

jooobles

responsible . sustainable . adorable™





PURE JOY

Safe

earth-friendly, non-toxic
Oeko-tex certified
dyes, hypoallergenic

Humane

ethically made at
worker-owned, fair trade
cooperatives in Peru

Hopeful

supports education for
underprivileged children
in communities where
Jooles are hand crafted

Enduring

super premium organic
Tanguis cotton among
the strongest and longest
lasting on earth

The Jooles are a lovable gang
of **organic cotton toys** that bring
Pure Joy to kids of all ages.



Pure
certified
organic cotton

Practical
machine wash





ORGANIC TANGUIS COTTON FAMILY FARMS

Our organic Tanguis cotton is grown without GMOs or pesticides on two small family farms located in the climatically perfect Pisco and Chiclayo regions of Peru.

The family that owns and operates these farms also runs the business that coordinates the hand knitting of the dolls across dozens of small worker-owned cooperatives.



The cotton harvest at our farm in Chiclayo, Peru



EARTH-FRIENDLY PEOPLE-FRIENDLY

All of our dyes are certified to the most stringent safety standards, specifically the Oeko-tex 100 standard. They're tested to be safe for knitters, babies, and kids of all ages. The tests ensure hundreds of dangerous substances like Azo colorants and formaldehyde are not present.

Our dyes exceed the US Consumer Product Safety Improvement Act (CPSIA) regarding lead and the European Chemical Regulation (REACH).



At our yarn dyeing facility near Lima, Peru



FROM THEIR HANDS TO YOUR HOME

The Joobles are lovingly hand knit at dozens of worker-owned cooperatives across some of the most impoverished regions of Peru, literally transforming their lives, their families, and their communities. The smiles are contagious!



Gabriel & Irma recently built a new house and are able to send their two children to school for the first time



Blanca has the job of filling Jiffy the Giraffe



Irma applying her incredible knitting skills to production of Huggy the Bear



Smile Maker



Jiffy the Giraffe



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Cutie the Lamb



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Flop the Frog



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Pip the Dog



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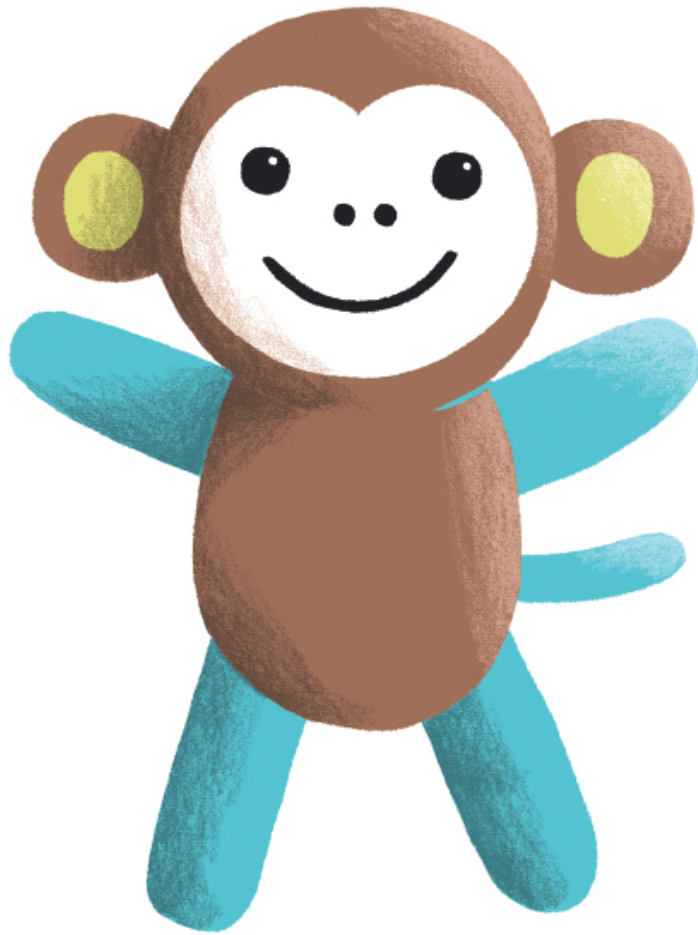
Kitty Katz



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Mel the Monkey



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Huggy the Bear



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Jody the Owl



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Racky the Raccoon



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Roar the Lion



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Icy the Penguin



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We are having our first baby in a few weeks and this is the first toy that I personally purchased for him. It is SO SOFT and squishy and cute!

- Amanda R

Perfect! Great stuffy for a young child who loves to hug her toys and squash them tight with love.

- Valerie G

Favorite gift. I have been buying these for baby gifts for a long time. I love them because they're fair trade and safe.

