



2023 Fall Sales kit

About the Brands - US data



#1 brand
of infant carriers



#1 brand
of infant toys



#1 registered
baby gym



Top Search
brand online

Over **1 million** moms
own Infantino carriers

Consistently Rated
4+ Stars Online

25+ years
designing and selling

How Does Infantino Differentiate?

We're deliver **smartly designed products for happy parenting.**

Infantino has changed the face of the infant toy and gear aisle by answering today's parent's demand for products to *do more and do it well*. As a brand we have reset the expectations for gyms, toys, gear and more - addressing the stagnation in the category and supporting Target by bringing a joyful shopping experience to their guests. At the end of the day it is about the experience, and we get it.



Redefined the "best" gym adding multi-functional use, extra play and on-trend styling.



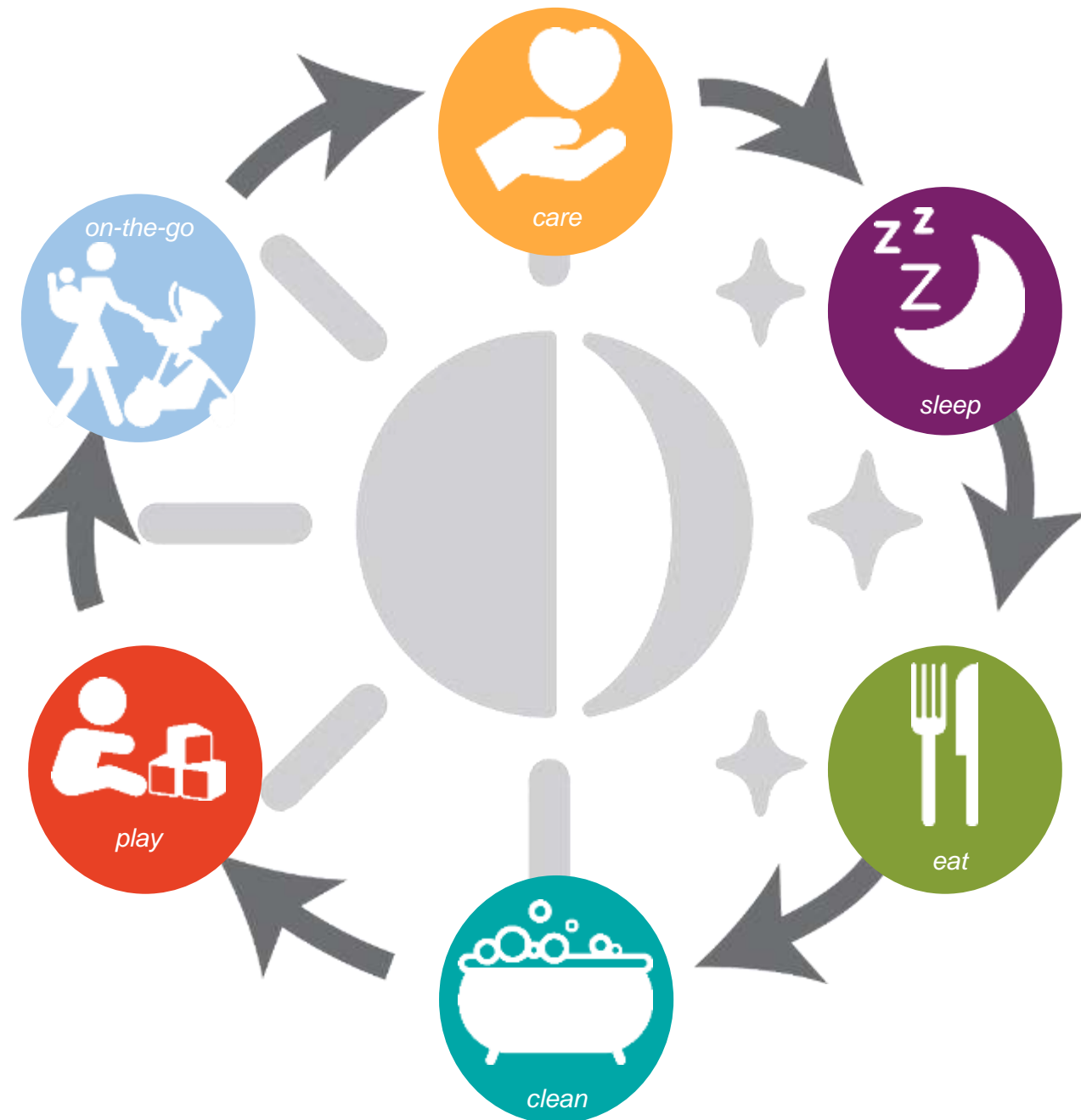
Evolved gear products to extend the life of the product and deliver on a relevant need.



Bringing "speciality" materials, trends and style to mass at "best" yet approachable pricing.



24/7 Happy Parenting (0-36m)



infantino[®]



Carrier Collection

Infantino Carrier Positioning

At Infantino, We Live Carriers.

We know carriers and it shows. Infantino carriers are the #1 owned brand in the US. Our brand recognition is good and parents on the whole report a great experience with our products. We take pride in our *value-priced range of carrying formats* and *universal appeal to parents*.

To stay strong in the marketplace we make it our business to understand the varying needs of the everyday parents. We invest a great deal in research and education and use our gained insights to inspire relevant new products that solve unmet needs to evolve and grow the category.

Infant Carrier | Path to Purchase

	1st Time Mom	Experienced Mom	Where does Infantino fit in?
Research 	<ul style="list-style-type: none"> • Friends • Other Moms • Online Reviews • Registry Suggestions • Influencers 	<ul style="list-style-type: none"> • Friends • Online Reviews 	<p>Partners with influencers & bloggers to increase carrier brand awareness and recommendations.</p>
Considerations 	<ul style="list-style-type: none"> • Perceived Convenience • Brand • Lifestyle/Use • Features/Benefits • Baby's Age/Weight • Ratings • Price • Look/Style 	<ul style="list-style-type: none"> • Perceived Convenience • Lifestyle/Use • Features/Benefits • Managing Multi Kids • Ratings • Price • Look/Style • Previous Carrier Experience 	<p>Infantino carriers offer high value perception - premium features & benefits at affordable prices, delivering babywearing solutions for all parents.</p>
Purchase 	<ul style="list-style-type: none"> • Best Price • Carrier selection • Registry 	<ul style="list-style-type: none"> • Best Price • Carrier selection • Shopping convenience 	<p>Broad selection of Infantino carriers available at national retailers and online. Infantino.com product pages link directly to retailer product pages.</p>

Authentic Voices

Infantino partners with authentic voices on social media and in the media to tell their real stories using Infantino carriers for work and play, in all kinds of weather.



infantino

Hug & Cuddle Adjustable Hybrid Wrap Carrier™



Hug and Cuddle's simplified, wrap-inspired, pull-on design helps you move more naturally and navigate with baby in-cuddle. Optimal weight distribution plus multi-functional grow with me design helps you carry more throughout the day and as baby grows.

Features

- Pressure relief weight distribution
- Adjustable support + continuous seat
- Breathable and lightweight stretch material
- Padded back support for extra parent comfort
- Quilted cuddle cover for soothing baby
- Full lumbar wrap vs standard belt for extra lumbar support
- Folds up into little carry pouch for easy on the go storage in a diaper bag
- Fashionable color pops calls out points of adjustment
- Easy to use + Easy to Clean- Machine washable

Item #: 200092 (TBC)

At Shelf Positioning: Window Box



Spot On™ Hip Seat Carrier

This easy to use 4-position infant to toddler carrier with a hip seat offers parents more options for carrying their baby. Simply store carrier body inside of the hip seat for hip seat only mode. Plus, it's storage pocket on the waist belt is great for essentials.

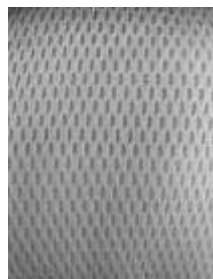
Features

- For babies and toddlers from 12-45 lbs
- 4 Carry options: Infacing, Outfacing, Back and Hip
- Hip seat distributes baby's weight to your hips for most comfortable wear.
- Head support for extra comfort.
- A full lumbar wrap offers more support for parents with an easily adjustable and comfortable fit for all.
- Store all of your small essentials in an expandable pocket.
- Use with ease with the easy-off carrier attachment zip and buckle that makes changing things up quick and simple
- Machine washable.
- No lost parts! When done with the carrier body, it easily folds into the storage pouch on the waist belt.

Item #: 200012-00 (US)

At Shelf Positioning: Box with Acetate Wind





Plush
Soft
Fabrics!



FLIP™ LIGHT & AIRY

4-IN-1 CONVERTIBLE CARRIER

With soft, easy-to-clean brethemesh® fabric that offers maximum airflow, a transitional seat, and an adjustable waistband and straps, the Infantino Breathable Flip 4-in-1 carrier is a lightweight go-to when mom or dad need an extra set of hands.

Features

- Breathable fabric for parent and baby's comfort
- Colorway and hardware designed to reflect light and stay cool
- 4 Carrying Positions:
(In-Facing (Infant), In-Facing Wide, Outfacing & Backpack)
- Adjustable perforated head support for extra comfort
- Supportive waist belt distributes baby's weight to the hips
- Adjustable for a completely customized fit
- Machine washable

Item #: 300079

At Shelf Positioning: Window Box





Adjustable
ergonomic
seat
design!

FLIP™ 4-IN-1 CONVERTIBLE CARRIER

Along with its multiple carrying options and grow-with-baby flexibility, this convertible wonder offers an ergonomic, facing-in seat for optimal baby hip positioning; a super supportive waist belt; and adjustable, padded straps for long-term wearability.

Features

- 4 Carrying positions: In-Facing (Infant), In-Facing Wide, Outfacing & Backpack
- Clever Wonder Cover™ 2-in-1 bib protects your clothing and carrier
- Machine washable
- Adjustable head support for provides extra comfort
- Supportive waist belt distributes baby's weight to the hips for a more comfortable fit
- Adjustable for a completely customized fit

Item #: 005204 (Gray) | 300183 (Black Denim)
At Shelf Positioning: Box

Also available in
Black Denim





FLIP TM 4-IN-1 CONVERTIBLE CARRIER

Along with its multiple carrying options and grow-with-baby flexibility, this convertible wonder offers an ergonomic, facing-in seat for optimal baby hip positioning; a super supportive waist belt; and adjustable, padded straps for long-term wearability.

Features

- 4 Carrying positions: In-Facing (Infant), In-Facing Wide, Outfacing & Backpack
- 2-in-1 bib protects your clothing and carrier
- Machine washable
- Adjustable head support for provides extra comfort
- Supportive waist belt distributes baby's weight to the hips for a more comfortable fit
- Adjustable for a completely customized fit



Item #: 300183 (Black Denim)

- At Shelf Positioning: Box





CUDDLE UP™ ERGONOMIC HOODIE CARRIER

Ergonomic-styled carrier with wide seat, padded straps, cozy hand pocket and arched canopy hood. A sweetly styled carrier with all the bells and whistles of a traditional ergonomic carrier including ideal hip positioning, super padded straps and a supportive waist belt for long-term wearability. And, the adorable, canopy-style hood allows mama bears to keep an eye on baby during sunny days or sleepy time.

