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for all **firsts** 



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# for all **firsts**

For over five decades, Jollein has been a companion throughout the significant milestones of a little one's journey. Jollein has been committed to delivering top-quality baby products at an affordable price because we understand the value and importance of this phase.

At Jollein, we are not just a brand; we are a part of your journey right from the very start. We want you as a parent, caregiver, or loved one to celebrate each milestone with joy and confidence. Whether it's that first playtime with our wooden toys, the initial sleep in their own crib with our softest sleeping bags or the first time going outside with our footmuffs, Jollein stands by your side.

At Jollein, we are here "for all firsts" because we believe these moments last a lifetime in your memories.



# Coming home to Jollein Where every journey begins

For me, Jollein feels like coming home. I have been happily working here for seven years now. As a social media marketer, I interact daily with (expecting) mothers, addressing their uncertainties and questions. It's heartwarming to see how social media has created a supportive community for moms to share their experiences. Being a mother myself, even though my kids are no longer little, I deeply understand the struggles. It's incredibly fulfilling to alleviate concerns through our social platforms.

The most common questions revolve around sleep and sleeping bags. For over 50 years, Jollein has been the go-to shop for these essential sleep aids. Throughout the years, we have continually refined our designs and expanded our range. Whether

a mother is looking for a sleeping bag for her newborn, her toddler, or something suitable from winter to summer and everything in between, Jollein has the perfect sleeping bag! I love the idea that Jollein is there for all the first moments. Our slogan, "For all firsts," is so fitting. Parents use our cozy footmuffs for their baby's first journey home from the hospital, our ultra-soft muslin cloths for

In every first, there's a memory to cherish. At Jollein, we are honored to be part of your journey.

their baby's first bath, and our tableware and bibs for their baby's first solid meal. And when babies begin to explore the world around them, they do so on our comfortable playmats.

I am incredibly proud of our new 2024/2025 collection, which you can explore in this catalog. We have added a variety of new items and expanded our bestsellers. As always, our collection features items designed according to the latest trends, with comfort and safety remaining our top priorities. My personal favorite print this year is 'Nostalgic Ride.' Curious to see it? Check it out in this catalog.

# With love, Emy, Social Media Specialist

# Nice to meet you!

Our new catalog features the latest collection for 2024/2025, as well as the beloved collections from Miffy and Friends, spring 2024 and our always popular NOOS collection. We put all our love and care into the catalog to give you a complete overview of our collections, with the most important ingredient: family love.

At Jollein, we are experts in everything related to baby sleeping bags and everything that goes in and around a baby's crib. We have been doing this for 50 years! Mommy's (to be) can find everything they need to transform an empty room into the best place in the house: a nursery. It's a space where babies feel secure, safe, and comfortable, and where parents can focus solely on their newborn. Everything is made through the eyes of moms, it should be practical but also stylish and trendy!

So read further and check it out! You'll be amazed and inspired by the familiar items and new themes that are sure to make babies, dads, and moms super happy!



"Welcome to Product Development!

Here, we design and create all our

products with passion and dedica-

tion, striving for perfection in every

item you see."



Marketing "Hi, we are the marketing team at Jollein, ensuring top-notch brand experiences. We handle branding, visibility, recognition, and create inspiring campaigns, bringing Jollein to life with beautiful product and atmospheric photos."

## Backoffice

"Hi, we are Jollein's customer service team. Have questions? We are here for you! We handle every order with care to ensure you receive the best service and a smooth experience with Jollein."



Purchasing "Hi, we are Jollein's purchasing department. We carefully source products and plan orders meticulously to ensure the highest quality in stock for you."



HR and Finance "Hello, we are Jollein's HR and Finance team! We manage personnel matters and ensure smooth financial operations with a personal touch, fostering a great working environment."



Sales "Hello, we are the sales team at Jollein! We ensure our products reach your store with personal care and a smile. We make shopping at Jollein a delightful experience with irresistible store displays."

# The beginning

Jollein's journey began in 1973, when Wim Smits Senior's baby goods textile company went bankrupt. Undeterred, he purchased some fabric, revamped an old bus, and kickstarted the family business by selling his wares to acquaintances.

# The 70s

By the '70s, Jollein had evolved into a moving showroom, giving customers the chance to buy their favorite items on the spot.

# 1970's

In the 1970s, Jollein reached a milestone when Wim Sr. noticed German mothers buying sleeping bags for their babies. Seeing potential, he made minor adjustments to create the ideal baby sleeping bag, which was born just two days later.

# Mid 80s

The production was running at full speed and the customers were happy with the beautiful products. Our house was overflowing and we had to look for our own storage. It now felt like a real business!

# Early 80s

Things really picked up in the '80s when production was in full swing, and the Smits family had to find their own storage space since their home was bursting at the seams. But that didn't stop them from making their customers happy!

# The 90s

In the '90s, Wim Smits Sr.'s health began to decline, but his son and daughter-inlaw, Marrit, took the wheel and kept the family tradition alive.

# The years 2000

In the year 2000, an offer came in from Pakistan that Jollein just couldn't resist. The deal allowed them to purchase high-quality fabrics at an even better price, which meant they could expand their business even more.

# **Years 2010**

Jollein grew fast as a brand and the products were sold more and more. Jollein became more than just a logo on a plastic bag: the brand Jollein was now a fact.

## Now

By 2023 Jollein has become a

- household name with over 1500 customers all over
- the world. Jollein is teaming up with Mentha to take their international growth to the next level. Together, they're aiming to bolster Jollein's market share in existing regions and expand into brand new countries. With Mentha's expertise and support, Jollein is ready to take on the world. And even though we going through some changes, one thing has never changed:

## Jollein's family love!

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# **Family benefits**

## **Broad Collection**

Jollein offers a wide range of products, ensuring that you can find everything you need for your baby in one place.

# **Sleeping bag expert**

Jollein is an expert in sleeping bags, offering a range of safe and comfortable options for your baby.

# Available from stock

Jollein's products are available from stock, ensuring fast and reliable delivery.

## **Amazing pricepoint**

Jollein offers high-quality products at an amazing price point, making them accessible to all parents.

## **Natural tones**

Jollein's products come in natural tones, providing a timeless and elegant look for your baby's nursery.

# Over 50 years experience

With over 50 years of experience, Jollein is a trusted name in the baby industry, known for their high-quality and innovative products.

# **Buy products individually**

Jollein allows you to buy products individually instead of bundels, giving you more flexibility and choice.

## Marketing content and images available via www.jollein.com/ imagebank

Jollein provides marketing content and images to help you promote their products effectively.

# Collaborations with iconic brands

Jollein collaborates with iconic brands to bring you the latest trends and styles in baby products. The latest collaboration was with miffy.

# Mix & match

Jollein's collections are designed to be easily mixed and matched, allowing you to create a cohesive and stylish look for your baby's nursery.



# Jollein's new B2B shop!

Jollein proudly presents the launch of its brand-new B2B shop, designed to offer our customers an even better shopping experience. Discover the numerous benefits our new B2B shop has to offer. Take a look and experience the convenience and innovation of our revamped B2B shopping environment for yourself.





# INTERVIEW TJARDA

am Tjarda Scholtens, 40 years old, and I have three children. I currently live with my boyfriend and his children. We have a blended family with six children in total. We never get bored; there's always something happening around our house!

## How long have you been working at Jollein?

This summer marks my fourth year as a visual merchandiser and account manager at Jollein.

## How would you describe Jollein?

Jollein feels like a big family. Communication is very open, and all ideas are welcomed and genuinely considered. We work together to create a beautiful end product. It's a young and enjoyable company to work for.

# How do you start designing the layout of a new store? What is the first step?

First, I make a plan about what I want to sell in the store. I consider the store's square footage and how much space I want to allocate per product. A common mistake is trying to display too many goods in too small a space, which prevents optimal product presentation. Creating a to-scale sketch of the store can be helpful, as it allows for easy visualization of where each product will be displayed.

# What are the key elements you always keep in mind when setting up a store?

A key element is creating calmness and clarity in the store. You want to showcase a variety of products in an orderly manner for the customer. Don't try to sell everything that customers might ask for—it's not feasible. Always consider what would make you happy when walking into a store.

# How do you ensure the store layout is both functional and visually appealing?

Balancing functionality and visual appeal is indeed a challenge. You want to fit as many products as possible into the available space while maintaining a calm and orderly layout, as the products themselves can often be quite busy. The biggest challenge is functionality. The layout should look neat at all times, whether the store is full or not. Years of experience contribute to creating the optimal layout.

# Do you have a favorite project you've worked on? Can you tell us more about it?

My favorite project is designing the new Jollein furniture, specifically the shop-in-shop system we now use. These pieces are used in our customers' stores to present Jollein products optimally. I was able to design these pieces thanks to my years of experience. It's gratifying to see how proper presentation can boost sales.

# How do you collaborate with store owners to reflect their vision and brand identity in the store layout?

First, I take a walk around the store to see the possibilities. Then, I sit down with the client to discuss their ideas and what they want to present in the store. I start by sketching the entire store layout. For Jollein, we have a

fixed shop-in-shop system for in-store presentation. I will indicate where we prefer to be presented, but the other brands are up to the client. I can offer my suggestions and include them in the sketch, but ultimately, it's not my store.

#### How do you stay inspired and where do you get your ideas for new store layouts?

I visit various stores to observe their layouts. I view social media differently than the average person, and I also draw a lot of inspiration from nature and the outdoors. What is your ultimate tip for store owners regarding their layout?

> "Anything that gets attention grows!"

# Shop in shop furniture

Interested in the furniture below? Please contact your account manager for more information.



#### **Closet hanging bar**

The closet hanging bar is perfect for showcasing Jollein collections in your store. With three shelves, it offers plenty of space for foldable items like blankets, muslin cloths, and suitcases, while the hanging rack is ideal for bathrobes, bathponchos, or sleeping bags. This piece combines functionality with style, ensuring an organized and attractive display.



#### Shelf cabinet

The shelf cabinet is ideal for displaying Jollein collections in your store. This tall cabinet with multiple shelves can be placed against the wall, providing ample space for foldable items, plush toys, and more. Combine it with the Jollein Stand, a rack perfect for presenting fitted sheets or regular sheets upright.

W 958 mm D 500 mm



#### Tables

Elevate your store's presentation with the versatile Display Tables from Jollein. Available in both rectangular and square variants, these low tables can be placed in front of the shelves, fitting perfectly due to their height. Ideal for showcasing folded products alongside accessories, they create an attractive and organized display.

#### **Hanging furniture**

Introducing the hanging furniture from Jollein, designed specifically for showcasing sleeping bags, bathrobes, bath ponchos, and wrap blankets in your store. This hanging rack provides a stylish and efficient display solution, ensuring these essential items are prominently featured.

# Accessory rack large

Discover the accessory rack large from Jollein, perfect for elegantly presenting gift items like pacifier cloths, teething rings, rattles, and bibs in your store. This spacious rack offers an organized and eye-catching display solution, ensuring these charming accessories are prominently featured.

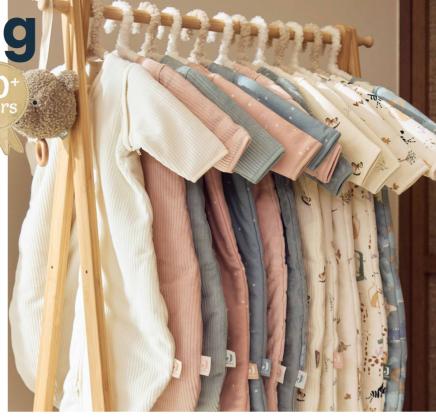


# Dreaming big since 1973

In 1973, our founder Wim Sr. saw the potential for a baby sleeping bag. He immediately went to his sewing studio, and just two days later, the baby sleeping bag was born in the Netherlands.

With over 50 years of experience and continuous innovation, we ensure that every Jollein sleeping bag offers the perfect blend of quality & comfort, safety and on-trend designs, for peaceful nights and happy babies. Jollein, For all firsts

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# Our collection sleeping bags

We know just how important it is to ensure your little one sleeps comfortably and safely. That's why we have created a fantastic range of sleeping bags, each designed to meet your baby's specific needs. This is a handy table showcasing our entire selection of sleeping bags, complete with sizes and corresponding age recommendations. With Jollein, you can ensure your baby sleeps soundly and snugly.



Sleeping bag vrapper 0-3 months Riverside 047-547-67086



Sleeping bag removable sleeves round 70cm Rib Sea Green 016-548-67105



Sleeping bag removable sleeves round 60cm Twinkling Wilde Rose 016-410-67101



Sleeping bag Jersey 90cm Deepsea 048-516-68006



Sleeping bag removable sleeves 90cm Nostalgic Ride 016-541-67103



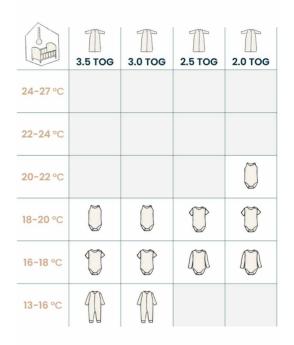
Newborn sleeping bag 60cm Riverside 015-410-67086

# Thermall Overall Grade, or TOG. Wait, what!

An incredibly useful rating system that helps parents determine the perfect sleeping bags for their little one. TOG values range from 0,5 to 3,5, making it easy to choose based on the ambient temperature. The colder it is, the higher the TOG value you'll need. Super convenient for when you're unsure! All Jollein sleeping bags, including both sleeved and sleeveless options, are TOG tested. You'll find the TOG value on the attached booklet, ensuring your baby stays comfortably snug no matter the season.

# **TOG advice for sleeping** bags with sleeves

Our sleeping bags with removable sleeves are your go-to choice for transitioning between seasons and for the winter months. They provide extra warmth during cold nights and can be easily adjusted to the surrounding temperature by simply zipping off the sleeves.



# **TOG advice for sleeping** bags without sleeves

The sleeping bags without sleeves are the musthave for sleeping in late spring when the nights start to warm up and hot summer nights. With a low TOG rating, they are comfortable for these seasons.











# New Shades Alert!

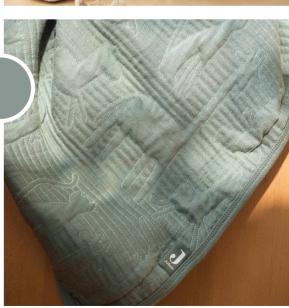
Of course, we keep innovating, bringing fresh shades to every collection that can shine in any nursery. This season, we are introducing Sea Green! A warm green/ blue hue that adds that extra special touch to every baby's room. Moonstone is a neutral shade that is made for all sad beige lovers. Looking for a colourful touch? Lavender is very on-trend and is subtly reflected in all kinds of items like

toys and the Jungle Jambo theme.











Blanket Crib 100x150cm Cosy Knit Sea Green 516-522-68032

# Sea Green





Wrap Blanket Bunny Sea Green 032-566-680343



Muslin Cloth 70x70cm Twinkling Sea Green 3 Pack 535-851-67102

# Moonstone



Blanket Muslin Cradle 75x100cm Harvest Moonstone 031-562-68043



Pacifier Cloth Bunny Ears Moonstone 031-594-68020



Teething Ring Silicone Bunny Ears Moonstone 101-007-68020



Baby Sleeping Bag Jersey 90cm Ajour Moonstone 048-516-68004

# Lavender



Wooden Shape Sorter Jungle Jambo 104-001-67090



Wooden Bead Maze Cheetah 121-001-68057



Stuffed Animal Doll Daisy 037-001-68071

# Shopine Look

We lovingly create our items and themes to blend seamlessly. With all our themes being mix-and-match, you can endlessly combine them. Bring these looks to life and create dreams!

100

Canopy Vintage 245cm Wild Rose 002-005-67099 Playpen Storage Bag Terddy Miffy 010-874-68052 Stuffed Animal Teddy Bear Olive Green 037-001-6806 Boxbumper 180x30cm Check Knit Oatmeal 004-895-Playpen Mat Check Knit Oatmeal 017-512-68038 Stuffed Animal Giraffe Biscuit 037-001-68066



# **First Adventures**

Step into a world of adventure with our Roarsome dinosaur theme combined with matchy Sea Green and Biscuit items. This is a cool boys room guaranteed.



