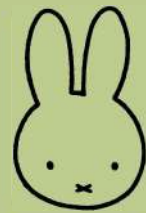






**BON  
TON  
TOYS**



The colourful Miffy plush collection by Bon Ton Toys consists of numerous fabrics and trendy colors, we believe there is a Miffy design for everyone.

We are constantly on the look-out for the best high quality and on-trend materials to keep surprising miffy fans all over the world.

The Miffy plush collections by Bon Ton Toys are sold worldwide in the most beautiful shops and department stores and are produced according to the highest standards when it comes to ethical production.

#### **Miffy by Bon Ton Toys** manufacturing standards



**100% RECYCLED  
PET FILLING**



**HAND  
MADE**



**ETHICAL  
PRODUCTION**



**DURABLE  
PLUSH**

For more information about the Bon Ton Toys Values about sustainable and socially responsible production, please check out our website [www.bontontoy.com](http://www.bontontoy.com)

## **BON TON TOYS 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.

Almost 90 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**



**We scored 29.1 above B Corp entry mark**

WAAAAAY above the 80-point certification average and most B Corp companies. The B Corp label is a certification companies can earn based on their social, environmental and accountability efforts. Prioritising not just financial gain, but the well-being of people and planet as well.



**1% is the least we can do**

We're proud to say that from this year, we are a certified 1% For The Planet Member. 1% For The Planet is a global network of companies that pledge to donate at least 1% of their annual sales to environment organisations. A percentage we tripled last year! We may not be Patagonia just yet, but we're proud to be doing our part.



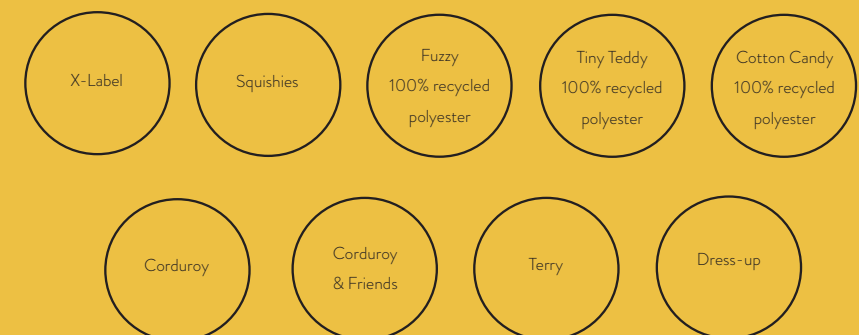
When it comes to our Miffy collection, we hope it always feels like visiting a candy store. She comes in so many wonderful different textures and colors, you can't get enough! We're certain her image and legacy will live on for generations of plush lovers.

We've created a new, classy and sassy collection to join our existing lovelies. Inspired by Miffy's little nose, we call this new Miffy collection;

## The X-Label

The Miffy plush collection consists

of several categories:



# MIFFY THE X LABEL

NEW

35 CM



**ITEM NAME:**

Ltd. Edition Miffy Faux Suede  
Beige - 35 cm - 14"

**QUALITY:**

Shell: 100% polyester  
Filling: 100% recycled polyester

**ARTICLE NUMBER:**

24.182.662

**CATEGORY/RANGE:**

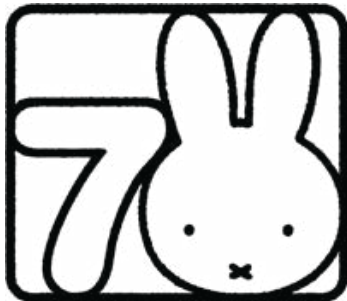
Lifestyle

**PACKAGING:**

No giftbox

**IC/OC**

2/8



NEW

50 CM



**ITEM NAME:**

Ltd. Edition Miffy Faux Suede  
Beige - 50 cm - 20"