Features

- 2 ways to carry: facing-in and back carry
- Unique arched canopy hood.
- Machine washable
- Hoodie-inspired pocket for parent's hands
- Easily adjustable, extra-plush, and wide padded straps



Item #: 005331

At Shelf Positioning: Box





CARRY ON MULTI-POCKET CARRIER™

Designed with practical pockets, this 4-position soft carrier comfortably holds baby and your essentials with six comfortably positioned, conveniently placed pockets.

Features

- 4 ways to carry: In-Facing (Infant), In-Facing Wide, Facing Out & Backpack
- Machine washable
- Stretchy front pocket expands out to fit items
- Padded shoulder straps and waist belt
- Removable diapering satchel



Item #: 005333

At Shelf Positioning: Box



infantino®

Baby Carrier Display Units



infantino®



Sleep & Crib



3 in 1

PROJECTOR MUSICAL MOBILE

Your little dreamer can sleep soundly with the 3-in-1 mobile. The star projector illuminates the room easing your child's fear of the dark while mobile plays soothing melodies.

Features

- 0-5m: Musical Mobile
- 6-18m: Cot Night Light & Projector
- 18m & up: Table Top Light & Projector

Item #: 004915 Ecrú | 004914 Pink | 004896 Blue

At Shelf Positioning: Closed Box





004896
Blue



004914
Pink



004915
Ecru



3 in 1

SOOTHING LIGHT & PROJECTOR™

The soft light is ideal for sleeping calmly through the night. The projector will create a starry sky on the ceiling to help children fall asleep peacefully.

Features

- 2 modes:
 - starry projector
 - calming night light
- Tabletop night lamp

Item #: 004909 Ecru | 004908 Pink | 004627 Blue
At Shelf Positioning: Closed Box



MUSICAL MOBILE CAROUSEL™

Soothe baby to sleep with this beautiful musical mobile. Baby will marvel at the large slow moving mirror and the four plush characters (lion, butterfly, giraffe, and bird). The wind-up music box (no battery needed) plays a gentle, three minute lullaby. Easy to attach to most baby beds

Features

- Age grade 0m+
- Wind-up music box with three minute lullaby
- Four plush animal pals
- Attaches to most cribs



Item 216369

- At Shelf Positioning: Peg Card





SNUGGLE PAL SOUNDS & LIGHTS SOOTHER™

This soft snuggly creature will help little ones nod off to soothing sounds, music and lights. Set the right mood with 3 modes that offer a calming touch to snuggle time. Little ones will be captivated by a relaxing rainbow of colors and enjoy sounds of waves, rain or sweet lullabies.

Features

- 3 modes: lights only, lights & music, white noise
- Colorful glowing belly
- Soothing sounds & music
- Super soft machine washable material (plush only)

Item # 302032

At Shelf Positioning: Open Box



2-in-1 Musical Soother & Night Light Projector

This projector features wall and ceiling projection

Features

Soothing Light projections and lullabies

Dimensional, layered projection effect

15 minutes of music



Item #: 302021-00

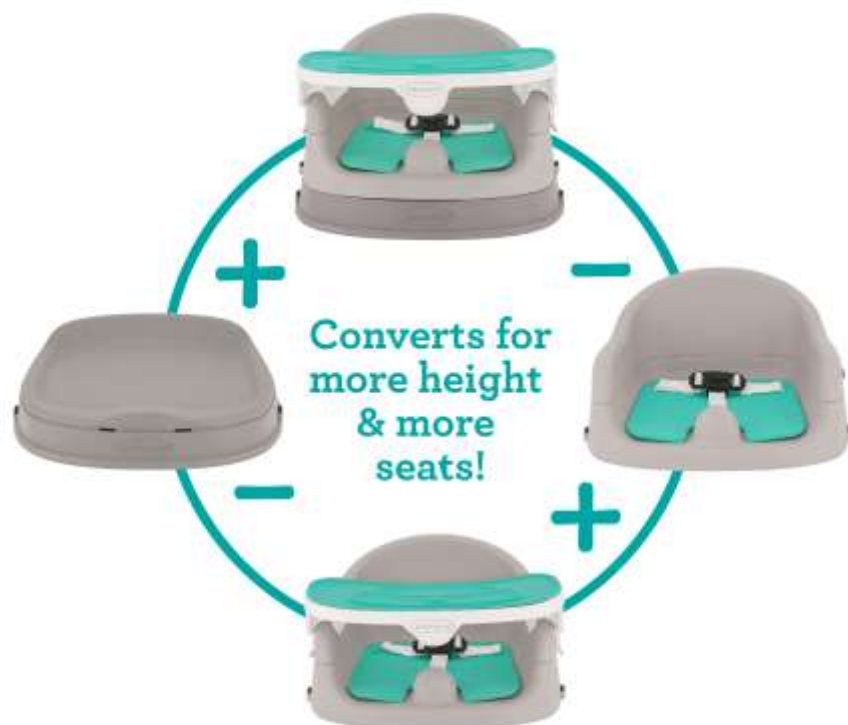
At Shelf Positioning: Open Box



infantino®

Baby Gear

Grow-With-Me 3-in-1 Feeding Booster™ Deluxe



infantino®

Easy
to
clean!



36 sounds
& songs
6 activities



1 seated positioner



2 booster snack time



3 table booster seat

music & lights  3-in-1 discovery seat & booster™



4m - 4yrs

up to 33 lbs.

MUSIC & LIGHTS 3-IN-1 DISCOVERY SEAT & BOOSTER™

Babies learn to engage in their surroundings with this grow-with-me discovery seat, positioner & booster. Featuring a light-up musical piano, mirror flip book, gear & bead play, and silly spinners. Slide the toy pods apart to reveal a convenient snack tray. Handy, safety straps allow you to secure the seat to a chair as a handy mealtime booster for older babies and toddlers.

Features

Seated positioner, snack time booster, and table booster seat

- Light-up musical piano provides added entertainment and stimulates sensory development
- Washable & wipeable foam seat cushion
- Secure chair & seat harnesses
- Slide toy pods to the side to expose snack tray

Item #303038

At Shelf Positioning: Box



6 activities support sensory and fine motor skill development:

- 1 Slide clackers
- 2 Electronic keyboard
- 3 Peek-a-boo mirror
- 4 Spinning bead barrel
- 5 Ratchet slider
- 6 Manual gears





4m-5yr

In market
ROS: 0.4
Units

2-IN-1 SIT, SPIN & STAND ENTERTAINER & ACTIVITY TABLE™

Transformational entertainment space made to grow & go. The fun begins with a sit and a spin, surrounding little explorers with a decked-out sensory play space complete with silly sounds, lights and must-touch textures. As baby grows, so do the play possibilities. Presto, change-o, it's a free-style play table with 3 wheelie pals.

Features

- Fold in legs & toys for portability & storage
- Base converts to free-play table top
- Removable rolling characters can be played with on table top
- 3 adjustable heights to grow with baby

Item #: 203002

At Shelf Positioning: Shipper Box



2-in-1 SIT, SPIN & STAND ENTERTAINER & ACTIVITY TABLE™

Sit, Spin & Explore

- Puts baby in the center of all the play action
- 6 activities toys including lights & sounds



1 Sit, Spin & Explore

Stand, Play & Pretend

- Base snaps on top with fun play scene
- 3 toys detach for wheelie character play
- Table also great for fun play activities

In market
ROS: 0.4
Units



2 Stand, Play & Pretend

Take & Store

- Legs fold and snap in
- Toys store in center, no loose pieces for parent



3 Take & Store

infantino®

Gym & Mat



Item # 313021

At Shelf Positioning: Box



In the Cot, Kick
& play piano



Tummy Time
pillow



Sit & Play

3-in-1 GROW WITH ME TUMMY TIME PIANO™

Babies will love this sensory stimulating piano with comfy, padded bolster pillow providing perfect tummy time support.

Features

- 3 Ways to play: in the crib/ cot kick & play piano, tummy time and sit & play
- 20+ melodies and sounds
- Includes removable mirror
- Soft silicone teether
- Pillow supports baby during tummy time
- Age grade 0months +
- Encourages sensory exploration and tactile development
- Promotes gross motor development and early crawling

Om+



PROP-A-PILLAR TUMMY TIME & SEATED SUPPORT™

Cuddle bug caterpillar begins as a playful, tummy time prop and transforms to a stacked, hugging seat support for beginners.

Features

- Transformational design for longer use
- 2 engaging and repositionable toys
- Prop pillow supports baby during tummy time and helps develop head and neck muscles
- Stacks easily into a hugging, “C” shaped positioner to support beginners during seated play



Om+

Item #: 216180

At Shelf Positioning: Box



Item #: 005233

At Shelf Positioning: Window Box



EXPLORE & STORE JUNGLE GYM™

Sweet and simple portable gym with soft mat and activity arch with 3 engaging toys. Folds up easily for play on the go and storage.

Features

- Simple activity gym at affordable price
- Includes soft, sweet scene with bright fun colors and characters
- Includes 3 overhead activity toys for visual tracking and batting



0m+

Item #: 005232

At Shelf Positioning: Window Box



EXPLORE & STORE GYM™ - UNICORN

Sweet and simple portable gym with soft mat and activity arch with 3 engaging toys. Folds up easily for play on the go and storage.

Features

- Simple activity gym at affordable price
- Includes soft, sweet scene with bright fun colors and characters
- Includes 3 overhead activity toys for visual tracking and batting



0m+



SAFARI ACTIVITY GYM & PLAY MAT™

The Safari Activity Gym & Play Mat is loaded with great features including a peek n' see mirror, brightly colored play mat and four hanging toys that rattle, crinkle and jingle. It's the perfect take-along for big adventures or for turning little spaces into big fun!

Features

- Large padded play mat
- 4 hanging toys
- Peek n' see mirror

Item #: 005372

At Shelf Positioning: Window Box



0m+

WATCH ME GROW 4-in-1 ACTIVITY GYM™

This bright and engaging activity gym features four playtime stages to entertain your little one while promoting healthy growth and development.

Features

- **Stage 1 - Overhead Discovery**
Movable toys on the detachable activity arch encourage baby to reach, bat, and grasp.
- **Stage 2 – Tummy Time**
Colorful track with rolling snail catches baby's eye during tummy time causing him to lift his head and progressively strengthen his neck, shoulders, and upper bods
- **Stage 3 – Crawl Through**
Tunnel-like arch placed at the top of the vibrant mat with snail track alongside invites older babies to crawl through and explore while building early motor skillattling feet encourage batting & grabbing
- **Stage 4 – Sit & Play**
Activity mat becomes a play mat grow with to your little one.



Item #: 313014

At Shelf Positioning: Close Box



Item #: 313000

At Shelf Positioning:

Folded in Vinyl Bag



GIANT SENSORY DISCOVERY MAT™

From tummy time to their first steps - this extra thick activity mat creates a safe, soft place for little ones to play at home or while out and about. The multi-textured fabrics provide early sensory interaction and built in activities encourage grow-with-me play.

Features

- Creates over 20 square feet of padded play space anywhere
- High contrast colors promote visual development
- Features 6 activities such as a peek and play elephant, self discovery mirror, and interesting textures for tactile exploration
- Machine washable

XXL

67", 170 cms



50",
127
cms

0m+

Item #: 313037

At Shelf Positioning:
Boxed



GIANT SENSORY DISCOVERY MAT™

The Giant Sensory Discovery Mat offers a large play space for curious minds and little hands. From pretend feeding the monkey to exploring textured shapes, crinkle sounds, colorful ribbons, and a giant selfie mirror your baby will be captivated by engaging interactive sensory activities. This mat is easy to move from room to room in your home and the foldable design makes it easy to take on-the-go.

