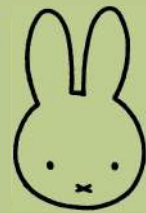


**BON
TON
TOYS**



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

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.



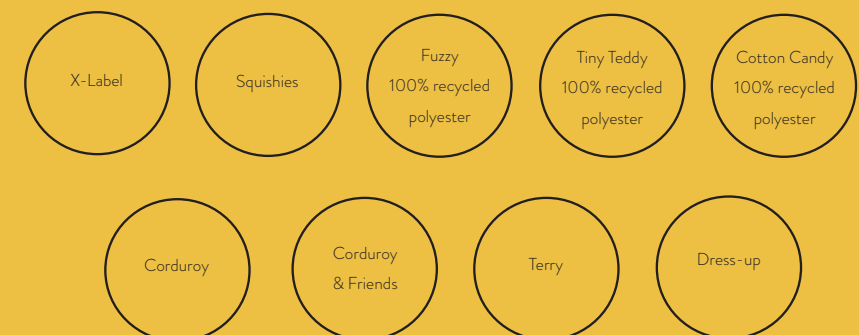
When it comes to our Miffy collection, we hope it always feels like visiting a candy store. She comes in so many wonderful different textures and colors, you can't get enough! We're certain her image and legacy will live on for generations of plush lovers.

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:

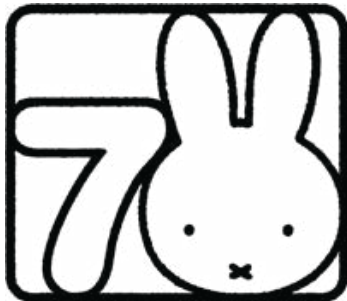
Lifestyle

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

NEW



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

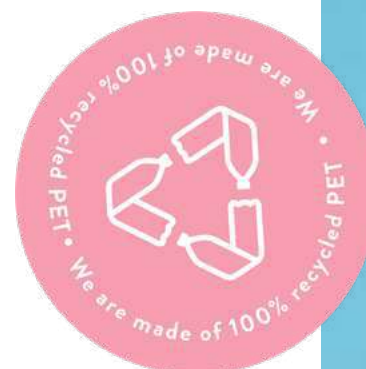
NEW



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



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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

All Miffy's have 100% recycled PET filling

MIFFY • THE SQUISHIES



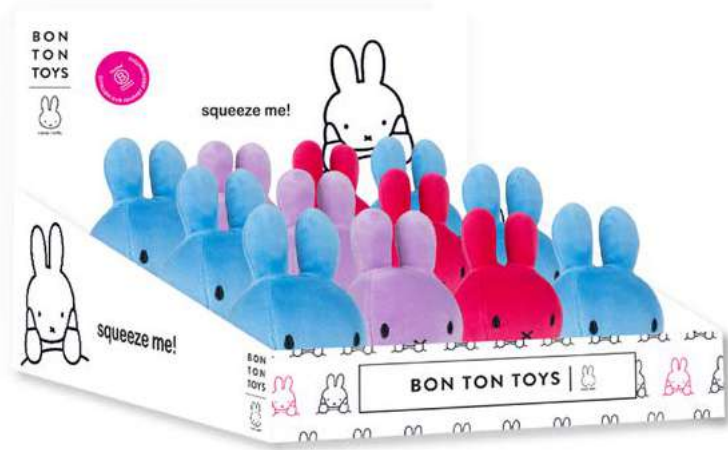
Miffy Squish Ball
Lilac 9 cm - 3,5”
24.205.073 IC 6 • OC 72



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





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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



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mijntje | 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



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

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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



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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



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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

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



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TOYS**



nijntje | miffy

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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"

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

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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

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MIFFY DRESS-UP



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

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TOYS**



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MIFFY DRESS-UP



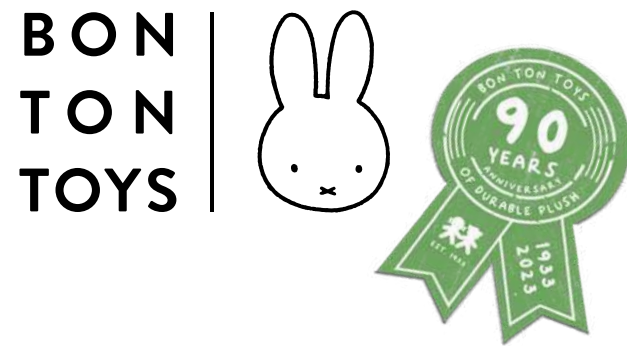
Miffy Winter Sitting with scarf
23cm - 9”
24.182.024 IC 6 • OC 36



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

All Miffy’s have 100% recycled PET filling





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



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