



wilberry ™



Measurements in this catalogue



All measurements in this catalogue have been taken from the top of the head (excluding any ears, hats, antlers, bows etc) to the bottom of the feet.



Safety

All our products carry both the 'CE' mark and the 'Lion Mark' and most carry the new 'UKCA' mark.

All our products are tested to meet EN71 parts 1, 2 and 3.

All our products are suitable for 12 months and above, some are suitable from birth.

Notes

POS stands are available as are all of the images and artwork in this brochure for advertising purposes.

For more information please contact our Head Office and ask for Wilberry sales:

UK Sales telephone: +44 (0)1462 446040 or you can use our website www.wilberrytoys.com

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Wilberry Toys

Each and every Wilberry Toy is designed to give you and your customers a gorgeous soft toy at a very competitive price. There are now over 300 different Wilberry Toys to choose from and over twenty different ranges, with further designs underway. From our ever-popular Wilberry Minis, petite Wilberry Collectables to our fun packed Pets in Baskets and Super Heroes, there really is something for everybody. With a huge selection of different styles, materials and colour ways, they are all excellent quality, affordable and highly collectable!

We are particularly proud to introduce the new Wilberry Eco Cuddlies range made from 100% recycled bottles - a beautiful collection of best-selling animals which are an exciting addition to our portfolio as we continue to build our commitment to sustainability.

Our retail solutions at the back of the catalogue will help you display the ranges to their best advantage and maximise sales. If you have any retail requirements, we are very happy to discuss your needs to establish a suitable option.

Wilberry Toys are available in singles with minimum carriage paid orders at just £250. Wilberry Toys is owned by family business The Puppet Company, so you can combine puppets and soft toys from both companies to make up your order. We have agents covering the whole of the UK so if you would like an agent to visit your shop please contact our Head Office on +44 (0)1462 446040 or visit our website www.wilberrytoys.com.

The full puppet collection can be viewed at www.thepuppetcompany.com

Come join the Wilberry Way

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New ECO Wilberry Cuddlies

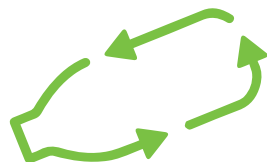
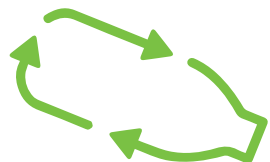
Wilberry are very proud to introduce this exciting new collection of beautiful soft toys made from 100% recycled plastic bottles. This charming collection of cuddly animals means you can help save the planet whilst having a huge amount of fun! Every single component in each toy, from the thread used to embroider the eyes to the stuffing making it extra cuddly, has been recycled from plastic bottles - Pretty impressive, huh?

Easy to display, the Cuddlies sit up by themselves and perfectly complement our existing collections.



Top Tip!
With a variety of characters you can create a custom mix to suit over the year... Create a pet theme with the cats and dogs, go wild with the Elephant, Giraffe, Lion, Orangutan, Wolf, and Tiger. Alternatively, you can have a fun range with Rabbit, Sloth, Unicorn and of course Misty the Dragon.

Made from 100% recycled plastic bottles!



New ECO Wilberry Cuddlies



Bobby - Border Collie
Height - 230mm
WB002202



Chloe - Cockapoo
Height - 230mm
WB002205



Lola - Labrador
Height - 230mm
WB002209



Ella - Elephant
Height - 230mm
WB002207



George - Giraffe
Height - 230mm
WB002208



Leo - Lion
Height - 230mm
WB002210

New ECO Wilberry Cuddlies



Charlie - Cat
Height - 230mm
WB002203



Magic - Unicorn
Height - 230mm
WB002215



Smudge - Cat
Height - 240mm
WB002204



Rosie - Rabbit
Height - 240mm
WB002212



Ollie - Orangutan
Height - 230mm
WB002211

New ECO Wilberry Cuddlies



Sophie - Sloth
Height - 230mm
WB002213



Misty - Dragon
Height - 230mm
WB002206



Teddy - Bear
Height - 220mm
WB002201



Toby - Tiger
Height - 220mm
WB002214



Wolfie - Wolf
Height - 240mm
WB002216

Wilberry Mini's

This range is one of our best sellers, popular with everyone and one of the most appealing ranges Wilberry have ever designed. The attention to detail and the toys miniature size make them both collectable and totally engaging! These Minis are waiting to be played with and will fit in the palm of your hand or your pocket. With over 40 to collect, including new festive favourites and with further designs on the way, it's hard to pick out a favourite!