Features

- Giant 48" x 48" playmat offers plenty of space for rolling, crawling, sitting, and tummy time fun
- Easily folds to 16" x 24" for storing at home or bringing along on an outdoor adventure or visit to grandma's house
- Built-in activities awaken curious minds and senses while encouraging fine motor and gross motor development
- Machine washable

48", 121 cm

48",
121 cm



0m+



GROW-WITH-ME ACTIVITY GYM & BALL PIT™

Your baby will have a ball with this action-packed activity gym! This one-of-a-kind gym converts into a fun, sensory-stimulating ball pit that's perfect for busy toddlers. Three adorable sea pals and one peek-a-boo mirror will delight your little one's senses with visual, tactile, and auditory activities. When it's time for cleanup, 20 colorful balls store conveniently in the turtle's head for easy cleaning. This versatile playtime favorite will grow with your family and offer years of priceless entertainment.

Features

- Easy to convert baby gym transforms into a sensory engaging toddler ball pit
- 3 modes in 1: overhead play, sit & play, toddler ball pit
- 4 removable linking toys for on-the-go entertainment
- Includes 20 balls for ultimate fun!
- Convenient storage inside the turtle's head
- Sensory engaging play activities & toys

Item #: 313043

Shelf Positioning: Box



Item #: 216056

At Shelf Positioning: Box

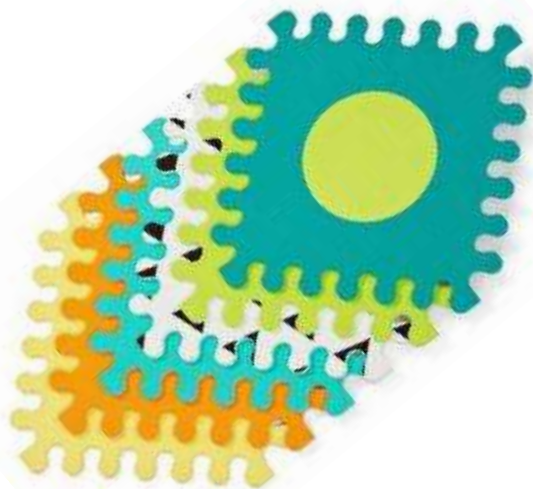


SOFT FOAM PUZZLE MAT™

From tummy time to their first steps - this extra thick foam mat creates a safe, soft place for little ones to play. The textured pieces provide early sensory interaction and the pop-out puzzle shapes encourage grow-with-me play.

Features

- Includes six 17.5 x17.5 puzzle squares
- Pop-out shapes and puzzle piece play
- Over 11 square feet of play space
- Buy additional sets to expand the mat



Om+



PEG TOYS



VIBRATING TEETHER™

Are you in a teething “jam?” This soft, textured teether gently massage baby’s gums. The soothing vibration is activated when baby chomps on this soft, gummy teether.

Features

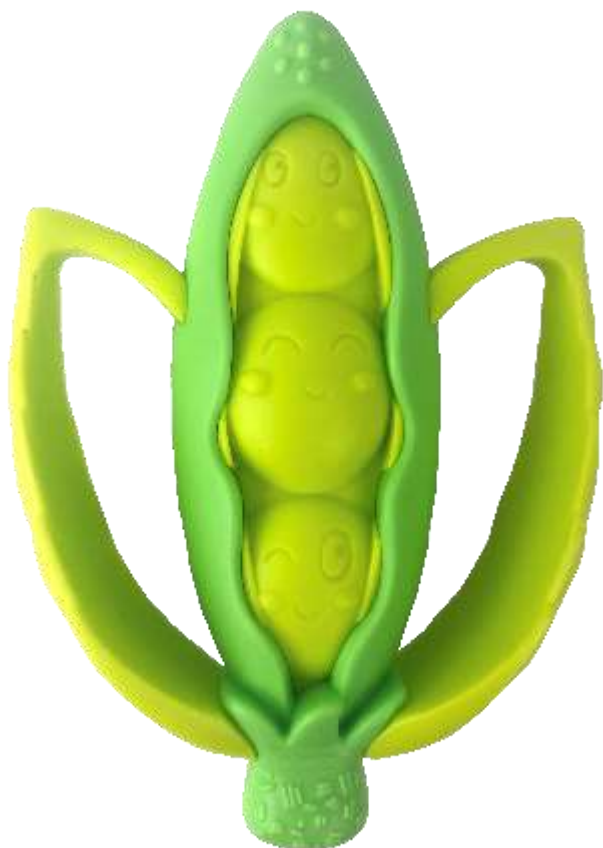
- Easy to grasp for small hands
- Soothing vibrations
- Spinner bead handle
- BPA-free

Item #: 216429 Strawberry

At Shelf Positioning: Blister Card



3m+



0m+

LIL' NIBBLES SILICONE TEETHER™

Babies will love this adorable silicone Peas in a Pod. It's simple 1 piece design makes it easy for baby to use and simple for mom to clean!

Features

- 100% BPA free durable, silicone
- Lightweight and easy to hold shape with handle
- Flexible, soft silicone for fuss free teething
- Multi-textured bristles and nubs
- Freezer and top rack dishwasher safe

Item # 316577

At Shelf Positioning: Peg





LIL' NIBBLES CARROT TEETHER™

Easy to hold, perfect to nibble and textured for soothing tender gums.

Features

- Silicone gum teether
- Easy to grip handles
- Bristles are located on the front & back end of teether
- Additional textures along the bottom

Item #: 216216

At Shelf Positioning: Peg (with Clamshell)



0m+



Your baby will love this convenient teething mitten. Slip this soft muslin and 100% clear silicone mitten over babies hand to keep teething worry free.

Features

- Keeps teething on hand at all times
- Soothing soft textures, bristles & nubs
- Supports front, middle, and back teething stages
- Soft muslin fabric keeps little hands dry & cozy
- Crystal Clear silicone is non-toxic and free of all things unwanted: BPA, phthalate, PVC, & dye.



Item # 316582

Self Positioning: Gusset Bag



A cute ball with soft touch. Baby can enjoy and play with lights and melodies.

Features

- Roll the ball to activate melodies and lights
- Fun colorful lights
- Lots of fun features through sight, touch

Item #: 005217

At Shelf Positioning: Open Box

9m+



SENSO Pull & Spin Discovery Robot™

Surprise your little toddler with this adorable robot. Press and pull for blinking lights and melodies!



Features

- Easy-grip lever
- Fun blinking lights and silly sounds
- Press its heart or move its arms and legs
- 6m+

Item #:005212

At Shelf Positioning: Open Box



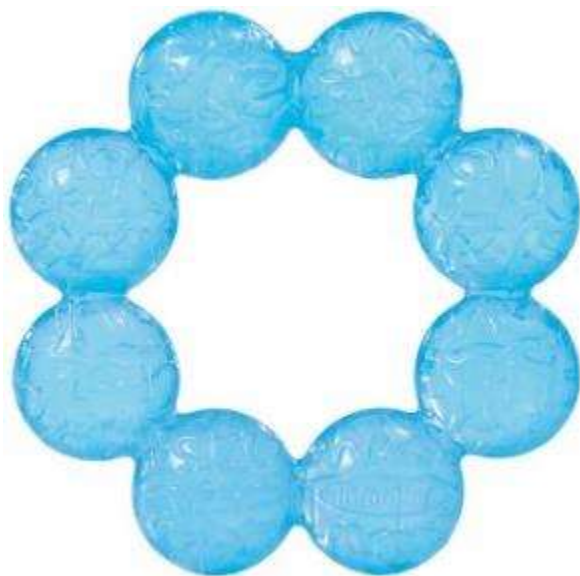
infantino®



SHAKE'N DANCE
PUPPY

Item # 315198

Children will be delighted and surprised as the little puppy starts to move, bark, and follow its bone! The puppy encourages little ones to crawl or walk after it.



WATER TEETHER™

Soothe baby's tender gums with this soft, textured teether. Circular design is easy for small hands to grasp and hold. Chill in fridge for cool comfort.

Features

- Easy to grasp and hold
- Soft, soothing textures
- Chill in fridge for extra comfort
- BPA-free

Item #: 206105 Aqua | 206301 Pink

At Shelf Positioning: Blister Card



O-36m



216276 Garden



316613 Safari (Pink)

Om+

TEETHING PALS™

Soothe baby's tender gums with this soft, textured teether. Circular design is easy for small hands to grasp and hold.

Features

- Easy to grasp and hold
- Soft, soothing textures
- BPA-free

Item #: 216276 Garden | 316613 Safari (Pink)

At Shelf Positioning: Blister Card





0m+

BUSY BEADS RATTLE & TEETHER™

Babies will love this easy to grasp teething ring featuring soft, multi-textured beads & chasing gummy buddies. Fun no matter how you spin it!

Features

- BPA free
- Multi-textured soothing beads & animal shapes perfect for teething
- Multiple textures & shapes for fine motor development
- Lightweight & easy to hold, slide & spin

Item 316497

At Shelf Positioning: PEG CARD



COOL & CHEW TEETHER KEYS™

Must-have key set with lots of teether textures to explore and bead play fun for busy little hands.



Features

- 3 water-filled, textured keys included
- Early introduction to colors and numbers
- Lots of play for hands on fun
- Perfectly sized for baby

Item #: 216570

At Shelf Positioning: Peg

0-36m





SPIN & RATTLE TEETHE™

Visually engaging spinning rattle that's fun to shake and easy to hold.

Features

- Perfectly-sized for baby
- Easy to spin and fun to watch
- Engaging rattling sound and busy-bead handle

Item #: 216314-02 Pink | 216314-00 Yellow

At Shelf Positioning: Peg Card



0m+



TEXTURED RING LINKS™

Eight ring links are perfect for linking, clacking and teething. Bright colors and interesting textures encourage discovery and sensory-development.

Features

- 8-piece link set
- Easy to link and pull apart
- Fun to shake and rattle
- BPA-free

Item #: 206158

At Shelf Positioning: Peg (with Clamshell)



Om+



LINK EM SET™

These colorful versatile links on a handy ring are ready for playtime and lots of linking fun! Your baby will enjoy exploring interesting textures and shapes and using their fine motor and cognitive skills to link em all together. They're not only fun to play with, but also useful. Use them to attach your baby's favorite toy to a diaper bag, stroller bar, or even your favorite baby gear. Have fun playing and staying organized with the Link Em Set!

Features

- Includes 7 colorful links and 1 ring keeper
- Interesting textures and shapes encourage sensory play
- Open-ended linkable play options
- Useful for keeping baby's toys nearby and off the floor
- Easy-to-clean and take on-the-go

Item #: 216277

At Shelf Positioning: Peg Card



Om+



0m+

RATTLE & TWIST MIRROR

Colourful rings and bead rattle and keep little hands busy grabbing and playing. The peek 'n' see mirror makes baby smile!

Features

- Perfectly-sized for baby
- Easy to spin and fun to watch
- Engaging rattling sound and busy-bead handle

Item #: 005151

At Shelf Positioning: Peg Card





SHAKE & TEETHE FLEXIBLE RATTLE BALL™

Little ones will love exploring the shapes & textures of this lightweight activity toy! Shake, spin, slide, bend, rattle & teethe for overall sensory stimulation.

