



CUB CLUB

AW 2021







# MANIFESTO

Saving the planet.  
Clearly the responsibility of  
superheroes and caped crusaders.  
Surely not of the people.  
And definitely not of plush manufacturers.

Yet here we are.

Soft-toy producers on a mission.  
A mission to bring children happiness,  
protect their future  
and educate them about  
the world we're out to preserve.

Long before climate change was real,  
and sustainability was even a word,  
we were putting smiles on faces.

With premium plush animals,  
made with the highest regard for nature.  
It's the ways of our past that make us  
fit to fight for our future.

Eighty-five years down the road,  
we still do what we can.  
And every day we strive to do more.  
Because you don't need superpowers  
to make a difference.

**BON TON TOYS**  
**GREAT PLUSH. BETTER WORLD**





# Our values

## CHALLENGE THE ESTABLISHMENT

We shake up the status quo with passion, joy and creativity.

## HELP PEOPLE BUY LESS

We make plush that lasts. Which means less waste and less production.

## CONTRIBUTE TO CHANGE

We invest in companies and donate to charities that fight for a better world.

## INSPIRE OTHERS TO JOIN OUR QUEST

We help our customers reduce their own impact on the environment.

## ACCEPT WE'RE NOT THERE YET

We know we've still got a long way to go, but we're enjoying every step of the way.







## CUB CLUB

AFTER MORE THAN 25 YEARS OF SUCCESS OF THE  
WWF PLUSH “CLASSIC” COLLECTION,  
WE FELT THE NEED TO EXTEND THE REALISTIC  
PLUSH COLLECTION WITH AN IMAGINATIVE AND  
ON-TREND PRODUCT LINE.

WWF CUB CLUB WAS CREATED WITH THE GOAL OF SHAPING  
A BETTER WORLD FOR ALL BABIES & TODDLERS.  
WE CALL THEM “THE CLUB”.

THE COLLECTION IS MADE FROM THE SOFTEST MATERIALS AVAILABLE  
AND IS, WITH ITS 100% RECYCLED STUFFING,  
THE MOST ECO-FRIENDLY AND ETHICALLY PRODUCED  
PLUSH IN THE WORLD.

FOR EVERY PLUSH SOLD, A 12% DONATION IS MADE  
TO WWF (IN COUNTRY OF SALES) TO SUPPORT LOCAL  
WWF CONSERVATION EFFORTS

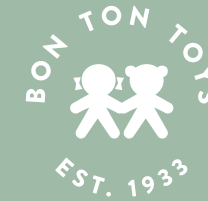
THANK YOU FOR LEAVING A BETTER WORLD  
FOR OUR CHILDREN!



## The bon Ton Toys manufacturing standards

 ECO-friendly production	 building better lives for workers	 100% recycled filling
 Der Blauer Engel	 ICTI Ethical Toy Program	 GRS Global Recycle Standard
 12% of WWF Plush sales will be donated to WWF	 supporting our employees to find better ways	 every item is hand made

We know we still have a long way to go, but we're enjoying every step of the way.



## BON TON TOYS COMMITS TO THE BLUE ANGEL ECO STANDARD

Blue Angel (Blauer Engel) is the oldest environmental (Eco) label in the world, established in 1978 by the federal government of Germany for the protection of people and the environment. It sets the highest Eco standards in the industry, is independent and has proven itself over more than 35 years as a guide for selecting environmentally-friendly products. Around 12,000 environmentally-friendly products and services from only 1,500 companies have been awarded the Blue Angel logo. Int. BonTonToys is the first plush producer worldwide with products in the market which are tested according to the Blue Angel criteria.



## ETHICAL PRODUCTION

Our factories are certified by the ethical supply chain program for toys and children's products. ICTI is committed to build better lives for workers and stonier industry through the ethical production of toys by working with 9 standards:

- Working hours must not be excessive & overtime must be voluntary
- Legal and fair pay
- No child labor
- No forced or involuntary labor
- No discrimination
- Employees must be treated with dignity and respect
- Employees' right of association must be observed
- Individual written labor contracts must be provided
- Working conditions are safe and employee health is not endangered

BY BUYING A WWF PLUSH YOU MAKE A DONATION TO WWF



38cm

NEW  
SIZE



**Panu the Panda**

38 cm - 15"

16.183.015 IC 6 • OC 18



**Cornelio the Crocodile**

38 cm - 15"

16.202.013 IC 6 • OC 18



**Ebu the Elephant Grey**

38 cm - 15"

16.193.015 IC 6 • OC 18



**Mago the Monkey Brown**

38 cm - 15"

16.191.010 IC 6 • OC 18

THE BIG FRIENDLY SNUGGLE







29cm



LIMITED  
STOCK  
AVAILABLE



**Ebu the Elephant Red**  
29 cm - 11,5"  
16.193.013 IC 4 • OC 24



**Ebu the Elephant Dark Grey**  
29 cm - 11,5"  
16.193.002 IC 4 • OC 24

29cm



**Ebu the Elephant Pink**  
29 cm - 11,5"  
16.193.003 IC 4 • OC 24

SNUGGLE  
UP, BIG  
TIME!



