

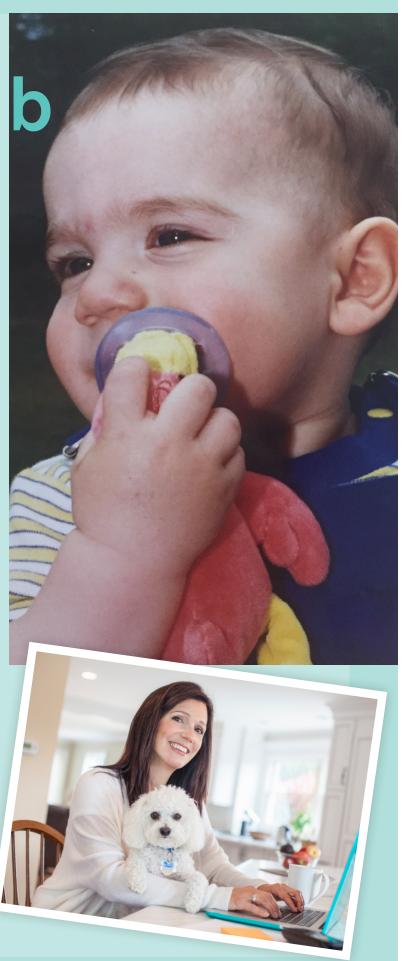
#### WubbNub Story

Years ago, my family embarked on our first vacation. With my newborn son, Bret, in tow, we looked forward to a relaxing week away from home. Baby Bret, however, was unable to relax without the comfort of his beloved pacifier. His pacifier was difficult for his tiny hands to grasp, and he dropped it often. Faced with a tearful child, I desperately needed a way to ensure that he was able to keep his pacifier nearby without my help. His favorite soft plush toy caught my eye, and I grabbed the hotel sewing kit. In a moment of inspiration, I sewed his pacifier onto his plush, and the first WubbaNub was born.

With the encouragement of my family, I turned my idea into a business. Throughout the years, support from parents and hospital NICUs has helped us grow tremendously. WubbaNubs can now be found in thousands of boutiques, specialty shops, and major retailers across the globe.

Our core philosophy at WubbaNub is simple: to create products that we would feel safe giving to our own children. A WubbaNub is often one of a baby's first friends in life, and we are humbled to become a part of your family.

Oatla Schneider



# Anatomy of AWub



# Classic collection

The Classic Collection began in 1999 with WubbaNub Red Dog and has since grown to include our most memorable and loved characters of all time.