Top Tip!
The range is a great impulse buy and has something for everyone. Displaying the collection in the Wilberry baskets (page 64) is a great way to increase sales.

Average height - 140mm

Wilberry Mini's



New Alpaca
WB005032



New Bear - Brown
WB005051



Border Collie
WB005004



Cat - Ginger
WB005006



Cat - Grey
WB005005



Chick
WB005014



Chicken
WB005012



New Chimp
WB005033



New Cockapoo
WB005041

Wilberry Mini's

Average height - 140mm



Cow
WB005010



Cow - Highland
WB005031



Donkey
WB005013



New **Dragon**
WB005042



New **Elephant**
WB005034



New **Flamingo**
WB005043



Fox
WB005017



New **Giraffe**
WB005035



Goat
WB005015

Average height - 140mm



New **Guinea Pig**
WB005044



New **Hamster**
WB005045



Hedgehog
WB005016



Horse
WB005008



Labrador - Yellow
WB005003



Lamb
WB005011



New **Lion**
WB005036



Llama
WB005028



New **Orangutan**
WB005037

Wilberry Mini's

Average height - 140mm



Owl - Tawny
WB005019



New Penguin
WB005038



Pig
WB005009



New Polar Bear
WB005046



Pug
WB005002



Rabbit - B&W Dutch
WB005022



Rabbit - Brown & White
WB005023



Rabbit - Grey & White
WB005024



Rabbit - Lop-Eared
WB005025

Average height - 140mm



New Reindeer
WB005047



New Robin
WB005048



Sloth
WB005029



New Squirrel - Grey
WB005049



Squirrel - Red
WB005021



New Teddy Bear
WB005050



New Tiger
WB005039



Unicorn
WB005030



New Wolf
WB005040

Wilberry Mini's

Wilberry Favourites

Welcome to Wilberry’s largest soft toys yet! Think of the quality and size of Wilberry Minis and then make them six times bigger and that’s a ‘Wilberry Favourite!’ We have managed to achieve the size increase without losing any of the cute factor that has made the Wilberry Mini’s so popular. The collection covers classic farm animals and pets with a Unicorn in the mix just for good measure!



Top Tip!
The range is a great space filler to bring the retail space to life and attract customers. Keeping the range at eye height (or the range display) and near good footfall will boost your sales!

Wilberry Favourites

Border Collie
Height - 280mm
WB001604



Cat - Ginger
Height - 280mm
WB001602



Cat B&W
Height - 280mm
WB001601



Cat - Tabby
Height - 280mm
WB001603



Chicken
Height - 280mm
WB001609



Cow
Height - 280mm
WB001610



Cockapoo
Height - 280mm
WB001605



Horse
Height - 280mm
WB001611

Wilberry Favourites



Jack Russell Terrier
Height - 280mm
WB001606



King Charles Spaniel
Height - 280mm
WB001607



Labrador - Yellow
Height - 280mm
WB001608



Lamb
Height - 280mm
WB001612



Pig
Height - 280mm
WB001613



Unicorn
Height - 300mm
WB001614

Wilberry Knitted

With the appeal of traditional soft toys this collection has proven to be a regular success. The latest additions to this collection include Giant Knitted Dinosaurs which look amazing and now come in 3 different sizes to create eye-catching displays. The range also includes Dragons, cuddly pets and a Mouse with wings for fun!



Top Tip!
This range makes a great display or themed setting, creating a soft and warm area that will radiate cuteness! For those intrepid retailers it could be your time to create an epic dinosaur space!

