automotive detailing with prominent Silver Cross logos etched onto the rims.

Enhanced suspension

Perfect for parent's looking to take their travel system anywhere. Large, puncture proof, multi-terrain tyres provide the most comfortable ride, with springs visible all around, conveying the world-class engineered suspension.



Genius™ Harness System

Reef's pushchair seat also features our unique Genius harness system. Designed to save time, the Genius harness system includes our patented magnetic buckle, rucksack style fastenings and our new and improved, headrest and harness adjustment system. This first of its kind system lets you switch between harness and headrest heights one-handed. Simply squeeze the button on the back of the seat to switch between positions.



An estimated 1 million plastic bottles are thrown away globally per minute. We put them to good use with our outer fabrics woven exclusively with yarn from recycled plastic bottles.



**Recycled
fabrics**



**35 Bottles
recycled**

Recycled fabrics

Progressing Silver Cross' sustainability agenda, Reef's outer fabrics contain recycled materials. With younger generations increasingly stating they will pay more for products that will have the least negative impact on the environment, Reef aligns comfort, practicality, and style with a more considered, sustainable approach.

COLOURWAYS



Colourways

A modern classism connects each story; colours are combined in harmony throughout intricate and unique woven structures melting tonal values against deep blocks of colour. The palette depicts warm Earth tones with cocoa accents, deep enriched navy in Neptune. Orbit surrounds us with striking black lifted with highlights of tan.

Helen Smith
Fabric Design Manager



Reef comes in a sophisticated, minimalist palette comprising of Earth, Orbit and Neptune.

Orbit

Sophistication from our world to the next. Tailored and perfected. Black hues mixed with tinted blacks and greys with tan offsetting the deep colouration.

Earth

Diversity of warm, organic colour references our landscapes. A juxtaposition of intricate tactile tones. Nurtured and comfortable.

Neptune

Classical elegance, embracing our seascapes and natural beauty. Deep-rich navy and silver shimmering hues.

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ACCESSORIES

Dream i-Size

The safest car seat ever tested

Reef is paired with our beautiful Space Dream i-Size car seat. Our signature bamboo lining offers comfort and breathability, while the removable newborn insert mean it can be used from birth to approx. 15 months.



Dream i-Size is still the safest rated infant carrier by ADAC.

Space

A true black. Powerful and endless, born from space. Sculptured and strong, unapologetic in character.

Accessories



Newborn pod
Clicks in easily to create a simple, compact cocoon for newborns



First-bed folding carrycot
Overnight sleeping approved for a first-bed solution that folds flat for easy storage.



Carrycot stand
Perfect for the home or when travelling.



Mobile phone holder
Attach to the handlebar or keep little one entertained by attaching to the bumper bar.



Smart Stroll™
A wireless air quality and temperature monitor that allows you to keep your little one comfortable and safe when strolling.



Snack tray
Simply clip onto the bumper bar for on-the-go snacking



Ride on board
Click on, fold away ride on board for bigger kids



Footmuff
Luxury, fur lined footmuff co-ordinated to all colourways.



Seat liner
Reversible seat liner with super-soft faux fur and bamboo on the other side.



Optima Travel Bag
Easy to manoeuvre, the Optima Travel Bag keeps your pushchair safe and damage free while you travel.



Changing bag
On-trend vegan leather rucksack. With internal sleeves, storage pockets, changing mat & bottle holder.



Cup Holder
Can be attached on both sides of the chassis.



Dream i-Size car seat
The safest choice for your newborn. Awarded the best-ever rating when used with the Dream i-Size base.



Dream i-Size base
The safest choice for your newborn. Awarded the best-ever rating when used with the Dream i-Size car seat.



Dream car seat adaptors
Attach easily to the chassis to add Dream.



Universal car seat adaptors
Attached easily to the chassis to add other brand's car seat



REEF

Silver Cross



The next generation

With strong investment across targeted media channels, the marketing campaign for Reef will drive widespread awareness and engagement with expectant parents establishing Reef as the ultimate multi-terrain travel system.

High-end, modern photography will showcase the luxe finish, complemented with fast-paced, fresh video content to highlight Reef's unique features and functions.



Sustainability

An estimated 1 million plastic bottles are thrown away globally per minute. We put them to good use with our outer fabrics woven exclusively with yarn from recycled plastic bottles.



