

# Best Years

ORIGINAL  
by  
DESIGN

# LOOK

at what's in store to  
AW2022



[www.bestyears.co.uk](http://www.bestyears.co.uk)

## Green, Fair, Ethical

As a small company we pride ourselves on our ethical sourcing and the progress we have made in reducing our use of plastics

We made a commitment back in 2019 that we would do more and since then we have made good progress in reducing our environmental impact.

All our new ranges since 2019 have been natural, organic or fair trade.

Our newest range, the contemporary knitted toys, is organic cotton stuffed with recycled polyester and with cotton labels.

We have our first range of fair trade, cotton dinosaurs arriving in August 2022

We have expanded both our natural rubber and fair trade wooden dinosaur ranges as well as fair trade wooden rainbows.

Our dinosaurs are all now stuffed with recycled polyester. We no longer use individual packaging saving 1000s of single use poly bags. We have removed the kimble tags (small plastic things which allow products to be hung). Our sew-in labels and swing tags will be environmentally friendly by 2023.

We are a small company, and we work with small producers all around the world. While we pride ourselves on having toys made all over the world, we know who our producers are and we have visited them all. We value our partners and we like them. Small isn't the only answer to ethical and environmental questions but it is always a good start.

However being small we do not have the budgets to shout loudly about all we have done and to tell everyone what we have achieved. For this reason we will be changing the labels of our most environmentally friendly toys to a lovely shade of green to show the eco credentials.

For more updates and information please follow us on Instagram and Facebook.



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# Natural Rubber & Fair Trade Wooden Dinosaurs

Eco friendly, handmade and 100% biodegradable dinosaurs make the perfect alternative to plastic toys.



## MY FIRST NATURAL RUBBER DINOSAUR TOY, BATH TOY & TEETHER

- My First Diplodocus - Ice Blue BY5608
- My First T Rex - Yellow BY5609
- My First Diplodocus - Orange BY5602
- My First Mammoth BY5605
- My First Stegosaurus BY5601
- My First T Rex - Green BY5604
- My First Triceratops BY5603



## FAIR TRADE COTTON DINOSAURS

- Fair Trade Cotton Stegosaurus BY4603
- Fair Trade Cotton Diplodocus BY4602
- Fair Trade Cotton T Rex BY4605
- Fair Trade Cotton Triceratops BY4604

## FAIR TRADE WOODEN DINOSAUR TOYS

- Fair Trade Wooden T Rex Toy BY5728
- Fair Trade Wooden Diplodocus Toy BY5729
- Fair Trade Wooden Triceratops Toy BY5730
- Fair Trade Wooden Mammoth Toy BY5731



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Despite the fact that Dinosaurs have been extinct for over 65 million years, pretty much every kid in the world goes through a dinosaur phase which is probably why our knitted dinosaurs are always so popular.

**"TERRY" T REX**

*Terry likes to pretend to be scary.  
If you didn't know him, you'd be quite wary.  
His massive teeth often put people off,  
But the reality is, this T-rex is soft!*

**Knitted Green  
T Rex Soft Toy - large**  
BY4110NB



**Knitted Multi Rainbow Stripe  
T Rex Soft Toy**  
BY4137NB



**Knitted Green  
T Rex Soft Toy**  
BY4050NB



**Knitted Yellow  
Mini T Rex Baby Rattle**  
BY4169NB



**Knitted Green  
Mini T Rex Baby Rattle**  
BY4130NB



**Knitted Yellow  
T Rex Soft Toy**  
BY4177NB



**Knitted Rainbow Stripe  
Mini T Rex Baby Rattle**  
BY4138NB



**Knitted Bold Stripe  
T Rex - large**  
BY4055



**Knitted Bold Stripe  
T Rex Soft Toy**  
BY4054



**Knitted Mini Bold Stripe  
Mini T Rex Baby Rattle**  
BY4053



**Knitted Flatty  
T Rex  
Baby Toy**



# Dinosaurs

**Knitted Orange  
Diplodocus  
Soft Toy**  
BY4146NB



**Knitted Green  
Diplodocus  
Soft Toy**  
BY4162NB



**Knitted Rainbow  
Stripe Diplodocus  
Soft Toy**  
BY4158NB



**Knitted Orange  
Diplodocus  
Soft Toy - large**  
BY4139NB



**Knitted Rainbow  
Stripe Mini T Rex  
Baby Rattle**  
BY4157NB



**Knitted Orange  
Mini Diplodocus  
Baby Rattle**  
BY4136NB



**Knitted Green  
Mini Diplodocus  
Baby Rattle**  
BY4161NB



Buying these toys helps fund schools for pre-school kids

## "DIPPY" DIPLODOCUS

Don't despair if Dippy can't be found He's wandered off with his head in the clouds. He's loyal and gentle and loves you dearly, And keeping him close will make you cheery!