Wilberry Knitted



Bear
Height - 400mm
WB004320



Bunny - Blue
Height - 400mm
WB004324



Cat
Height - 390mm
WB004329



Kangaroo - Blue
Height - 410mm
WB004332



Kangaroo - Brown
Height - 410mm
WB004333



Monkey
Height - 460mm
WB004334



Elephant
Height - 400mm
WB004321



Dog
Height - 410mm
WB004330



Fox
Height - 410mm
WB004331



Zebra
Height - 400mm
WB004335



Mouse - With Wings
Height - 400mm
WB004322



Bunny - Pink
Height - 400mm
WB004323

Wilberry Knitted

Wilberry Knitted



New

T-Rex - Green - Small
Height - 210mm
WB004336



New

T-Rex - Green - Medium
Height - 330mm
WB004339



New

T-Rex - Green - Large
Height - 450mm
WB004340



T-Rex - Grey - Large
Height - 450mm
WB004342

New



New

T-Rex - Grey - Medium
Height - 330mm
WB004341



T-Rex - Grey - Small
Height - 210mm
WB004308



Stegosaurus
Length - 300mm
WB004307

Wilberry Knitted



New

Triceratops - Lilac - Large
Length - 600mm
WB004345



Triceratops - Lilac - Small
Length - 300mm
WB004309



New

Triceratops - Blue - Small
Length - 300mm
WB004343



New

Triceratops - Blue - Large
Length - 600mm
WB004344



New

Brontosaurus - Green - Large
Height - 450mm
WB004338



New

Brontosaurus - Green - Medium
Height - 330mm
WB004337



Brontosaurus - Green - Small
Height - 200mm
WB004306

Wilberry Knitted

Dragon - Blue
Height - 250mm
WB004327



Sloth
Height - 250mm
WB004325



Dragon - Green
Height - 250mm
WB004328



Penguin
Height - 270mm
WB004326



Wilberry Dancers

The majority of this delightful and very popular range are wearing tutus and ballet shoes, whilst others are in stunning skirts. They are all based on favourite animals and are suitable gifts for any occasion, particularly beautiful for birthdays and Christmas for that extra-special gift.



Top Tip!
This range is visually breath-taking when displayed and the pastel colours are a great addition to any environment.

Wilberry Dancers



Bunny - Gold
Height - 380mm
WB004101



Bear - Pink
Height - 260mm
WB004116



Mouse - Silver
Height - 370mm
WB004108



Mouse - In Skirt
Height - 270mm
WB004107



Flamingo - White
Height - 310mm
WB004114



Mouse - Pink
Height - 380mm
WB004106

Wilberry Dancers



Cat
Height - 350mm
WB004125



Rabbit - Furry Ears
Height - 350mm
WB004124



Swan - White
Height - 380mm
WB004123



Swan - Pink
Height - 300mm
WB004122



Owl - Brown
Height - 290mm
WB004119



Owl - Cream
Height - 300mm
WB004118

Wilberry Dancers



Mouse - White
Height - 260mm
WB004105

Hippo
Height - 400mm
WB004120



Elephant
Height - 370mm
WB004121



Unicorn
Height - 390mm
WB004103



Poodle - Purple
Height - 430mm
WB004117

Wilberry Dancers



Rabbit - Pink
Height - 300mm
WB004109

Mouse
Height - 300mm
WB004112



Reindeer - Pink
Height - 290mm
WB004111



Unicorn - Pink
Height - 300mm
WB004110



Reindeer - Silver
Height - 330mm
WB004113

Wilberry Dolls

This fabulous range is growing in popularity more and more as time goes on. The attention to detail, fabrics and unique designs make them stunning gifts! In a range of designs from traditional to modern, this collection is both affordable and appealing.



Top Tip!
Include this range with Wilberry Dancers for a truly inspiring collection of perfect gifting ideas.

