

WubbaNub

2021

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.

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

COLLECTION

\$8.15

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

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



WHITE 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



TURTLE
Item #: 22477



LADYBUG
Item #: 22666



CHRISSY DINO
Item #: 22755

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).

Copyright St. James Place, Inc. All rights reserved. Illustrations by Miguel Ordóñez.



DADA MOO COW
Item #: 62000



MAMA PENGUIN
Item #: 62001

Books Available for purchase through Macmillan Publishers.

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



Major League Baseball trademarks and copyrights are used with permission of Major League Baseball. Visit MLB.com



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



WOOLY 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.



LITTLE LION
Item #: 22485



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 2020 and 2021 including the National Parenting Center Seal of Approval.

Visit [WubbaNub.com](https://www.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

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

2014



First holiday limited edition Reindeer makes its debut

2017

WubbaNub expands their product line to include the Lovey



2019

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

