

# WubbaNub<sup>®</sup>

# 2021

# Products

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# 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



**LITTLE LION**  
Item #: 22485

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

## COLLECTION

\$8.65

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



**HORSE**  
Item #: 22632



**LITTLE YETI**  
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



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.



# MLB

\$9.95

## COLLECTION

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™ PIN STRIPE PUPPY**  
Item #: 61009



**SAN FRANCISCO GIANTS™ BEAR**  
Item #: 61006



**ST. LOUIS 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



**REINDEER**  
Item #: 22543



**PJ BABY BEAR**  
Item #: 22736



**WOOLLY BEAR**  
Item #: 22757





# lovey \$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



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.



**BABY BEAR**  
Item #: 22662



**GRAY KITTEN**  
Item #: 22664



**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 2019 and 2020 including the National Parenting Center Seal of Approval.



**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

2020



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

2019



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

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