Wilberry Dolls



Mermaid - Blonde
Height - 280mm
WB001020

Mermaid - Ginger
Height - 280mm
WB001019

Mermaid - Purple
Height - 280mm
WB001026



Belle
Height - 420mm
WB001016

Doll - Silver
Height - 320mm
WB001018

Sarah
Height - 370mm
WB001017

Wilberry Dolls



Charlotte
Height - 350mm
WB001032



Emily
Height - 350mm
WB001034



Isabelle
Height - 350mm
WB001033



Chloe
Height - 300mm
WB001031



Molly
Height - 300mm
WB001029



Poppy
Height - 300mm
WB001030

Wilberry Dolls



Evie
Height - 470mm
WB001036



Fairy - Blonde
Height - 320mm
WB001021



Grace
Height - 450mm
WB001035



Lucy
Height - 420mm
WB001024

Wilberry Dolls



Maisy
Height - 600mm
WB001025



Doll - White Large
Height - 500mm
WB001013



Ballerina - Hat
Height - 370mm
WB001015



Doll - Pink Small
Height - 400mm
WB001014

Wilberry Humpty Dumpty

Humpty Dumpty is one of the most popular children's nursery rhyme characters for good reason! With his polka dot bowtie, blue and white checked trousers and a jolly blue cap, we've never seen him looking smarter. He is happy sitting on a window sill or a wall, but he really prefers snuggling up in bed and listening to songs and stories!



Humpty Dumpty
Height - 260mm
WB001406

Top Tip!
You can use this fantastic character as decoration as well, liven up a nursery area or display.

Wilberry Linen

This delightful collection of twenty-five individually designed soft toys will bring joy to any owner! Manufactured from soft linens, they will appeal to the customer who is looking for something more exclusive and different for that extra special gift. With a range of characters for boys and girls it is no surprise it is a popular gifting range and something a little bit different.



Top Tip!
This is a wholesome range of characters that will bring life to any retail space and create hot spots for customers, appealing to both the young and the young-at-heart.

Wilberry Linen



Pig - Boy
Height - 280mm
WB004231



Elephant - Pale Pink
Height - 320mm
WB004240



Pig - Girl
Height - 280mm
WB004230



Hare - Orange Dress
Height - 290mm
WB004244



Unicorn - Pink
Height - 400mm
WB004201

Wilberry Linen



Bear - Boy
Height - 300mm
WB004222



Hare - Girl
Height - 270mm
WB004221



Hare - Boy
Height - 270mm
WB004220



Bear - Girl
Height - 300mm
WB004223



Mouse - Boy
Height - 300mm
WB004224



Mouse - Girl
Height - 300mm
WB004225

Wilberry Linen

Unicorn - Terracotta
Height - 340mm
WB004239



Bear - Brown
Height - 340mm
WB004236



Elephant - Green
Height - 340mm
WB004237



Mouse - Pink
Height - 340mm
WB004238

Wilberry Linen



Cat - Blue Dress
Height - 290mm
WB004242



Cat - Pink Dress
Height - 290mm
WB004243



Cat - White Dress
Height - 290mm
WB004241



Mouse - Boy - Large
Height - 520mm
WB004232



Mouse - Girl - Large
Height - 520mm
WB004233



Fox - Blue
Height - 280mm
WB004210

Wilberry Linen



Rabbit - In Dress
Height - 340mm
WB004219



Rabbit - In Dungarees
Height - 340mm
WB004218



Goose - Boy
Height - 550mm
WB004226



Goose - Girl
Height - 550mm
WB004227

Wilberry Friends

Available as couples or individually, this is a fine collection of smartly dressed and popular animals, with some fabulous outfits and attention to detail. Each Friend has a lovable personality and is manufactured from high quality fabrics to make that perfect soft toy.



Top Tip!
Increase your sales by ensuring you order the range in pairs, for example Mr and Mrs Rabbit or Cat boy and Cat girl to show them at their best.

Wilberry Friends



Mr Elephant
Height - 310mm
WB002801

Mrs Elephant
Height - 350mm
WB002802

Poodle
Height - 380mm
WB002806



Swan - Black
Height - 330mm
WB002803



Mrs Owl
Height - 190mm
WB002804



Mr Owl
Height - 190mm
WB002805

Wilberry Friends



Mouse - In Dress
Height - 400mm
WB004436



Cat - Boy
Height - 390mm
WB004434



Cat - Girl
Height - 430mm
WB004433



Donkey - Boy
Height - 430mm
WB004447



Donkey - Girl
Height - 430mm
WB004448

Wilberry Friends

Mrs Rabbit
Height - 330mm
WB004411



Mr Rabbit
Height - 330mm
WB004408



Flamingo
Height - 350mm
WB004211



Mr Duck
Height - 250mm
WB004407



Mrs Duck
Height - 250mm
WB004410

Mrs Rabbit - Pink
Height - 330mm
WB004432



Wilberry Collectables

Smaller in scale than other Wilberry toys, these charming miniature toys are a joy to own. This classic range of sweet dressed animal characters make perfect gifts for children and are also popular with adults. There are fourteen to collect to complete the set which is an ideal way to maximise sales. Easy to display, these can also be showcased in our Wilberry suitcases which are available to purchase separately.