**Ziko the Zebra White**  
29 cm - 11,5"  
16.196.001 IC 4 • OC 24



29cm



**Rira Rhino**  
29 cm - 11,5"  
16.194.001 IC 4 • OC 24



**Cornelio Crocodile**  
29 cm - 11,5"  
16.202.002 IC 4 • OC 24

29cm



**Mago the Monkey Yellow**  
29 cm - 11,5"  
16.191.007 IC 4 • OC 24



**Mago the Monkey Brown**  
29 cm - 11,5"  
16.191.001 IC 4 • OC 24



29cm



**Panu the Panda**  
29 cm - 11,5"  
16.183.010 IC 4 • OC 24









23cm



**Panu the Panda**  
23 cm - 9"  
16.183.014 IC 6 • OC 36



**Mago the Monkey Brown**  
23cm - 9"  
16.191.008 IC 6 • OC 36



**Ebu the Elephant Pink**  
23 cm - 9"  
16.193.014 IC 6 • OC 36



**Filipa Flamingo**  
23 cm - 9"  
16.170.001 IC 6 • OC 36

23cm

A LITTLE  
SNUGGLE



**Pippin Puffin**  
23 cm - 9"  
16.170.002 IC 6 • OC 36





15cm

LIMITED  
STOCK  
AVAILABLE



**Ebu the Elephant Pink Grabber**  
15 cm - 6"  
16.193.010 IC 6 • OC 96



**Ebu the Elephant Grey Grabber**  
15 cm - 6"  
16.193.009 IC 6 • OC 96

LIMITED  
STOCK  
AVAILABLE



**Ziko the Zebra Grey Grabber**  
15 cm - 6"  
16.196.007 IC 6 • OC 96



**Panu the Panda Grabber**  
15 cm - 6"  
16.183.013 IC 6 • OC 96

15cm

**Mago the Monkey Yellow Grabber**  
15 cm - 6"  
16.191.006 IC 6 • OC 96



RAZZLE  
DAZZLE  
RATTLES







22cm



**Panu the Panda**  
**With Bell**  
22 cm - 7"  
16.183.011 IC 6 • OC 36



**Ebu the Elephant Grey**  
22 cm - 7"  
16.193.006 IC 6 • OC 36



LIMITED  
STOCK  
AVAILABLE

SAY HI  
TO THE  
SQUEAKS!

22cm



**Mago the Monkey Yellow**  
**With Squeaker**  
22 cm - 7"  
16.191.003 IC 6 • OC 36



**Mago the Monkey Brown**  
**With Squeaker**  
22 cm - 7"  
16.191.002 IC 6 • OC 36



**Ziko the Zebra White**  
**With Bell**  
22 cm - 7"  
16.196.002 IC 6 • OC 36



30cm



**Ziko the Zebra Grey Soother**  
30 cm - 12"  
16.196.006 IC 6 • OC 96



**Mago the Monkey Yellow Soother**  
30 cm - 12"  
16.191.005 IC 6 • OC 96



SWEET  
SOFT  
SOOTHERS

30cm



**Panu the Panda Soother**  
30 cm - 12"  
16.183.012 IC 6 • OC 96







# SNORKEL WITH US!



NEW  
SIZE

20cm

**Coral the Crab**  
20 cm - 8"  
16.214.020 IC 6 • OC 36

30cm

**Coral the Crab**  
30 cm - 12"  
16.214.010 IC 4 • OC 12



20cm

**Stevie the Shark Pink**  
20 cm - 8"  
16.214.012 IC 6 • OC 36



20cm

**Stevie the Shark Grey**  
20 cm - 8"  
16.214.011 IC 6 • OC 36

LIMITED  
STOCK  
AVAILABLE

LIMITED  
STOCK  
AVAILABLE



20cm

**Raymond the Ray Pink**  
20 cm - 8"  
16.214.018 IC 6 • OC 36



NEW

**Shelly Seahorse Red**  
25 cm - 10"  
16.214.022 IC 4 • OC 24

25cm



# ANY QUESTIONS OR JUST WANT TO SAY HI?

Give us a call: +31 20 722 0125  
Or send us a message at [sales@ibtt.nl](mailto:sales@ibtt.nl)

**With love, Bon Ton Toys**



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