

### WubbaNub 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.

Tons of Love,

Oatla Schheider



## Anatomy of AWub



#### Classic \$8.15 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 GIRAFFE** 



**BLUE BEAR** Item #: 22429



**BROWN PUPPY** 



Item #: 22407



**GREEN FROG** 



LITTLE LAMB LONGHORN BULL Item #: 22351



Item #: 22331



Item #: 22330



**PINK BEAR** Item #: 22428



Item #: 21196



Item #: 22295



Item #: 22552



Item #: 22485





# Limited \$8.65 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



**FAIRYTALE** DRAGON Item #: 22663



Item #: 22632



Item #: 22735



**PIGLET** Item #: 22665



**BUDSTER** Item #: 22753



**BUNBUN BUNNY** Item #: 22754



**DOODLE DOO** ROOSTER Item #: 22748



**PINK UNICORN** Item #: 22716



**TINY NARWHAL** Call to pre-order



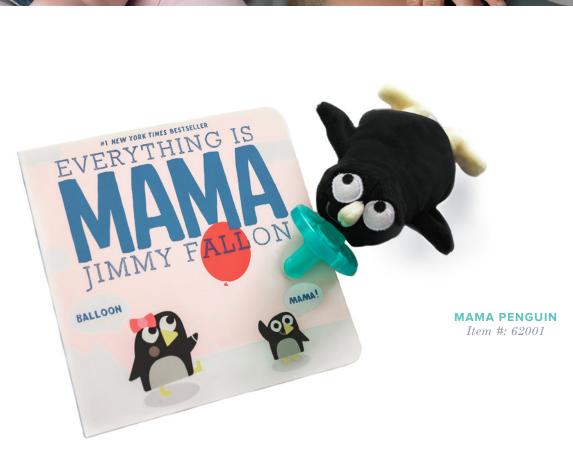
## Wubbalub Jimmy Fallon (\$9.95)

**COLLECTION** 

WubbaNub, in collaboration with NBC's The Tonight Show host, Jimmy Fallon, debuts a special edition collection inspired by characters from his New York Times' bestsellers, Everything is MAMA and Your Baby's First Word Will be DADA (Macmillan).

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## \$9.95

The Major League Baseball Collection is the perfect collection for the littlest of fans. Each proudly sports the logo of their team.



COLLECTION

**BOSTON RED** SOX™ BEAR Item #: 61001



CHICAGO CUBS™ BEAR Item #: 61002



**HOUSTON** 

**KANSAS CITY ASTROS™ BEAR** ROYALS™ BEAR Item #: 61005 Item #: 61008



**LOS ANGELES** DODGERS™ **BEAR** 





**NEW YORK** METS™ BEAR Item #: 61004



**NEW YORK** YANKEES™ BEAR Item #: 61000



**NEW YORK** YANKEES™ **PINSTRIPE PUPPY** Item #: 61009



SAN FRANCISCO GIANTS™ BEAR Item #: 61006



**CARDINALS™ BEAR** Item #: 61007



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## Seasonal \$8.65



COLLECTION

Festive characters and loving friends gather once a year in the Seasonal Collection and available for a limited time.



**PURPLE MONSTER** Item #: 22616



Item #: 22543



PJ BABY BEAR Item #: 22736



**WOOLY BEAR** Item #: 22757

## IOVEY \$8.50 COLLECTION

The WubbaNub Lovey Collection features loveable companion friends that can be paired with our signature WubbaNub pacifiers. Soft plush and satin offers tactile stimulation while the rattle entertains and lulls.