Top Tip!
Use the
Wilberry suitcase
on page 65 to create
a great eye-catching
display, as shown
here.

Wilberry Collectables

				
Bear - Girl Height - 160mm WB001501	Cat - Boy Height - 160mm WB001503	Cat - Girl Height - 160mm WB001502	Elephant - Girl Height - 160mm WB001506	
				
Deer - Boy Height - 160mm WB001505	Deer - Girl Height - 160mm WB001504	Fox - Girl Height - 160mm WB001507	Mouse - Boy Height - 160mm WB001510	Mouse - Girl - Bronze Height - 160mm WB001509
				
Mouse - Girl - Pink Height - 160mm WB001508	Rabbit - Boy Height - 160mm WB001513	Rabbit - Girl - Silver Height - 160mm WB001511	Rabbit - Girl - Pink Height - 160mm WB001512	

Wilberry Robots

A super fun range of unique and colourful soft robots, making them ideal toys and gifts. With four to collect and two sizes, they are a great addition to expand gifting options - look out for the small green one, he is rather cheeky!



Top Tip!
 These quirky robot characters will bring any retail space to life, and are perfect for displaying in the Wilberry baskets on page 64!

Wilberry Robots



Robot - Dark Blue
 Height - 500mm
 WB003601



Robot - Light Blue
 Height - 500mm
 WB003602



Robot - Grey/Pink
 Height - 380mm
 WB003606



Robot - Green
 Height - 360mm
 WB003605

Wilberry Dressed Animals

This is a large collection of favourite animals in charming outfits, including Teddy Bears, Llamas, Donkeys and an amazing Highland Cow that looks splendid in his Kilt! These wonderful soft toys will soon become firm family favourites, the Snoozy Sheep are particularly delightful for bedtime!



Top Tip!
Llamas are very popular and the classic bears make this collection a great one to expand with, so make sure you get them in pairs to showcase them at their best.

Wilberry Dressed Animals



Highland Cow
Height - 470mm
WB005412



Ram
Height - 390mm
WB005411



Mr Cow
Height - 480mm
WB005403



Mrs Cow
Height - 460mm
WB005404

Wilberry Dressed Animals



Bear - Mummy
Height - 400mm
WB005414



Bear - Daddy
Height - 400mm
WB005413



Mr Donkey
Height - 460mm
WB005407



Mrs Donkey
Height - 460mm
WB005408

Wilberry Dressed Animals



Mrs Llama
Height - 490mm
WB005402



Mr Llama
Height - 500mm
WB005401



Mrs Cow - Small
Height - 330mm
WB005406



Mr Cow - Small
Height - 350mm
WB005405



Mrs Sheep
Height - 510mm
WB005410



Mr Sheep
Height - 530mm
WB005409

Wilberry Feathery Friends

Made from incredible materials that have the look and feel of real feathers - perfect for these adorabllle nocturnal Owls!



Top Tip!
Make sure you purchase in sets of the three sizes to upsell to customers.
Too cute not to!

Wilberry Feathery Friends



Owl - Baby
Height - 130mm
WB004504

Owl - Medium
Height - 230mm
WB004505



Owl - Large
Height - 310mm
WB004501

Wilberry Dinosaurs

Brilliantly brightly coloured dinosaurs for young dino lovers everywhere! They can stand by themselves but look best in a herd! With their lovable looks and soft materials they are sure to be eye-catching favourites!



Top Tip!
Try using a small sand pit to display, add some greenery to make a stunning window Jurassic theme.

Wilberry Dinosaurs

Pterodactyl
Width - 300mm
WB001402



Stegosaurus
Length - 240mm
WB001403



Brontosaurus
Height - 210mm
WB001401



Triceratops
Length - 230mm
WB001405



T-Rex
Height - 200mm
WB001404



Wilberry Pets in Baskets

A beautiful collection of delightful animals, each with its own cosy basket to live in. Made in linen in the most stunning pastel colours, these will delight young and old alike. Very well priced and easy to display, these make a great addition to any collection.



