

WubbaNub®

Tons of Love in Every Wub!



2023 Products

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.

When I started the WubbaNub brand over 20 years ago, my mission was to provide comfort and happiness to babies and their families. I'm still so proud of the positive impact our original Plush Pacifier has had on infants and their families all over the globe. So when the WubbaNub community asked us for a detachable pacifier option that could grow with their little ones, we jumped into action! Through innovative thought and testing, we're so proud to share with you our new WubbaNub Detachable Plush Pacifier and WubbaNub branded pacifier that launched this year.

WubbaNub is often one of baby's first friends in life—thank you for making us a part of your family.

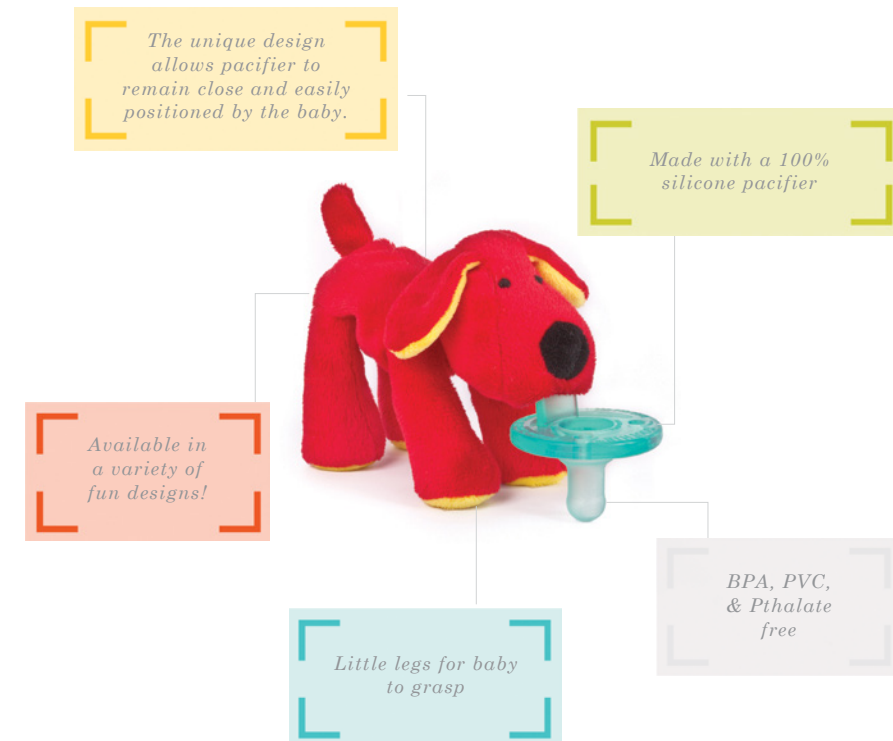
Tons of Love,

Carla Schneider

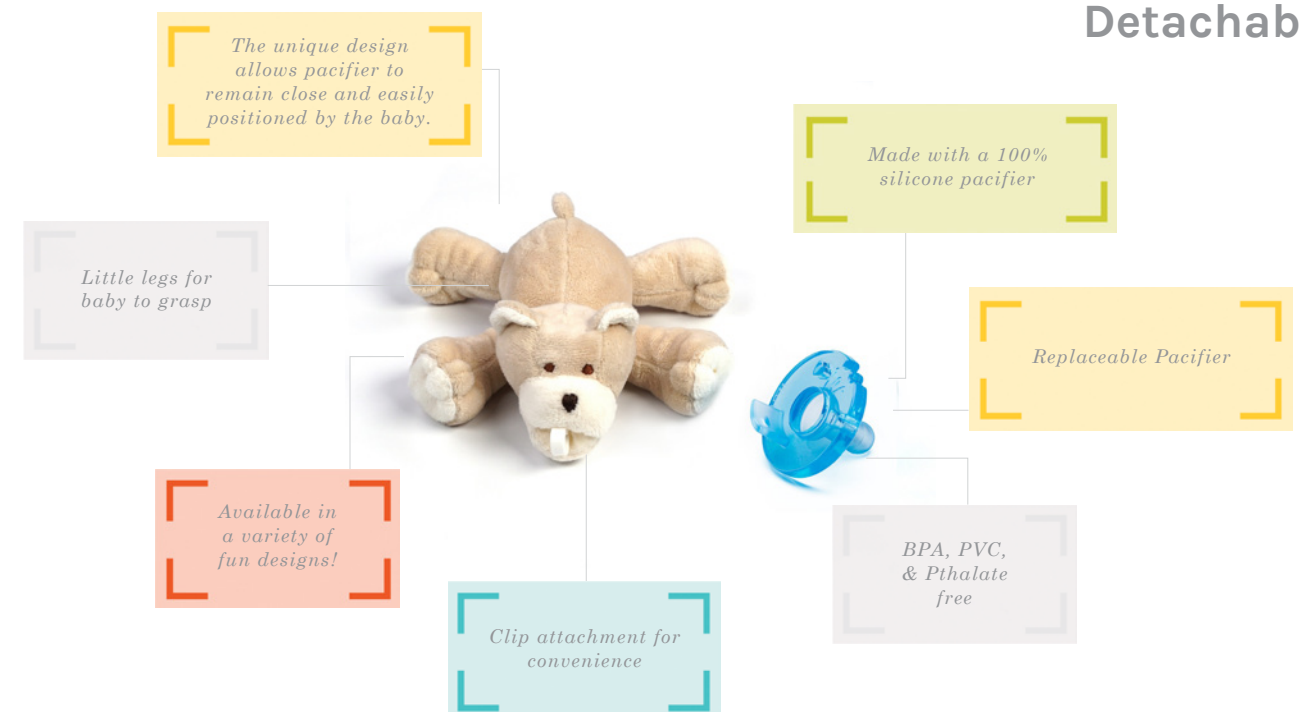


Anatomy OF A Wub

Original



Detachable



WubbaNub Detachable Pacifier

\$8.95

COLLECTION

The Detachable Pacifier Collection combines the best features of our original Plush Pacifier with the added benefit of a removeable & replaceable pacifier—truly the best companion for an infant at any stage of development! One pacifier included.



BABY COW
Item #: 92668



BABY BEAR
Item #: 92662



Love and care are at the heart
of everything we do.



PEGGABLE/BOX BOTTOM PACKAGING

SEE HOW
IT WORKS



Our sustainably developed packaging is
produced from PCR (post-consumer
recycled) plastics.

WubbaNub \$4.95 Detachable Pacifier

COLLECTION

100% silicone pacifiers can be used alone or with the WubbaNub Detachable design. Removing or replacing the pacifier from the WubbaNub Detachable is easy thanks to our clever patent-pending design.



3 PACK
PACI PACIFIER
Item #: 19203

- One piece design
- Easy to clean and sanitize/top rack dishwasher safe
- Designed for babies 0-6 months that are not teething