**Knitted Ice Blue  
Diplodocus - large**  
BY4051NB



**Knitted Ice Blue  
Diplodocus  
Soft Toy**  
B4180NB



**Knitted Ice Blue  
Diplodocus  
Baby Rattle**  
BY4181NB



**Knitted Bold  
Stripe Diplodocus**  
BY4057NB



**Knitted Mini  
Bold Stripe  
Diplodocus Baby Rattle**  
BY4056NB



**Knitted Flatty  
Diplodocus  
Baby Toy**

COMING SOON

# Dinosaurs

It's hard for a dinosaur to get along today  
The place where they're from is such a long way away.  
So show them love, and they'll love you too  
Because all they want is to be with you.

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**"SPIKE" STEGOSAURUS**

Having short legs doesn't bother Spike,  
Because eating plants is what stegosaurus's like.  
Munching on shrubs is his favourite hobby  
And if his legs were longer he'd be quite wobbly!

Knitted  
Stegosaurus  
Soft Toy  
BY4145NB

Knitted Mini  
Stegosaurus  
Baby Rattle  
BY4174NB



**"GILES" PTERODACTYL**

Meet our favourite pterodactyl, Giles,  
He's a wild and crazy, orange reptile.  
He's very loud and lots of fun  
And he'll make you laugh  
when you're feeling glum.

Knitted  
Pterodactyl  
Soft Toy - large  
BY4052NB



Knitted Dodo  
Baby Rattle  
BY4165NB

Knitted Dodo  
Soft Toy  
BY4164NB



**"DIDI" DODO**

Didi the dodo cannot fly  
But that's no reason for her to cry.  
She doesn't have a nasty feather  
She'll be there for you whatever the weather.

Knitted Yellow  
Pterodactyl Baby Rattle  
BY4167NB

Knitted Yellow  
Pterodactyl Soft Toy  
BY4166NB

**"SERGE" SABRE TOOTH TIGER**

Living in the Ice Age can be quite rough  
That's why Serge likes to think he's tough.  
But don't be afraid to give him a pat  
This sabre toothed tiger's just a pussy cat.



Knitted Crocodile Soft Toy In Bold Stripe  
BY4519

Knitted Crocodile Baby rattle  
BY4520

Knitted  
Sabre Tooth Tiger  
Soft Toy - large  
BY4176NB



Knitted Mini  
Sabre Tooth Tiger  
Baby Rattle  
BY4153NB

Knitted  
Sabre Tooth Tiger  
Soft Toy  
BY4175NB

# Dinosaurs



**Knitted Woolly Mammoth Soft Toy - Standard**  
BY4149NB



**Knitted Mini Woolly Mammoth Baby Rattle**  
BY4163NB

**"MONTY" MAMMOTH**

Monty has a heart of gold  
A woolly coat protects him from the cold  
He loves a cuddle and will keep you warm  
Snuggled up from dusk til dawn.



**Knitted Stripe Mammoth Soft Toy**  
BY4160NB



**Knitted Stripe Mammoth Bay Rattle**  
BY4183

Buying these toys helps fund schools for pre-school kids

**"TOMMY" TRICERATOPS**

Tommy's jokes drive his friends round the bend  
But this triceratops in a loyal, loving friend.  
You might not always think he's junny  
But when the chips are down,  
he's your bestest buddy.



**Knitted Mini Moss Green Triceratops Baby Rattle**



**Knitted Moss Green Triceratops Soft Toy - medium**  
BY4168NB



**Knitted Triceratops Soft Toy - large**  
BY4128NB



**Knitted Triceratops Soft Toy - medium**  
BY4126NB



**Knitted Mini Red Triceratops Baby Rattle**  
BY4134NB



**Knitted Mini Rainbow Stripe Triceratops Baby Rattle**  
BY4159NB



**Knitted Stripe Shark Soft Toy**



**Knitted Stripe Shark Baby Rattle**

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# Giant Dinosaurs



Not Larger than Life  
but the biggest Knitted  
Dinosaur Toys around

Our giant dinosaur toys are the biggest dinosaur toys around and are available for pre-order for delivery twice a year.