**QUALITY:**

Shell: 100% polyester  
Filling: 100% recycled polyester

**ARTICLE NUMBER:**

24.182.663

**CATEGORY/RANGE:**

Lifestyle

**PACKAGING:**

No giftbox

**IC/OC**

1/4



# MIFFY THE X LABEL



**Cozy Miffy Sitting**  
**Cream in giftbox** 23cm - 9”  
24.182.470 IC 4 • OC 18

**Cozy Miffy Sitting**  
**Taupe in giftbox** 23cm - 9”  
24.182.472 IC 4 • OC 18

**Cozy Miffy Soft Pink**  
**in giftbox** 23 cm - 9”  
24.182.477 IC 1 • OC 18



All Miffy’s have 100% recycled PET filling



# MIFFY THE X LABEL



**Lucky Miffy Sitting**  
**Cream in giftbox** 10cm - 4”  
24.182.559 IC 6 • OC 72



**Lucky Miffy Pink**  
**in giftbox** 10 cm - 4”  
24.182.595 IC 6 • OC 72





MIFFY THE X LABEL

NEW



Lucky Miffy **Bright Lilac**  
in giftbox 10 cm - 4”  
24.182.660 IC 6 • OC 72

MIFFY THE X LABEL

NEW



Lucky Miffy **Bright Coral**  
in giftbox 10 cm - 4”  
24.182.661 IC 6 • OC 72

All Miffy’s have 100% recycled PET filling

NEW



Miffy ECO Fuzzy **Bag Charm**  
**Cream** 11cm - 4.5"  
24.205.103 IC 3 • OC 36

NEW



Miffy ECO Fuzzy **Bag Charm**  
**Lilac** 11cm - 4.5"  
24.205.104 IC 3 • OC 36





**Miffy ECO Fuzzy Keychain**  
**Lilac** 8 cm - 3"  
 24.205.102 IC 6 • OC 144



**Miffy Eco Fuzzy Keychain**  
**Taupe** 8 cm - 3"  
 24.205.100 IC 6 • OC 144



BON  
TON  
TOYS



## MIFFY • THE SQUISHIES



Miffy Squish Ball  
Yellow 9 cm - 3,5"  
24.205.076 IC 6 • OC 72



Miffy Squish Ball  
Pink 9 cm - 3,5"  
24.205.077 IC 6 • OC 72



MIFFY • THE SQUISHIES



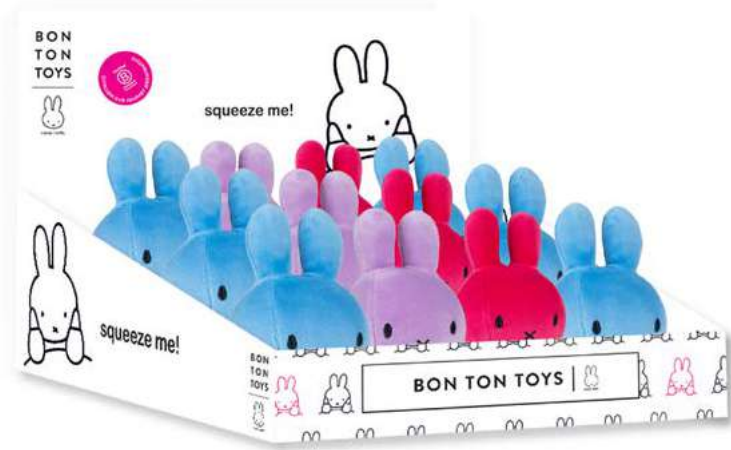
Miffy Squish Ball  
Lilac 9 cm - 3,5”  
24.205.073 IC 6 • OC 72



Miffy Squish Ball  
Blue 9 cm - 3,5”  
24.205.071 IC 6 • OC 72



Miffy Squish Ball  
Fuchsia 9 cm - 3,5”  
24.205.072 IC 6 • OC 72



empty  
display  
fits 12pcs

2024 Miffy Squish display  
plano/flatpack 21,5 x 25,5 x 9,5 cm  
22.300.065 IC 1 • OC 30

All Miffy's have 100% recycled PET filling







BON  
TON  
TOYS



nijntje i miffy.