Features

- BPA free
- Slide, spin & bend to stimulate spatial exploration & fine motor skills
- Lots of places to grasp, shake & teethe
- Ultra lightweight design

Item #: 216569

At Shelf Positioning: Peg Card



0m+



CHEW & PLAY RING TEETHER™

This all-around activity teether is soft and flexible with an easy-to-grab shape, soothing textures and spinning rings!

Features:

- Covered with soft teetherable areas
- Includes easy to hold handle, spinning teether & sliding rattle rings
- BPA free teether

Item #: 306832

At Shelf Positioning: Peg Card





TEETHING PALS SAFARI™

3 very pretty teether rings shaped like animals of the Jungle (Lion, Elephant & Monkey) and 2 small colored rings slide on the handle and collide for even more fun. The very fine handle is easy to handle by tiny hands.

Features

- Perfectly-sized for baby
- Easy to spin and fun to watch
- Engaging rattling sound and busy-bead handle
- BPA Free

Item #: 304893

At Shelf Positioning: Peg Card





RATTLE & TEETHER CRAB™

Sand crab with fun rattling pincers. Textured teething crab feet ideal for babies' oral exploration. Great audio and tactile stimulation response for growing infants. Contains a secure carry handle design.

Features

- Sand crab with fun rattling pincers.
- Textured teething ideal for babies' oral exploration.
- Easy to grasp and hold
- BPA Free

Item #: 304889

At Shelf Positioning: Peg Card





LION TEETHER™

Baby will nibble at the mane of the lion and will have a lot of fun spinning the very colorful rings located on the handle. For even more fun, a wide ring slides on the handle.

Features

- Easy to grasp and hold
- Engaging rattling sound and busy-bead handle
- BPA-free

Item #: 216274

At Shelf Positioning: Peg Card





RATTLE & TEETHER ELEPHANT™

Baby will nibble at the ears of the Elephant and will have a lot of fun spinning the very colorful beads.

Features

- Easy to grasp and hold
- Engaging rattling sound and busy-bead
- BPA-free

Item #: 316615

At Shelf Positioning: Peg Card





RATTLE & TEETHER LOVE BUG™

Rattle with multi-modal stimulation. Spinning body and rings allow digital manipulation. Soft and textured wings to stimulate hand movement and digital manipulation. Colourful and complex body design.

Features

- Rattle with multi-modal stimulation.
- Spinning body and rings allow digital manipulation.
- Soft and textured wings to stimulate hand movement and digital manipulation.
- BPA Free

Item #: 304890

At Shelf Positioning: Peg Card





TURTLE RATTLE™

This textured Turtle Rattle will keep little ones busy and entertained. It's lightweight design has plenty of places to grip. Give him a shake to hear rattle sounds, move his feet for clicking, and press his back for a delightful squeak!

Features

- Colorful design with rattle, squeak, and clicking sounds
- 4 textures for tactile exploration
- 3 activities promote cause & effect
- BPA-free

Item #: 216279

At Shelf Positioning: Peg Card





ORBIT RATTLE™

This activity ball is very easy to catch and manipulate. In its center, the transparent sand wand part will bring musicality to your little loved one! The small coloured beads make a nice sound, attract the eye and stimulate baby. Baby does not get tired of watching the balls tumble up and down and vice versa. It is a game as distracting to the eyes as to the ears, with all loops very colorful.

Features

- Age grade 6 months +
- Easy to grasp
- Rattling, tumbling beads

Item #: 216280

At Shelf Positioning: Peg Card



6m+

WRIST RATTLES™

Delight and entertain with baby's natural movements. Soft play pals are comfy to wear and fun to shake! Perfect for little ankles or wrists.



Features

- 2 Wrist Rattles included
- Soft and comfy
- Perfect for little wrists or ankles

Item #: 206892

At Shelf Positioning: Peg Card



0m+



FOOT RATTLE™

These fun footsy friends encourage little ones to shake, reach and grab. Great for developing hand-eye coordination!

Features

- Fits newborns through six months
- Encourages reaching and grabbing
- Soft and cuddly for little toes

Item #: 206893

At Shelf Positioning: Peg Card



Om+



CUDDLY TEETHER™

This soft and cuddly animal pal has three textured teethers, perfect for soothing sore gums. Squeeze and squish to hear comforting crinkle sounds.

Features

- Soft, textured buddy with deluxe fabric & prints
- BPA-free textured teether
- Chewy feet and ring for teething
- Fun crinkle sounds for baby to explore

Item #: 216329

At Shelf Positioning: Peg Card



Om+



CUDDLY TEETHER™

This soft and cuddly animal pal has three textured teethers, perfect for soothing sore gums. Squeeze and squish to hear comforting crinkle sounds.

Features

- Soft, textured buddy with deluxe fabric & prints
- BPA-free textured teether
- Chewy feet and ring for teething
- Fun crinkle sounds for baby to explore

Item #: 316259

At Shelf Positioning: Peg Card



Om+



GLOW-IN-THE-DARK CUDDLY TEETHER™

Babies will love this cuddly owl that also glows in the dark. Busy little hands will love exploring fiddle flags, crinkle sounds, soft fabrics, and soothing teething textures. Snuggle, play and teethe with this cute pal. Plus, no more searching for the lost cuddly toy at night, thanks to it's glow in the dark design.

Features

- Perfectly sized for teething & cuddling
- Premium, must-touch textures
- BPA-free textured silicone teether
- Sweetly patterned crinkle wings
- 3 places to nibble!
- Easy to take on the go

Item # 302035

At Shelf Positioning: Peg Card



0m+



STICK & SPIN HIGH CHAIR PAL

Add a little fun to your little one's stroller or high chair with this Infantino Stick & Spin pal.

Features

- Twisting, rotating activity friend is packed with fun activities
- Easily attaches to most smooth surfaces
- Perfect for high chairs & stroller trays

Item #: 216267

At Shelf Positioning: Peg Card





JUNGLE FERRIS WHEEL™

Babies will enjoy spinning the wheel around and around! Meanwhile, as the wheel spins, 3 fun characters will also whirl around on their seats! Your child will be dizzy with laughter by the rattling sounds and colorful roller ball in the center. A suction cup attachment ensures that it will stay in place as it spins on any smooth surface such as high-chairs, stroller trays, and tables.

Features

- Features three fun characters, along with three brightly-colored spinning beads.
- Babies will have so much fun spinning the wheel over and over, while watching 3 fun characters whirl around independently on their own!
- Suction cup attachment ensures a firm hold onto any smooth surface, including high-chairs and stroller trays.
- This is an ideal toy to help foster the development of your child's budding motor skills.

Item #: 315125

At Shelf Positioning: Platform Box





STAY & PLAY FUNFLOWER™

Fun is in full bloom with this spinning activity flower! Stay-put base easily attaches to most flat surfaces. Perfect for your little busy bee!

Features

- Great for high chairs & strollers
- Fun activities include peek n' see mirror, busy spinning bee, easy-grab twirling butterfly, bouncing rattle beads & turning leaf
- Perfect for meal time or playtime

Item #: 216571

At Shelf Positioning: Peg Card





Take-Along Stroller Mobile™

Attach this mobile to your stroller for on-the-go entertainment. Friendly animal pals will have baby reaching and grasping for them. As baby looks up they can see a hanging chime ball and an array of high-contrast patterns reflecting back at them through the mirror. This mobile will awaken baby's senses and encourage gross motor skills. Take it on your next adventure.

Features

- On-the-Go Entertainment
- Easily Attaches to Stroller
- 3 Hanging Animal Pals
- Selfie Mirror
- Chime Ball

Item #: 315107

At Shelf Positioning: Peg Card



Item #: 315113

At Shelf Positioning:

Open Box



PACKAGING
REFERENCE

2-IN-1 GEARS IN MOTION ACTIVITY BOAT™

Fun is the name of the game with this sensory-packed busy boat with groovy gears, super-selfie mirror, busy bead play and vibrant prints and colors. Peek & play crinkle flaps create a fun-tastic meet & greet of animals, numbers and 1st objects for baby. Wondrous details like spinning gears and busy bead bar add fine-motor-skill fun. You and baby will be all hands on deck to destination happy place for tummy time, sit & play and on-the-go adventures.

Features

- 2-in-1 tummy time & sit & play toy and on the go fun
- Lay flat or prop up for play
- Large mirror, busy gears, bead bar handle, peek-a-boo flaps and squeaking stop sign satisfy sensory exploration



Om+





HUG & TUG MUSICAL BUG™

This huggable, tuggable musical Bug plays a sweet lullaby when you pull down on the ring. Perfect for car seats or strollers.

Features

- Plays music for 90 seconds as this huggable frog slowly climbs back up
- Colorful prints & soft fabric textures
- Encourages reaching & grabbing

Item #: 005366

At Shelf Positioning: Peg Card





SPIRAL ACTIVITY TOY™

This soft activity spiral features 4 unique toys that rattle, crinkle and swing. Wraps around car seat handles and most strollers. Encourages reaching, grabbing and batting while keeping your little one engaged and interested.

Features

- 4 unique activity toys
- Wraps around car seat handles and most strollers
- Places visually engaging toys in arm's reach
- Includes BPA-free textured teether

Item #: 005364

At Shelf Positioning: Peg Card



Item #: 316196

At Shelf Positioning: Box



SPIRAL ACTIVITY TOY™

This soft activity spiral features 4 unique toys that rattle, crinkle and swing. A fun and playful way to develop visual tracking and gross motor skills.

Features

- Wraps around car seat handle and most stroller bars
- Includes fun peek & see mirror
- 4 unique activity toys encourage batting and grabbing



0m+

Item #: 216265

At Shelf Positioning: Open Box



SPIN & SING TRAVEL BAR ACTIVITY TOY™

Perfect for keeping little ones engaged and busy while on the go. Spinning animal pals feature rattles, clacker beads, and a mirror. The owl's tummy lights up and plays a tune when pushed. Fits across most strollers and car seats.

Features

- All toys spin 360 degrees
- 5 songs and 4 sound effects
- Push the musical owl's tummy to see it glow
- Fox rattle and bird with sliding beads
- Fits most strollers and car seats



Om+



CLIP & PLAY TRAVEL ARCH™

Time to go out? The fun doesn't have to stop because it's time to take a walk. This universal stroller arch easily attaches to strollers and car seats. Three overhead toys encourage eye tracking, reaching and grabbing.

Features

- Clamps easily attach to most strollers & car seats
- Soft, multi-textured fabric structure
- Repositionable toys feature rattle & crinkle sounds
- Promotes visual eye tracking, reaching & grabbing, and tactile exploration
- BPA free teether



0m+

Item #: 216368

At Shelf Positioning: Window Box





TAG ALONG TRAVEL PALS™

Little travelers will have triple the fun with this happy tag-along trio! These easy-to-attach, playful pals encourage reaching, batting, grabbing and lots of giggles.

Features

- Colorful giraffe rattle promotes reaching & batting.
- On-the-go toys easily attach to car seats, strollers, gyms & more.
- Easy-to-grab clacker rings

Item #: 206942

At Shelf Positioning: Open Box (Platform Tray)



Om+



JINGLE SEA CHARMS TURTLE™

Linkable activity pal with peek & see charms that move and jingle to entertain baby.

Features

- 3 jingling sea creature charms
- Links to car seats, strollers and gyms
- Fun to shake and bat

Item #: 316188

At Shelf Positioning: Peg Card





CHIME PAL™

This fun take-along-pals has a happy chime hidden inside, and soft details to touch and feel. Perfect for car seats, strollers and activity gyms!