BABY DINO



BABY GIRAFFE



**BLUE BEAR** *Item #: 22429* 



BROWN PUPPY
Item. #: 22294



ELEPHANT
Item #: 22407



GREEN FROG



LITTLE LAMB
Item #: 22351



LONGHORN BULL
Item #: 22331



MONKEY *Item #: 22330* 



**PINK BEAR** *Item #: 22428* 



**RED DOG** *Item #: 21196* 



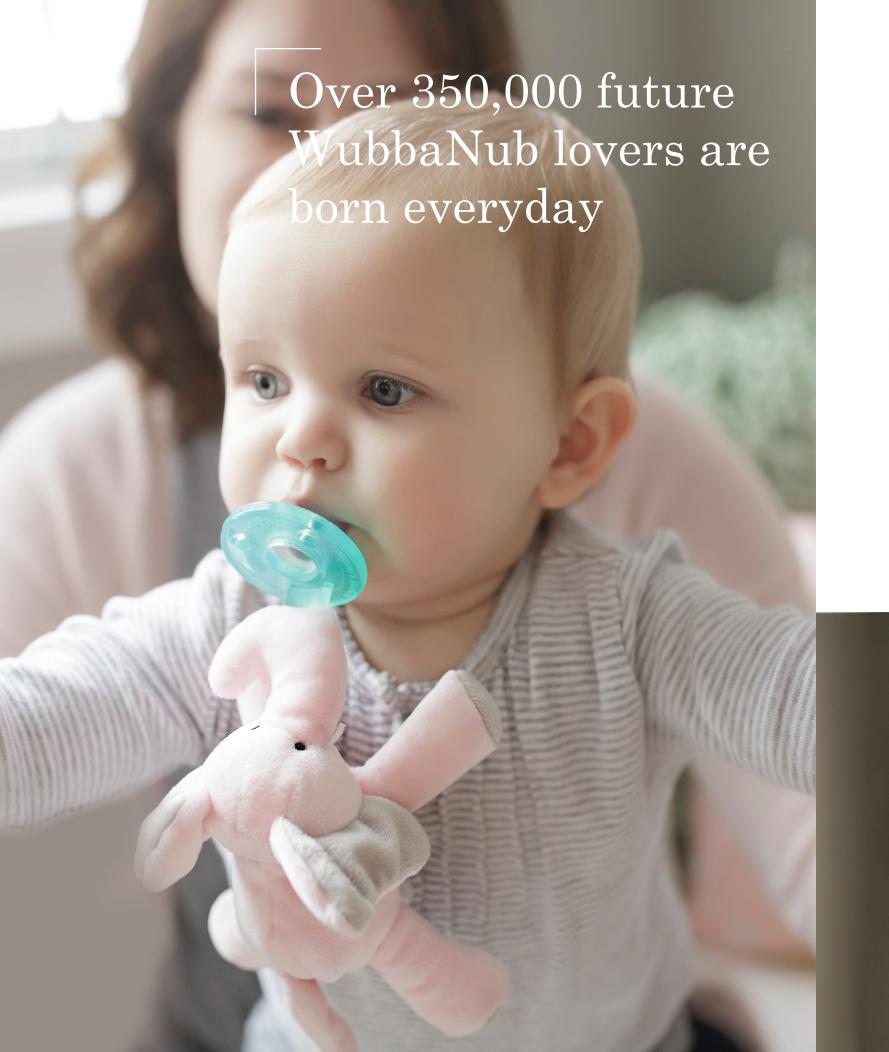
**TABBY KITTEN** Item #: 22295



TINY FOX

Item #: 22552





# Specialty collection



**BABY HIPPO** Item #: 22551



**BABY LION** Item #: 22592





Item #: 22555



DUCK

Item #: 22614 Item #: 22554



Item #: 22623



Item #: 22607



## Limited Edition

COLLECTION

The Limited Edition Collection is a special line of brand new friends available for a limited time.



**BABY COW** Item #: 22668



**BABY SLOTH** Item #: 22706



**BLUSH PINK** UNICORN Item #: 22667



**CAMO BEAR** Item #: 22708



**DRAGON** Item #: 22663



Item #: 22632



**LITTLE YETI** Item #: 22735



**PIGLET** Item #: 22665





**BUDSTER** Item #: 22753



**BUNBUN BUNNY** Item #: 22754



ROOSTER Item #: 22748



**PINK UNICORN** Item #: 22716







### retiring soon

They have brought us comfort and love. Now it's time for these loveable friends to say goodbye. Quantities are limited and available while supplies last.



BABY BEAR



PINK KITTY
Item #: 22484



**GRAY KITTEN** *Item #: 22664* 



YELLOW DUCK
Item #: 21195



LITTLE LION
Item #: 22485



**PANDA** *Item #: 22615* 



WubbaNub garnered many awards in 2019 including the National Parenting Center Seal of Approval.

Visit **WubbaNub.com** for complete awards list.















FREE with a 36-piece box product purchase

This eye-catching display is a must for every store. Our countertop unit beautifully displays 18 WubbaNubs in boxed packaging. It is lightweight, and because of its small footprint, can be placed almost anywhere in your store. Unit may also be purchased separately. 12 x 12 x 20" (including removable header)

#16110 POS Special (for box packaging only)



#### WINDOW DECAL

#16200

The logo says it all. Let customers know on your store window or door that you carry their favorite pacifier. FREE when purchased with an assortment of 24 pieces or more. Window decal may also be purchased separately. 2 x 10"

#### 20 Years of WubbaNub



Carla dreams up the name "WubbaNub"











**WOMENINTOYS** 

Carla is nominated for the Wonder Women in Toys Award



WubbaNub comes to life! Animated series of shorts are launched.





WubbaNub partners with Major League baseball and releases WubbaNub New York Yankees™ and WubbaNub Boston Red Sox<sup>™</sup> Bears



WubbaNub collaborates with Jimmy Fallon to create DADA Moo Cow and MAMA Penguin based on his best-selling books









Red Dog and Yellow Duck are manufactured and Carla is awoken in the middle of the night by fax order coming through

Carla begins to distribute to hospitals from her office in her basement





First WubbaNub birthday cake is posted on social media by a WubbaNub fan



First holiday limited edition Reindeer makes its debut



WubbaNub expands their product line to include the Lovey



CHD Bear, created for Congenital Heart Defect Awareness, joins the WubbaNub family









## How To Order

Neem contact met ons op:
- www.lilylab.nl
-info@lilylab.nl