# MIFFY TINY TEDDY



**Miffy Sitting Tiny Teddy**  
**Cream** 23 cm - 9"  
24.182.554 IC 6 • OC 36



**Miffy Sitting Tiny Teddy**  
**Pink** 23 cm - 9"  
24.182.555 IC 6 • OC 36



**Miffy ECO Tiny Teddy**  
**Lavender** 23 cm - 9"  
24.182.645 IC 6 • OC 36



**Miffy Sitting Tiny Teddy**  
**Beige** 23 cm - 9"  
24.182.589 IC 6 • OC 36

These Miffy's are made of 100% recycled PET



# MIFFY TINY TEDDY



Miffy Flat Keychain Tiny Teddy  
Cream 10cm - 4"  
24.205.046 IC 6 • OC 144



Miffy Flat Keychain Tiny Teddy  
Pink 10cm - 4"  
24.205.047 IC 6 • OC 144



Miffy Flat Keychain  
ECO Tiny Teddy Beige 10 cm - 4"  
24.205.069 IC 6 • OC 144



Miffy Flat Keychain ECO  
Tiny Teddy Lavender 10 cm - 4"  
24.205.050 IC 6 • OC 144



Miffy Recycled Teddy  
Shopping Bag 60 cm - 24"  
24.273.010 IC 3 • OC 12



MIFFY • COTTON CANDY • 100% RECYCLED

MADE FROM 100% RECYCLED MATERIALS



Miffy ECO Cotton Candy  
Pistache 23 cm - 9"

24.182.593 IC 6 • OC 36



Miffy ECO Cotton Candy  
Rose 23 cm - 9"

24.182.592 IC 6 • OC 36



Miffy ECO Cotton Candy  
Cream 23 cm - 9"

24.182.590 IC 6 • OC 36

All Miffy's have 100% recycled PET filling





BON  
TON  
TOYS



nijntje | miffy



MIFFY CORDUROY • 23 CM - 9"

NEW



Miffy ECO Corduroy  
**Red** 23 cm - 9"  
24.182.664 IC 6 • OC 36

NEW



Miffy ECO Corduroy  
**Purple** 23 cm - 9"  
24.182.665 IC 6 • OC 36



Miffy ECO Corduroy Soft  
**Jade** 23 cm - 9"  
24.182.637 IC 6 • OC 36



Miffy ECO Corduroy Misty  
**Rose** 23 cm - 9"  
24.182.638 IC 6 • OC 36

All Miffy's have 100% recycled polyester filling



MIFFY CORDUROY • 23 CM - 9”



Miffy Sitting Corduroy  
Pink 23cm - 9”  
24.182.604 IC 6 • OC 36



Miffy Sitting Corduroy  
Dusty Rose 23cm - 9”  
24.182.616 IC 6 • OC 36



Miffy Sitting Corduroy  
Fuchsia 23cm - 9”  
24.182.618 IC 6 • OC 36



Miffy Sitting Corduroy  
Bubblegum Pink 23cm - 9”  
24.182.609 IC 6 • OC 36



All Miffy’s have 100% recycled PET filling



MIFFY CORDUROY • 23 CM - 9”

MIFFY CORDUROY • 23 CM - 9”



Miffy Sitting Corduroy  
Ice Blue 23cm - 9”  
24.182.619 IC 6 • OC 36



Miffy Sitting Corduroy  
Turquoise 23cm - 9”  
24.182.611 IC 6 • OC 36



Miffy Sitting Corduroy  
Fresh Mint 23cm - 9”  
24.182.621 IC 6 • OC 36



Miffy Sitting Corduroy  
Olive Green 23cm - 9”  
24.182.614 IC 6 • OC 36



Miffy Sitting Corduroy  
Cobalt Blue 23cm - 9”  
24.182.615 IC 6 • OC 36



Miffy Sitting Corduroy  
Aviator Blue 23cm - 9”  
24.182.610 IC 6 • OC 36



Miffy Sitting Corduroy  
Grey 23cm - 9”  
24.182.602 IC 6 • OC 36



Miffy Sitting Corduroy  
Green 23cm - 9”  
24.182.608 IC 6 • OC 36

All Miffy’s have 100% recycled PET filling

BON  
TON  
TOYS



Miffy Sitting Corduroy  
Buttercream 23cm - 9"  
24.182.612 IC 6 • OC 36



Miffy Sitting Corduroy  
Yellow 23cm - 9"  
24.182.607 IC 6 • OC 36



Miffy Sitting Corduroy  
Beige 23cm - 9"  
24.182.617 IC 6 • OC 36



Miffy Sitting Corduroy  
Pumpkin 23cm - 9"  
24.182.613 IC 6 • OC 36



All Miffy's have 100% recycled PET filling



MIFFY CORDUROY • 23 CM - 9”