Please email us on [sales@bestyears.co.uk](mailto:sales@bestyears.co.uk) for more information or to secure stock of your favourite!

# Ava and Friends

Children love to cuddle up with a special toy and Ava and friends is a gang of toys specifically designed to be that special one



**Sausage Dog Soft Toy** BY4514  
**Sausage Dog Baby Rattle** BY4517



**Knitted French Bulldog Toy** BY4221  
**Knitted French Bulldog Rattle** BY4518



**Sausage Dog Soft Toy with Pastel Jumper** BY4219  
**Sausage Dog Baby Rattle with Pastel Jumper** BY4220



**Halloween Sausage Dog Decoration** BY4306



**Bulldog Xmas Decoration** BY4062



COMING SOON

**Crochet Dogs Bright**



**Bright Jumper Sausage Dog Decoration** BY4068



**Pastel Jumper Sausage Dog Decoration** BY4069



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**Fair Trade Wooden Rainbow Toy Standard** BY5718



**Fair Trade Crochet Rainbow Toy** BY2301

**NEW!**



**Fair Trade Wooden Rainbow Toy Large** BY5707



**Pastel Fair Trade Wooden Rainbow Large** BY5725



**Natural Rubber Rainbow Toy Standard** BY5614



**Pastel Fair Trade Wooden Rainbow Boxed Standard** BY5713



**Pastel Fair Trade Crochet Rainbow Toy** BY2302

**NEW!**



**Contemporary Fair Trade Wooden Rainbow Large** BY5722



**Contemporary Fair Trade Wooden Rainbow Toy Standard** BY5714



**Black & White Fair Trade Wooden Rainbow Toy Standard** BY5717



**Pink Fair Trade Wooden Rainbow Large** BY5724



**Pink Fair Trade Wooden Rainbow Toy Standard** BY5716



**Blue Fair Trade Wooden Rainbow Large** BY5723

**Blue Fair Trade Wooden Rainbow Toy Standard** BY5715



# Best Year's Hand Made from Nature

Exclusive, Natural and Handmade.

An exclusive range of toys made from natural materials including wood, natural rubber and cotton, produced by small artisan producers.



**Thunpath Rena Elephant Toy  
in Rainbow Colours**  
BY5733



**Thunpath Rena Elephant Toy  
in Contemporary Colours**  
BY5734



**Thunpath Rena Elephant Toy  
in Pastel Colours**  
BY5735



**Wooden Fair Trade  
Dinosaur Mobile**  
BY5721



**Wooden Fair Trade  
Dinosaur Tray**  
BY5720



**Fair Trade Wooden  
Teaching Clock Puzzle**  
BY5705

**Fair Trade Dinosaur  
Balancing Toy**  
BY5719



## FAIR TRADE WOODEN DINOSAUR TOYS

- Fair Trade Wooden T Rex Toy BY5728
- Fair Trade Wooden Diplodocus Toy BY5729
- Fair Trade Wooden Triceratops Toy BY5730
- Fair Trade Wooden Mammoth Toy BY5731