1. Canopy Vintage 245cm Sea Green 002-005-68043 2. Backpack Colourblock Naturel 057-591-68069 3. Fitted Sheet Jersey 60x120cm Jungle Jambo 511-507-67090 4. Sleeping Bag Removable Sleeves 90cm Roarsome 016-541-67100 5. Stuffed Animal Superhero Dave 037-001-68070 6. Toy Case Roarsome 059-595-67100 7. Sheet 120x150cm Twinkling Sea Green 008-524-67102 8. Wooden Twisting Cubes Jungle Jambo 105-001-67103 9. Blanket Crib Check Knit Biscuit/ Teddy Fleece 517-522-68041

# Hey Jambo!

Did you know that Jambo means 'hello' in Swahili? Our Jungle Jambo theme is a perfect match of Sea Green and Biscuit to create the perfect gender neutral nursery. With these items and shades together it is a perfect welcome for any newborn.



1. Fitted Sheet Jersey 40/50x80/90cm Sea Green 511-501-68043 2. Sleeping Bag Removable Sleeves 70cm Jungle Jambo 016-548-67090 3. Blanket 75x100cm Jungle Jambo Biscuit/Oatmeal 516-511-68037 4.Sheet 75x100cm Riverside 008-511-67086 5. Wooden Tumbler Jungle Jambo 120-001-68103 6. Wrap Blanket Bunny Check Bouclé 032-566-68050 7. Rattle Bunny Riverside 039-001-67086 8. Canopy Vintage 245cm Ivory 002-005-66080 9. Beanbag Corduroy Caramel 028-543-68046

# **Embrace the sky**

Cuteness overload! Embrace the sky with our Lovely Birds theme. Combine with a shade of Wild Rose and you create the perfect nest for little ones. Add accessoiries such as the growth chart and toys and you are good to go!



Growth Chart Lovely Birds 044-559-67104
 Musical hanger Teddy Bear Olive Green 043-001-68062
 Canopy Vintage 245cm Wild Rose 002-005-67099
 Fitted Sheet Jersey 70/75x140/150cm Nostalgic Ride 511-565-67103
 Duvet Cover Set 100x140cm Lovely Birds 003-005-67104
 Stuffed Animal Doll Rose 037-001-68072
 Sleepin Bag Removable Sleeves Round 90cm Rib Wild Rose 016-541-67107
 Backpack Teddy Lovely 057-591-68051
 Diaper Bag Teddy Lovely 027-819-68051



# The Adventure of Daisy, Rose, Ella, and Dave in Search of the Queen's Enchanted Flowers

Once upon a time, there was a flower girl named Daisy. She wore an enchanting purple dress with a small heart on the front and liked to wear her hair in two small buns on her head. She walked through the castle gardens, searching for her flowers. Today, the queen needed them for her big party. But to Daisy's horror, her flowers had disappeared! She ran through the gardens, her eyes scanning for their cheerful colors.

Suddenly, she saw Rose, another flower girl, tending to beautiful roses. Rose was very beautiful, always wearing a green dress, with her gorgeous red hair tied up in a large bun on her sweet head. Daisy told her sad story to Rose, who immediately wanted to help. Together, they searched, looking under bushes and behind trees, but the flowers were nowhere to be found!

Running towards the magical lake, they saw Livia and Mae fluttering around. The enchanting fairies were always near the castle to protect it. They always wore cute dresses, and their wings sparkled in the sunlight. Unfortunately, they hadn't seen the queen's flowers anywhere.

Just as Daisy began to lose hope, they encountered Ella at the magical lake, a friendly mermaid with glittering hair. Ella was a magical mermaid who had lived in the castle's lake for centuries, and one day the king had given her a crown, which she wore every day. Daisy begged Ella for help, and Ella immediately dove into the water, searching for the flowers. She asked the frogs, the fish, and the ducks, but even in the lake, the flowers were nowhere to be found!

Then Dave appeared, the superhero, flying through the sky like a true hero, always dressed boldly in his superhero cape and mask! Daisy begged him for help, and Dave shot into the air to search for the flowers. He finally found them and tucked them into his superhero belt. Daisy was so happy that she hugged her friends, and together they returned to the castle.

Daisy knew she could always count on her friends, even when things got tough. With friends by her side, there was nothing she couldn't do! H and a state

Stuffed Animal

037-001-68072

Stuffed Animal Superhero Dave 037-001-68070

"Hi, I'm Rose. I am a flower girl of the queens gardens!"

"Hi, I'm Dave! I fly through the skies of the kingdom."

"Hi, I'm Ella. I live in the magical lake of the castle!"

Stuffed Animal Mermaid Ella

037-001-68073

I am a flower girl in the castle gardens!"

Stuffed Animal

**Doll Daisv** 

037-001-68071



Check out our cool range of gifts and toys for little adventurers! From newborns to toddlers, we have got something for every age. Treat the littlest ones to cute dolls, teething rings, and rattles, while older babies and kids can let their imagination run wild with our fun toys. And don't worry, our wooden toys are FSC-certified for eco-conscious play, and our silicone items are BPA-free for safe fun!



# **1. Pacifier Cloths**

Pacifier cloths are a must-have for every parent: they help you quickly find the pacifier and give your baby something soft to hold. Jollein offers a wide range of trendy colors and shapes, perfect for completing any baby set. Practical and stylish!

## 2. Soft Toys

Soft Toys are the perfect cuddly buddies, always ready for a warm hug and playful adventures. Jollein offers an adorable selection of plush toys in various shapes and sizes. Soft materials and vibrant colors make these plush companions not only loving and comforting but also a fun addition to every playtime.

## 3. Teething Rings

Teething toys are a lifesaver for both babies and parents during those challenging teething times. Jollein's collection of teething toys offers safe and soothing relief for sore gums, with various textures and shapes to keep your little one engaged. Made from BPA-free materials, these teething toys provide comfort and entertainment while promoting healthy oral development.

## 4. Toy Cases

Jollein's toy cases provide hours of playtime fun and stylish nursery decor. When a baby becomes a toddler, they transform into props for imaginative role-playing games, sparking endless creativity and entertainment.

#### 5. Backpacks

Jollein's toddler backpacks are perfect for little adventures, from nursery school to playdates and kindergarten. They make carrying essentials a breeze, and mothers can even match them with one of Jollein's shoppers, ensuring to both travel in style!

#### 6. Wooden Toys

Discover a wide range of durable and delightful wooden toys at Jollein. These timeless classics are perfect for fostering motor skills through playful exploration. Our wooden toys promise endless hours of joy and learning.

#### 7. Pram Hangers

Add fun to strolls with Jollein's cute pram hangers. Easily attachable to strollers or car seats, these plush buddies keep baby's entertained on the move. With various charming designs, they bring joy to every outing.



 
 I. Pacifier Cloth Bunny Riverside
 031-594-67086
 2. Doll Daisy
 037-001-68071
 3. Teething Ring Nostalgic Ride
 101-001-67103
 4. Toy Case Roarsome
 059-595-67100
 5. Backpack Check Bouclé
 057-591-68050
 6. Wooden Tumbler Jungle

 Jambo
 120-001-68103
 7. Pram Hanger Roarsome
 061-001-67100
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I'm Inez, 32 years old, the 'webshop queen' at Jollein, mom to Charlie (2), and expecting baby number 2 in November 2024. I grew up in a small village in Groningen and recently moved to Zuidlaren, Drenthe. For the past year, I have been the Webshop Manager at Jollein, responsible for all B2B and B2C webshops. This role allows me to channel all my creativity! To stay fit, I also coach a class once a week at Mom in Balance, providing fitness lessons to pregnant and new moms and active mothers.

#### How would you describe Jollein?

I would describe Jollein as a brand dedicated to helping parents experience all the first moments with their baby using safe, stylish, practical, and high-quality products. I see the passion and dedication in every product, and it always makes me proud to be part of this team. Within our office walls, we inspire each other and maintain a very friendly atmosphere.

# What does a typical workday look like for a webshop manager at Jollein?

Every day and week is quite different. One week I might be launching a new campaign, and the next week we are deep into preparations for the new collection. Never a dull moment!

I start the day with a cup of coffee (what else) and catch up with my friendly colleagues. Then it's time to get to work and check all the figures to see if we are ahead or behind and if there is anything noteworthy. Of course, I check my email, followed by our weekly marketing campaign meeting where we discuss ongoing campaigns and brainstorm new ones. Time for lunch! On Thursdays, we always order a delicious sandwich, and the rest of the week it's usually a peanut butter sandwich (the entire marketing team has a jar of peanut butter on their desk, lol). Often, we also go for a walk. After lunch, I work on A/B tests or optimizations for the webshop, such as the current sleep sack selection tool. Around 4:30 PM, we always discuss within the team what's on the menu for the evening, which is great for inspiration, and we eagerly participate in 'double your salary' on Qmusic. In between, I often have meetings with developers about ongoing projects.

Working at Jollein since May 2023, so it's been over a year now.

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I see the passion and dedication in every product, and it always makes me proud to be part of this team.

# How do you ensure the webshop is always up-to-date and user-friendly for customers?

By continuously gathering data, which provides valuable insights. I also frequently brainstorm with the webshop builders about how we can optimize the shop. Our webshop is built on a system that is constantly updating, so I can test many new or different tools or features to find what works best for our customers. Additionally, I occasionally conduct user research and take inspiration from other webshops. Colleagues and even customers sometimes provide feedback and great suggestions.

# Can you tell us about a time you overcame a major challenge in your role? How did you do it?

My biggest challenge so far at Jollein was the launch of the new B2B webshop. There's so much preparation involved, and a lot is riding on it. It affects almost every department within Jollein, especially the order placement by our customers. It required a lot of coordination with colleagues and external parties. You work with deadlines, and sometimes it remains uncertain whether what you have planned will work right up to the deadline. Sometimes not everything goes smoothly initially, which can be difficult for my perfectionist brain, but it's gratifying that we continually optimize to make the shop more user-friendly for our customers.

# What do you enjoy most about working at Jollein?

Working with a team of friendly, motivated, creative colleagues. It's contagious and inspiring for me. I always find it a joy to come up with campaigns/ideas together and then see them come to life. From campaigns planned months in advance to spontaneous ideas that go live in a couple of days, everyone is always thinking in possibilities, and we often have the opportunity and freedom to explore these ideas, which makes it very enjoyable.

# What is your ultimate relaxation moment of the day?

During the workday, it's the afternoon walk. Closing the laptop, soaking up some vitamin D, and catching up with colleagues, not about work. It provides a nice break and gives new energy for the rest of the day.

# I have heard that you have a 'tasty Thursday' tradition. What's your favorite sandwich?

My favorite day of the week, we often start in the office at 9:30 AM with the question, "What shall we order for lunch?" My favorite sandwich is normally the carpaccio sandwich with truffle mayonnaise, but unfortunately, I can't have it now due to my pregnancy. So, I go for the brie sandwich with chutney and walnuts, yum.



# Webshop tips

- Easily save your favorite products for later.
  Create a wishlist by clicking on the heart for each product. You can also share your wishlist.
- Share all the goods in your shopping basket with your colleague(s). Create and share the link that is created when you click on the share button in the shopping cart.
- Looking for product information? On the product page, you will find detailed information about the product, along with beautiful product- and atmospheric images







Wrap Blanket Bunny Wild Rose

Material: 100% polyester



Wrap Blanket Bunny Sea Green

Material: 100% polyester





Backpack Colourblock Naturel

Material: 100% polyester







Diaper Bag Teddy Noé

Material: 100% polyester





Teething ring Silicone Bunny Ears Moonstone

Material: 100% cotton/100% siliconen



101-007-67099 8<sup>1</sup>717329<sup>1</sup>380820<sup>1</sup> Teething ring Silicone Bunny Ears Wild Rose

Material: 100% cotton/100% siliconen



101-007-68020



Teething ring Silicone Bunny Ears Olive green

Material: 100% cotton/100% siliconen



Pacifier Cloth Bunny Ears Moonstone

Material: 100% cotton



031-594-67058

8 717329 380806





Pacifier Cloth Bunny Ears Olive Green

Material: 100% cotton





Pacifier Cloth Bunny Ears Wild Rose

Material: 100% cotton

# Favorites of Jollein

We have listed all the favourite items from our colleagues at Jollein below!



#### Margreet, Product Marketing Manager, mother of Elin (1)

My favorite items from the collection are undoubtedly the new dolls. It's super exciting that the fairies from the previous collection now have new friends joining them! My daughter is a big fan, especially of the mermaid. She can play for hours, letting her imagination run wild with these cute dolls. It's amazing to see how happy she is with her new playmates. The new dolls truly bring a magical world to life for her.



"Hi, I'm Ella. I live in the magical lake of the castle!"



Backpack Teddy Lovely 057-591-68051



Footmuff group 0+ 3/5 points Teddy Lovely 025-811-68051 **Celine, Buyer/Demand planner** My absolute favorites are from the Teddy Lovely collection! The footmuff, backpack, and shopper in this theme are not only adorable but also seamlessly complement the other charming pieces in the collection. They add an extra touch of whimsy and style that make every outing or adventure feel even more magical.





## anne, Back Office employee, Mother <sup>•</sup> Lian (8), Marij (4), Hanne (2)

ly favorite item from the new Jollein ollection is the adorable Miffy Terry athponcho and Duvet Cover Set. The athponcho is perfect for wrapping up ny daughters after a bath, keeping them varm and snug. The jacquard-woven liffy design adds a charming touch that ney absolutely love. The duvet cover is nother favorite with its all-over print eaturing Miffy's head. It's both cozy and ute, making bedtime something they pok forward to.



Bath Poncho Terry miffy Jacquard Sea Green 533-550-67109



Duvet Cover Set 100x140cm Miffy Shadow Wild Rose 003-005-68054



#### Marjorie, Manager Buying, Sourcing & Product, mother of Amely, Aimée en Rafe

absolutely love our range of baby sleeping bags! They're a specialized and technical product, making them a joy to design. Each one is crafted with the comfort for your little one in mind. With the ability to create them in a wide variety of prints and materials, they not only ensure a comfortable night's sleep but also offer endless possibilities for stylish and creative designs.



Baby Sleeping Bag Removable Sleeves 90cm Miffy Jacquard Wild Rose 016-541-67108



Baby Sleeping Bag Removable Sleeves 70cm Riverside 016-548-67086



Stuffed Animal Roarsome 037-001-67100



Wooden Crocodile on Wheels Jungle Jambo 112-001-67090

Tim (24), Junior Marketeer My favorite items from the new Jollein collection are the Stuffed Animal Roarsome and the Wooden Crocodile on Wheels. My nephew adores the dino! ts soft, huggable texture is perfect for cuddles and play. The Wooden Crocodile on Wheels is another hit. He loves oringing it along on his adventures, and it helps develop his motor skills.





Thyra (22), Junior Creative Designer The Nostalgic Ride theme from our new collection is one of my favorites! The color palette and print bring back nostalgic feelings from my childhood. Frowing up on a farmhouse, I had a vooden rocking horse just like this. It eminds me of those simpler times and adds a touch of vintage charm to any nursery. This theme is my favorite because it feels like a warm hug from the



Blanket Cradle 75x100cm Nostalgic Ride 516-511-67103



Bathcape 75x75cm Nostalgic Ride

534-836-67103



Cloth Muslin 70x70cm Lovely Birds 3-pack 535-851-67104



Bib Waterproof Lovely Birds 2-pack

029-864-67104

#### usan, Export Manager, mother of aron (14), Nora (12)

absolutely adore the lovely birds theme rom our new collection! It's such a charming and romantic print, featuring delicate little birds and branches with lowers. The Ivory background provides a fresh and serene canvas, beautifully highlighted by soft, gentle colors. This print brings a sense of tranquility and by. This print makes any nursery feel cozy and magical, which is why it's my avorite



# Go Or 0 • G0 C

The finest and softest products and also with the GOTS abe Jollein has it! GOTS is an internationally recognised standard for organic cotton. The requirements to get this label for a product are not only about the fabric itself, but also how it is manufactured and where it comes from. So we not only care for babies' sensitive skins through soft organic cotton, but we also care for the people who produce these beautiful fabrics. 53





**Blanket Fringe Olive** Green/Ivorv

Material outside: 100% cotton



75x100 cm 521-511-68012



Blanket Fringe Moonstone/Ivory

Material outside: 100% cotton



8

060-809-67058

717329 381018

060-808-67058

8 717329 381001

534-514-67058

8 717329 381834

Bathrobe Stripe Terry Olive Green

Material outside: 100% cotton



1-2 year 060-808-67099 8 717329 380967



Bath Cape 75x75cm Stripe Terry Wild Rose

Bathrobe Stripe Terry Wild Rose

Material outside:

100% cotton

Material outside: 100% cotton



Bath Cape 75x75cm Stripe Terry Olive Green

Material outside: 100% cotton

Bath Poncho Stripe Terry Olive Green

Material outside: 100% cotton







533-550-67099 8 717329 380981



Material outside: 100% cotton







# Newborns

Introducing our latest arrivals! Because we are all about innovation and perfection, each new collection brings fresh products to delight both parents and newborns alike. Meet our newest additions this season!