- Suzanne B





The Joobles' sister company, *Fair Indigo*, makes sustainable clothing, using the same cotton and production teams the Joobles use.

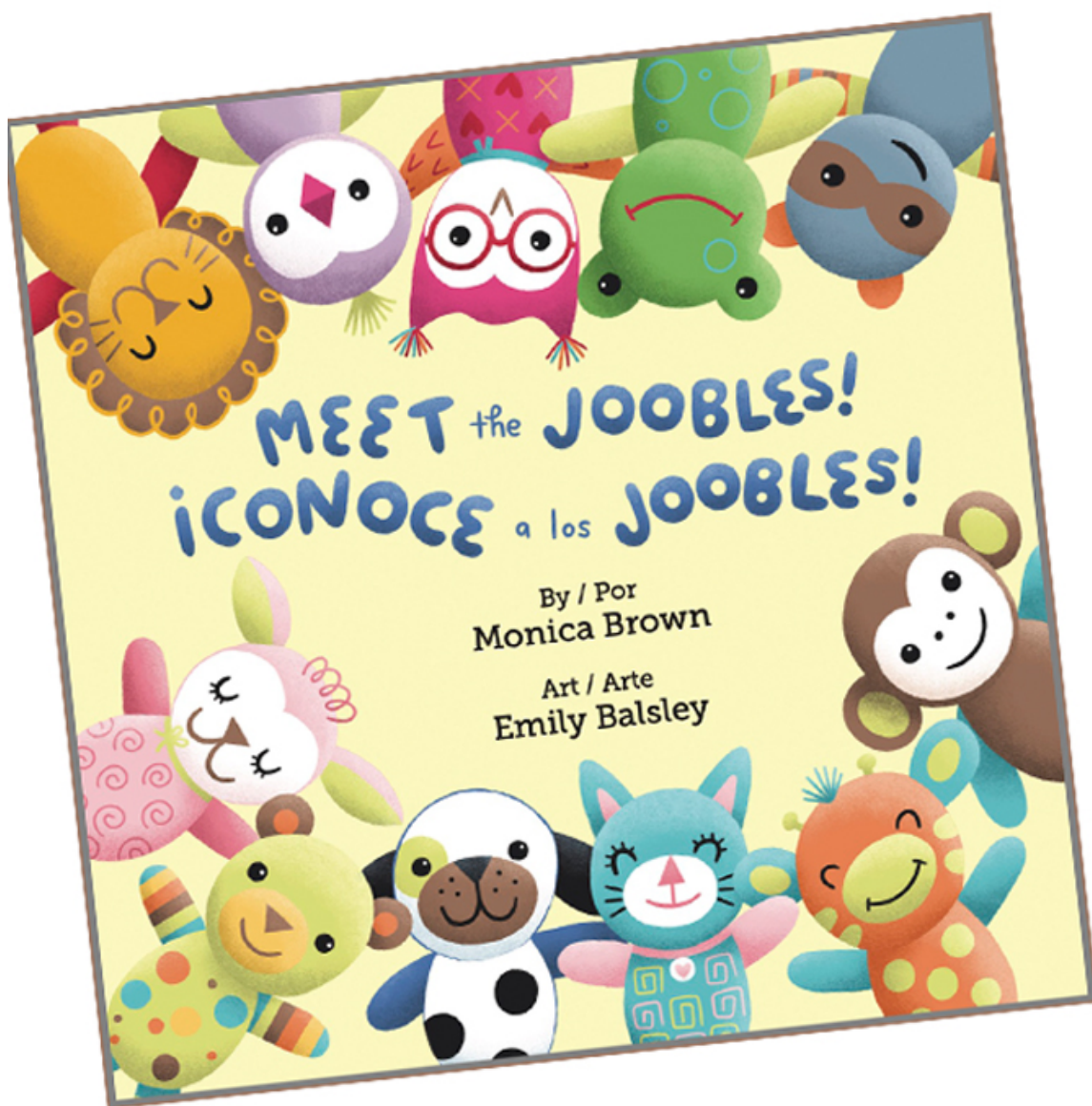


The non-profit *Fair Indigo Foundation* supports schools and education programs in the communities where products are made.



The Foundation funds teachers' salaries, stocks school libraries and computer labs, and helps pay for building improvements.

BOOK COMING FALL 2020



AUTHOR

Monica Brown

An award-winning Peruvian-American author of many books for children including *Marisol McDonald Doesn't Match/No Combina*, *Waiting for the Biblioburro*, and *Frida and her Animalitos*. She fell in love with the JooBles and wanted to bring them to life for young readers.

ILLUSTRATOR

Emily Balsley

An illustrator with a passion for bringing color and shapes together in a wonderfully whimsical style that captures the essence of the JooBles. Her book, magazine, and mural work bring joy to people of all ages.