# Seasonal Decorations

## Halloween



**Halloween T Rex with Pumpkin Decoration**  
BY4304



**Halloween T Rex Ghost Decoration**  
BY4305



**Halloween Diplodocus Decoration**  
BY4303



**Halloween Sausage Dog Decoration**  
BY4306



**Halloween Shark Decoration**  
BY4309

## Christmas



**Grey Bunny Xmas Decoration**  
BY4067

**Penguin Xmas Decoration**  
BY4060



**Robin Xmas Decoration**  
BY4061



**Astronaut Xmas Decoration**  
BY4307



**Diplodocus Xmas Decoration**  
BY4171



**Triceratops Xmas Decoration**  
BY4172



**Mammoth Xmas Decoration**  
BY4173



**T Rex Xmas Decoration**  
BY4170



**Pterodactyl Xmas Decoration**  
BY4192



**Mouse Xmas  
Decoration**  
BY4058



**Pigeon Xmas  
Decoration**  
BY4196



**Xmas Bus  
Decoration**  
BY4308

**Flamingo Xmas  
Decoration**  
BY4059

**Xmas Jumper with  
Tree Decoration**  
BY2203



**Elf Xmas  
Decoration**  
BY2205



**Santa Xmas  
Decoration**  
BY2207



**Xmas Jumper with  
Carrot Decoration**  
BY2202



**Xmas Pudding  
Decoration**  
BY2209

**Toadstool Xmas  
Decoration**  
BY2208

**Bulldog Xmas  
Decoration**  
BY4062



**Bright Jumper  
Sausage Dog  
Decoration**  
BY4068



**Pastel Jumper  
Sausage Dog  
Decoration**  
BY4069



**Stegosaurus  
Xmas Decoration**  
BY4193



**Dodo  
Xmas Decoration**  
BY4191

**Shark Xmas  
Decoration**  
BY4195



**Croc Xmas  
Decoration**  
BY4063



# sweet BABY

## Organic Baby Toys



Grey Diplodocus Baby Card BYC8210

Teal Elephant Baby Card BYC8209

Mustard Elephant Baby Card BYC8208



Knitted Organic  
Cotton Mustard  
Elephant Baby  
Scandi Toy

Large BY5805  
Small BY5803



Knitted Organic  
Cotton Teal  
Elephant Baby  
Scandi Toy

Large BY5806  
Small BY5804



Knitted Organic  
Cotton Black and White  
Zebra Scandi Toy

Large BY5808  
Small BY5807



Baby Ellis Organic  
Elephant Soft Toy  
Mustard BY5824  
Teal BY5825



Baby Ziggy  
Organic Zebra  
Soft Toy  
BY5829



# Sweet Baby Contemporary

New range of organic cotton toys from India. Scandi-style designs combined with on trend colours make this a perfect range for the modern nursery



**Organic Cotton Chunky Knit Charlotte Elephant**  
Large BY5818  
Small BY5826



**Knitted Organic Cotton Teal Bunny Doll in Stripe Dress**  
BY5810



**Organic Cotton Knitted White Bear**  
BY5836



**Organic Cotton Knitted Mustard Bear**  
BY5834



**Organic Cotton Knitted Pink Bear**  
BY5835



**Organic Cotton Knitted Teal Bear**  
BY5833



**Knitted Organic Cotton Bunny Rabbit Baby Scandi Toy**  
Mustard BY5801  
Teal BY5802



**Badger**

**Hedgehog**



*Organic*

sweet  
BABY 

Organic  
Baby Toys

Knitted Organic  
Cotton Sea Green  
Seahorse Scandi Toy  
BY5812



NEW!

Sasha Organic  
Seahorse Soft Toy - Pink  
BY5827

Knitted Organic  
Cotton Dark Pink  
Starfish Scandi Toy  
BY5815



Ollie Organic  
Octopus Soft Toy  
- Sea Green  
BY5828



Knitted Organic Cotton  
Sea Green Whale Scandi Toy  
BY5814



Knitted Organic  
Cotton Baby  
Pink Jellyfish  
Scandi Toy  
BY5811



Organic Knitted Crab  
BY5823



Organic Knitted Seagull  
BY5873



# Sweet Baby Contemporary

New range of organic cotton toys from India. Scandi-style designs combined with on trend colours make this a perfect range for the modern nursery



**Organic Cotton Knitted Mustard Spotted Dinosaur**  
Large BY5831  
Small BY5832



**Organic Cotton Knitted Spotted Dinosaur**  
Large BY5809  
Small BY5830



**Organic Cotton Knitted Teal Spotted Dinosaurs**



**Organic Cotton Knitted Grey Spotted Dinosaurs**



Organic



**SWEET BABY CARDS**



**Knitted Organic Cotton  
White Bunny Rabbit  
Baby Rattle**  
BY4205



**Knitted Bunny  
Comforter**



**Knitted Organic  
Cotton Diplodocus  
Dinosaur Baby Rattle**  
Blue BY4209  
Pink BY4208



**Knitted  
Flamingo Rattle**  
BY4513



**Knitted Organic  
Cotton Grey Bunny Rabbit  
Baby Rattle**  
BY4215



**Grey Diplodocus  
Knitted Dinosaur Toy  
with Comfort Blanket**  
BY4213



**Knitted Diplodocus  
Small - grey**  
BY4217

# Sweet Baby Knitted Toys

Our Sweet Baby range has been designed and manufactured to be perfect for new born babies. All the rattles are cotton, machine washable and tested to EN71. Available in pastel shades we are expanding this popular range to include more rattles and also co-ordinated cards.