Features

- Gentle chime sound encourages baby to reach, bat & shake
- Loaded with rich textures for baby to explore
- BPA free teether

Item #: 005060 Butterfly | 005059 Rabbit

At Shelf Positioning: Peg Card





0m+

LINK & CRINKLE ANIMAL COUNTING BOOK™

Book fabric with pages that crinkle, a squeaker, a teething ring to nibble. Very practical, it is equipped with a plastic ring that allows to fix it anywhere (high chair, park, bed, ...)

Features

- Link to strollers, car seats, and more
- Bright, high contrast colors for visual interest
- Captivating crinkle sounds
- BPA free teether

Item #: 005362

At Shelf Positioning: Peg Card



Link & Crinkle Ocean Counting Book™



0m+

Book fabric with pages that crinkle, a squeaker, a teething ring to nibble. Very practical, it is equipped with a plastic ring that allows to fix it anywhere (high chair, park, bed, ...)

- Fun crinkle sounds for baby to explore
- High contrast colors and prints
- Signature textured Teether

Item #: 315201

At Shelf Positioning: Printed Card



Sensory Ribbon & Chime Ball™

Sensory stimulating plush activity ball for curious little hands.

Features

- Stimulates baby's senses & strengthens gross motor skills.
- Shake for fun bell sound
- Bright Colorful ribbons
- Crinkle sounds & Selfie mirror



Item #: 315109

At Shelf Positioning: Peg Card



Peek & Seek Sensory DISCOVERY CUBE™

Little ones will have big fun discovering sensory play with the Peek & Seek Sensory Discovery Cube

Features

- Peek & seek flaps with fun crinkle sound
- Fun vibrant animal prints, Jumbo Mirror
- Pretend feed banana
- Hanging Rattle Ball and Clacker rings

Item #: 306588

At Shelf Positioning: Header Card



Discover & PLayer Soft Blocks™

Four soft activity blocks with fun on every side! Baby will love exploring rattle sounds, numbers, letters and cute animal pals. High contrast colors promote visual discovery. Interesting textures awake baby's senses. These soft blocks are perfect for stacking, tossing, grasping, and learning.



Features

- 4 plush activity blocks
- Must-touch ribbons & textures
- Rattle chime

Item #: 306606

At Shelf Positioning: Header Card





0m+

ELEPHANT ACTIVITY PAL™

This elephant with very colorful and very soft fabrics is the perfect baby friend. Very amusing, its ears and its feet crinkle. It has a transparent ring to discover the coloured balls inside that collide. And a teething ring leaf to chew. Very practical with the plastic ring fixed on the top of its head, to be able to carry it and fix it anywhere without losing it.

Features

- Multiple textures and materials for tactile sensory discovery
- High contrast, bright colors for visual development
- Stimulating rattle beads
- Chewy BPA-free teether

Item #: 005378

At Shelf Positioning: Printed Card





JITTERY PAL™

This lovable, linkable jittery pal is easy to grab and fun to pull! The textured teether soothes tender gums and the silly jittery motion stimulates baby's developing senses.

Features

- Pull down for jittery action & rattle sounds.
- Lots of features for baby to explore
- BPA free teether

Item #: 005058 Cow | 005057 Unicorn

At Shelf Positioning: Peg Card





0m+

TURTLE MIRROR PAL™

This loveable linkable turtle has fun sounds, bright colors and a mirrored belly for peek-a-boo play!

Features

- Rattling feet encourage batting & grabbing
- Peek-a-boo mirrored belly
- Shake to hear him rattle

Easily attaches to strollers, car seats and gyms

BPA-free

Item #: 005054 Green | 005053 Pink

At Shelf Positioning: Peg Card



I light
up!



Om+

LIGHT & CHIME SENSORY RATTLE™

Engage little ones with a motion-activated toy that features sounds, lights and soft textures. Shake the toy to hear a cheerful chime and see a colorful light show in his base. Easily attaches to car seats and gyms.

Features

- Sweet, cheery chime
- Motion-activated lights in base
- Clacker rings for easy grabbing and shaking
- Batteries included and replaceable

Item #: 216318

At Shelf Positioning: Peg Card



I flap
my
wings!



FLUTTER & JITTER PAL™

Linkable, sensory engaging toy for baby on the go. Pull the rings to see the owl flap its wings. Features strong, contrasting colors and bright ribbon tags.

Features

- Pull down and watch the wings flap
- Plush, soft textures
- Clacker rings are easy to grab and pull for little hands

Item #: 216320

At Shelf Positioning: Peg Card



Om+



CATERPILLAR ACTIVITY BALLS™

Smiles will blossom as your little one tosses, shakes, and rolls these Caterpillar Activity Balls around. Play with each one individually or put them together to create an adorable caterpillar. Five balls awaken senses with colourful rattle beads, a spinning panel, fun textures, and a rubber antenna for teething are perfect for busy little hands and curious minds. The balls easily connect to one another with groovy connecting slots. This unique set encourages fine motor skills, sensory development, and hand-eye coordination.

Features

- 5 connecting activity balls
- Keeps little hands busy and little minds curious
- Encourages fine motor skills, sensory development, and hand-eye coordination

Item #: 216560

At Shelf Positioning: Peg Card



Om+



STACK 'N NEST CUPS

Different-sized colorful cups for stacking and nesting play. Arranging cups promotes infants' logical thinking. Great for the beach, tub and playing indoors.

Features

- 8 classic colorful stacking cups used for making dough.
- Uniquely designed Impressions and holes let water trickle through.
- Use it at the beach, in the tub and anywhere inside.
- Arranging cups promotes logical thinking in toddlers.

Item #: 216270

At Shelf Positioning: Peg Card





MAGIC BEADS ACTIVITY BALL

This activity ball is perfect for busy hands and active minds. Sliding colorful bouncing beads are ready for discovery. It is the perfect size for little hands.

Features

- Bead chasers
- Rolling motion encourages crawling
- Perfect for little hands
- BPA free

Item #: 216268

At Shelf Positioning: Peg Card



CATTY'S ROLL AROUND FUN DAY™

Tip the caterpillar from end to end to see and hear the beads clattering inside. Fascinating sound and visual creates a world of entertainment that keeps infants mesmerized.



Features

- Creates a fascinating visual and audio experience that keeps infants' attention for hours.
- Moving back and forth creates fascinating sounds
- Visually stimulating colored beads go from one end to the other
- Features cute bug character design

Item #: 216561

At Shelf Positioning: Peg Card





ROCK'N STACK RINGS™

Perfect for classic play, the Rock'N Rings set contains brightly colored, textured rings with a fun, wobbly base. Your little one will love stacking and sorting these awesome ring toys.

Features

- Includes 5 lightweight easy to stack rings
- Bright, high contrast colors encourage visual development
- Multi-textured rings for early exploration
- BPA free

Item #: 216271

At Shelf Positioning: Peg Card





SHAPE SORTING STACK 'N NEST BUCKETS™

Endless fun is in store with the Stack 'n Nest Buckets that combine learning with play. This 14 piece playset offers an abundance of choice. Curious little minds will enjoy stacking tiny and grand towers. Busy little hands will practice fine-motor skills as they push 4 friendly-face shapes through the shape sorter. For convenience, a large storing bucket with handle and lid makes clean up time and on-the-go play easy.

Features

- 8 stacking cups
- 1 large bucket with handle
- 1 shape sorter with 4 friendly-shape faces
- Encourages fine motor skills for little hands
- Great for playtime anywhere and on-the-go

Item #: 315093

At Shelf Positioning: Open Box



Item #: 206688 (On Trend Color)

At Shelf Positioning: Box



TEXTURED MULTI-BALL SET™

Bright colors and interesting textures make this fun ball set an imagination sensation! Touch and feel six uniquely textured balls in different shapes and sizes. Perfect for sensory exploration and tactile development.

Features

- 6 easy-to-grab textured balls
- Encourages sensory exploration and tactile development
- BPA-free

Also available in
Classic Color (005209)



6m+

Item #: 206688

At Shelf Positioning: Box



TEXTURED MULTI-BALL SET™

Bright colors and interesting textures make this fun ball set an imagination sensation! Touch and feel six uniquely textured balls in different shapes and sizes. Perfect for sensory exploration and tactile development.

Features

- 6 easy-to-grab textured balls
- Encourages sensory exploration and tactile development
- BPA-free



6m+

Item #: 206711

At Shelf Positioning: Vinyl Bag



SQUEEZE & STACK BLOCKS™

Stack, squeeze or teethe on eight colorful, textured blocks. These soft, squishy blocks are perfect for little hands. Each side features a different, engaging scene including animal pals and numbers 1 through 10. Includes a reusable grab-and-go tote bag, perfect for travel or clean up time!

Features

- Soft and squeezable
- Fun colors, numbers, animals and shapes
- BPA-free



6m+

Item #: 315084-03

At Shelf Positioning:Box

Peg Card with clamshell



10 PIECE ACTIVITY CUPS & BALLS SET™

Little ones will love this multi-textured, bright colored busy basic set of must-have classics. 6 uniquely shaped stacking cups add a pinch of flair to the age-old development game of nesting and stacking. 4 connectable puzzle balls fit perfectly in little hands and inspire wonder from within with peek-in-and-see activities. Outside, each puzzle ball is peppered with textures from ripples to bumps to squiggles which when matched correctly will create a fun shake & explore rattle. As baby grows open-ended play potential awaits.



Om+

Item #: 315058

At Shelf Positioning: Storage Bag



SUPER SOFT 1ST BABY BLOCKS™

Colorful and multi-textured set for easy to grip play and sensory experience.

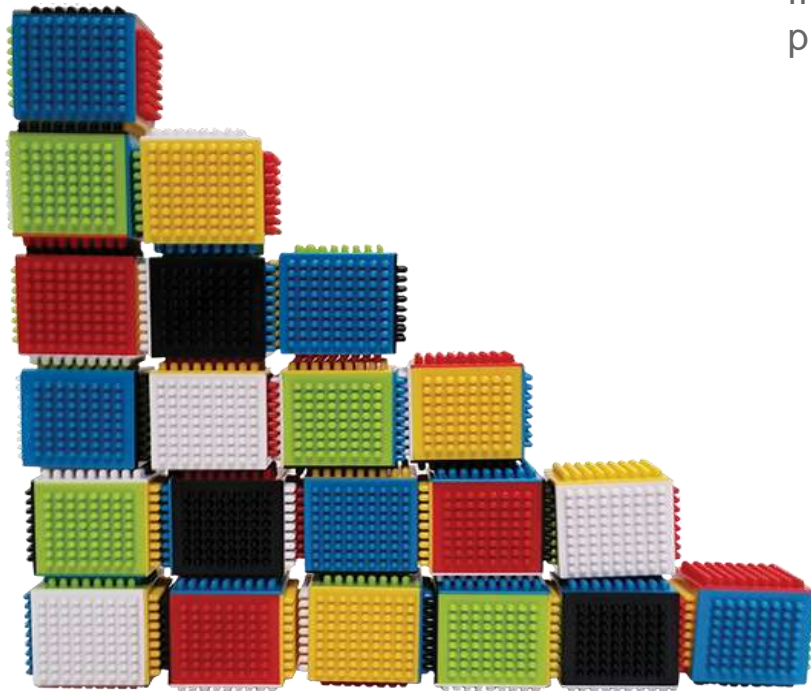
Features

- Super soft building blocks
- 12 pieces to stack or play with on their own.
- Safe Silicone construction- BPA Free



PRESS & STAY SENSORY BLOCKS™

The play possibilities are endless with this 24 piece assortment of interlocking blocks. The textured blocks are easy to stick together into fun shapes and high towers for frustration free building. Perfect for babies, toddlers and preschoolers!