- Made of 100% silicone
- BPA, PVC, latex & phthalate free
- Vent holes for breathability
- Use alone or with WubbaNub Detachable plush pacifier design

SEE HOW
IT WORKS



PEGGABLE/BOX BOTTOM PACKAGING

Our **sustainably developed packaging** is produced from PCR (post-consumer recycled) plastics.

Classic

COLLECTION

\$8.30

The Classic Collection began in 1999 with WubbaNub Red Dog and has since grown to include our most memorable and loved characters throughout the years.



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



BLACK & WHITE PENGUIN
Item #: 21104

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



Over 380,000 future
WubbaNub lovers are
born everyday.

Specialty

\$8.65

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

\$8.80

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



BUDSTER
Item #: 22753



BUNBUN BUNNY
Item #: 22754



CAMO BEAR
Item #: 22708



FAIRYTALE DRAGON
Item #: 22663



HORSE
Item #: 22632



LADYBUG
Item #: 22666



PIGLET
Item #: 22665



PINK UNICORN
Item #: 22716



RED DRAGON
Item #: 32287*



TINY NARWHAL
Item #: 22709



TURTLE
Item #: 32477*



WHITE UNICORN
Item #: 22667

*pouch packaging only

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).

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DADA MOO COW
Item #: 62000



MAMA PENGUIN
Item #: 62001

Books Available for purchase through Macmillan Publishers.



Soothing babies
since 1999

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 are available for a limited time.



REINDEER
Item #: 22543



POLAR BEAR
Item #: 22649



PJ BABY BEAR
Item #: 22736



GREEN MONSTER
Item #: 22617



PURPLE MONSTER
Item #: 22616



Lovey

COLLECTION

\$8.50

The WubbaNub Lovey Collection features loveable companions that can be paired with our signature WubbaNub pacifiers. Soft plush and satin may assist with 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