## **Pacifier Case**

The pacifier case is the perfect solution to keep the pacifier of little one's hygienic and within easy reach. With its loop, you can easily attach it to your bag.



Silicone Pacifier Case Ø7cm Wild Rose





Silicone Pacifier Case Ø7cm Olive Green

720-014-67058 **8 717329 381308** 



Silicone Pacifier Case Ø7cm Caramel





Bib Animals 5 Pack

Material: 80% cotton/ 20% polyester



#### **Bib Funky 5 Pack**

Material: 80% cotton/ 20% polyester







029-566-68001

8 717329 380554

**Growth Chart Lovely** Birds 044-559-67104 8 717329 388512





#### Kids Chair Beanbag **Corduroy Natural**

Material: 100% cotton/100% polyester





#### Kids Chair Beanbag Corduroy Caramel

Material: 100% cotton/100% polyester





## **Highchair insert Cushion**

Introducing Jollein's newborn "Highchair insert cushion". Transform your IKEA high chair into a cosy seat with this product. Specifically designed for the youngest members of your family, this cushion provides the perfect blend of comfort and support.



# Cushion Nougat

100% TPE coated polyester / 100% polyurethaan







Material outside: 100% iron



# **Support for Veil**

This veil support can be easily attached to the crib. This new variation prevents tipping over. Note: designed for cribs with a straight edge, it offers both safety and style for the nursery.

# Footmuff Group 0+ Puffed

Discover Jollein's bestselling Footmuff, now for the smallest travelers! The Footmuff Group 0+ Puffed is designed for infant car seats, providing superior warmth and comfort for your baby. Find these Footmuffs on page 146.





Wooden Twisting Cubes Jungle Jambo 105-001-67103 329 388



Wooden Rocking **Ring Stacker Jungle** Jambo 120-001-68103









Wooden Bead Maze Cheetah 121-001-68057 8 717329 388628

8

# Customizable products

Check it out! Did you know we have many products that have the opportunity to be customized? Personalization is totally trending, and it's a great way to give your customers that special touch. From cozy bathropes to cool backpacks, and from snuggly towels to sweet blankets, there's something for everyone!



Tip: Embroider a name or initials on the cap



Bath cape Terry 75x75cm Sea Green 534-514-68043



Birthday crown 12x35cm Wild Rose 718-601-67099



Blanket Check Knit Biscuit Cot 100x150 cm 516-522-68039





Tip: Embroider initials in the middle of the bandana

 
 Bib Bandana Sea Green (2pack)

 029-867-68043

 Image: state stat







Jollein has become the expert in baby sleeping bags. Since 1973, we have been perfecting these essential items. With over 50 years of experience and innovation, we have mastered the art of crafting sleeping bags. Always prioritizing the safety and comfort of your little ones. Quality sleep is crucial for your baby's development and helps parents enjoy less interrupted nights. That's why we have developed the perfect sleeping bags for you, leveraging our years of expertise. Sleeping Bags

### J Collection 2024/25 · Sleeping Bags

Newborn Wrapper | 0-3 months



047-547-67041

Baby Sleeping Bag Wrapper 0-3 months Twig Olive Green

Material: 100% cotton

TOG value: 0.5



047-547-67042



Baby Sleeping Bag Wrapper 0-3 months Twig Wild Rose

Material: 100% cotton

TOG value: 0.5



Sleeping Bag Wrapper 0-3 Maanden Riverside

Material: 100% cotton / 100% polyester

TOG value: 0.5







Newborn Sleeping Bag | 60 cm



062-410-67058

8 717329 380394

Baby Sleeping Bag Newborn Muslin Olive Green

Material: 100% cotton

TOG value: 0.5



## Baby Sleeping Bag Newborn Muslin Oatmeal

Material: 100% cotton

TOG value: 0.5



Baby Sleeping Bag Newborn Muslin Wild Rose

Material: 100% cotton

TOG value: 0.5



8 717329 380387

8 717329 380363

Baby Sleeping Bag Newborn Jersey Harvest Moonstone

Material: 100% cotton

TOG value: 0.5





Baby Sleeping Bag Newborn Jersey Harvest Wild Rose

Material: 100% cotton

TOG value: 0.5



015-410-67086



Newborn Sleeping Bag 60cm Riverside

Material: 100% cotton / 100% polyester

TOG value: 3.5/2.5/1.0





### J Collection 2024/25 · Sleeping Bags

Newborn Sleeping Bag with Removable Sleeves | 60 cm



Sleeping Bag Removable sleeves 60cm Twinkling Wild Rose

**Material:** 100% cotton / 100% polyester

TOG value: 3.0/2.0





### 016-410-67102 8 717329 384422

### Sleeping Bag Removable sleeves 60cm Twinkling Sea Green

Material: 100% cotton / 100% polyester

TOG value: 3.0/2.0





Sleeping Bag Removable Sleeves 60cm Miffy Jacquard Ivory

Material: 70% cotton / 30% polyester 100% cotton / 100% polyester

TOG value: 3.0/2.0





Sleeping Bag with Removable Sleeves Round 60cm Rib Ivory

Material: 70% cotton / 30% polyester

TOG value: 3.0/2.0



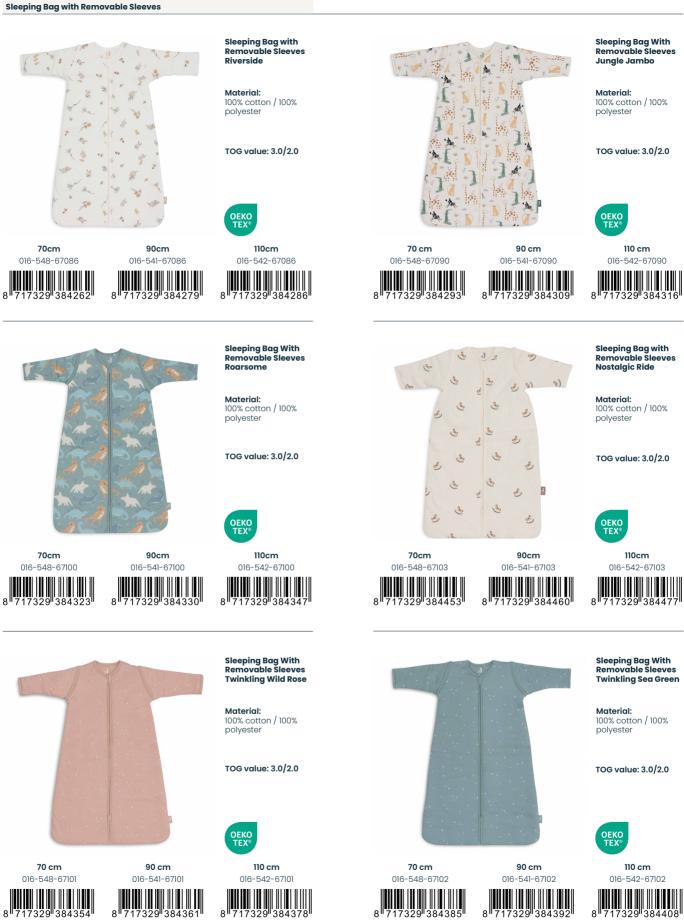


016-410-67101

8 717329 384415

















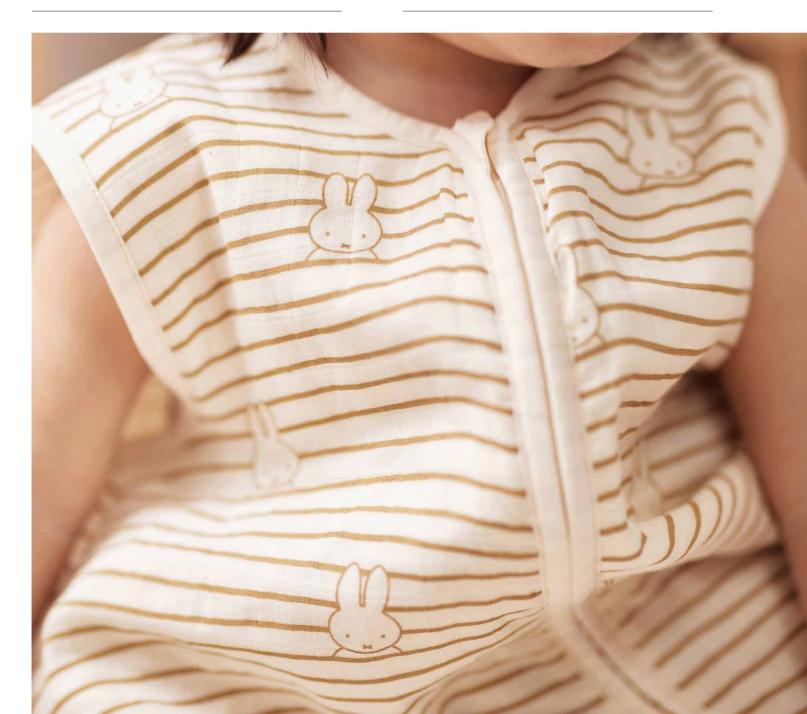


### J Collection 2024/25 · Sleeping Bags



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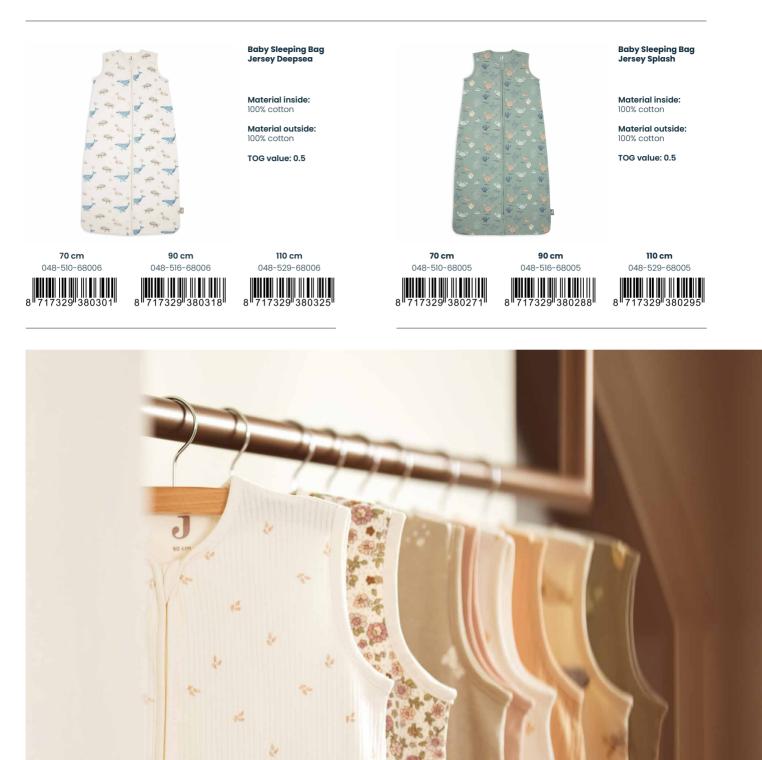




### J Collection 2024/25 · Sleeping Bags

Sleeping Bag | Jersey





12







Discover our new theme 'Riverside'! This theme boasts a high cuteness factor with a print featuring adorable ducks, rabbits, and plants. The blend of warm and fresh colours such as Nougat, Biscuit, and Sea Green creates a refreshing and inviting ambiance. 'Riverside' is available in items like soft muslin cloths, cozy sleeping bags, charming toys, and snug bath capes. The print is perfect for both adventurous boys and cute girls!