Features

- 24 interlocking blocks
- Easy to put together & pull apart for frustration free building
- Sensory-stimulating textures & high contrast colors
- Helps develop hand-eye coordination & fine motor skills

Item #: 316051



Activity Triangle & Shape Sorter™



The Activity Triangle & Shape Sorter by Infantino offers all-around fun activities for your baby to explore. Five sides of play allow your baby to engage in sorting four textured shapes, pulling and pushing on textured bendy ropes, and sliding or spinning textured shapes up and down maze-like tracks. Two swirly bars with sensory engaging sliding rings keep busy little hands entertained. Colorful textured bendy ropes flex so your baby can push the four shapes through the ropes. All of these exciting activities and fun textures support developing fine motor, hand-eye coordination, and even cognitive skills. Perfectly sized for little hands to hold and discover!

Features

- Offers 5-sides of play activities
- Includes 4 multi-textured shape sorters
- Engaging sliding beads and spinning gears
- Supports fine motor, hand-eye coordination and cognitive skills
- Open-ended play possibilities



Item # 315178

UPC #

Shelf Positioning: Back Stage



Grooving to fun tunes never looked cuter! The Music & Lights Pretend Mini Boombox by Infantino is perfectly sized for little hands to play. Your baby will be entertained as their interest is piqued by vibrant lights and upbeat music. A large must-touch button, sliding switch, and colorful spinning beads support developing fine motor skills. This adorable boombox comes ready to party, but also has a volume control switch so parents can lower the volume when it's time to wind down. A baby-friendly handle makes it easy to take this fun toy on the go!

Features

- Adorable boombox with music and a flashing light
- 1 push button activates 5 melodies and introduces your baby to cause & effect play
- Must-touch button, switch, and spinning beads support developing fine motor skills
- A handy volume control button allows parents to adjust the volume as needed
- Perfectly sized handle makes it easy to take this fun toy on the go



Item # 307038
UPC #
Shelf Positioning:



Musical TV

This entraining Musical TV will captivate your baby's imagination through pretend play and sensory engaging fun play activities.

Features

- Moving images on screen
- Musical melody plays
- Built-in clock with moveable hands.
- Handle includes 3-sensory engaging chasing beads
- Interactive design for intellectual development
- Musical sounds keep babies happy



Item #:307034

At Shelf Positioning: Open Box





Changing the channel has never been more fun! This sensory engaging pretend remote control will spark your baby's imagination. Fun sounds, 10 must-press "channel" buttons, 1 large green "entertainment" button, 3 colorful sliding rings, and music and lights will entertain busy little hands and curious minds. This friendly-faced remote control will light up with the press of a button. Easy to hold and link for on-the-go imaginative play. Switch things up with the Music & Lights Pretend Remote Control by Infantino!

Features

- Early introduction to pretend play and role-playing
- Pressing buttons activate music and lights
- 10 must-press channel buttons
- 1 large entertainment button
- 3 sensory engaging sliding rings
- Easy to hold and link for on-the-go play

Item # 307039

UPC #

Shelf Positioning: See Card

Stack & Play Rings

Basics Stack & Play Rings is perfect for babies or expecting parents! This includes 5 multitextured rings for babies developing early fine motor and cognitive skills. It takes the traditional game of stacking to the next level with multitextured rings! Explore colors and textures for engaging learning fun. The Stack & Play Rings by Infantino will bring lots of play value to the baby!



Features

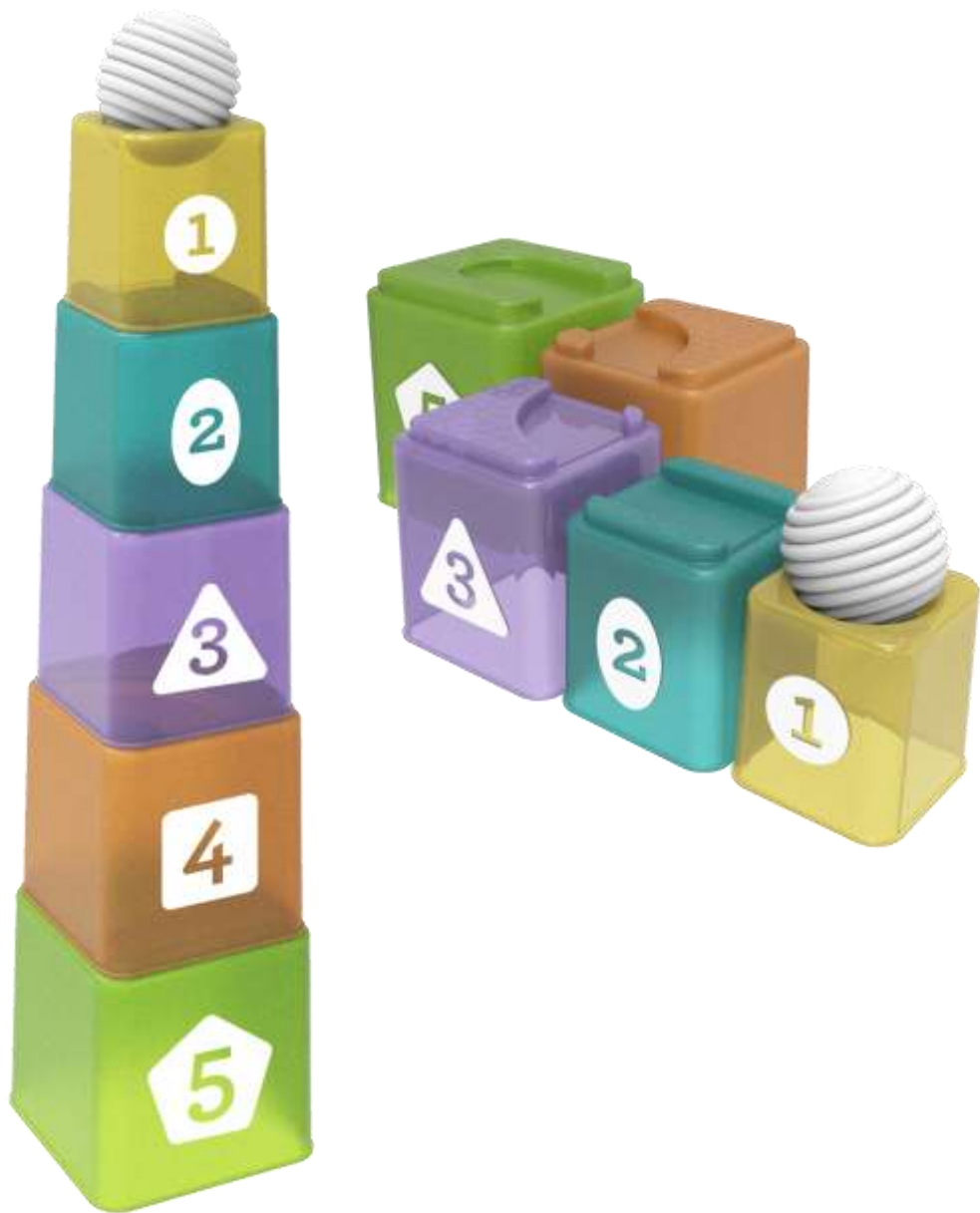
- multitextured baby basics for baby to explore
- Learn textures and colors with this fun set
- Stacking objects support early fine motor skills
- Mix and match play possibilities support developing cognitive skills

Item # 315210
#

UPC #

Shelf Positioning: Card Wrap





There are so many learning and play possibilities with this fun set by Infantino. Teach your little one counting, colors and shapes. Line up these colorful transparent cups and count them one by one. Hold up each cup and say the color aloud or help your little one identify the basic shapes printed on each cup. Spice things up with a game of peek and seek by hiding the ball under the cups and letting baby discover it. Stack the cups into a tall tower or arrange them to make a track for the groovy ball to swerve and turn on. Your little one will have so much fun learning and playing with the Ball & Cups Learning Set!

Features

- 5 transparent stacking cups
- 1 groovy textured ball
- Introduces colors, shapes, counting
- Build you own track!
- Easy to store on shelf



Item # 315206
#

UPC #

Shelf Positioning: Pegged Open Box



12m+

SHAPES & COLORS 1st PUZZLE SET™

This matching 24-piece puzzle set that makes a great early introduction to shapes and colors. Encourage problem solving skills with 8 colorful fruit-themed puzzles that captivate little ones in shape matching, pattern matching, color matching, and early reading activities. Multi-textured sensory engaging fruit shapes and puzzle pieces are fun to touch, count and learn colors with!

Features

- 24 durable puzzle pieces, 8 matching puzzle sets
- Double-sided activities for busy little hands and curious minds
- 8 must-touch multi-colored fruit shapes
- Match by shape, color or pattern
- Sensory engaging textures on puzzle pieces & fruit shapes

Item # 315121

At Shelf Positioning: Open Box with blister





BABY'S 1ST TEETHE & PLAY MUSIC SET™

We're getting the BAND back together with this 4 piece music themed, multi-sensory set.

Features

- Rock and Teeth Guitar
- Clack and Clasp Trumpet
- Shake and Sing Maraca
- Tappitty Tap Tap Tambourine

Item # 315074



Item #: 310247

At Shelf Positioning:
Peg card with acetate band
OR PDQ



GRIP & ROLL Soft Wheels TM

These Grip & Roll Cars are the perfect size for even the littlest of hands to grasp & push. Fun for all ages! Grab one or collect them all!

Features

- Easy to grip and roll design
- Soft, squeezable material is perfect for little ones
- Encourages movement and gross motor development
- Bright colors encourage visual stimulation



0m+

Item #: 206685

At Shelf Positioning: Closed Box



PAT & PLAY WATER MAT™

Six floating pals move when baby pats this colorful mat.
Perfect for tummy time and high chair play!

Features

- 6 floating sea pals
- Easy to fill and drain
- Perfect for tummy time & high chairs
- Helps teach little ones cause & effect



3m+

new

Item # 315031



PAT & PLAY WATER MAT™

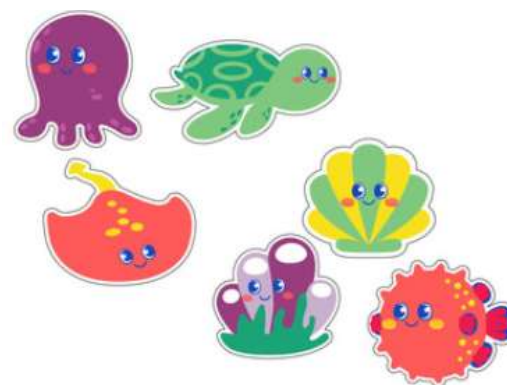
Six floating pals move when baby pats this cheerful water-filled narwhal. Bright, bold colors and visual stimulation keep little ones entertained (and distracted!) during tummy time or on the go!

Features

- Perfect for muscle strengthening tummy time and sit & play
- 6 floating sea pals capture baby's attention
- Helps teach little ones cause & effect
- Extra large! 18 x 27 inches
- Easy to fill and drain



Jumbo Size





JUNGLE PEEK & ROLL™

The Jungle Peek & Roll will encourage your little one to move, there are colorful rolling balls and bells inside the roller. As babies push, play and roll the Jungle Peek & Roll around, they will be developing sensory and motor skills.

