

BON
TON
TOYS



2023 AUTUMN
WINTER

BON
TON
TOYS



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.

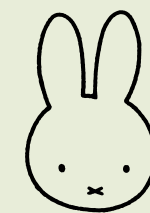
Long before climate change was real,
and sustainability was even a word,
we were putting smiles on faces.
With premium plush animals,
made with the highest regard for nature.
It's the ways of our past that make us
fit to fight for our future.

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**



BON
TON
TOYS

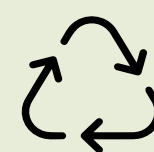


The colourful Miffy plush collection by Bon Ton Toys consists of numerous fabrics and trendy colors, we believe there is a Miffy design for everyone.

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



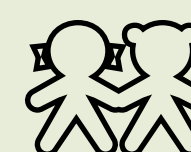
100% RECYCLED
PET FILLING



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



NEW NEW NEW

MIFFY THE X LABEL



You may have heard this before, but we are 90 years young! In 2023, we are celebrating 90 years of durable plush. We're only two decades older than our beloved and very famous character, Miffy!

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.

And what better way to celebrate our 90th birthday than to add a few new beautiful bunnies to our Miffy candy store. 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  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 Sitting
Grey in giftbox 23cm - 9"
24.182.471 IC 4 • OC 18

NEW NEW NEW



Lucky Miffy Sitting
Grey in giftbox 10cm - 4"
24.182.557 IC 6 • OC 72



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

All Miffy's have 100% recycled PET filling

BON TON TOYS

the  label



BON
TON
TOYS



TINY TEDDY 100% RECYCLED

NEW NEW NEW

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 Sitting Tiny Teddy
Cinnamon 23 cm - 9”
24.182.556 IC 6 • OC 36



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



BON
TON
TOYS



MIFFY & FRIENDS TERRY



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



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



Miffy Sitting Terry
Retro Orange 23cm - 9”
24.182.332 IC 6 • OC 36



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



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



MIFFY TERRY • 23 CM - 9"

NEW



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



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



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



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

All Miffy's have 100% recycled PET filling



BON
TON
TOYS



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
Raspberry Pink 33cm - 13”
24.182.335 IC 4 • OC 12



Miffy Sitting Terry
Retro Orange 33cm - 13”
24.182.334 IC 4 • OC 12



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



Miffy Sitting Terry
Light Grey 33cm - 13”
24.182.441 IC 4 • OC 12



BON
TON
TOYS



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



NEW

Miffy Sitting Terry
Cream 50cm - 20"
24.182.576 IC 1 • OC 4



NEW

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

All Miffy's have 100% recycled PET filling

MIFFY TERRY & FRIENDS



Elephant Terry
Light Grey 23cm - 9"
24.182.445 IC 6 • OC 36



Elephant Terry
Light Grey 33cm - 13"
24.182.491 IC 3 • OC 12



Lion Terry
Light Yellow 17cm - 7"
24.182.564 IC 6 • OC 36



Lion Terry
Light Yellow 24cm - 9,5"
24.182.565 IC 6 • OC 36

All Miffy's have 100% recycled PET filling



BON
TON
TOYS



BON
TON
TOYS



MIFFY & FRIENDS TERRY

NEW



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



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



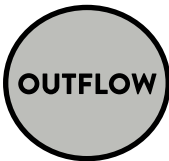
Boris Bear Terry
Cream 24cm - 10"
24.182.447 IC 6 • OC 36

All Miffy's have 100% recycled PET filling

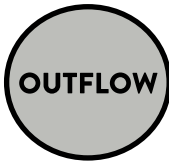
BON
TON
TOYS



MIFFY & FRIENDS TEDDY 100% RECYCLED



Miffy Sitting Teddy
Green 23 cm - 9”
24.182.305 IC 6 • OC 36



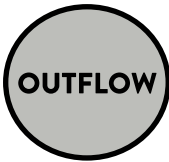
Miffy Sitting Teddy
Yellow 23 cm - 9”
24.182.303 IC 6 • OC 36



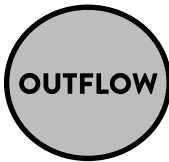
Miffy Sitting Teddy
Cream 23 cm - 9”
24.182.300 IC 6 • OC 36