BROWN PUPPY
Item #: 52294



BUTTERCUP GIRAFFE

Item #: 52625



**ELEPHANT** *Item #: 52407* 



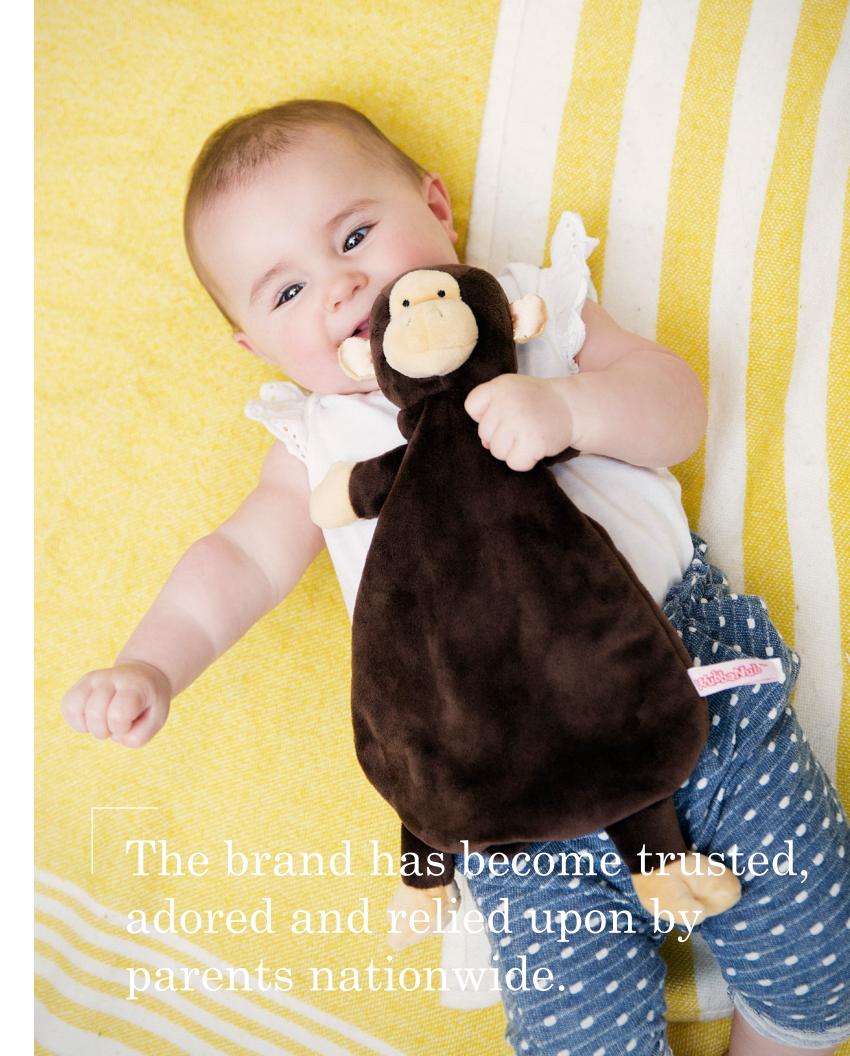
**GIRAFFE** *Item #: 52672* 



LITTLE LAMB
Item #: 52673



**MONKEY** *Item #: 52674* 



### 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** *Item #: 22662* 



Item #: 22664



**PINK KITTY** *Item #: 22484* 



YELLOW DUCK

Item #: 21195



WubbaNub garnered many awards in 2019 and 2020 including the National Parenting Center Seal of Approval.

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











## display



#### POINT-OF-SALE DISPLAY

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)

POS Special (for box packaging only)

Item #: 19100



#### WINDOW DECAL

Item #: 19101

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"

Carla appears on TV for the first time

> Jennifer Garner first seen using WubbaNub





Monkey arrives on WubbaNub's 10-year anniversary



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

Choose one of the options below



ONLINE wubbanub.com



**FAX** (203) 795-4583



**EMAIL** orders@wubbanub.com



**WITH REP** wubbanub.com/sales-reps-state



**BY PHONE** (203) 799-7633

We will confirm receipt of your order within 24 hours. Confirmed orders ship within 3-5 business days of receipt. An order can be expedited for an additional processing fee, if requested. All orders ship FedEx ground. USPS shipping available for orders to PR, AK and HI.