Features

- Jingles when rocked and rolled
- Encourages natural desire to move
- Colorful rolling balls with bells inside
- Builds gross motor skills

Item #: 315003

At Shelf Positioning: Peg Card





FLIP & PEEK FUN PHONE™

Calling all babies. This is a phone they'll flip over. Includes fun sounds, greetings and phrases in English and Spanish.

Features

- Greetings in English and Spanish
- Peek-a-boo mirror of silly “selfies”
- Perfect size for little hands

Item #: 206307 Neutral

At Shelf Positioning: Blister Card



3m+



6-36m+

PIANO & NUMBERS LEARNING TOUCAN™

Babies will love this playful character with light-up piano keys in tune with music & numbers. Features 6 songs, 18 spoken words and phrases plus 13 fun sound effects.

Features

- Delightful sounds and music
- Easy-grasp tail handle
- Quizzes for advanced number learning
- Encourages fine-motor skill development

Item #: 212011

At Shelf Positioning: Open Box



ACTIVITY TRIANGLE™

This fun activity toy is full of surprises! The spinning knobs, textured shapes and colorful beads are perfect for batting, grabbing and exploring.



Features

- Includes 10 sensory stimulating activities for busy little hands.
- Bright colors, fun sounds & interesting textures
- Promotes hand-eye coordination

Item #: 306161

At Shelf Positioning: Close Box



MIRROR ME ACTIVITY ROLLER™

This interactive mirror roller is full of fun for little ones. Bright colors, striped patterns, shaking beads, and even a 3D graphic of jungle pals will entertain and engage baby. Our baby safe mirror playfully promotes self-recognition and is perfect for tummy time too!



Item #: 315069

At Shelf Positioning: Platform





JUMBO SHAPE SORTER™

Playing with the Jumbo Elephant Shape Sorter is a fun way to learn shapes and colors. Press ears and shapes pop out. Turn tail and spin the shape sorting barrel. Includes five colorful shapes to sort: triangle, circle, square, star and hexagon.

Features

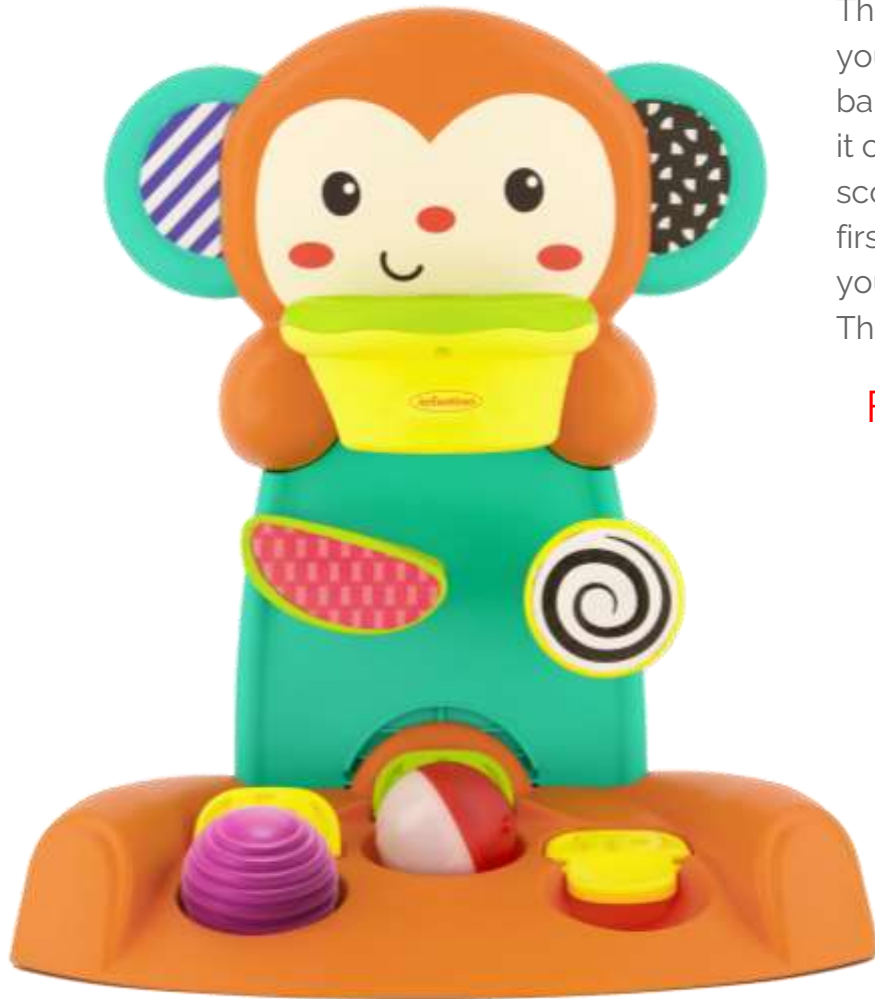
- Interactive shape sorter
- Includes 5 fun shapes
- Teaches fine motor skills
- Promotes early shape recognition

Item #: 306912

At Shelf Positioning: Open Box

12m+





The Shoot 'N Score Happy Hoops by Infantino will unleash the "athlete" in your little one. They will enjoy shooting the two balls into the hoop. One ball lights up for extra stimulating fun. As the ball travels through the hoop it could land in one of the three point catchers. This allows you to keep score or just play for fun! This high-contrast, entertaining set makes a great first introduction to sports. A variety of skill-based activities encourages your little one to boost their fine motor and hand-eye coordination skills. The Shoot 'N Score Happy Hoops will be a slam dunk at playtime!

Features

- Supports developing fine motor and hand-eye coordination skills
- Includes 2 easy-to-grasp balls - 1 light-up ball and 1 textured ball
- 3-point system for keeping score or balls near when not in use
- Great first introduction to sports
- Fun character plus high-contrast colors keep playtime friendly and exciting

Item #

UPC # 315213

Shelf Positioning:





Om+

PUSH & POP MUSICAL LIGHT-UP MINI-VAC™

Wee wild ones will love this Boxed Electronic Vacuum featuring an easy-to-hold handle. Chores never looked so cute! Little ones will be engaged and entertained as their interest is piqued through a vibrant light, silly sounds, bewildering song bites, colorful, floating, foam beads, and the vacuum's adorable hedgehog mane made of fiddle flags.

Features

- Easy push wheels and handle
- Peek & see floaty foam beads that rattle & delight
- Must-touch textures & light-up buttons
- 15-second songs & sounds
- See-through body to visualize cause & effect

Item # 307015

At Shelf Positioning: Tray Box





6m+

MUSIC & LIGHTS KEY RING™

Babies will love imitating mom & dad with their 1st pretend play key set. Baby safe and baby approved, this realistic key set features a variety of BPA free materials, ideal for promoting gross & early fine motor development. Press the buttons to activate lights and real car sounds!

Features

- 4 easy to press buttons play real car sounds
- Light up key fob promotes visual engagement
- Crinkle character & rattling keys capture curious minds
- Easy to grasp handle and design
- Baby safe & BPA free

Item #: 312033

At Shelf Positioning: PEG Card



LIGHT 'N SOUND POP UP BUDDY™

Watch your child explore and discover animals, shapes, colors, and actions. Push, turn, press or slide for a rewarding surprise!

Light and Sound Pop Up Buddy for a little cause-and-effect action! This Pop Up Buddy is easy to bring anywhere with the built-in handle. Build strong motor skills, and spend hours of rewarding and educational play with this interactive popping activity center for babies and toddlers.



Features

- Pop-up activity toy for baby with amazing light and sounds
- 4 different shapes for baby to push, turn, slide or press for silly surprises!
- Each bug makes a unique sound as it pops up to surprise your baby.
- Build strong motor skills, and spend hours of rewarding and educational play.

Item #: 315092

At Shelf Positioning: Open Box





SENSO' BALL DROP PIANO™

The Senso Ball Drop Piano stimulates baby's senses with bright colors, lights, and music. Press, turn, or pull the switches to activate the cute animals' movements and move the ball from tube to tube.

Three Ways to Play:

Sounds & Sights: Baby discovers fun sounds and cute movements by activating the five switches, building fine motor skills along the way.

Music: Baby can create a song by pressing, turning, or pulling the switches in sequence.

Follow Me: Lights at the base of each tube light up to encourage baby to activate the related switch.

Includes 13 sound effects, 4 instrument sounds, 4 light effects and 1 song

Item #: 216428

At Shelf Positioning: Open Box





SPIN & SLIDE DJ PANDA™

Funky beats, busy switches, and silly songs are perfect for any mini-maestro. Push, slide, and spin the turntable knobs to activate the crossfader and pitch effects, changing the music and activating super sound effects. Light up turntables have rotating rims for record-scratching sound effects.

Features

- 2 light-up turntable drums with rotating rims for record scratching sound effect
- Crossfader and pitch change sliders
- Busy beads on the headphones

Item #: 212017

At Shelf Positioning: Open Box

6-36m+





BABY'S 1ST PLAYSET™

Babies will be excited for this 1st Playset! Get ready to embark on an imaginative journey with this fun, colourful set of balls, blocks, buddies with vehicles. You can create numerous stories with your little one that will keep them entertained for hours.

Features

- Soft and easy for baby to hold
- Helps develop fine motor skills
- Explore textures and learn colours, numbers, animal names.
- Rescue vehicle are easy to grip and roll design.
- Encourages movement and gross motor development
- Includes 3 blocks, 3 balls, 3 animals and 2 vehicles
- BPA free easy-to-grab lightweight set.

Item #: 315072

At Shelf Positioning: Open Box

0m+





6m - 36m

3 IN 1 SIT, WALK & PLAY ACTIVITY TABLE WALKER™

This upbeat musical activity center is ready for adventure from tiny to toddler. Your little one will have so much fun pushing buttons for exciting lights & sounds. Engaging fine motor activities like spinning bright colorful beads or tapping the drum will keep busy little hands entertained. This versatile activity table easily transforms for floor play, stand & play, and walk & play. Saddle up for a good time with the 3-in-1 Sit, Walk & Play Activity Center!

Features

- Lights & sounds entertain baby's visual and auditory senses
- Engaging fine motor activities for developing skills
- For sit & play, stand & play, and walk & play
- 8 sounds and 5 melodies set the stage for a happy adventure

Item #: 315126

At Shelf Positioning: Close Box





SENSO' 3-IN-1 POPPIN BALLS UNICORN™

3-in-1 Sit, Walk and Ride Unicorn is great fun that grows with your baby.

3 WAYS TO PLAY

Sit and explore. For sitting babies, lots of hands-on activities. Light-up buttons, songs and silly sounds

Stand and walk. When your child's ready to get up and go, lift the seat for a handle to steady first steps. Adjustable settings let you control the wheel speed as your child advances.

Ride-on. Just lower the seat when your toddler's ready to roll. From put-and-take action in the seat to pop-and-scoop fun that rolls along with your little one. An optional ball catcher makes pickup easy—and balls store under the seat for later.

Age grade: 9-36 months

Item # 227018

At Shelf Positioning: Open Box





SENSO' 3-IN-1 POPPIN BALLS ELEPHANT™

3-in-1 Sit, Walk and Ride Elephant is jumbo fun that grows with your baby.

3 WAYS TO PLAY

Sit and explore. For sitting babies, lots of hands-on activities. Light-up buttons, songs and silly sounds

Stand and walk. When your child's ready to get up and go, lift the seat for a handle to steady first steps. Adjustable settings let you control the wheel speed as your child advances.

