

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, Oaka Schheider



ANATOMY of a WUBBANUB













Item #: 21196

Item #: 21195

Item #: 22294

Item #: 22295

Item #: 21635

Item #: 22486

Item #: 22351



BABY GIRAFFE PINK BEAR



Item #: 22428

TINY FOX

Item #: 22552

BLUE BEAR

Item #: 22429



Item #: 22484

BABY DINO PINK KITTY



LITTLE LION Item #: 22485



Item #: 22407

Item #: 22352







MONKEY Item #: 22330

LONGHORN BULL Item #: 22331

limited edition COLLECTION



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



Item #: 22735











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

specialty COLLECTION



Item #: 22614



Item #: 22615



Item #: 22607



Item #: 22592



DUCK Item #: 22554



Item #: 22623

Item #: 22551



Item #: 22555

MLB COLLECTION



BOSTON RED SOX™ BEAR Item #: 61001



HOUSTON ASTROS™ BEAR Item #: 61005



CHICAGO CUBS™ BEAR Item #: 61002



KANSAS CITY Item #: 61008



ST. LOUIS ROYALS™ BEAR CARDINALS™ BEAR METS™ BEAR Item #: 61007









NEW YORK YANKEES™ *Item #: 61000* **PINSTRIPE PUPPY** *Item #: 61006* Item #: 61009



SAN FRANCISCO GIANTS™ BEAR



BEAR

Item #: 61003

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Item #: 22616

MONSTER



REINDEER Item #: 22543



POLAR BEAR Item #: 22649



PJ BABY BEAR Item #: 22736



new for -

TINY NARWHAL

COLLECTION

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



ELEPHANT Item #: 52407

BROWN PUPPY

Item #: 52294



MONKEY Item #: 52674



GIRAFFE Item #: 52672



LITTLE LAMB Item #: 52673



BUTTERCUP GIRAFFE Item #: 52625



20 YEARS of WUBBANUB



and Carla is awoken in the middle of the night by fax order coming through

Carla begins to distribute to hospitals from her



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

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



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

2012

Carla is nominated for the Wonder Women in Toys Award





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

















office in her basement











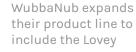














DISPLAY ITEMS

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 $\frac{1}{2}$ " x 12 $\frac{1}{2}$ " 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