# Riverside

015-410-67086

384

8 717329 38



Newborn Sleeping Bag 60cm Riverside

Material: 100% cotton / 100% polyester

TOG value: 3.5/2.5/1.0





### Sleeping Bag Wrapper 0-3 Months Riverside

Material: 100% cotton / 100% polyester

TOG value: 0.5





A MAR A

120x150cm

008-524-67086

8 717329 387874

Sleeping Bag with Removable Sleeves Riverside

Material: 100% cotton / 100% polyester

TOG value: 3.0/2.0

OEKO TEX®



Duvet Cover Set 100x140cm Riverside

Material: 100% cotton



70cm 016-548-67086 8 717329 384262





Sheet Riverside

Material: 100% cotton

OEKO TEX®





022-503-67104





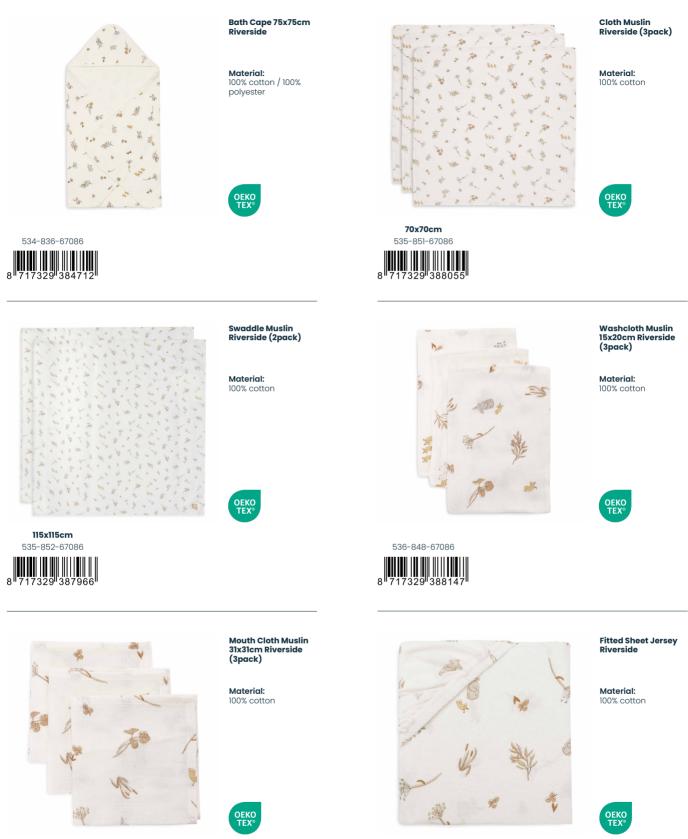


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75x100cm

008-511-67086

8 717329 387867



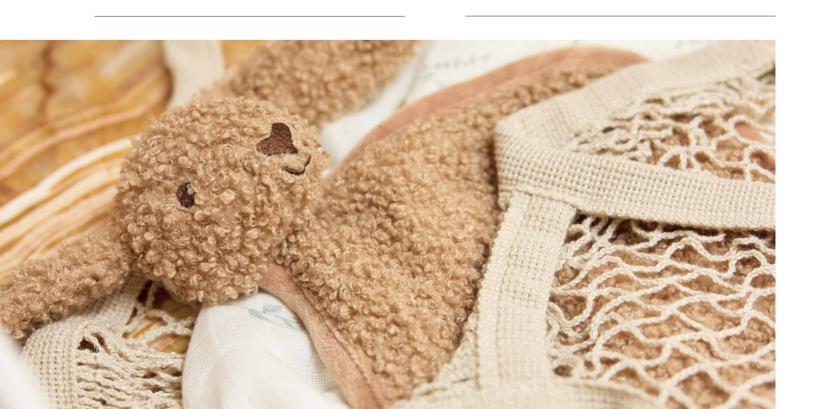






60x120 cm

511-507-67086





Material: 100% polyester

Rattle Bunny Riverside



Pram Hanger Bunny Riverside

Material: 100% polyester



8 717329 388499



Pacifier Cloth Bunny Riverside

Material: 100% polyester



037-001-68086

8 717329 388475

Stuffed Animal Bunny Riverside

Material: 100% polyester

J Collection 2024/25 • Riverside





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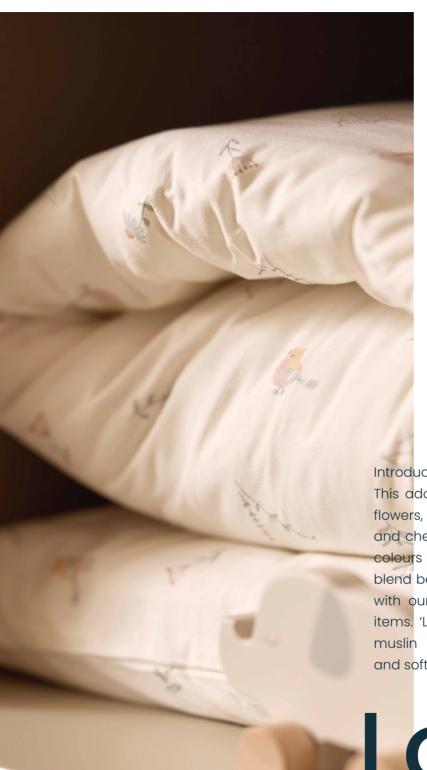
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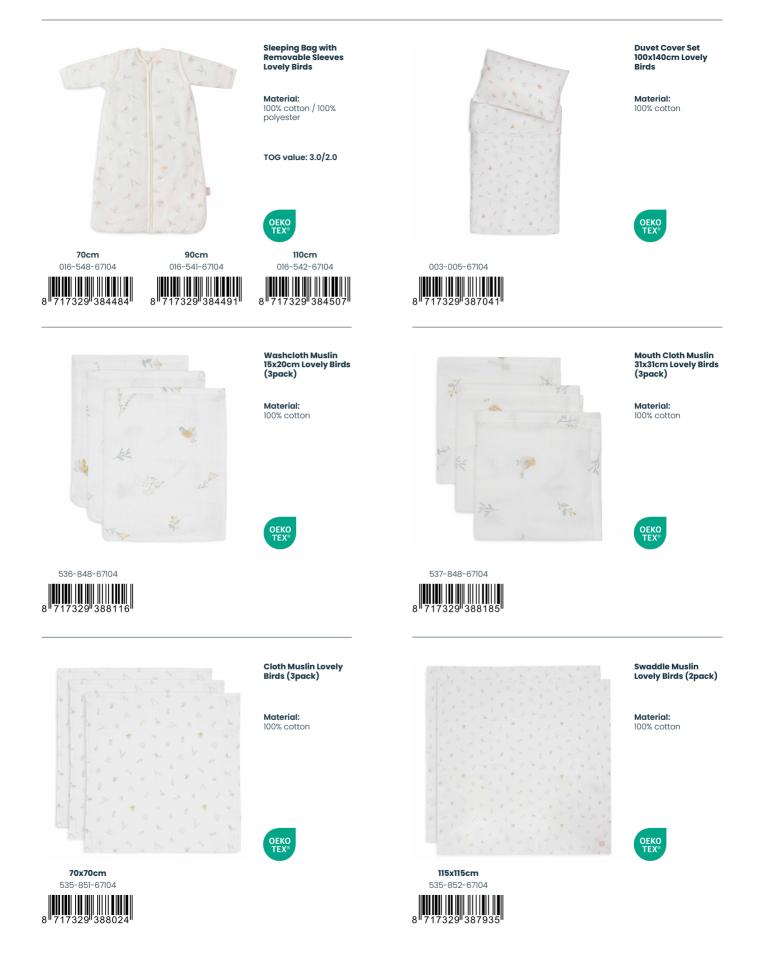
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Shop this collection



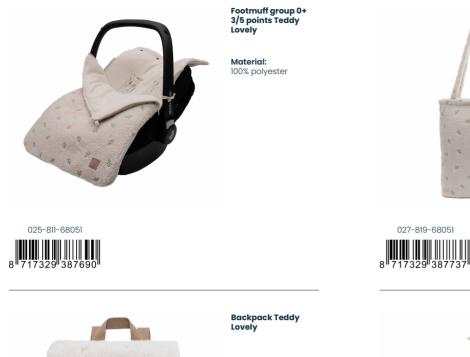
Introducing our new theme 'Lovely Birds'! This adorable theme is filled with little birds, flowers, and twigs, perfect for creating a soft and cheerful atmosphere in the nursery. The colours Wild Rose, Sea Green, and Ash Green blend beautifully and are easy to coordinate with our wild rose blankets and ash green items. 'Lovely Birds' is available in delightful muslin cloths, comfortable sleeping bags, and soft sheets.

Lovely Birds



Diaper Bag Shopper Teddy Lovely

Material: 100% polyester



T

Material: 100% polyester



Growth Chart Lovely Birds

Material: 100% cotton





027-819-68051





Teething Ring Rubber Lovely Birds

Material: 100% rubber



101-007-67104

8 717329 388550

029-869-67104

8 717329 387010

### Silicone Teething Ring Keychain Lovely Birds

Material: 100% silicone





Bib Waterproof Lovely Birds (2pack)

**Material:** 65% polyester/35% polyurethaan





Bib Waterproof with Sleeves Lovely Birds

Material: 65% polyester/35% polyurethaan







Sheet Lovely Birds

#### Material: 100% cotton

OEKO





onection 2024/2

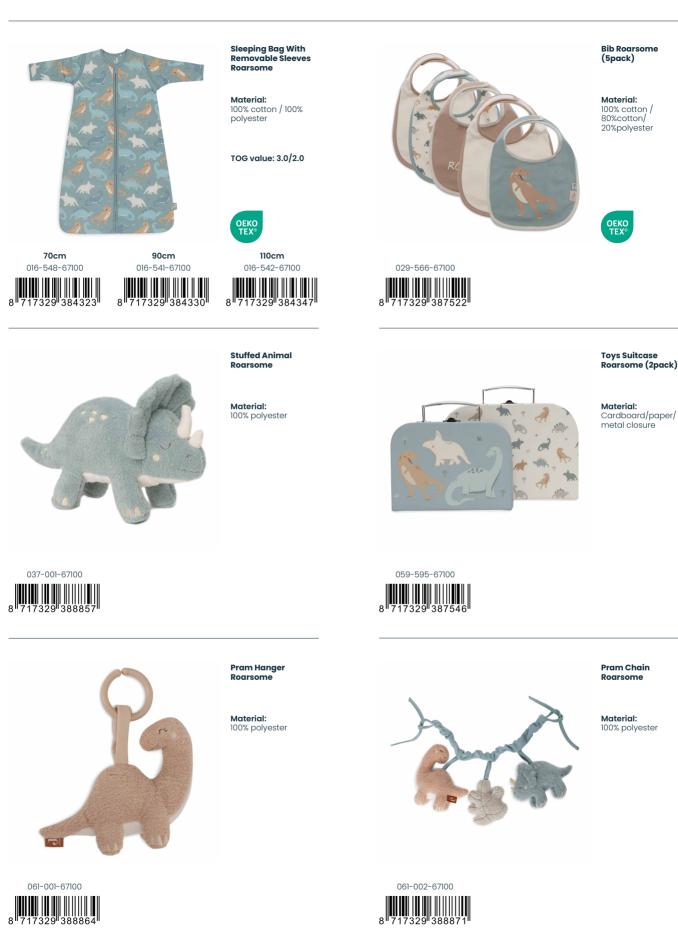


Shop this collection

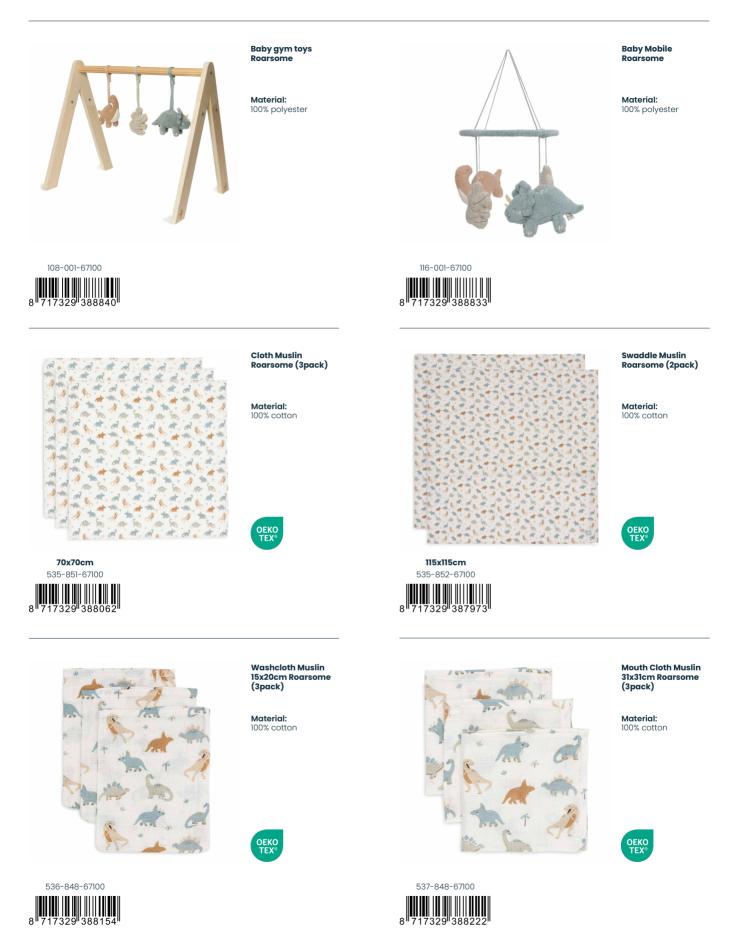
colo cool is Pe

Roar! ntroducing our new theme 'Roarsome'! This adventurous print featuring dinosaurs brings excitement to life with an impressive T-Rex, a cute Brontosaurus, and a cool Triceratops. The mix of warm and fresh colours like Celestial Blue and Biscuit adds a cool couch to your baby's room. 'Roarsome' is a ailable in items such as comfortable sleeping bags, soft muslin cloths, and fun toys. Percet for little explorers who love dinosaurs!

## ocrome



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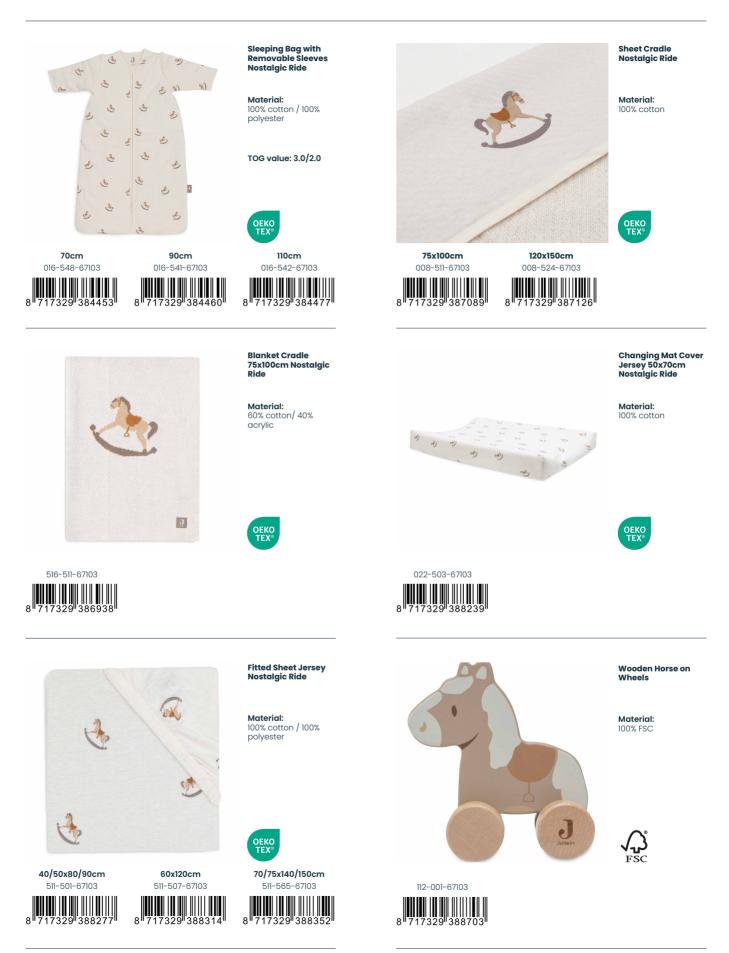
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Shop this collection

onection 2024/2

Introducing our new theme 'Nostalgic Ride'! Perfect for horse and vintage lovers! This charming collection with a rocking horse print brings a cozy feel to the nursery. The recurring colours biscuit and caramel are easy to mix and match with other items in similar tones. 'Nostalgic Ride' is available in soft muslin cloths, comfortable sleeping bags, and snug blankets.

# Nostalgic Ride





Bath Cape 75x75cm Nostalgic Ride

Material: 100% cotton

OEKO TEX®





019-531-67103

8 717329 387560



Material: 100% TPE coated polyester / 100% polyurethaan



Highchair Insert Cushion Nostalgic Ride

**Material:** 100% TPE coated polyester / 100% polyurethaan



Highchair Cushion Nostalgic Ride

Material: 100% TPE coated polyester / 100% polyurethaan

561-531-67103 8 717329 387607

534-836-67103

8 717329 384743



Toys Suitcase Nostalgic Ride (2pack)