35 bottles

Reef seat unit
(including hood, chest
pad and crotch pad,
head support)



12 bottles

First Bed
Folding Carrycot



Sustainability

It is our ambition to be a more sustainable and environmentally aware brand. Everything we design and manufacture is For The Next Generation and as such how we package, display and present our products has to be as sustainable as possible.

In the future it will be this Next Generation that will benefit from the part we are playing now in being a more responsible and sustainable business. We are doing all we can to be as sustainable, responsible and conscientious as possible in the way we design and think about every product so that it is not only built to last, but it can also be used and re-used for generations to come.



FIVE REASONS TO BUY

Genius™ harness system

No more fiddly buckles and adjusters, the Genius™ harness system is a world-first system that keeps baby safe and parents calm, saving time and confusion. Adjust both headrest and harness with one hand, switching between positions at the push of a button.

Free-standing Fold

Reef folds down one-handed remaining on its wheels so the cushioned vegan leatherette handle never touches the floor. With just a flick of a catch, Reef springs back into action in seconds. Its compact fold saves space in the boot on days out.

Sustainable fabrics

An estimated 1 million plastic bottles are thrown away globally per minute we've put them to good use with exclusively woven fabrics made from recycled plastic bottles – there are 35 bottles in the seat unit, 25 in the compact folding carry cot and 12 in the first-bed carrycot. Kind to the planet and comfortable for baby.

4-in-1 Travel System

Suitable from birth straight out of the box or with the option of a newborn pod, first bed carrycot or coordinated car seat. Reef has 4 modes so parents can find the best fit for them.

Enhanced Spring Suspension

Reef makes family adventures effortless with its enhanced 4-wheel suspension and extra-large rear wheels. Deeper tread and exposed springs ensure there's no bumps on the road, whatever the terrain.



Product specification

Suitable from Birth to 22kg

Dimensions: L85cm W61cm H98.5-112cm

Folded Dimensions: L71cm W61cm H30.5cm

Weight: 12.5kg

TRAVEL SYSTEM

Chassis dimensions (cm)	
Unfolded	L85 x W61 x H98.5-112
Folded	L71 x W61 x H30.5
Folded with wheels removed	L71 x W51.5 x H29.5
Chassis and seat folded together	L73 x W61 x H34

Seat dimensions (cm)	
Length of backrest	57
Width of seat	33
Depth of seat pad	27
Calf support length	15
Lie flat length with calf rest fully extended	87
Seat pad height	56

Handle height adjustment range (cm)	
Min distance of handle height from the ground	98.5
Max distance of handle height from the ground	112
Number of positions	4

Basket	
Dimensions (cm)	L50 x W41 x H26
Capacity (L)	53

Chassis weight (kg)	
Chassis	8
Chassis without wheels	5.8

Pushchair seat weight (kg)	
Seat without hood (with bumper bar)	3.7
Seat with hood and bumper bar	4.5

Combined Weights (kg)	
Chassis and Complete Seat Unit	12.5

Product weight capacity (kg)	
Chassis and seat capacity	22
Basket weight capacity	5

Materials	
Chassis	aluminium, steel, nylon, polyester, polypropylene
Seat	aluminium, steel, nylon, polyester, polypropylene
Wheels	nylon, steel, aluminium, PU, polypropylene
Hood	aluminium, nylon, polyester, PVC, polypropylene

Packaging Dimensions (cm)	
BOX 1	L58 x W36 x H75

Packaged Weight (kg)	
BOX 1	14.5

Product specification

Internal: L71cm W31cm H20cm
Folded: L84cm W44cm H26cm
Weight: 5kg

FIRST-BED CARRYCOT

Dimensions (cm)	
Internal	L71 x W31 x H20
External with hood folded down	L84 x W44 x H38
To top of main body	H28
External with hood unfolded	L84 x W44 x H68
To top of main body	H28
Folded	L84 x W44 x H26

Carrycot weight (kg)	
Weight	5
Carrycot capacity	9

Materials	
Carrycot	aluminium, steel, nylon, polyester, polypropylene

Packaging Dimensions	
BOX 1	L46 x W17 x H78

Packaged Weight (kg)	
BOX 1	5.7



Silver Cross®