Miffy Sitting Corduroy  
Offwhite 23cm - 9”  
24.182.600 IC 6 • OC 36



Miffy Sitting Corduroy  
Soft Grey 23cm - 9”  
24.182.620 IC 6 • OC 36



Miffy ECO Corduroy  
Cinnamon 23cm - 9”  
24.182.596 IC 6 • OC 36



All Miffy’s have 100% recycled PET filling





MIFFY CORDUROY • 33 CM - 13"



Miffy Sitting Corduroy  
Offwhite 33cm - 13"  
24.182.601 IC 4 • OC 12



Miffy Sitting Corduroy  
Pink 33cm - 13"  
24.182.605 IC 4 • OC 12



Miffy Sitting Corduroy  
Grey 33cm - 13"  
24.182.603 IC 4 • OC 12



Miffy Sitting Corduroy  
Yellow 33cm - 13"  
24.182.606 IC 4 • OC 12



BON  
TON  
TOYS







Miffy Sitting Corduroy  
Offwhite 50cm - 20”  
24.182.626 IC 1 OC 4



Miffy Sitting Corduroy  
Pink 50cm - 20”  
24.182.625 IC 1 • OC 4



Miffy Sitting Corduroy  
Pink 70cm - 27.5”  
24.182.630 IC 1 • OC 1



Miffy Sitting Corduroy  
Offwhite 70cm - 27.5”  
24.182.628 IC 1 • OC 1



Miffy Keychain Corduroy  
Offwhite 10cm - 4”  
24.205.080 IC 6 • OC 72



Miffy Keychain Corduroy  
Pink 10cm - 4”  
24.205.082 IC 6 • OC 72



Miffy Keychain Corduroy  
Grey 10cm - 4”  
24.205.081 IC 6 • OC 72



Miffy Flat Keychain Corduroy  
Offwhite 10 cm - 4”  
24.205.086 IC 6 • OC 144



Miffy Flat Keychain Corduroy  
Dusty Rose 10 cm - 4”  
24.205.087 IC 6 • OC 144



Miffy Flat Keychain Corduroy  
Buttercream 10 cm - 4”  
24.205.088 IC 6 • OC 144



Miffy Keychain Corduroy  
Aviator Blue 10cm - 4”  
24.205.084 IC 6 • OC 72



Miffy Keychain Corduroy  
Yellow 10cm - 4”  
24.205.083 IC 6 • OC 72



Miffy Flat Keychain  
ECO Corduroy Cinnamon - 10 cm - 4”  
24.205.066 IC 6 • OC 144



Miffy Flat Keychain  
ECO Corduroy Olive Green 10 cm - 4”  
24.205.067 IC 6 • OC 144



