

A close-up photograph of a baby lying on its stomach, wearing a blue knit sweater. The baby is holding a teal pacifier in its mouth. Two brown plush monkey toys with yellow faces and limbs are positioned in front of the baby. The background is a soft, out-of-focus light color.

**WubbaNub**

2021-2022

Products

**For Order Entry,  
Send All Orders to:  
[kswee@aol.com](mailto:kswee@aol.com) or  
Call 303-295-1027**

# THE 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,

*Carla Schneider*



## Anatomy OF A Wub

*Helps keep pacifier near baby's mouth without using cords or clips*

*Made with a medical grade, silicone pacifier*



*Available in a variety of fun designs!*

*BPA, PVC, & Phthalate free*

*Easy for baby to grasp*

# 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 DINO**  
Item #: 22486



**BABY GIRAFFE**  
Item #: 22352



**BLUE BEAR**  
Item #: 22429



**BROWN PUPPY**  
Item #: 22294



**ELEPHANT**  
Item #: 22407



**GREEN FROG**  
Item #: 21635



**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

An award winning pacifier that becomes a baby's first friend.



Over 350,000 future  
WubbaNub lovers are  
born everyday

# Specialty

\$8.50

## COLLECTION



**BABY HIPPO**  
Item #: 22551



**BABY LION**  
Item #: 22592

The Specialty Collection is inspired by trending nursery tones and modern palette.



**BABY PENGUIN**  
Item #: 22555



**BABY YELLOW DUCK**  
Item #: 22554



**MOOSE**  
Item #: 22614



**PINK ELEPHANT**  
Item #: 22623



**PINK OWL**  
Item #: 22607



# Limited Edition

\$8.65

## 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



**WHITE UNICORN**  
Item #: 22667



**CAMO BEAR**  
Item #: 22708



**FAIRYTALE DRAGON**  
Item #: 22663



**HORSE**  
Item #: 22632



**LITTLE YETI**  
Item #: 22735



**PIGLET**  
Item #: 22665



**CHRISSY DINO**  
Item #: 22755



**BUDSTER**  
Item #: 22753



**BUNBUN BUNNY**  
Item #: 22754



**DOODLE DOO ROOSTER**  
Item #: 22748



**PINK UNICORN**  
Item #: 22716



**TINY NARWHAL**  
Item #: 22709



**TURTLE**  
Item #: 22477



**LADYBUG**  
Item #: 22666



**RED DRAGON**  
Item #: 22287



Equal parts  
calming  
pacifier and  
soothing toy  
companion.

# WubbaNub 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).



**DADA MOO COW**  
Item #: 62000

Books Available for purchase through Macmillan Publishers.



**MAMA PENGUIN**  
Item #: 62001



# WubbaNub Collector Edition

\$9.50

## COLLECTION

This Collector's Edition product, Snowy Day Budster, features a special WubbaNub tag which reads "Budster." Limited quantities available.



**SNOWY DAY BUDSTER**  
Item #: 22917



# MLB

COLLECTION

\$9.95

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



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



**CHICAGO CUBS™ BEAR**  
Item #: 61002



**HOUSTON ASTROS™ BEAR**  
Item #: 61005



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



**LOS ANGELES DODGERS™ BEAR**  
Item #: 61003



**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



**ST. LOUIS CARDINALS™ BEAR**  
Item #: 61007



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# Seasonal

\$8.99

## COLLECTION

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



**BLUE MONSTER**  
Item #: 22618



**GREEN MONSTER**  
Item #: 22617



**POLAR BEAR**  
Item #: 22649



**PURPLE MONSTER**  
Item #: 22616



**REINDEER**  
Item #: 22543



**PJ BABY BEAR**  
Item #: 22736



**WOOLLY BEAR**  
Item #: 22757



# lovey

## COLLECTION

\$8.50

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



**BABY YELLOW DUCK**  
Item #: 52554



**BROWN PUPPY**  
Item #: 52294



**BUTTERCUP GIRAFFE**  
Item #: 52625



**COW**  
Item #: 52668



**DINO**  
Item #: 52486



**ELEPHANT**  
Item #: 52407



**GIRAFFE**  
Item #: 52672



**LITTLE LAMB**  
Item #: 52673



**LION**  
Item #: 52592



**MONKEY**  
Item #: 52674



**WHITE UNICORN**  
Item #: 52667

The brand has become trusted, adored and relied upon by parents nationwide.





# retiring soon

\$8.50

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.



**GRAY KITTEN**  
Item #: 22664



**LITTLE LION**  
Item #: 22485



**PINK KITTY**  
Item #: 22484



**YELLOW DUCK**  
Item #: 21195

# display ITEMS



### 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

**WubbaNub**  
for the *win!*

WubbaNub garnered many awards in 2020 and 2021 including the National Parenting Center Seal of Approval.

Visit [WubbaNub.com](http://WubbaNub.com) for complete awards list.



**WubbaNub**

### 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

1998



Carla dreams up the name "WubbaNub"

2003



Carla appears on TV for the first time  
Jennifer Garner first seen using WubbaNub

2009



Monkey arrives on WubbaNub's 10-year anniversary

2008



Carla is on the front page of the Sunday lifestyle section of the New York Times



2010



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

2012



Carla is nominated for the Wonder Women in Toys Award

2016



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

2017



First holiday limited edition Reindeer makes its debut



WubbaNub expands their product line to include the Lovey

2018



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

2019



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

2020



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

# 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.