Ride-on. Just lower the seat when your toddler's ready to roll.

From put-and-take action in the seat to pop-and-scoop fun that rolls along with your little one. An optional ball catcher makes pickup easy—and balls store under the seat for later.

Age grade: 9-36 months

Item # 227023

At Shelf Positioning: Open Box





Bath

Item #: 305016

At Shelf Positioning: Closed Pegged Box



WHALE BUBBLE BATH INFLATABLE BATH TUB™

Features

- 10 floating balls included
- Great for home & travel
- Inflated size: 30 in x 18 in (76.2 cm x 45.7 cm)
- Deflates and folds easily
- Release plug to drain water



HOT ALERT



FUN TIME DUCKS™ (refresh design every season)

Four colorful ducks are ready to waddle their way into your heart. Give them a squeeze to hear that traditional rubber ducky squeak! Perfect for playtime or bath time.

Features

- Four colorful ducks to choose from
- Beloved, classic bath toy
- Perfect for play outside of bath time, too!
- Squeeze them to hear a fun squeak



Item #: 305230 (Infantino)

At Shelf Positioning:

RUBBER DUCK™ Display

At Shelf Positioning: PDQ / Dump Bin

EST. Package DIMs: 18"L x 18"W/D x 36"H (Dump Bin)



0m+

Bath Boat (set of 4)™

Your little one will love linking these bath boats or separating them to form a fleet of multi-colored boats. Fill them with water and turn them upside down to create a waterfall of fun. These are perfect for sensory and imaginative play. Sail into your next adventure with these Bath Boats!

Features

- 4 linking bath boats
- Multi-functional use in & out of the tub
- Inspires imaginative play
- Easy-to-hold for little hands



Item #: 305097

At Shelf Positioning: Mesh Bag





EXPLORE & PLAY BATH BOOK™

This soft book will sure to be a tub toy favorite - incorporate storytelling to bath time, bed time, bath time, anytime!

Features

- Safe for bath time use
- 100% sealed to eliminate pesky bath toy mold
- Introduces animals, patterns, colors & storytelling
- High contrast colors support visual stimulation

Item #: 305085

At Shelf Positioning: Peg





EASY CLEAN BATH SQUIRTERS™

This set includes 3 easy clean bath squirters. Perfectly sized for little fingers to wear and squirt, these uniquely textured animals pals will add a splash of fun to bathtime. When the fun is done, simply pull apart the animals for mold-free drying.

Features

- 3 animal pal squirters
- Mix and match bodies and heads
- Interesting textures for little hands to explore
- Take apart design for mold-free drying
- BPA-free

Item # 305146

At Shelf Positioning: Header Card with Mesh Bag





6-36m+

Kick & Swim Bath Pal

The Kick & Swim Bath Pal adds an extra splash of fun to bath time. Wind it up and watch it go! Little ones will be captivated by their new swimming pal and have so much fun cheering them on in the tub. Available in two friendly animals.

Features

- Easy windup for captivating fun
- Perfect for bathtime or water table play
- BPA-Free

IBI Item # 305079 Duck | 305094 Penguin

At Shelf Positioning: Peg



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JUMBO SEA SQUIRT™

These extra-large squirters are perfect for spraying, squirting, and splashing in the tub. When bath time is done, pull apart the squirters for easy drying and cleaning. Pull-apart design prevents entrapped water and protects against mold and mildew.

Features

- Easy to drain and clean
- Design protects against mold and mildew
- Whimsical animal characters



Item #: 305048

At Shelf Positioning: Pegged Card with a blister



Item #: 205068

At Shelf Positioning:



DEDEE DUCK'N FAMILY™

Invite this friendly, floating duck family for bathtub play! Little ones will love the bright colors and cute design. Baby's bath time will never be lonely!

Features

- Soft, easy-to-hold shapes squirt water for bathtime fun.
- Adorable floating duck family design.
- Cute collectable bath duckies



Item #:: 304265

At Shelf Positioning:



SQUIRT'N SAIL PENGUINS™

Transform bath time into playtime with these delightful penguin characters. Mother penguin will sound with delight while her two babies playfully squirt water!

Features

- Soft, easy-to-hold shapes squirt water for bathtime fun.
- Adorable floating penguin family design.
- Cute collectable bath penguins





DUCK TEMPERATURE™

Place the temperature duck in your baby's bath water to test the temperature. Indicator glows when water exceeds 98.6° F (37° C). Ideal safety toy for bathing infants.

Features

- 0 months plus
- Glows when water is too hot for baby
- Ideal safety toy for bathing infants

Item #: 205052

At Shelf Positioning: Peg





Place this temperature monitoring duck and elephant pal in baby's bath water as you fill up the tub. The duck's temperature indicator will turn red when the water gets too hot, making it easy to detect excessive heat and adjust the water temperature accordingly. Simplify bathtime with these safe, yet fun pals.

Features

- Water drop indicator turns red when water is too hot
- Multipurpose temperature indicator & floating toys
- Simplifies bathtime for both baby & parent
- Yellow duck squirts for extra fun in the tub
- Great for imaginative play
- Age Grade: 0+ months

Item #314000

At Shelf Positioning: Peg Card



Mix & Match Bath Sticker Pals™

Endless mixing & matching fun in the tub.

Your little one will love mixing and matching heads and bodies of friendly animal pals. Baby will have lots of fun in the tub using their imagination to mix up new animal pals. Toddlers can practice their cognitive skills by matching bodies and heads together to make 6 different animal pals - frog, penguin, seal, duck, otter, and octopus. These Mix & Match Bath Sticker Pals will add a splash of fun to your tub.

Features

- 6 mix & match soft foam animal heads and bodies
- Easily clings to tile
- Convenient storing bag with 2 suction cups



Item #: 305096

At Shelf Positioning: Header Card with Storing Bag





AQUARIUM BATH SQUIRTERS™

Squeeze, squirt and play with 8 colorful sea life pals. Easy for little hands to hold and soft for grabbing or gumming. The set includes a goldfish, seahorse, starfish, whale, shark, coral, and coral ball.

Features

- 8 playful squirters
- Sea-life theme
- Interesting textures for little hands
- BPA free

Item #: 305031

At Shelf Positioning: Fish bowl plastic tub



Senso Plug & Squirt Aquarium

Squeeze, squirt and play with 4 colourful pals. Easy for little hands to hold and soft for grabbing or gumming. The set includes a turtle, seahorse, octopus and a frog

Features

- Head and body are detachable and interchangeable
- Easy to clean
- All characters can be stored in the aquarium



Item #: 217024

At Shelf Positioning: Plastic Tub



STACK O' FUN™

Kids will have fun building and stacking these 7 plastic cups. Each cup has a different shape.



Features

- 7 different shapes: Flower, Sea Star, Crab, turtle, fish, lobster.
- The smallest cup has a water mill



Item #: 205039

At Shelf Positioning: Sleeve Card





WATER WAND

Engaging bath toy with fun water play

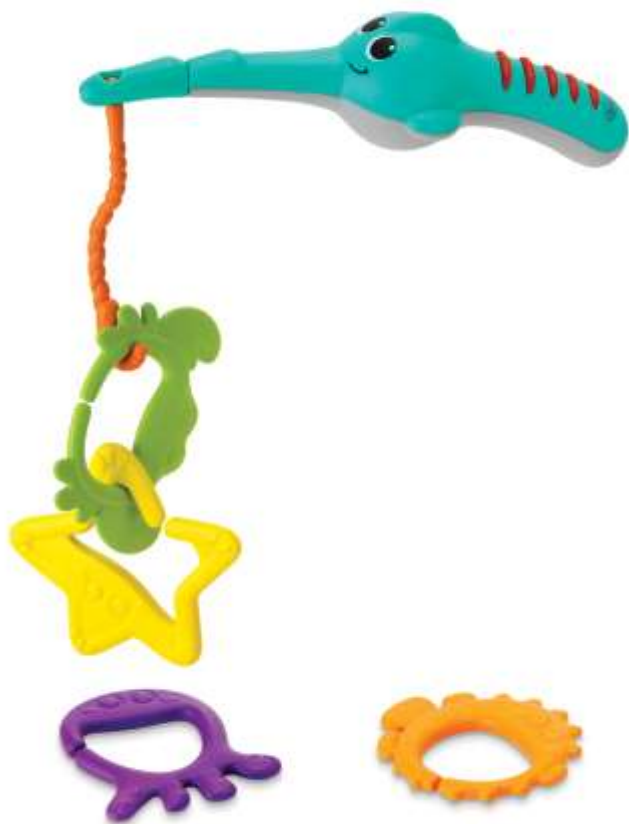
Features

- Fun bath time toys for scooping and pouring
- Easy for little hands to grip and make a splash

Item #:205042

At Shelf Positioning: Peg





FISHING FUN ACTIVITY SET™

Small fishing rod with 3 small characters from the ocean. Baby can create their own animals from the ocean.

Features

- Fish, crab and dolphin have removable and compatible bodies
- 3 small characters are all strainers

Item #: 205040

At Shelf Positioning: Pegged Card with a blister



SCOOP 'N SPLASH OCEAN LINKS™

These Scoop 'N Splash Ocean Links will bring a splash of color and excitement to bath time. Four sea-themed animals make linking and scooping a fun bath time activity. This set encourages little hands to use their fine-motor skills, while learning about colors and sea animals. The scooper makes clean-up time easy and conveniently hangs in the tub for the next adventure.



Features

- 1 hanging net with suction cup
- 4 colorful linking sea animals
- Encourages fine motor skills
- BPA-Free

Item #: 205041

At Shelf Positioning: Pegged Card with a blister





ORCA THE WHALE™

Have fun with this shape-sorting whale and his waterspout. All sorting objects can also serve as water scoops. Press the button to spray out water from the blowhole. Encourages logical thinking and hand-eye coordination.

Features

- Four shapes that fit into holes in the whale.
- Fun water squirt function.
- Prompts infants to look and touch.
- Teaches children about problem-solving skills.

Item #: 305087

At Shelf Positioning: Ope

12m+





TUB O' TOYS™

This 9 piece colorful set is filled to the brim with play possibilities! An assortment of sensory balls, stacking blocks, and squeezable animals provide an early introduction to colors, textures, and numbers. Babies will love grabbing and gumming these fun squeezable toys.

Features

- 3 Colorful blocks
- 3 Animal pals
- 3 Multi textured balls
- Perfect for sensory development.

Item #: 216289

At Shelf Positioning: PVC Tub



Om+



0m+

SPLISH & SPLASH BATH PLAY SET™

Splish, Splash - have fun taking a bath with this 17 piece toy set. Includes 4 engaging activities including a play fishing set. Introduces numbers, stacking, hand eye coordination and gross motor skill development.

BATH SQUIRTERS:

- 4 playful squirters
- Interesting textures for tactile exploration
- Sea-life theme

WATER WAND:

- Fill with water to watch it spin and trickle down the wand, spinkling back into the tub
- Visually engaging while introducing concept of gravity

STACK O' FUN CUPS:

- 8 stackable cups
- Introduces numbers 1-8
- Sea-life theme
- Perforated bottoms allows for water dribble play

FISHING FUN SET:

- Brings fishing fun to bathtime
- Fish feature large hooks for kid friendly fishing
- Promotes hand/eye coordination
- Take apart fish for easy cleaning

IBI Item #: 305076

At Shelf Positioning: Gift Box