Top Tip!
Having the full range of characters will optimise your sales, as the toys make perfect displays in the home.

Wilberry Pets in Baskets



Bear
Height - 130mm
WB001802



Cat
Height - 140mm
WB001807



Donkey
Length - 130mm
WB001801



Duck - Blue
Length - 140mm
WB001808



Duck - White
Height - 190mm
WB001809



Elephant - Grey
Height - 130mm
WB001811



Elephant - Pink
Height - 130mm
WB001805



Hippo
Height - 130mm
WB001803



Mouse
Height - 150mm
WB001806



Pig
Length - 130mm
WB001804

Wilberry Super Heroes

A super hero collection with a twist, these fabulous characters are just the thing for playtime fun and engagingly different gifts. From Super Hero Elephants and Bears to dressed up Cats and Rabbits, these are both fun and a little bit different! "Is it a bird or is it a plane?" Well, it's neither, but they are all Fab!



Top Tip!
These are very colourful and cute, with enough razzle and lots of dazzle to make any retail space fun and exciting.

Wilberry Super Heroes



Bat
Height - 210mm
WB004701



Bear
Height - 260mm
WB004702



Cat
Height - 330mm
WB004703



Goose
Height - 320mm
WB004705



Elephant
Height - 290mm
WB004704



Rabbit
Height - 240mm
WB004706

Wilberry Classics

The 'Classics' collection emulates traditional toys of the past, which are very soft and very cuddly. The range includes beautiful Rabbits and Donkeys in appealing muted colours, making charming gifts at competitive prices.



Top Tip!
Include
alongside the
'Favourites' range
on page 14 to
maximise
sales.

Wilberry Classics



Donkey - Grey Large
Height - 400mm
WB004805



Bunny - Pink Large
Height - 350mm
WB004809



Donkey - Pink Large
Height - 400mm
WB004803



Bunny - Grey Large
Height - 350mm
WB004807

Wilberry Snuggles

Super soft materials gives these toys true `snuggle appeal`! Beautiful sleeping swans and birds sit alongside a loveable Llama as perfect additions to our other collections.

Swan
Height - 350mm
WB004444



Bird - Pink
Height - 250mm
WB004446



Llama
Height - 290mm
WB004443

Top Tip!
Llamas are
always popular
with kids of all
ages!

Wilberry Families

This group of popular animals with babies is truly delightful! The babies are attached with a length of ribbon to prevent them getting separated from their parent and have their own pouch to sit in, for the perfect family collection and beautiful additions to nurseries.



