

Our beautiful
 Once Upon a Time
 baby and nursery
 collection

Offering a contemporary
 take on Beatrix Potter's
 classic characters, our
**best-selling Once Upon a
 Time collection** includes
 a wide range of soft and
 wooden toys, as well as
 formats designed to calm
 and soothe babies at
 bedtime.

Once
 upon
 a
 time...

Perfect first gift,
 tactile knots to
 hold onto



Easy for little
 hands to grab

**PETER RABBIT™
 & FLOPSY™ RING
 RATTLES**
PO1446

From Birth
 Backing card • 17 x 14cm
 Pack of 12
 5014475014467



Best
 seller

**MY FIRST PETER
 RABBIT™**
PO1227

From Birth
 Swing ticket • 33cm
 Pack of 6
 5014475012272



Best
 seller

**MY FIRST
 FLOPSY™**
PO1228

From Birth
 Swing ticket • 33cm
 Pack of 6
 5014475012289



**PETER RABBIT™
 COMFORT BLANKET**
PO1229

From Birth
 Backing card • 30 x 30cm
 Pack of 6
 5014475012296



**FLOPSY™ COMFORT
 BLANKET**
PO1297

From Birth
 Backing card • 30 x 30cm
 Pack of 6
 5014475012975



**PETER RABBIT™
 & FLOPSY™ BEAN
 RATTLES**
PO1226

From Birth
 Swing ticket/CDU • 21cm
 Pack of 12
 5014475012265

Keep baby
 busy on-
 the-go!



**PETER RABBIT™
 JIGGLE
 ATTACHABLE**
PO1451

From Birth
 Backing card • 21cm
 Pack of 6
 5014475014511



**FLOPSY™ JIGGLE
 ATTACHABLE**
PO1452

From Birth
 Backing card • 21cm
 Pack of 6
 5014475014528

Perfect new
 born gift set
 for both mums
 and baby



**PETER RABBIT™ SOFT
 TOY & MUSLIN GIFT
 SET**
PO1599

From Birth
 Gift box • (Toy) 21cm
 (Muslins) 19 x 35cm
 Pack of 4
 5014475015990



**PETER RABBIT™
 FIRST BOOTIES
 SET**
PO1318

From Birth
 Gift box • 9.5cm
 Pack of 6
 5014475013187

Chime
 in toes for
 developmental
 play



**PETER RABBIT™ /
 FLOPSY™ ACTIVITY
 SPIRAL**
PO1332

From Birth
 Backing card • 30cm
 Pack of 4
 5014475013323

Our beautiful
 Once Upon a Time
 baby and nursery
 collection

Non
 toxic

100%
 silicone
 teether

Can be
 chilled in the
 fridge to help
 soothe gums

On-the-
 go fun!

NEW
 AW24

**PETER
 RABBIT™
 SILICONE
 TEETHER
 PO2160**

From Birth
 Display box • 10cm
 Pack of 6
 5014475021601

Textures,
 Mirror
 and Teether.
 Developmental
 play for home or
 on the go!

**16CM
 PETER
 RABBIT™
 SOFT TOY
 PO2023**

From Birth
 Swing ticket •
 16cm
 Pack of 6
 5014475020239



**16CM
 FLOPSY™
 SOFT TOY
 PO2024**

From Birth
 Swing ticket • 16cm
 Pack of 6
 5014475020246

It's playtime
 with Peter!



**24CM PETER
 RABBIT™ SOFT
 TOY
 PO2025**

From Birth
 Swing ticket • 24cm
 Pack of 4
 5014475020253

**24CM FLOPSY™
 SOFT TOY
 PO2026**

From Birth
 Swing ticket • 24cm
 Pack of 4
 5014475020260



**PETER RABBIT™
 UNFOLD &
 DISCOVER
 PO1677**

From Birth
 Swing ticket • 73 x 14cm
 Pack of 3
 5014475016775



**PETER RABBIT™
 PLAY & GO
 SQUARES
 PO2015**

From Birth
 Swing ticket • 16cm
 Pack of 6
 5014475020154



Teether can
 be put in the
 fridge

**PETER RABBIT™
 DEVELOPMENTAL
 COMFORTER
 PO2071**

From Birth
 Backing card • 16cm
 Pack of 6
 5014475020710



Soothes sore
 gums

Lots of
 tactile
 textures

**FLOPSY™
 DEVELOPMENTAL
 COMFORTER
 PO2110**

From Birth
 Backing card • 16cm
 Pack of 6
 5014475021106



Encourages
 sensory play

NEW
 AW24

**PETER RABBIT™
 ACTIVITY TOY
 PO2161**

From Birth
 Backing card • 22cm
 Pack of 3
 5014475021618

**Bedtime
 Cuddles**

Detachable
 nightlight

Starry sky
 projection



Soft cuddly toy
 that's perfect for
 bedtime cuddles

Projects a starry sky
 onto your ceilings
 and walls

20 minutes of
 sleepy time
 music

**BEDTIME
 CUDDLES WITH
 PETER RABBIT™
 PO2070**

From Birth
 Display box • 36cm
 Pack of 4
 5014475020703

Musical



**NIGHT NIGHT
 MUSICAL
 PETER
 RABBIT™
 PO1501**

From Birth
 Backing card •
 19 x 35cm
 Pack of 4
 5014475015013

Easy to
 attach to
 cot, includes
 instruction
 leaflet.