Material: Cardboard/paper/ metal closure

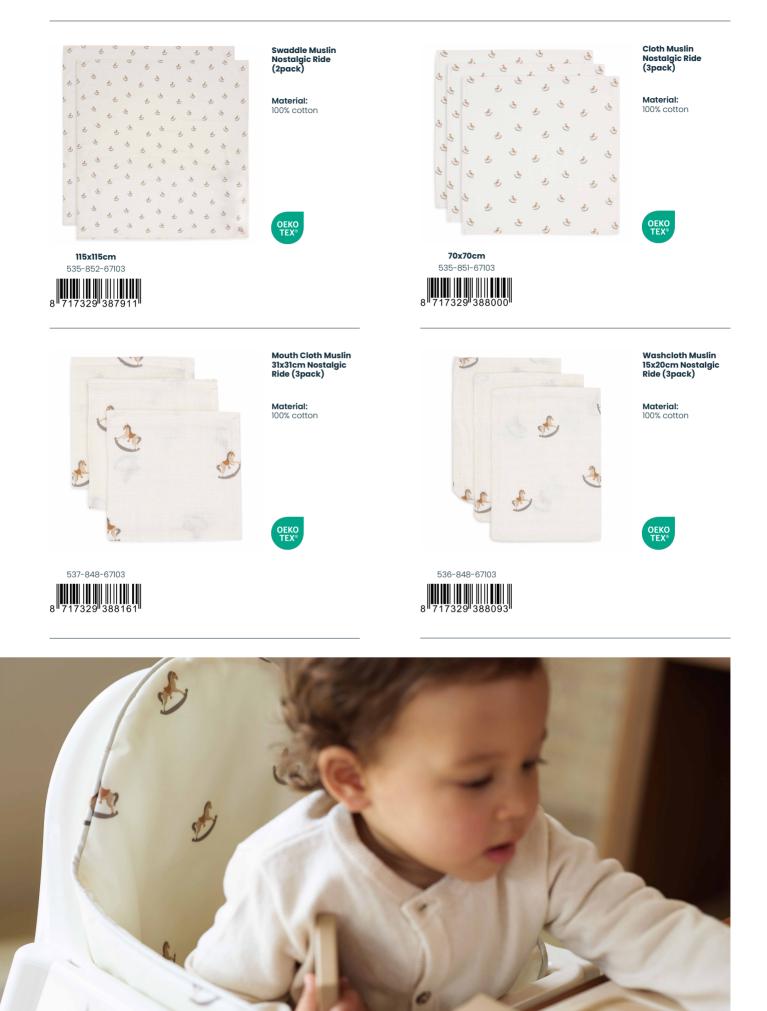


101-001-67103 8 717329 388543 Teething Ring Rubber Nostalgic Ride

Material: 100% rubber

059-595-67103 8<sup>1</sup>717329<sup>1</sup>387553





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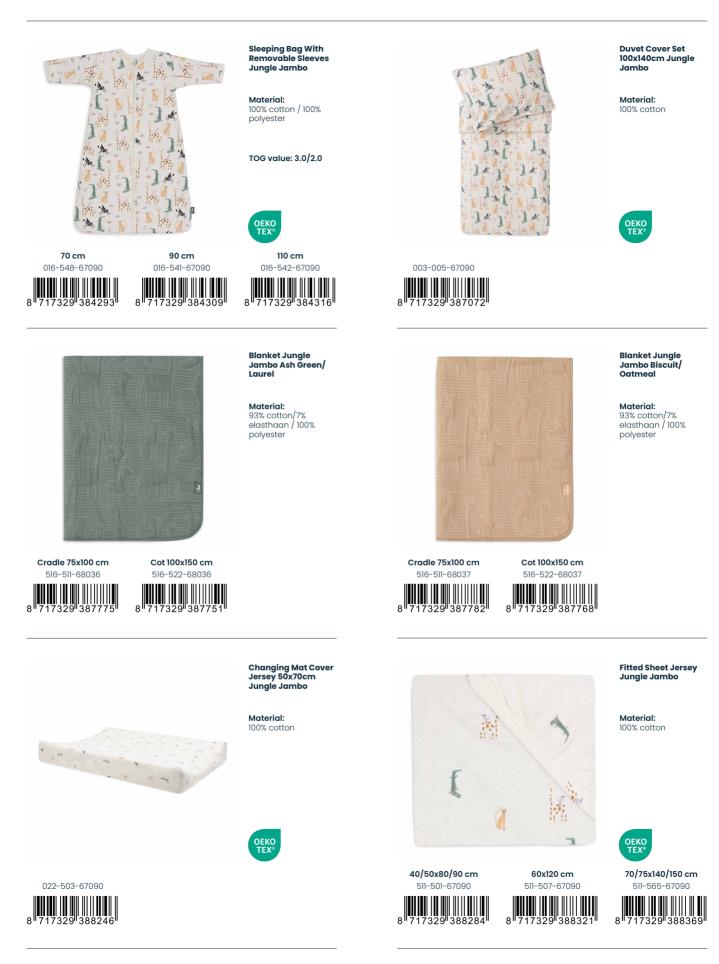
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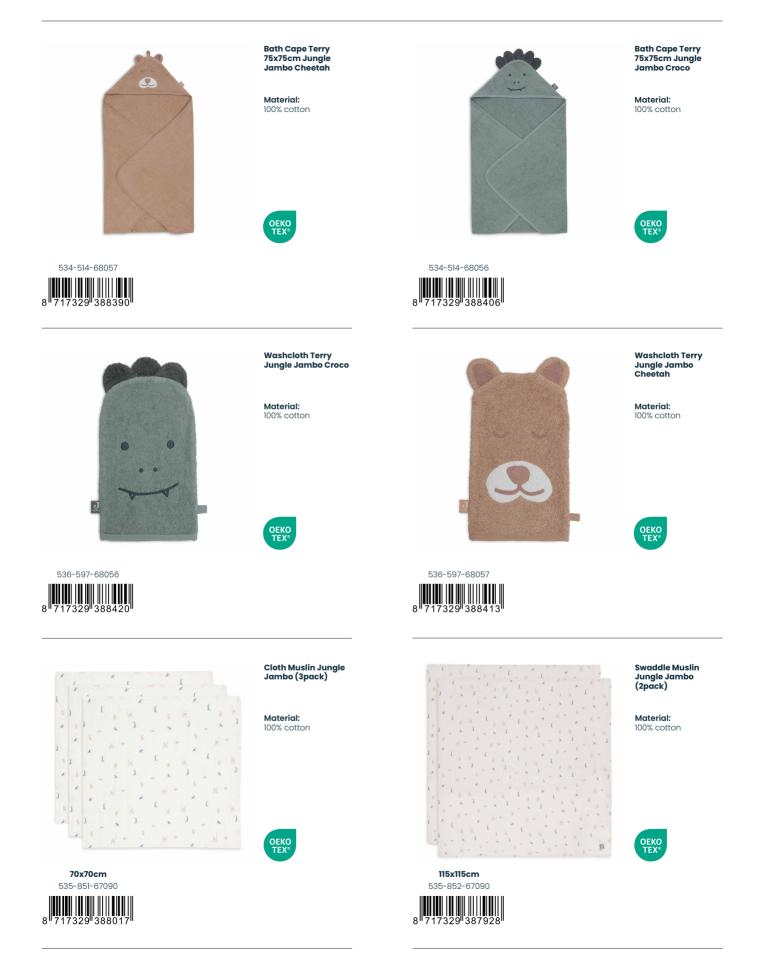


Discover our new theme 'Jungle Jambo'! Designed for little adventurers and perfectly aligned with the latest interior trends. The print features cheerful jungle animals in delightful colours like biscuit, ash green, and a hint of Lavender. Available in a variety of must-have items including bath capes, duvet covers, fitted sheets, and wooden toys. Bring a playful, adventurous atmosphere into the nursery with 'Jungle Jambo' and turn every day into a new adventure!

The second

# Jungle Jumbo







536-848-67090

8 717329 388109

8 717329 387614



Material: 100% cotton

ΟΕΚΟ ΤΕΧ®





# Mouth Cloth Muslin 31x31cm Jungle Jambo (3pack)

Material: 100% cotton



Highchair Cushion Jungle Jambo Giraffe

**Material:** 100% TPE coated polyester / 100% polyurethaan



Highchair Insert Cushion Jungle Jambo Giraffe

**Material:** 100% TPE coated polyester / 100% polyurethaan









Highchair Cushion for Growth Chair Jungle Jambo Giraffe

Material: 100% TPE coated polyester / 100% polyurethaan



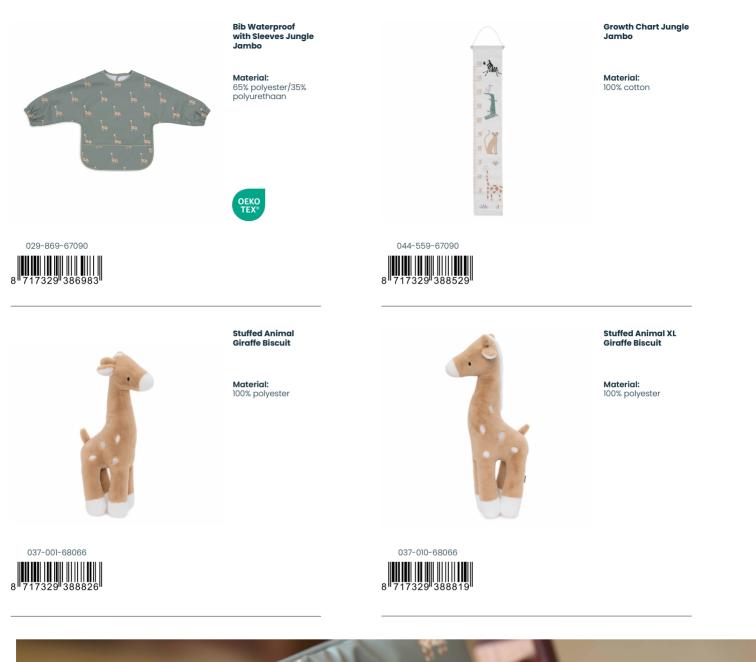
029-864-67090 8 717329 386952 Bib Waterproof Jungle Jambo (2pack)

Material: 65% polyester/35% polyurethaan



8 717329 387591

019-533-68049





#### J Collection 2024/25 • Jumbo Jambo

#### Wooden toys





Material: 100% FSC

> С FSC



121-001-68057 8 717329 388628

105-001-67090 **8** 717329 388581



Wooden Bead Maze

Cheetah

Material: 100% FSC





Wooden Shape Sorter Jungle Jambo

Material: 100% FSC







Wooden Twisting Cubes Jungle Jambo

Material: 100% FSC

> **Д** FSC



Wooden Puzzle Jungle Jambo

Material: 100% FSC



Wooden Puzzle Giraffe

Material: 100% FSC

> **ကြီ** FSC









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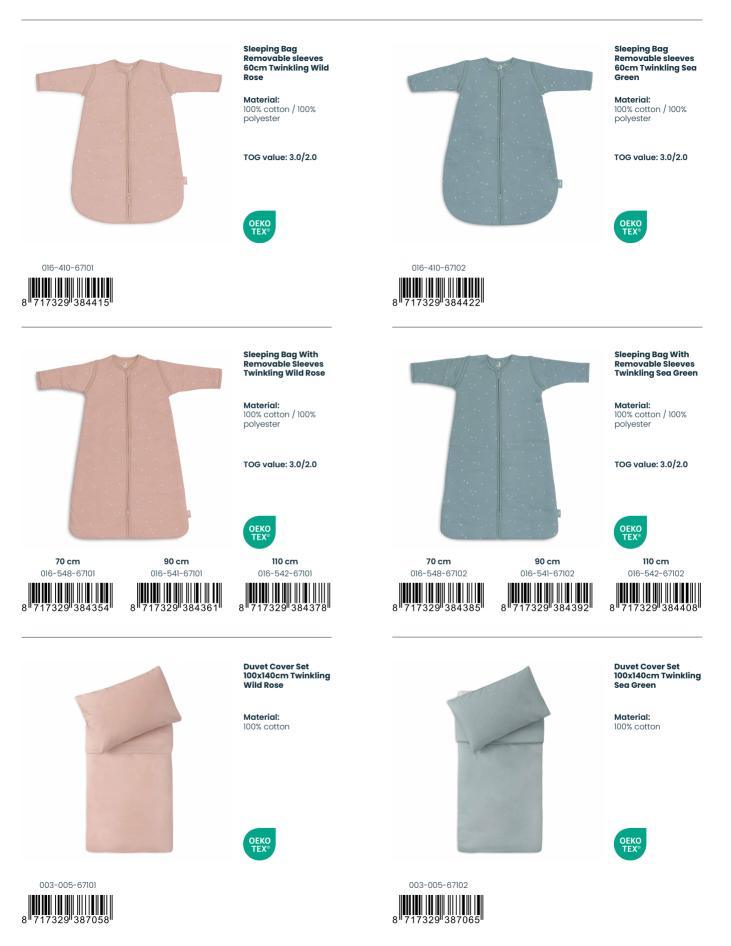
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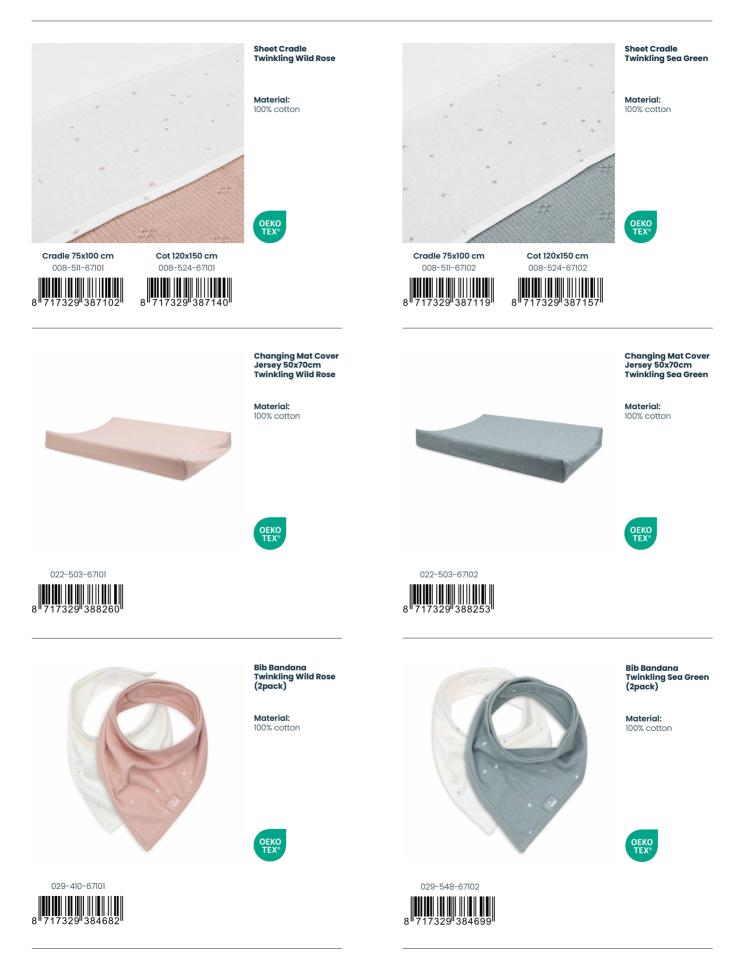


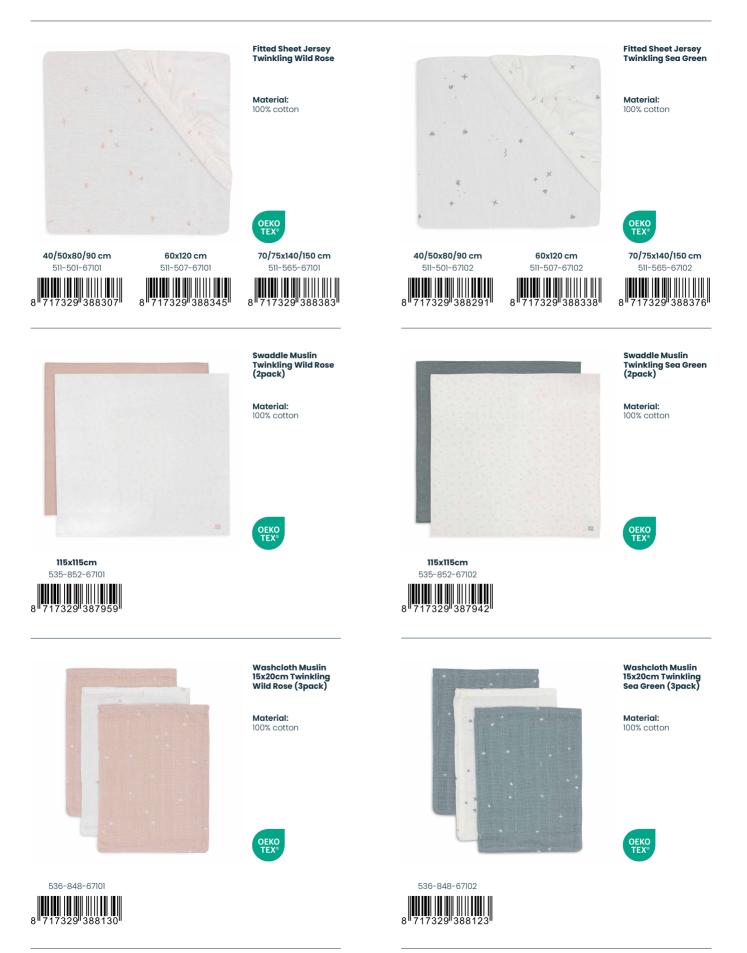
Discover our enchanting theme 'Twinkling'! This magical print adorned with twinkling stars ensures endless dreams under the starry skies. The beautiful colours Wild Rose and Sea Green bring a soft and soothing ambiance to the nursery. 'Twinkling' is available in items such as comfortable fitted sheets, cozy sleeping bags, and soft sheets. Perfect for little dreamers who love drifting off under a starlit sky.

# Twinkling













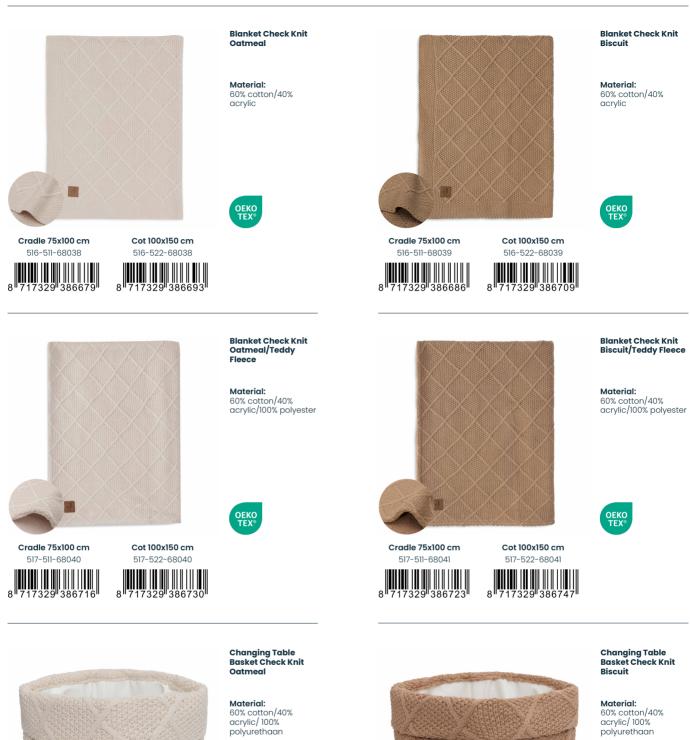






Introducing our stylish new theme 'Check Knit'! These knitted items feature a beautiful weave with a check pattern, perfect for a warm and cozy aesthetic. Available in trendy Japandi-approved shades like biscuit and oatmeal, these items complement Jungle Jambo and Riverside themes wonderfully. 'Check Knit' includes a variety of items such as soft blankets, comfortable footmuffs, and cozy play mats. These neutral pieces can be kept understated or paired with a patterned accent as desired.