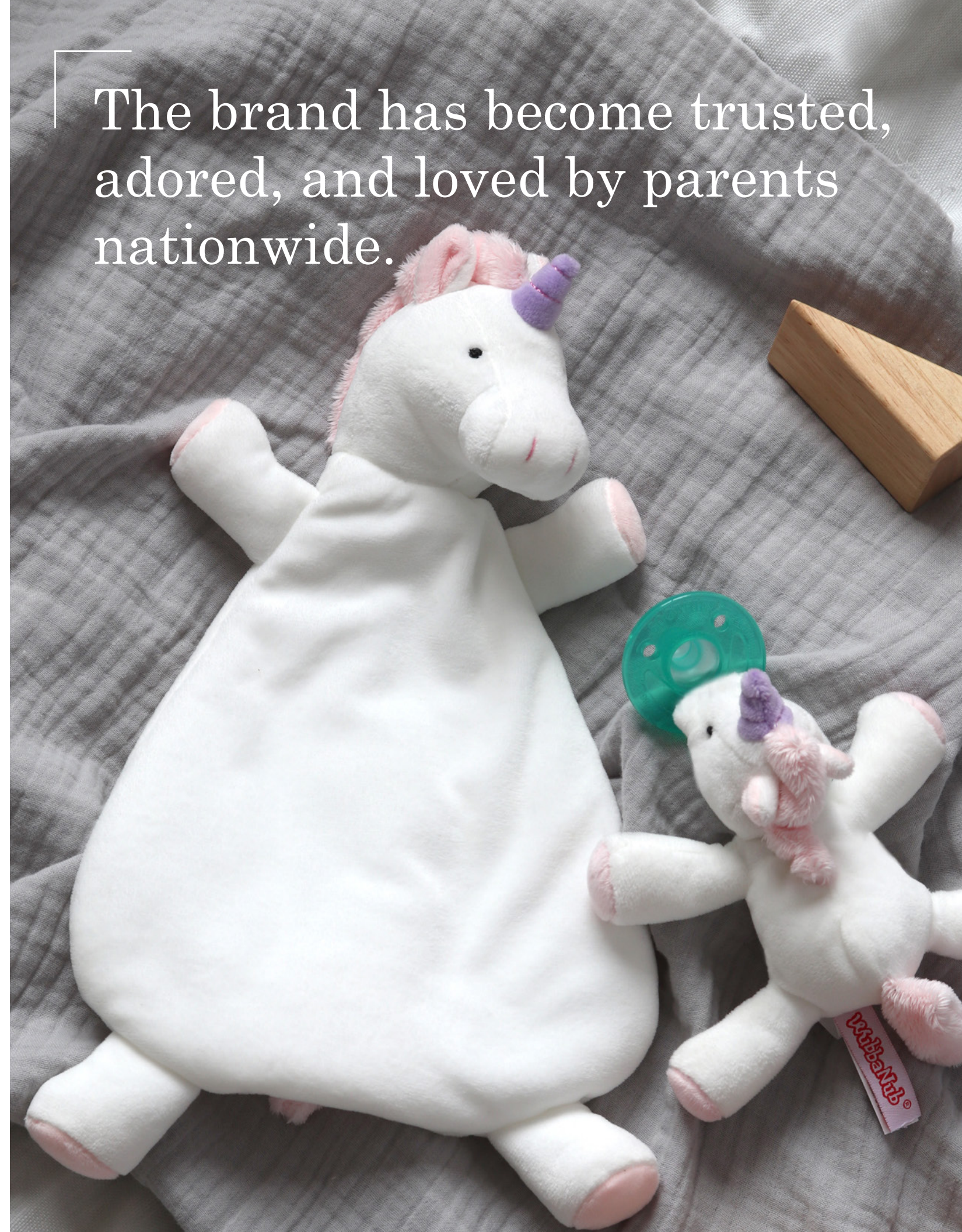


MONKEY
Item #: 52674



WHITE UNICORN
Item #: 52667

The brand has become trusted, adored, and loved 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.



LITTLE LION
Item #: 22485



PINK KITTY
Item #: 22484



YELLOW DUCK
Item #: 21195

WubbaNub
for the *win!*

WubbaNub garnered many awards and accolades.

Visit [WubbaNub.com](https://wubbanub.com) for a complete list of awards & press mentions.



ELLE

MOTHERLY

Forbes



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

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

2012



Carla is nominated for the Wonder Women in Toys Award

2016

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



2018

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



2020

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



2000



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

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

2017

WubbaNub expands their product line to include the Lovey



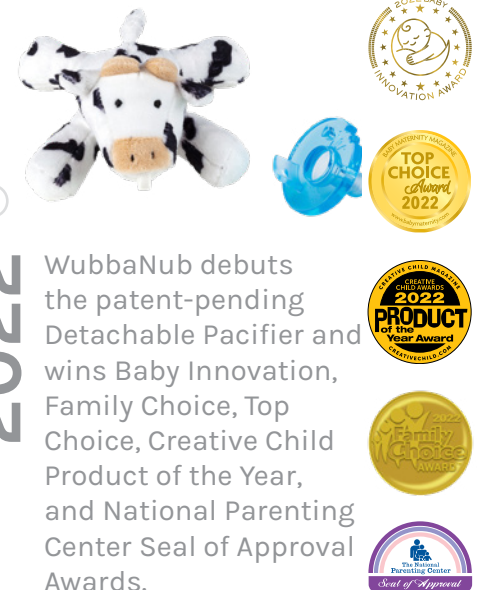
2019

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



2022

WubbaNub debuts the patent-pending Detachable Pacifier and wins Baby Innovation, Family Choice, Top Choice, Creative Child Product of the Year, and National Parenting Center Seal of Approval Awards.



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.