Musical
 box plays
 Brahms
 Lullaby



**PETER
 RABBIT™
 MUSICAL
 COT MOBILE
 PO1242**

From Birth
 Display box •
 70cm hanging
 Pack of 2
 5014475012425



**PETER RABBIT™
 WOODEN BOOKENDS
 PO1236**

Display box •
 10.3 x 13.2 14.4cm
 Pack of 3
 5014475012364



**PETER RABBIT™
 WOODEN DOMINOES
 PO1831**

18 Months+
 Wooden box • 17 x 5 x 9.5cm
 Pack of 6
 5014475018311



**PETER RABBIT™
 WOODEN ALPHABET
 BLOCKS
 PO1319**

12 Months+
 Display box • 18cm
 Pack of 4
 5014475013194



Great for
 developing fine
 and gross motor
 skills

**PETER RABBIT™
 SHAPE PUZZLE
 PO1830**

12 Months+
 Wrapped, CDU • 30 x 22.5cm
 Pack of 6
 5014475018304



**PETER RABBIT™
 WOODEN PULL-
 ALONG TOY
 PO1832**

18 Months+
 Display box • 17 x 5 x 9.5cm
 Pack of 3
 5014475018328



Magical
 early years
 gift

**PETER RABBIT™ JACK
 IN THE BOX
 PO1231**

18 Months+
 Display box • 30cm
 Pack of 3
 5014475012319



Have
 you seen
 our POS and
 Merchandising?
 See page 50 for
 details

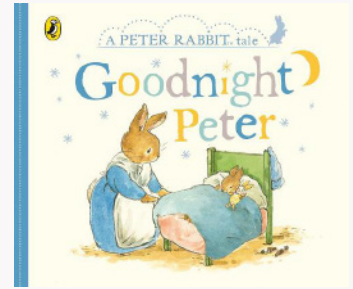
Our charming
 Once Upon a Time
 wooden toys and
 gifts

Gameplay
 develops as
 children grow

Once
 upon
 a
 time...

Supports
 imaginative
 play

Beautiful
 presents to
 dress a
 nursery



Our beautiful
Once Upon a Time
baby and nursery
collection

**PETER RABBIT™
BIG BOX OF
BOOKS**

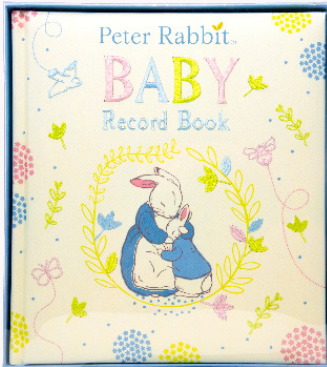
P08058

Board book • Pack of 6
9780723296645
RRP £10.99

**PETER RABBIT™
TALES GOODNIGHT
PETER**

P09277

Board book • Pack of 6
9780241330357
RRP £6.99



**PETER RABBIT™
BABY RECORD
BOOK**

P08075

Hardback • Pack of 3
9780141370033
RRP £19.99



**PETER RABBIT™
FINGER PUPPET
BOOK**

P09083

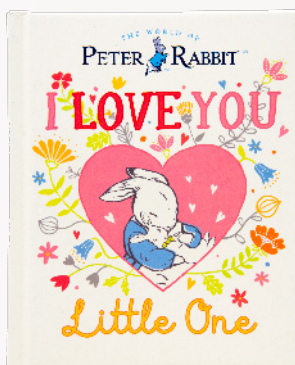
Boardbook • Pack of 6
9780723287124
RRP £8.99



**PETER RABBIT™
TALES LITTLE
LIBRARY**

P09258

Board book • Pack of 10
9780241470145
RRP £5.99



**THE WORLD OF
PETER RABBIT™
I LOVE YOU
LITTLE ONE**

P09278

Hardback • Pack of 6
9780241606476
RRP £6.99



**PETER RABBIT™:
BEDTIME BUNNY
HUNT**

P09301

Paperback • Pack of 6
9780723247838
RRP £7.99



**PETER RABBIT™:
THE GREAT
OUTDOORS
TREASURE HUNT**

P09302

Paperback • Pack of 6
9780241648247
RRP £7.99