

A close-up photograph of a baby's face in profile, looking to the left. The baby has dark hair and blue eyes. A blue pacifier is in their mouth. A giraffe-shaped pacifier is attached to the blue pacifier. The giraffe is white with brown spots and brown hooves. The background is a bright window with white curtains. The entire image is framed by a light blue border with colorful confetti (yellow, orange, teal) scattered throughout.

WubbaNub®

2019

PRODUCTS

20TH *birthday*

CUE THE CONFETTI,

WubbaNub celebrates 20 years!

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* WUBBANUB

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 COLLECTION

\$8.15



RED DOG

Item #: 21196



YELLOW DUCK

Item #: 21195



BROWN PUPPY

Item #: 22294



TABBY KITTEN

Item #: 22295



GREEN FROG

Item #: 21635



LITTLE LAMB

Item #: 22351



BABY GIRAFFE

Item #: 22352



PINK BEAR

Item #: 22428



BLUE BEAR

Item #: 22429



PINK KITTY

Item #: 22484



BABY DINO

Item #: 22486



LITTLE LION

Item #: 22485



ELEPHANT

Item #: 22407



TINY FOX

Item #: 22552



MONKEY

Item #: 22330



LONGHORN BULL

Item #: 22331

limited edition COLLECTION

\$8.65



GREY KITTEN

Item #: 22664



BABY COW

Item #: 22668



PIGLET

Item #: 22665



BLUSH PINK UNICORN

Item #: 22667



FAIRYTALE DRAGON

Item #: 22663



CAMO BEAR

Item #: 22708



BABY SLOTH

Item #: 22706



BABY BEAR

Item #: 22662



HORSE

Item #: 22632



LITTLE YETI

Item #: 22735

specialty COLLECTION

\$8.50



PINK ELEPHANT

Item #: 22623



MOOSE

Item #: 22614



PANDA

Item #: 22615



PINK OWL

Item #: 22607



BABY LION

Item #: 22592



BABY YELLOW DUCK

Item #: 22554



BABY HIPPO

Item #: 22551



BABY PENGUIN

Item #: 22555

MLB COLLECTION

\$9.95



BOSTON RED SOX™ BEAR

Item #: 61001



HOUSTON ASTROS™ BEAR

Item #: 61005



CHICAGO CUBS™ BEAR

Item #: 61002



KANSAS CITY ROYALS™ BEAR

Item #: 61008



ST. LOUIS CARDINALS™ BEAR

Item #: 61007



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



LOS ANGELES DODGERS™ BEAR

Item #: 61003



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holiday COLLECTION

\$8.65



PURPLE MONSTER

Item #: 22616



REINDEER

Item #: 22543



POLAR BEAR

Item #: 22649



PJ BABY BEAR

Item #: 22736

new for 2020



TINY NARWHAL

WubbaNub FOR THE
win!



WubbaNub garnered many awards in 2019 including the **National Parenting Center Seal of Approval**. Visit WubbaNub.com for complete awards list.

Lovey

COLLECTION

New Loveys are on their way in 2020, visit WubbaNub.com for updates.

\$8.50



ELEPHANT
Item #: 52407



MONKEY
Item #: 52674



GIRAFFE
Item #: 52672



BROWN PUPPY
Item #: 52294



LITTLE LAMB
Item #: 52673



BUTTERCUP GIRAFFE
Item #: 52625

new for 2020



WUBBANUB LOVEY & PACIFIER GIFT SET



PINK ELEPHANT

20 YEARS of WUBBANUB



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

2014

First holiday limited edition Reindeer makes its debut

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



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



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2017

WubbaNub expands their product line to include the Lovey



2019

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



DISPLAY ITEMS

Fall/Winter 2019

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 ½" x 12 ½" x 20" (including removable header)

#16110 POS Special (for box packaging only)

#16001 POS Empty (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 ½" x 10"



Please submit order to

Carolina Baby Company
Americasmart Atlanta Bld 3 13W 124
carolinababyco@aol.com
864.882.3182