Miffy Flat Keychain  
ECO Corduroy Lilac - 10 cm - 4”  
24.205.068 IC 6 • OC 144



BON  
TON  
TOYS



MIFFY & FRIENDS TERRY



**Boris Bear Terry**  
**Cream** 17cm - 7"  
24.182.448 IC 6 • OC 36



**Boris Bear Terry**  
**Beige** 17cm - 7"  
24.182.570 IC 6 • OC 36



**Boris Bear Corduroy**  
**Brown** 17cm - 7"  
24.182.635 IC 6 • OC 36

All Miffy's have 100% recycled PET filling



**MIFFY TERRY • 23 CM - 9"**



**Miffy Sitting Terry**  
**Beige** 23cm - 9"  
24.182.574 IC 6 • OC 36



**Miffy Terry**  
**Lilac** 23 cm - 9"  
24.182.598 IC 6 • OC 36



**Miffy Sitting Terry**  
**Cream** 23cm - 9"  
24.182.192 IC 6 • OC 36



**Miffy Sitting Terry**  
**Light Grey** 23 cm - 9"  
24.182.440 IC 6 • OC 36

All Miffy's have 100% recycled PET filling



**BON  
TON  
TOYS**



nijntje | miffy

© Mercis bv



BON  
TON  
TOYS



nijntje | miffy



**Miffy Sitting Terry**  
**Light Yellow** 23cm - 9"  
24.182.444 IC 6 • OC 36



**Miffy Sitting Terry**  
**Light Blue** 23cm - 9"  
24.182.443 IC 6 • OC 36



**Miffy Sitting Terry**  
**Light Pink** 23cm - 9"  
24.182.442 IC 6 • OC 36



**Miffy Sitting Terry**  
**Soft Orange** 23cm - 9"  
24.182.561 IC 6 • OC 36



**Miffy Sitting Terry**  
**Soft Green** 23cm - 9"  
24.182.560 IC 6 • OC 36

**MIFFY TERRY • 23 CM - 9"**

All Miffy's have 100% recycled PET filling



MIFFY TERRY • 33 CM - 13”