# Check Knit







580-001-68039





580-001-68038

8 717200



025-811-68038

8 717329 386860

017-512-68038

8 717329 386785

004-895-68038

8 717329 386839

Footmuff group 0+ 3/5 points Check Knit Oatmeal

Material: 60% cotton/40% acrylic/100% polyester



### 025-811-68039 8 717329 386877



Footmuff group 0+ 3/5 points Check Knit Biscuit

Playpen Mat 75x95cm Check Knit Biscuit

Material: 60% cotton/40% acrylic/100% polyester



Playpen Mat 75x95cm Check Knit Oatmeal

Material: 60% cotton/40% acrylic/100% polyester









Boxbumper 180x30cm Check Knit Biscuit

Material: 60% cotton/40% acrylic/100% polyester



Boxbumper 180x30cm Check Knit Oatmeal





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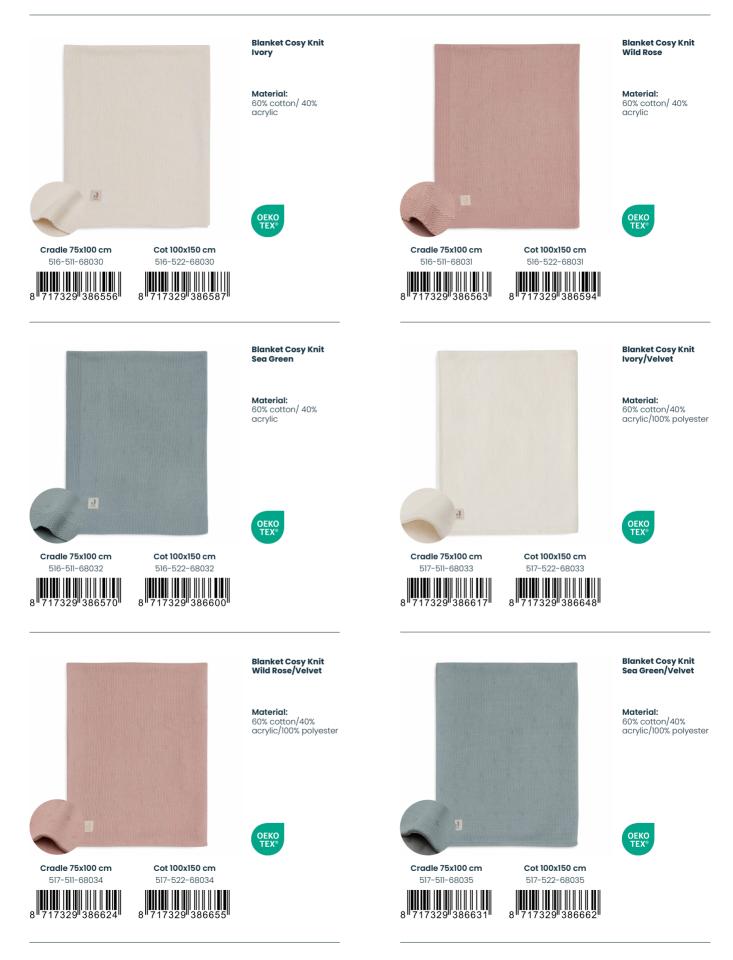
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Jollein



Discover our latest theme 'Cosy Knit'! These knitted items feature a beautiful weave of small flowers, perfect for a charming look. Available in warm Japandi-approved shade Ivory and fresh tones like Wild Rose and Sea Green, these items pair beautifully with Lovely Birds and Twinkling themes. 'Cosy Knit' includes items such as soft blankets, comfortable footmuffs, and cozy play mats.







Changing Table Basket Cosy Knit Ivory

Material: 60% cotton/40% acrylic/ 100% polyurethaan



### 580-001-68031 8<sup>9</sup>717329<sup>9</sup>386891

Changing Table Basket Cosy Knit Wild Rose

Material: 60% cotton/40% acrylic/100% polyurethaan



J

Changing Table Basket Cosy Knit Sea Green

**Material:** 60% cotton/40% acrylic/ 100% polyurethaan



Playpen Mat 75x95cm Cosy Knit Ivory

Material: 60% cotton/40% acrylic/100% polyester



580-001-68030



Playpen Mat 75x95cm Cosy Knit Wild Rose

Material: 60% cotton/40% acrylic/100% polyester





8 717329 386754

#### Playpen Mat 75x95cm Cosy Knit Sea Green

Material: 60% cotton/40% acrylic/100% polyester

017-512-68031 8 717329 386761

95



Boxbumper 180x30cm Cosy Knit Ivory

Material: 60% cotton/40% acrylic/100% polyester



# 004-895-68031 8 717329 386815

Bocbumper 180x30cm Cosy Knit Wild Rose

Material: 60% cotton/40% acrylic/100% polyester





Boxbumper 180x30cm Cosy Knit Sea Green

Material: 60% cotton/40% acrylic/100% polyester









Explore the world of Jollein's Dolls Collection, where fantasy comes to life. Meet our two flower girls, a superhero, and a mermaid. Each character embodies adventure and imagination, ready to inspire your little one's dreams. Let yourself be captivated by this unique collection that celebrates playfulness and creativity. Dolls



Stuffed Animal Mermaid Ella

Material: 100% polyester



## 037-001-68072 8 717329 388949

037-001-68070

8 717329 388925

Stuffed Animal Doll Rose

Material: 100% polyester





Stuffed Animal Doll Daisy

Material: 100% polyester



#### Stuffed Animal Superhero Dave

Material: 100% polyester







Stuffed Animal Fairy Mae

Material: 100% polyester





#### Stuffed Animal Fairy Livia

Material: 100% polyester



overtion 2024/20 Open





neroducing our bestseller theme 'Teddy Boucle' in exciting new colours! This beloved theme features a plush boucle texture that adds a cozy and luxurious feel to any nursery. Now available in trendy shades like olive green and wild rose, 'Teddy Boucle' complements a variety of nursery styles and themes.

**Teddy Bouclé** 



Baby Mobile Teddy Bear Wild Rose/ Naturel

Material: 100% polyester



Baby Mobile Teddy Bear Olive Green/ Naturel

Pacifier Cloth Teddy Bear Olive Green

Material: 100% polyester

Material: 100% polyester



## 116-001-68064 8 717329 388772



Pacifier Cloth Teddy Bear Wild Rose

Material: 100% polyester



031-562-68062 8 717329 388802

116-001-68065

8 717329 388789





Playpen Mat 100x100cm Bouclë Naturel

Material: 100% polyester

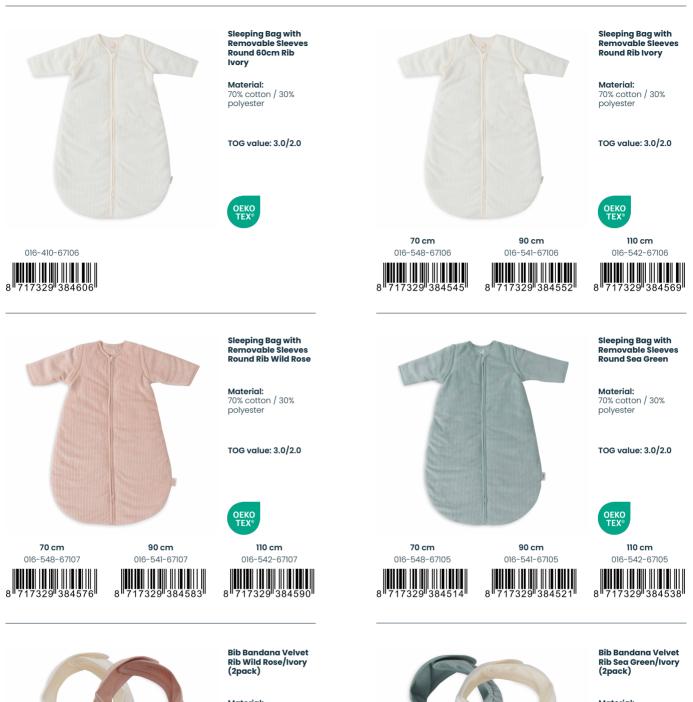






Introducing our luxurious 'Velvet Rib' theme, where ultra-soft velvet fabric meets ribbed texture for unmatched comfort. Explore our collection of sleeping bags and bibs, designed to pamper your little one in style and softness. Available in elegant shades like ivory, wild rose, and sea green, 'Velvet' blends sophistication with practicality, ensuring both comfort and charm for naptime and mealtime.







Material: 70% cotton / 30% polyester

029-541-67112 8 717329 384736 Material: 70% cotton / 30% polyester

029-548-67111 8 717329 384729





orologue Co

A Jollein, you can find the most beautiful canopies and mosquito nets to add that extra functionality and finishing touch to your harsery. A soft canopy gives a warm and cosy introsphere while safeguarding your little one from mosquitoes and other insects in he summer months. Combine with canopy & ronguito net poles.

nopy & Veil









Introducing our new 'Check Bouclé' theme! Grafted from soft bouclé teddy fabric, this theme features a sophisticated checkered pattern in soft hues. Completely on-trend and perfectly complementing our biscuit color, it's a ailable in must-have items like bags, for suffs, and swaddle blankets—whether you is on the go or snuggling at home, 'Check Bouclé' has everything you need.

check Bouclé







Playpen Mat Check Boucle

Material: 100% polyester

Footmuff group 0+ 3/5 points Check Boucle

Material: 100% polyester



# 027-819-68050 8 717329 387676



Wrap Blanket Bunny Check Boucle

Diaper Bag Shopper Check Boucle

Material: 100% polyester

Material: 100% polyester







Backpack Check Boucle

Material: 100% polyester 032-566-68050 8 717329 387669

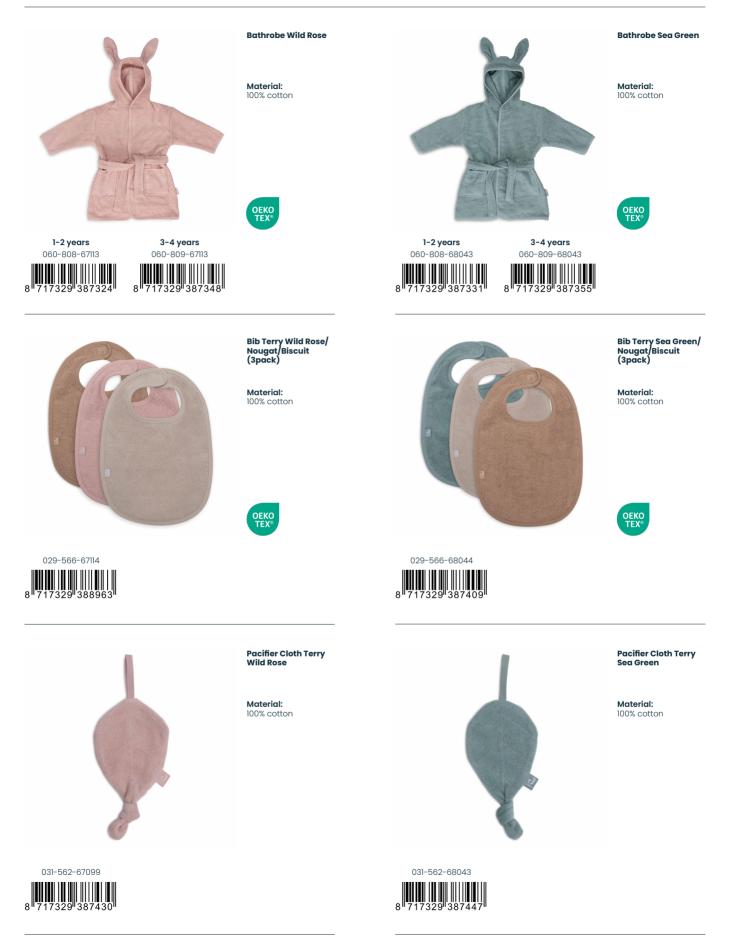


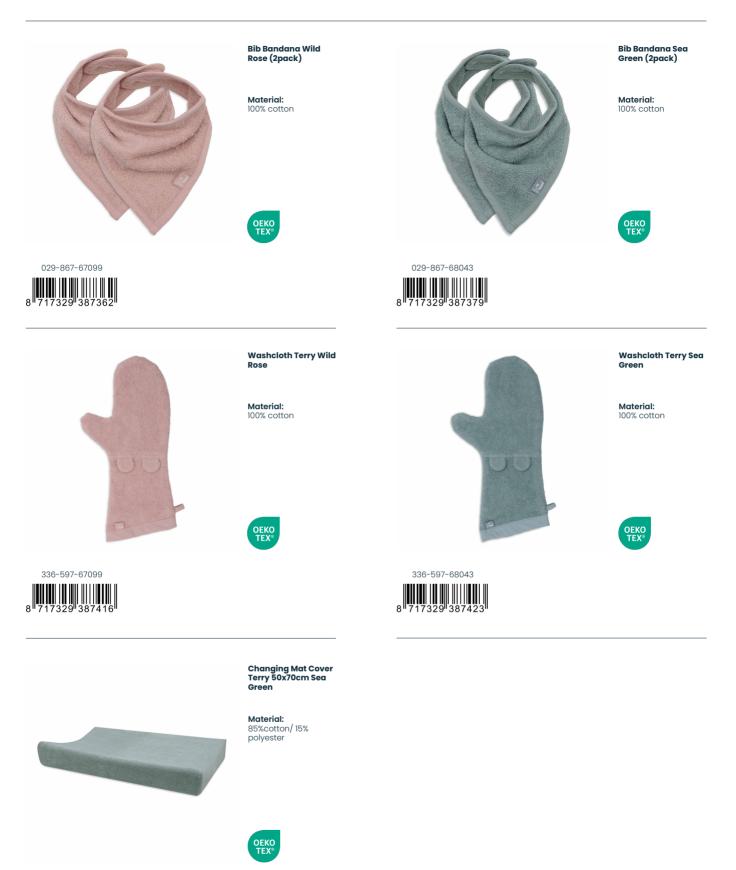




Introducing our new 'Terry' theme, expanding Jollein's terry collection in multiple colors. Featuring Sea Green, Wild Rose, with hints of caramel and nougat, this collection includes bibs, bathrobes, bath capes, bath ponchos, and pacifier cloths. Dive into comfort and style with our soft terry fabrics, perfect for keeping your little ones cozy and dry after bath time.













Introducing the Miffy and Friends collection. Join Miffy, the beloved bunny, and her friends in a world of charm and fun. This collection features adorable designs, perfect for bringing joy to your child's nursery. Each piece is crafted with care, ensuring quality and style. Create a cozy space with Miffy and Friends.