Elephant
Height - 300mm
WB002401



Mouse
Height - 300mm
WB002402



Rabbit
Height - 300mm
WB002403

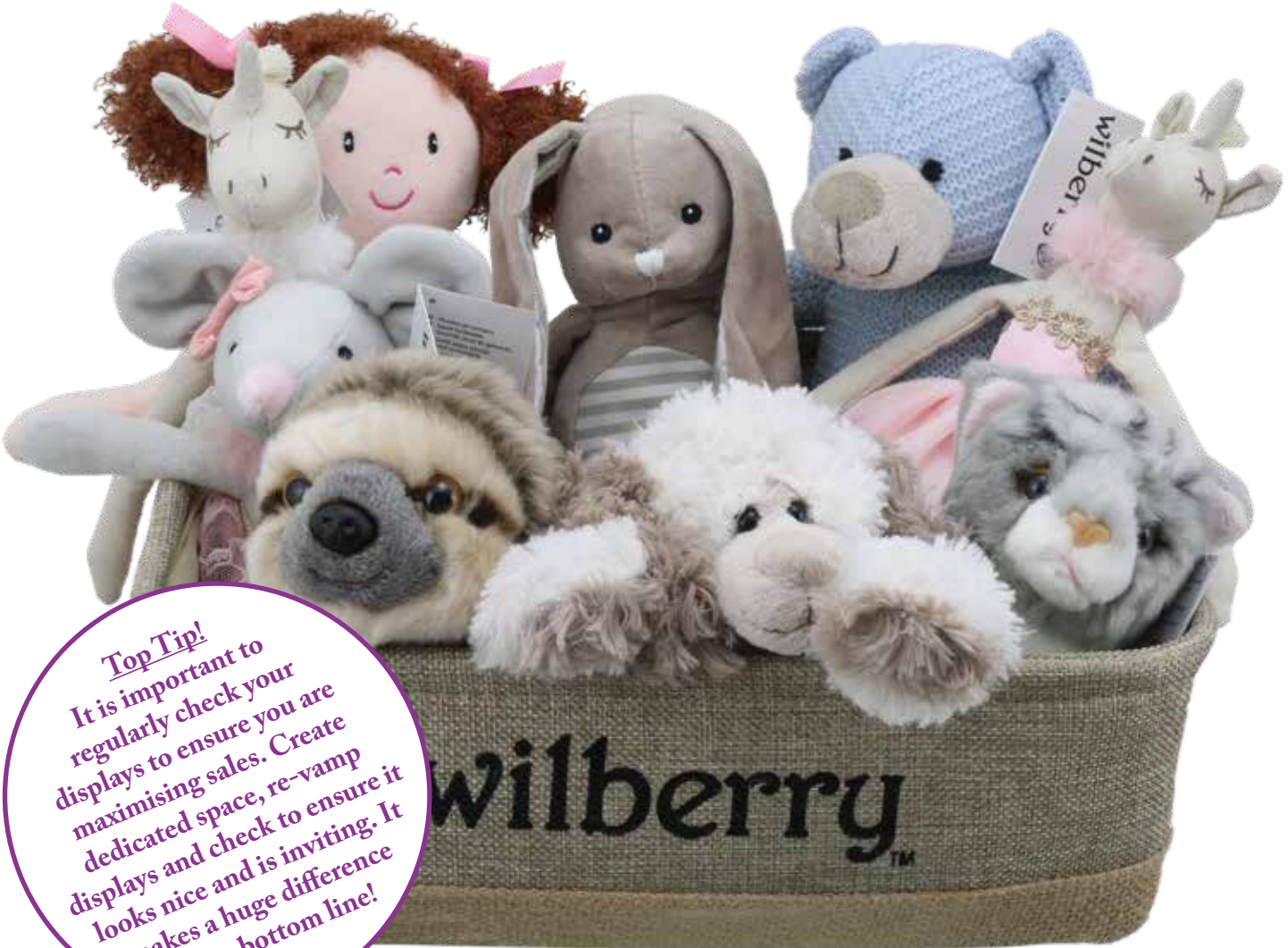


Unicorn
Height - 300mm
WB002404

Top Tip!
This cute
collection makes a
great gift option and
will stand out when
displayed.

POS Solutions - Baskets

Printed with the Wilberry name on both sides and available in three practical sizes, these display baskets work just as well on a counter top, table or shelf. These are a smart, lightweight and very well priced solution to displaying your Wilberry Toys to their best advantage.



Top Tip!
It is important to regularly check your displays to ensure you are maximising sales. Create dedicated space, re-vamp displays and check to ensure it looks nice and is inviting. It makes a huge difference to the bottom line!

POS Solutions - Suitcases

Available in a nest of four sizes, there is a case to fit most of our Wilberry collections, providing a handy storage case and an excellent shop window display prop. We believe up to 80% of the range will fit - some Wilberry designs are simply too large! Each suitcase is covered with travel stickers showing just how well travelled your Wilberry is! **Please Note:** These suitcases are not toys and are for display purposes only.



Suitcase - Set of 4
Length - 160 to 220mm
WB006006



Suitcase - Small
Length - 160mm
WB006010

Suitcase - Large
Length - 200mm
WB006008

Suitcase - Medium
Length - 180mm
WB006009

Suitcase - Extra Large
Length - 220mm
WB006007



POS Solutions - Stand

We supply custom made, point-of-sale stands to showcase our Wilberry collections to their very best advantage and help to maximise sales. Made from steel, in the UK, they are finished with a mint green spray paint and have a very small foot-print. Please note: Stands are charged at our cost price with free Wilberrys at retail price to offset the charge.

(RRP = cost x 2.4)



5 - Tier Floor Stand
Height - 1650mm
WB006001



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