**Knitted Organic Cotton Blue Elephant Baby Rattle**  
BY4203



**Knitted Organic Cotton Elephant Baby Rattle White** BY4214



**Knitted Organic Cotton Elephant Baby Rattle Pink** BY4204



**Knitted Comforter with Dino Grey** BY4216



**Blue Dino Knitted Comforter**



**Pink Dino Knitted Comforter**



**Knitted Dog Comforter**

Under  
the NILE  
EGYPTIAN ORGANIC COTTON

Our organic handmade and fair trade baby comforters are available both as elephant toys or as dolls in a wide range of colours. They are made from upcycled fabric left over from making organic baby clothes so availability of each colour will be restricted. Buy now to avoid disappointment.



**Yellow Patterned Elephant**  
BYUTN2216



**Red Polka Dot Elephant**  
BYUTN2211



**Pink Stripe Elephant**  
BYUTN2213



**Green Polka Dot Elephant**  
BYUTN2215



**Birds & Dots Elephant**  
BYUTN3497



**Blue Stripe Elephant**  
BYUTN2212



**Scraptopus Toy**  
BYUTNOC672



**Organic Red/Blue Stripe Elephant**  
BYUTN2204



**Organic Whale**  
BYUTN2217



**Organic Mouse - Purple Spots**  
BYUTN1646



**Organic Mouse - Teal Stripes**  
BYUTN1647

*fair trade*

Our organic and fair trade and upcycled cotton baby toys are exclusively handmade for us by Under the Nile and made from 100% organic Egyptian cotton. They are all suitable from birth and machine washable. The range is both super soft and also very affordable to make it a perfect range for little babies.



*Organic*



## About Best Years

Best Years are a specialist toy company sourcing toys from artisans and producers from all around the world.

### The Team

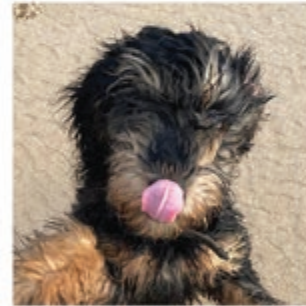


**Liz Cochrane**

Long and varied retail career specialising in toys Hamleys, Disney and Mothercare.

*Interesting fact –*

*She is almost Argentine but definitely not French*



**Gaynor Humphrey**

Long and varied retail career in everything except toys until she met Liz at Disney.

*Interesting fact –*

*She moved house every 2 years of her life until 30*



**Lisa Lambourn**

Long and varied career in everything except toys and retail until she teamed up with Liz and Gaynor.

*Interesting fact –*

*She was Best Man at Gaynor's wedding*



**Nikki Kehoe**

The Young One! Most recent addition to the team after a long and varied career in customer service for blue chip companies.

*Interesting fact –*

*Has previously been a child minder to celebrities*

## The Remote but Indispensable

### **Sarah Searson Fox**

Sales Mgr Scotland. Speaks a completely different dialect to the rest of us but we get what she means.

### **Donna Clemson**

Numbers. Speaks a completely different language to us, but mostly we get what is needed.

### **Eliot Rayner**

Tecchie. Speaks a completely different language to the rest of us, which we mostly don't understand at all!

## Product Development

Best Year's are a dynamic and flexible toy company. We source toys from a variety of independent toy makers stretching from tiny artisans to family owned production companies. Our toymakers are based all around the world from Egypt to India, China to Sri Lanka so we have access to a wide spread of materials, production styles and MOQ levels.

This all means that we are adept at producing a variety of different toys.

We have managed own brand developments for companies such as childcare providers and franchises, Charities and high street retailers.

For companies who are not able to meet minimum order quantity requirements we are able to provide exclusive colours of existing designs, or re-label products to give exclusive customer information. We are also happy to develop new ranges to meet customers' requirements such as our range of London toys which were developed after conversations with tourist attractions. Made both in fair trade crochet and hand made natural rubber they make great ethical souvenirs.

We also have a range of seaside toys designed after feedback from customers in coastal locations.



## Ethics and Charity



We use the profits from our dinosaur toys to fund preschools for the children of fair trade workers. So far we have set up 3 schools offering a safe, welcoming environment for the children of fair trade workers.

For more information please see our Instagram or Facebook pages.



bestyearsLtd



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## Best Years

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