# Min and and a second se

## J Collection 2024/25 · Miffy

### Collection 2024/25

029-864-67099

8 717329 388987



Bib Waterproof Miffy Peekaboo Wild Rose (2pack)

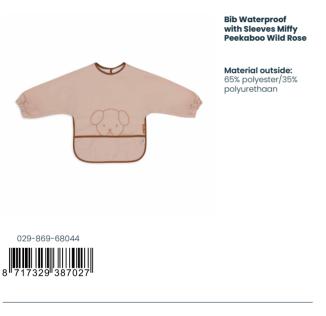
Material outside: 65% polyester/35% polyurethaan



# 029-864-68044 8 717329 3869

029-869-68043 8 717329 387003 Bib Waterproof Miffy Peekaboo Sea Green (2pack)

Material outside: 65% polyester/35% polyurethaan





**Bib Waterproof** with Sleeves Miffy Peekaboo Sea Green

Material outside: 65% polyester/35% polyurethaan







Material: 100% cotton





003-005-68053 8 717329 387843 Duvet Cover Set 100x140cm Miffy Shadow Sea Green

Material: 100% cotton

OEKO TEX®





Playpen Storage Bag Teddy Miffy

Material outside: 100% cotton/100% polyester



# 053-577-68048 8 717329 387508

580-001-68048

8 717329 387515

Pouch Teddy Miffy Oatmeal

Material outside: 100% cotton/100% polyester



Footmuff group 0+ 3/5 points Miffy Teddy Oatmeal

Material outside: 60% cotton/40% acrylic/100% cotton



Changing Table Basket Teddy Miffy Oatmeal

Material: 100% cotton/100% polyester



010-874-68052

8 717329 387799



Changing mat Teddy Miffy Oatmeal

**Material outside:** 100% cotton/100% polyester







Bib Miffy And Friends (5pack)

Material: 80% cotton/ 20% polyester

OEKO TEX®



016-410-67110

8 717329 384675

8 717329 384644



Sleeping Bag Removable Sleeves 60cm Miffy Jacquard Ivory

Material: 70% cotton / 30% polyester 100% cotton / 100% polyester

TOG value: 3.0/2.0





Sleeping Bag with Removable Sleeves Miffy Jacquard Wild Rose

Material: 70% cotton / 30% polyester 100% cotton / 100% polyester

TOG value: 3.0/2.0



110 cm 016-542-67108 8 717329 38463



8 717329 384651

Sleeping Bag with Removable Sleeves Miffy Jacquard Sea Green

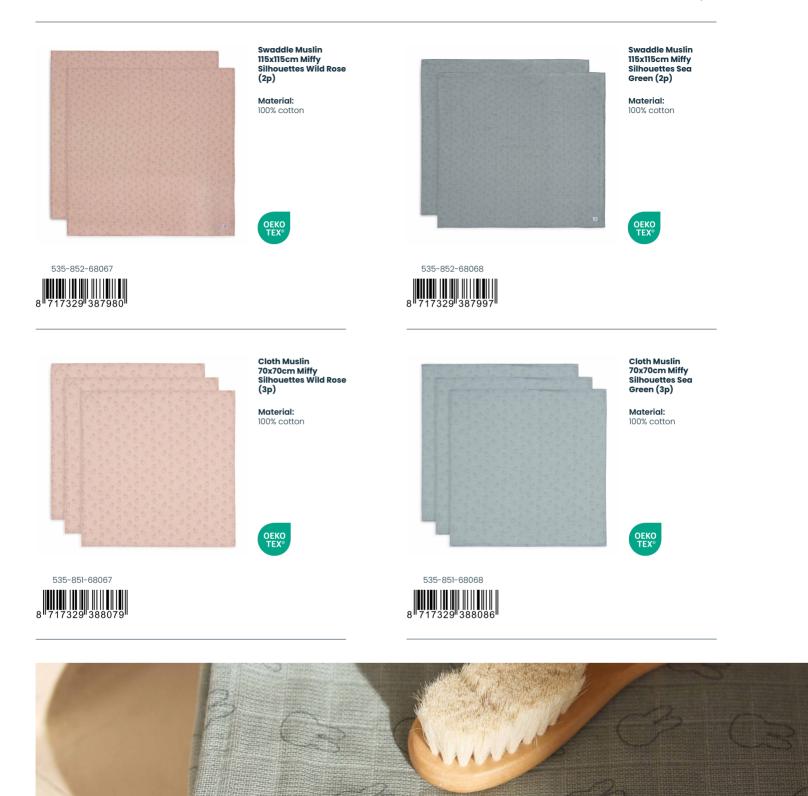
Material: 70% cotton / 30% polyester 100% cotton / 100% polyester

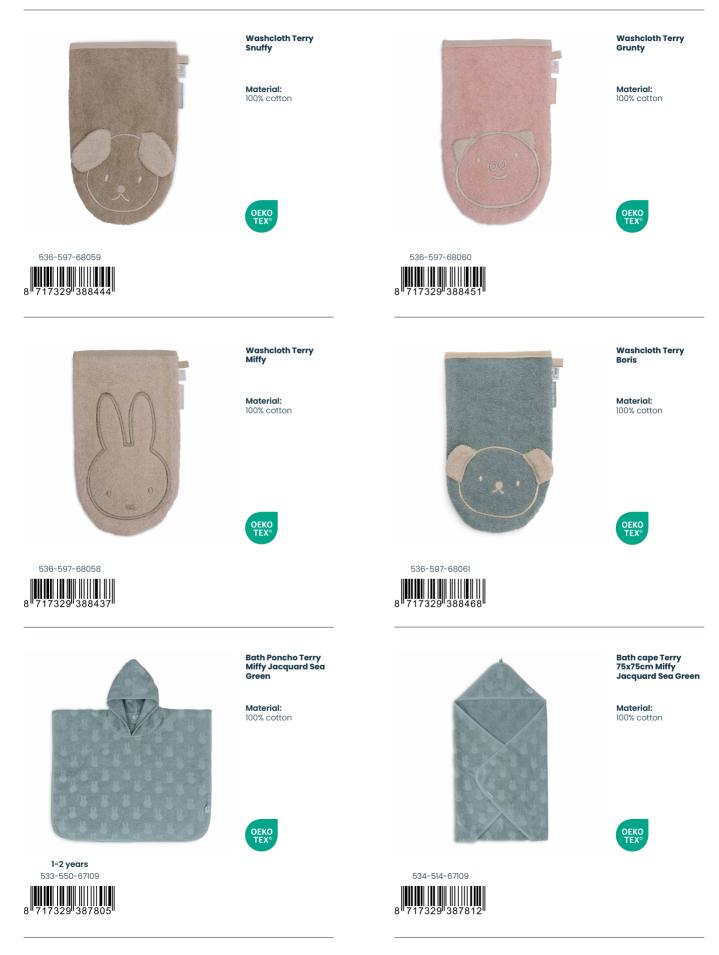
TOG value: 3.0/2.0

OEKO TEX®











J Collection 2023/24 · Miffy

### Collection 2023/24



Sleeping Bag with Removable Sleeves Sleepy Miffy Terry Nougat

Material outside: 80% cotton/20% polyester

TOG value: 3.0/2.0



70 cm 016-548-67097 

016-541-67097 8

90 cm

110 cm 016-542-67097 8 7175

> Duvet Cover Set 100x140cm Miffy&Snuffy Olive Green

Material outside:

100% cotton

Sleeping Bag with Removable Sleeves Miffy&Snuffy Olive Green

Material outside:

100% cotton/100% polyester

TOG value: 3.0/2.0



7329

**Duvet Cover** Set 100x140cm Miffy&Snuffy Nougat

110 cm

016-542-67096

ام

Material outside: 100% cotton



003-005-67091 8 717329 378827



40/50x80/90cm 511-501-67093



# Fitted Sheet Jersey Happy Miffy Olive Green

Material outside: 100% cotton





40/50x80/90cm 511-501-67094 8 717329 378902



Fitted Sheet Jersey Happy Miffy Nougat

Material outside: 100% cotton



8 717329 378889

60x120cm







517-522-67088



Material outside: 60% cotton/40% acrylic/100% polyester



8

**75x100 cm** 517-511-67087

517-522-67087

Blanket Miffy Olive Green/Coral Fleece

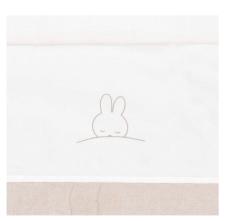
Material outside: 60% cotton/40% acrylic/100% polyester

75x100 cm

516-511-67088

8 717329 379022





75x100 cm 008-511-67095 8 717329 378988



### Sheet Sleepy Miffy Funghi

Blanket Miffy Nougat

Material outside: 60% cotton/40% acrylic

Material outside: 100% cotton







Blanket Miffy Olive Green

Material outside: 60% cotton/40% acrylic



Bath Cape Terry Miffy Jacquard Nougat

Material outside: 100% cotton



Bath Cape Terry Miffy Jacquard Olive Green

Material outside: 100% cotton



# 534-514-67088 8 717329 378698



Wrap Blanket Miffy&Snuffy Olive Green

Material: 100% cotton/100% polyester



Bath Cape Terry Miffy Jacquard Wild Rose

Material outside: 100% cotton



032-566-67092 8 717329 378810

534-514-67087

8 717329 380530



Wrap Blanket Miffy&Snuffy Nougat

Material: 100% cotton/100% polyester







Swaddle Muslin Happy Miffy Olive Green 3 Pack

Material outside: 100% cotton



Swaddle Muslin Happy Miffy Nougat 3 Pack

Changing Mat Cover Jersey 50x70cm Happy Miffy Nougat

Material outside:

100% cotton

Material outside: 100% cotton



115x115 cm

535-852-67093

8 717329 37894



Swaddle Muslin Happy Miffy Olive Green 2 Pack

Material outside: 100% cotton



**115x115 cm** 535-852-67094

70x70 cm

535-851-67094

8 717329 378971



### Swaddle Muslin Happy Miffy Nougat 2 Pack

Material outside: 100% cotton



Bib Waterproof Miffy&Snuffy Olive Green 2 Pack

**Material outside:** 65% polyester/35% polyurethaan



# 029-864-67092 8 717329 378872

Bib Waterproof Miffy&Snuffy Nougat 2 Pack

Material outside: 65% polyester/35% polyurethaan



Bib Waterproof with Sleeves Miffy&Snuffy Olive Green

**Material outside:** 65% polyester/35% polyurethaan



Bib Waterproof with Sleeves Miffy&Snuffy Nougat

Material outside: 65% polyester/35% polyurethaan



029-864-67091

8 717329 378865





## J Collection Spring 2024 • Miffy

### **Collection Spring 2024**



Changing Pad Terry Miffy Olive Green

Material: 100% cotton/100% polyester



### Changing Pad Terry Miffy Nougat

Material: 100% cotton/100% polyester





Pouch Terry Miffy Olive Green

Material: 100% cotton/100% polyester



Pouch Terry Miffy Nougat

Material: 100% cotton/100% polyester





096-001-67088

8 717329 381117







Material: 100% cotton



8 717329 381087

Blanket Muslin Cradle 75x100cm Miffy Stripe Navy

Material: 100% cotton

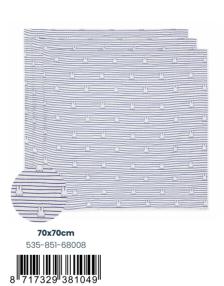


521-511-68007

8 717329 381094

Cloth Muslin Miffy Stripe Biscuit 3 Pack

Material: 100% cotton



Cloth Muslin Miffy Stripe Navy 3 Pack

Material: 100% cotton

70x70cm 535-851-68007 8 717329 381063



Swaddle Muslin Miffy Stripe Biscuit 2 Pack

Material: 100% cotton



115x115cm 535-852-68008



# Swaddle Muslin Miffy Stripe Navy 2 Pack

Material: 100% cotton

115x115cm





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Dive into our 'Puffed' theme, an exciting world of style and convenience. Discover a wide range of fashionable mom bags, practical buggy organizers, and the newest addition to our collection – a matching twinning backpack for your little one. With a color palette boasting rich blacks, olive green, and timeless biscuit shades, there's something for everyone.

Puffed



Diaper Bag Puffed Moos Biscuit

Material outside: 100% polyester



# 027-818-68025 8 717329 381254

720-001-00103

8 717329 381186

Stroller & Buggy Organizer Puffed Biscuit

Diaper Bag Puffed Moos Olive Green

Material inside:

100% polyester

Material inside: 100% polyester



Diaper Bag Puffed Moos Black

Material outside: 100% polyester





027-818-68024

8 717329 381247



Stroller & Buggy Organizer Puffed Olive Green

Material inside: 100% polyester



# 720-001-00021



Stroller & Buggy Organizer Puffed Black

Material inside: 100% polyester



### Material inside: 100% polyester



### Pouch Puffed Olive Green

....

Material inside: 100% polyester







### **Pouch Puffed Black**

**Pouch Puffed Biscuit** 

Material inside: 100% polyester







Backpack Puffed Biscuit

Material outside: 100% polyester



### 057-591-67058 8 717329 381285

Backpack Puffed Olive Green

Material inside: 100% polyester



Footmuff group 0+ 3/5 points Puffed Black

Material inside: 100% polyester



Footmuff group 0+ 3/5 points Puffed Biscuit

Material inside: 100% polyester



025-811-67084 8 717329 388567



025-800-67084 **8 717329 378100**  Footmuff buggy/ stroller Black

Material inside: 100% polyester 025-811-00103 **717329** 388574



025-800-67085



Footmuff buggy/ stroller Olive Green

Material inside: 100% polyester

Footmuff group 0+ 3/5 points Puffed Biscuit 025-811-00103 Pram Chain Deepsea 061-001-68029



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spring 2

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ntroducing our Twill Collection, a must-have for neutral lovers, featuring linen-look items in a timeless, muted palette. This collection offers an array of accessories, including children's chairs, pouches, and diaper bags. The Twill Collection combines style and versatility, making it the perfect choice for those who appreciate the understated elegance of neutral colors.

Twill

J Collection Spring 2024 • Twill



Kids Chair Beanbag Twill Natural

Material outside: 100% polyester



8 717329 380882

053-577-68021

8 717329 380851



Material: 100% cotton





Diaper Bag Shopper Twill Natural

Material: 100% cotton



**Pouch Twill Natural** 

Material: 100% cotton





Changing Pad With Storage Pockets Twill Natural

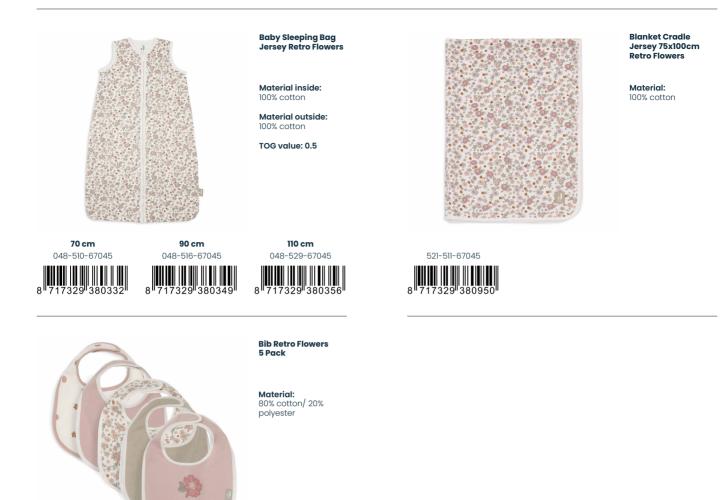
Material: 100% cotton/100% polyester







Joinnus on a tour to the 70s with this cute Retro Flowers print. The undertone of this print is in our Oatmeal colour and the flowers are finished with different shades of pink and green leaves. A great matchwith our knitted items. Find this theme also in a previous collection. Retro Flowers