Miffy Sitting Terry  
Light Pink 33cm - 13”  
24.182.562 IC 4 • OC 12



Miffy Sitting Terry  
Light Yellow 33cm - 13”  
24.182.563 IC 4 • OC 12



Miffy Sitting Terry  
Cream 33cm - 13”  
24.182.196 IC 4 • OC 12



Miffy Sitting Terry  
Beige 33 cm - 13”  
24.182.585 IC 4 • OC 12

BON  
TON  
TOYS







**MIFFY TERRY • 50 CM - 20" • 70 CM - 27.5"**



**Miffy Sitting Terry**  
**Cream** 50cm - 20"  
24.182.576 IC1 • OC 4



**Miffy Sitting Terry**  
**Cream** 70cm - 27.5"  
24.182.577 IC1 • OC 1



**Miffy Sitting Terry**  
**Light Pink** 70cm - 27,5"  
24.182.584 IC1 • OC 1



**Miffy Sitting Terry**  
**Light Pink** 50 cm - 20"  
24.182.583 IC1 • OC 4

All Miffy's have 100% recycled PET filling



# MIFFY DRESS-UP

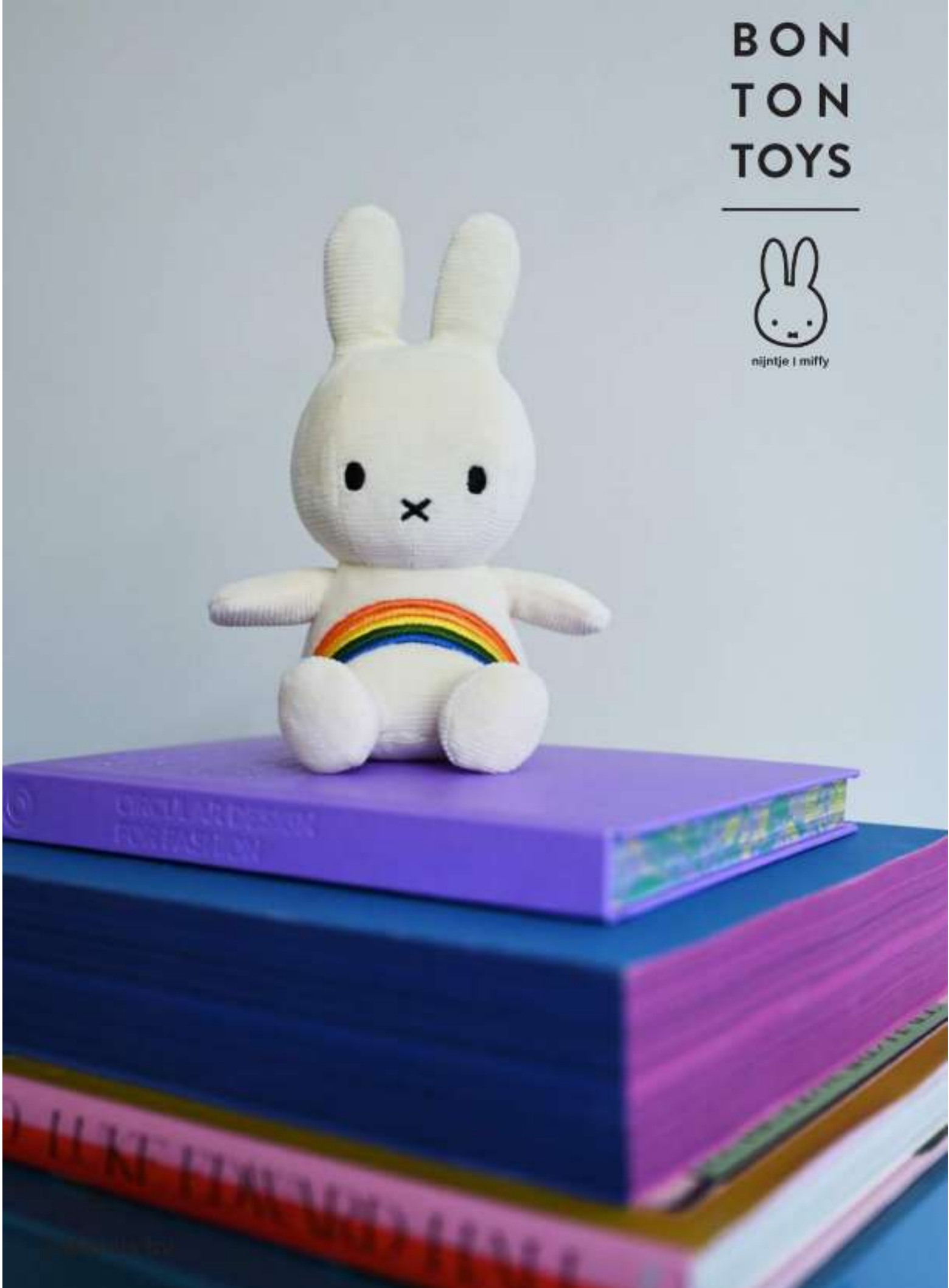


Miffy Rainbow  
Offwhite - 18 cm - 7"  
24.182.529 IC 6 • OC 36



Miffy Rainbow Keychain  
Offwhite 10 cm - 4"  
24.205.111 IC 6 • OC 72

All Miffy's have 100% recycled PET filling



BON  
TON  
TOYS



nijntje | miffy





**Miffy with Snuffy Sitting**

33cm - 13"  
24.182.022 IC 4 • OC 12



**Miffy Standing**  
**Ballerina**

23cm - 9"  
24.182.504 IC 6 • OC 36



**Miffy Standing Clown**

24cm - 9,5"  
24.182.519 IC 6 • OC 36

**BON  
TON  
TOYS**



nijntje | miffy



MIFFY DRESS-UP



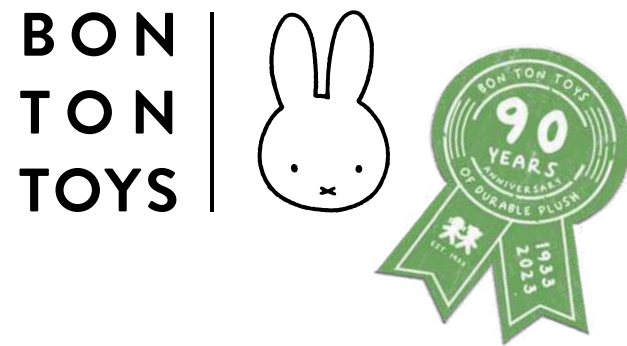
Miffy Winter Sitting with scarf  
23cm - 9”  
24.182.024 IC 6 • OC 36



Miffy Winter Sitting with scarf  
33cm - 13”  
24.182.025 IC 4 • OC 12







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

x

Legal and fair pay

x

No child labor

x

No forced or involuntary labor

x

Employees must be treated with  
dignity and respect

x

No discrimination

x

Employees’ right of association  
must be observed

x

Individual written labor contract  
must be provided

x

Working conditions are safe and  
employee health is not endangered

ETHICAL  
TOY PROGRAM





Bon Ton Toys  
Archangelkade 30C  
1013 BE, Amsterdam  
The Netherlands

[sales@bontontoys.com](mailto:sales@bontontoys.com)

[WWW.BONTONTOYS.COM](http://WWW.BONTONTOYS.COM)