Miffy Sitting Teddy
Beige 23 cm - 9”
24.182.494 IC 6 • OC 36



Miffy Sitting Teddy
Light Grey 23 cm - 9”
24.182.552 IC 6 • OC 36

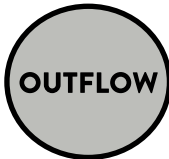


Miffy Sitting Teddy
Blue 23 cm - 9”
24.182.302 IC 6 • OC 36

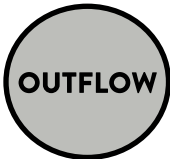


Miffy Sitting Teddy
Pink 23 cm - 9”
24.182.301 IC 6 • OC 36

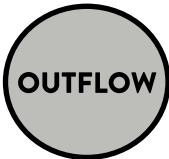




Miffy Sitting
Teddy Blue 33 cm - 13”
24.182.372 IC 4 • OC 12



Miffy Sitting
Teddy Light Grey 33 cm - 13”
24.182.553 IC 4 • OC 12



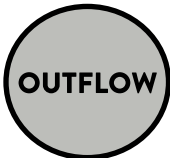
Miffy Sitting
Teddy Cream 33 cm - 13”
24.182.370 IC 4 • OC 12



Miffy Sitting
Teddy Pink 33 cm - 13”
24.182.371 IC 4 • OC 12



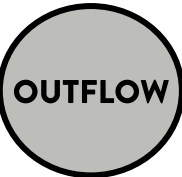
Miffy Sitting
Teddy Yellow 33 cm - 13”
24.182.363 IC 4 • OC 12



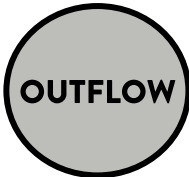
Miffy Sitting
Teddy Green 33 cm - 13”
24.182.365 IC 4 • OC 12



MIFFY & FRIENDS TEDDY 100% RECYCLED



Boris Bear Teddy
Brown 17 cm - 7"
24.182.498 IC 4 • OC 24



Boris Bear Teddy
Cream 17 cm - 7"
24.182.550 IC 4 • OC 24



These Miffy's are made of 100% recycled PET



BON
TON
TOYS





BON
TON
TOYS



MIFFY TEDDY 100% RECYCLED • ACCESSORY



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

BON
TON
TOYS



MIFFY 100% ORGANIC COTTON



Miffy Sitting Organic Cotton
Sparkle Stripe Pink 23 cm - 9”
24.182.403 IC 6 • OC 36



Miffy Sitting Organic Cotton
Ocean Blue 23 cm - 9”
24.182.404 IC 6 • OC 36



Miffy Sitting Organic Cotton
Soft Pink 23 cm - 9”
24.182.405 IC 6 • OC 36

Miffy Sitting Organic Cotton
Pink/Yellow Melange 23 cm - 9”
24.182.407 IC 6 • OC 36

BON
TON
TOYS



MIFFY & FRIENDS CORDUROY

MIFFY & FRIENDS CORDUROY



Boris Bear Corduroy
Beige 17cm - 7”
24.182.488 IC 6 • OC 36



Boris Bear Corduroy
Brown 17cm - 7”
24.182.431 IC 6 • OC 36



Lion Corduroy
Yellow 17cm - 7”
24.182.429 IC 6 • OC 36



Elephant Corduroy
Grey 23cm - 8”
24.182.427 IC 6 • OC 36



Lion Corduroy
Yellow 24cm - 10”
24.182.430 IC 6 • OC 36





BON
TON
TOYS



MIFFY CORDUROY • 23 CM - 9”



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



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



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



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



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



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



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

NEW



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

MIFFY CORDUROY • 23 CM - 9”



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



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



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



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

BON
TON
TOYS



All Miffy’s have 100% recycled PET filling

BON
TON
TOYS



MIFFY CORDUROY • 23 CM - 9"



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



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



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

All Miffy's have 100% recycled PET filling

MIFFY CORDUROY • 23 CM - 9”



Miffy Sitting Corduroy
Beige 23cm - 9”
24.182.424 IC 6 • OC 36



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



BON
TON
TOYS



All Miffy’s have 100% recycled PET filling

MIFFY CORDUROY • 33 CM - 13”