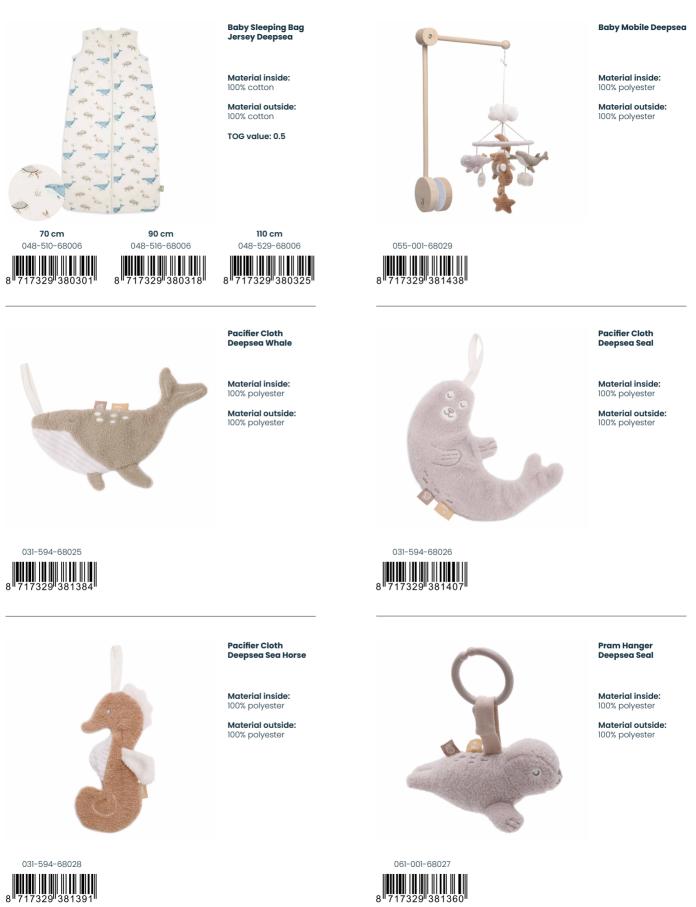


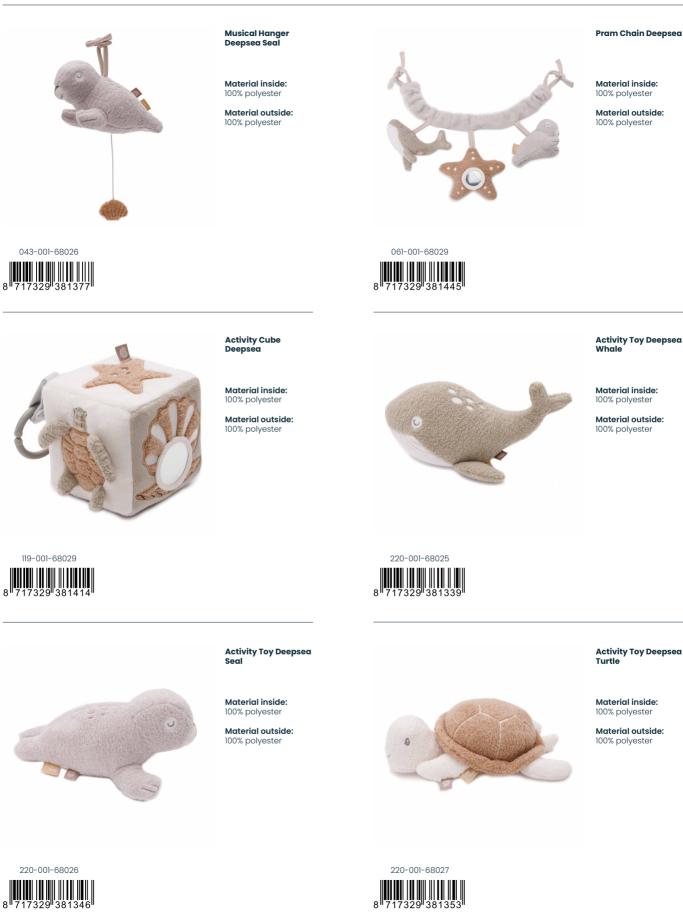


Olive Green Biscuit

Dive into our fresh Deep Sea theme, where cute ocean pals: seals, whales, seahorses, and turtles, make a splash in gorgeous, rich shades of green, blue, and nougat. Get ready for an exciting underwater adventure for your little one!

Deep Sea







d'ologue Co

202





Discover our Harvest Collection, characterized by its adorable leaf motif and stunning neutral color combination of moonstone and ivory. This collection includes a range of products designed for babies, such as cozy blankets, sleeping bags, and bath capes. Each item in the Harvest Collection is not only stylish but also perfect for keeping your little one snug and comfortable.

## Harvest









Playpen Mat Harvest Natural

Material outside: 70% cotton/ 30% linen





Baby Sleeping Bag Newborn Jersey Harvest Wild Rose

Material inside: 100% cotton

Material outside: 100% cotton

TOG value: 0.5

Baby Sleeping Bag Jersey Harvest Wild Rose

Material inside: 100% cotton

Material outside: 100% cotton

TOG value: 0.5

90 cm

048-516-68003

8 717329 380220

8<sup>||</sup>717329<sup>||</sup>380233<sup>||</sup>

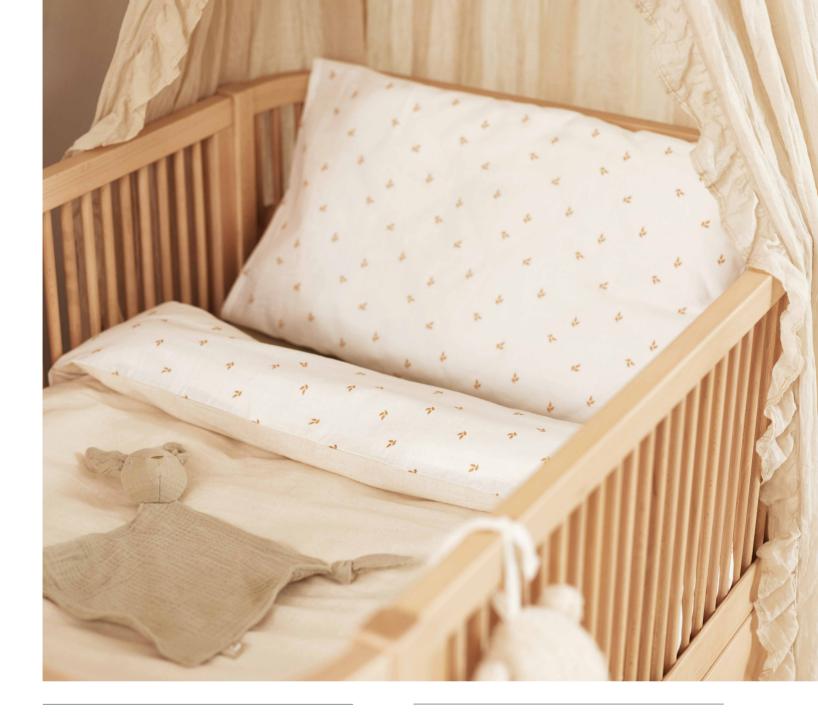
110 cm

048-529-68003

Duvet Cover Set 100x140cm Harvest Natural

Material inside: 100% cotton

Material outside: 100% cotton







Blanket Muslin Cradle Harvest Moonstone

Material outside: 100% cotton



**75x100 cm** 521-511-68023 8 **717329 380943** 

### Blanket Muslin Cradle Harvest Wild Rose

Material outside: 100% cotton











Welcome to Jollein's "Party Collection!" Perfect for birthdays, baby showers, and special occasions, our crowns, balloons, and bunting banners add joy and charm to every event. At Jollein, we cherish these precious moments. Celebrate every special moment together with Jollein. Shop more colors on our B2B shop!

# Collection











These NOOS (Never Out of Stock) products are the must-have basics for every nursery. Always available and designed with care, our essentials ensure parents have everything for their little one, providing both quality and reliability you can count on.

## Essentials

### J Collection • Essentials

### Duvets



Duvet 4-Seasons 100x135cm White

Material: 100% cotton



### 00100002 **8** 717329 000025

Duvet 100x135cm White

Material: 100% cotton



**Rain Covers** 



Rain Cover Car Seat Universal

Material: 100% polyester



Rain Cover Pram Universal

Material: 100% polyester





Rain Cover Buggy Stroller Universal

Material: 100% polyester



00100151 8 717329 323896

8 717329 000087

**Mosquito Nets** 

Mosquito Net for Car Seat

Material: 100% polyester





### J Collection • Essentials

### Changing Mat & Cover



Changing Mat 50x70cm White

Material: 100% polyester

Material inside: 100% polyetheen



White

550-503-00001

8 717329 356047

004-895-10001

8 717329 379169

White (2pack)

2550-503-00001

717329 351288

Changing Mat Cover Terry 50x70cm White

Material: 85% cotton / 15% polyester



Sleeping



### Sheet Crib White

Material: 100% cotton



8

Bedbumper 30x180cm White

Material: 100% cotton



013\_0001

8 717329 005907



### Material: 100% cotton

80x100cm 013\_0002 8 717329 005914



013\_0000

8 717329 005891

### **Playpen Sheets**

2511-847-00001

8 717329 351202

Hydrophilic



Fitted Sheet Jersey Playpen 75x95cm White 2 Pack

Muslin Cloth Large 115x115cm White 2 Pack

Material: 100% cotton

Material: 100% cotton



### 511-847-00001 8 717329 310261

535-855-00001

8 717329 359611

Muslin Cloth 70x70cm White 3 Pack

Material: 100% cotton



00100121

8 717329 305229



Washcloth Muslin White (3pack)

Material: 100% cotton



537-848-00001



Mouth Cloth Hydrophilic White 3 Pack

Material: 100% cotton

J Collection • Essentials

### Fitted Sheet | Cotton





Fitted Sheet Crib Jersey 50x90cm White

Fitted Sheet Crib Cotton 40x80cm White

Material:

100% cotton

Material: 100% cotton







2510-507-00001

8 717329 351233

Fitted Sheet Crib Cotton 40x90cm White

Material: 100% cotton

Fitted Sheet Cot Cotton 60x120cm White

Material: 100% cotton

Single 510-504-00001 8<sup>11</sup>717329<sup>11</sup>315624



Single 510-565-00001 8 717329 023642



Fitted Sheet Cot Cotton 70x140cm White

Material: 100% cotton



**70/75x140/150 cm** 511-565-66095

510-507-00001

8 717329 355545



Fitted Sheet Jersey Teddy Bear

Material: 100% cotton

OEKO TEX®



### Fitted Sheet | Jersey

8 717329 355651



8

717329 351189

Fitted Sheet Crib Jersey 40/50x80/90cm White

Material: 100% cotton



8

Fitted Sheet Crib Jersey 60x120cm White

Material: 100% cotton



Fitted Sheet Cot Jersey 70x140/75x150cm White

Material: 100% cotton





J Collection • Essentials

### Fitted Sheet | Flannel







**Material:** 85% cotton / 15% polyester







Fitted Sheet Flannel Cot 60x120cm White

**Material:** 85% cotton / 15% polyester



Fitted Sheet Flannel Cot 70x140cm White

Fitted Sheet Flannel Crib 50x90cm White

Material:

85% cotton / 15% polyester

Material: 85% cotton / 15% polyester







Fitted Sheet Flannel Toddler Bed 75x150cm White

Material: 85% cotton / 15% polyester



Fitted Sheet | Terry



Single 550-507-00100 8 717329 312890

### Fitted Sheet Terry Cot Waterproof 60x120cm White

Material: 85% cotton / 15% polyester











Introducing Jollein's Basics – essential items for every nursery. Combining simplicity and functionality, these timeless pieces offer comfort and style.

Basics

511-537-00021

8 717329 381452



Fitted Sheet Jersey Playpen Ø95cm Black

Material: 100% cotton



## 511-537-00093 8 717329 381469

535-852-68014 8 717329 380585 Fitted Sheet Jersey Playpen Ø95cm Nougat

Material: 100% cotton



Swaddle Muslin Wild Rose/Ivory 2 Pack

Material: 100% cotton



Swaddle Muslin Olive Green/Ivory 2 Pack

Material: 100% cotton

115x115cm 535-852-68013 8 717329 380578





Cloth Muslin Wild Rose/Ivory 4 Pack

Material: 100% cotton



70x70cm 535-851-68014



#### Cloth Muslin Olive Green/Ivory 4 Pack

Material: 100% cotton



Sheet Cradle 75x100cm Slub Nougat

Material: 100% cotton



# 008-524-68017 8 717329 380684

008-524-68016

8 717329 380677

T M C

Sheet Cradle 75x100cm Slub Ivory

Material: 100% cotton



Sheet Cot 120x150cm Slub Ivory

Material: 100% cotton



008-511-68017

8 717329 380653



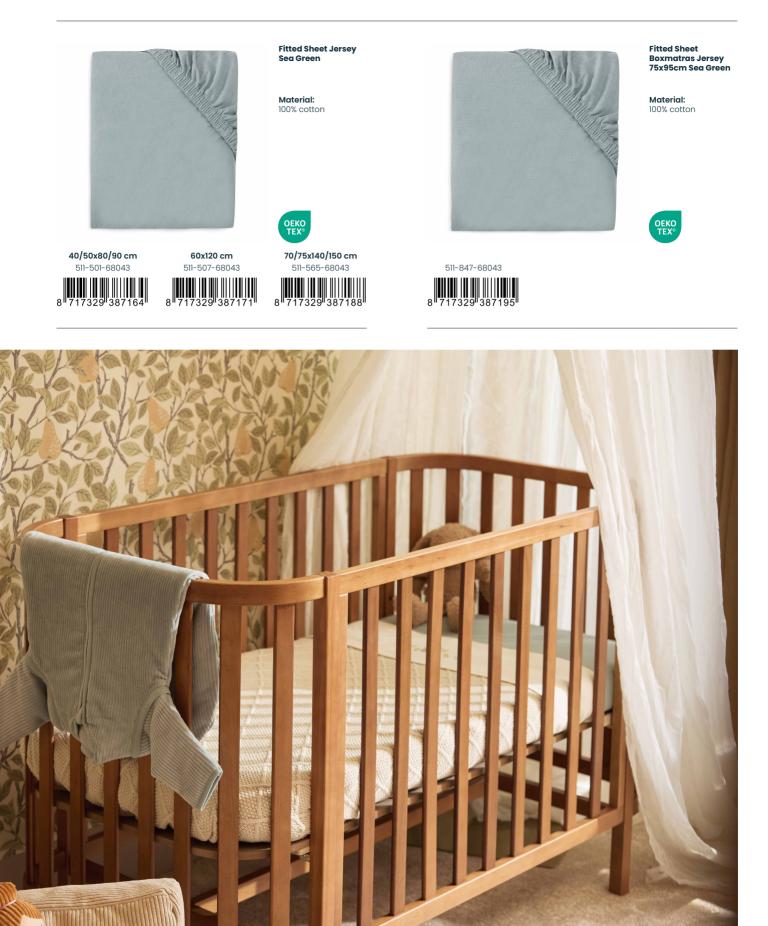




Sheet Cradle Ruffle Natural

#### Material: 100% cotton

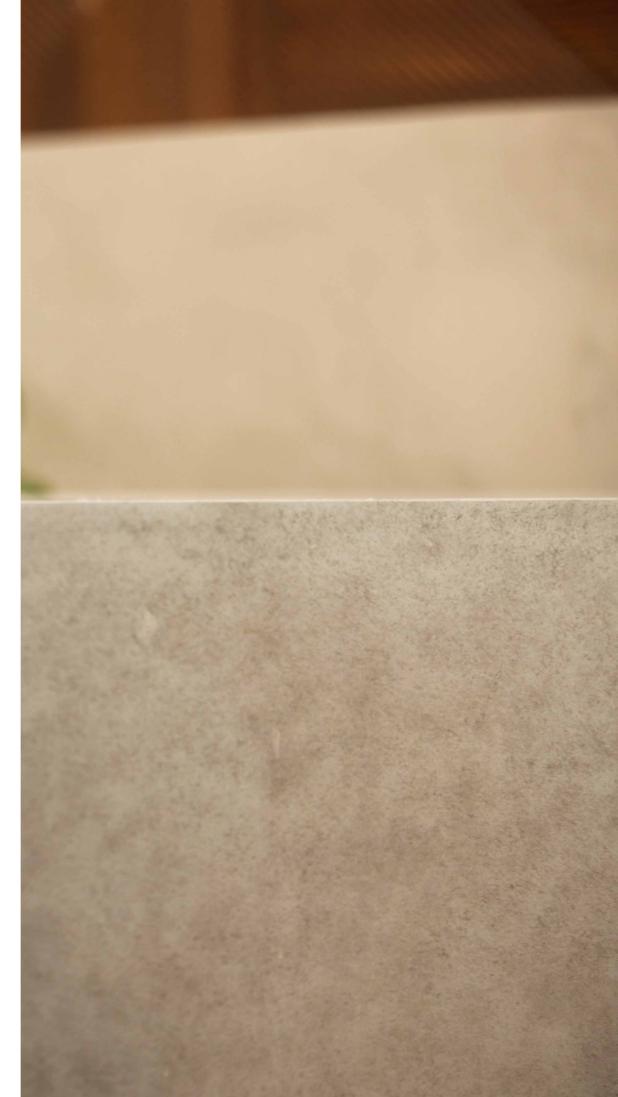
185











At Jollein, we believe that every moment with a little one is precious. Our products are lovingly and thoughtfully designed by mothers to make an everyday life a bit more beautiful and easier. Whether you're searching for stylish and practical baby essentials or the perfect addition to a nursery, we hope you have found what you were looking for in our catalog.

For more information and inspiration, feel free to visit our webshop. We look forward to helping you create unforgettable first moments.



Do you want to see our new collection in action? Scan the QR-code and watch our collection video and get inspired!





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#### How can we support you?

Keep an eye on our mailings and socials for the latest updates!

### Contact

Visit our website or make an appointment with our sales team:

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