Miffy Sitting Corduroy
Offwhite 33cm - 13”
24.182.201 IC 4 • OC 12



Miffy Sitting Corduroy
Pink 33cm - 13”
24.182.209 IC 4 • OC 12



Miffy Sitting Corduroy
Grey 33cm - 13”
24.182.207 IC 4 • OC 12



Miffy Sitting Corduroy
Yellow 33cm - 13”
24.182.217 IC 4 • OC 12

All Miffy’s have 100% recycled PET filling



BON
TON
TOYS





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



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



Miffy Sitting Corduroy
Grey 50cm - 20”
24.182.222 IC 1 • OC 4



Miffy Sitting Corduroy
Yellow 50cm - 20”
24.182.226 IC 1 • OC 4



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



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



Miffy Sitting Corduroy
Grey 70cm - 27.5”
24.182.241 IC 1 • OC 1



Miffy Sitting Corduroy
Yellow 70cm - 27.5”
24.182.243 IC 1 • OC 1

MIFFY CORDUROY KEYCHAIN • 10 CM - 4”

MIFFY CORDUROY SHOPPER • 60 CM - 24”



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



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



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



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



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



Miffy Shopping Bag Corduroy
Cream 60 cm - 24”
24.273.011 IC 3 • OC 12

BON
TON
TOYS



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



Miffy with Snuffy Sitting
33cm - 13”
24.182.022 IC 4 • OC 12



Miffy Standing
Pyjama 24cm - 9,5”
24.182.517 IC 6 • OC 36



Miffy Standing Clown
24cm - 9,5”
24.182.519 IC 6 • OC 36

MIFFY DRESS-UP



Miffy Sitting
My First Miffy Girl 23cm - 9”
24.182.506 IC 6 • OC 36



Miffy Sitting
My first Miffy Boy 23cm - 9”
24.182.505 IC 6 • OC 36

NEW



Miffy Standing
Ballerina 23cm - 9”
24.182.504 IC 6 • OC 36

All Miffy’s have 100% recycled PET filling



BON
TON
TOYS



BON
TON
TOYS



OUTFLOW

MIFFY ALL-OVER PRINT



Miffy Ditsy Flower
Red 23cm - 9”
24.182.460 IC 6 • OC 36



Miffy Ditsy Flower
Green 23cm - 9”
24.182.461 IC 6



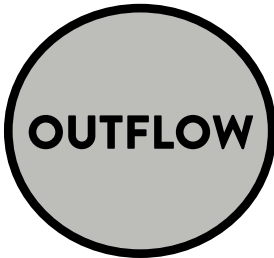
Miffy Sitting all-over
Tulip 23cm - 9”
24.182.187 IC 6 • OC 36

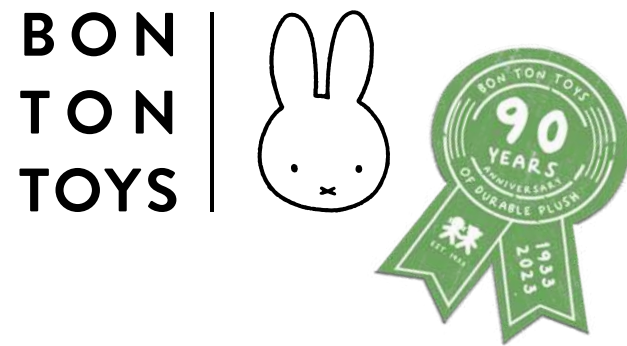


Elephant Denim
Stripe 23cm - 8”
24.182.453 IC 6 • OC 36



Miffy Sitting Denim
Stripe 23cm - 9”
24.182.452 IC 6 • OC 36





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



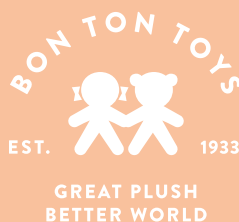
Illustrations Dick Bruna
© copyright Mercis bv, 1953-2023
www.nijntje.nl, www.miffy.com



ANY QUESTIONS OR JUST WANT TO SAY HI?

Give us a call: +31 20 722 0125
Or send us a message at sales@bontontoys.com

Bon Ton Toys



Bon Ton Toys B.V.
Archangelkade 30C • 1013 BE Amsterdam • The Netherlands

www.bontontoys.com



This magazine is printed
on FSC paper