



make believe baby

make believe ideas

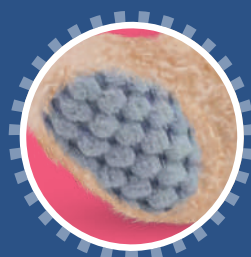
Say hello to a world of first sensory play with the Make Believe Ideas Baby Line. A collection of plush companions, soft books and buggy books designed to support a world of sensory play.



Welcome to **Sensory Snuggables**, a range of plush companions and soft books designed to stimulate little ones' senses and bring a world of imaginary play to life. Perfect for the early months, each toy or book integrates a range of smart features to encourage sensory exploration:



SURPRISE CRINKLES
hidden in plush ears and feet or book pages, will stimulate hearing skills



MIXED TEXTURES
and patterned fabrics support a rich multisensory experience



RIBBON TAGS
encourage little fingers to grasp, tug, touch and feel



TOUGH TEETHERS
can help soothe sore gums



CHIME AND SHAKER RATTLES
will delight and engage babies, holding their attention and creating noisy entertainment



NOSE SQUEAKERS
bring a funny reward for little hands beginning to grip and squeeze



TOUCH-AND-FEEL BOOK TABS
and hand-puppet functionality encourage imaginary play

Sensory Snuggables: Dragon and Unicorn Blankies 0+

Engage your little one's senses with these adorable, magical blankies. Each cute and cuddly companion features bright ribbon tags to tug and feel, and a mixture of soft textures to touch and explore.

Plush blankie with touch-and-feel and ribbon tags, packaged with a swingtag
270 x 150 x 150 mm
£12.99



5060236483911

DRAGON

RIBBON
TAGS



5060236483928

UNICORN

MIXED
TEXTURES



Sensory Snuggables: My First Sensory Bunny & Blankie Gift Set 0+

Cuddle up with two new friends in this sweet gift set, containing a soft bunny blankie and plush toy.

Box set inc. plush
and blankie
220 x 200 x 80 mm
£14.99



TOUCH AND
FEEL CRINKLES

SILKY RIBBON
TAGS

LUXURY MIXED
TEXTURES



5060236486363

Sensory Snuggables: Large Sensory Plush 0+

NEW
PLUSH

Make playtime magical with these sweet new additions to our Sensory Plush range. With surprise crinkles and soft textures to explore, curious little fingers will love these cuddly friends!

BUNNY

BEAR

SURPRISE
CRINKLES

ultra-soft,
textured fur

squishy,
ribbed tummy

Crinkle!

Crinkle!

5060236483812

5060236483829

soft,
knitted foot

ASTRONAUT

PACKAGING

SWINGTAG



Available April
250 x 150 x 140 mm
£19.99

silky-smooth and
ridged ribbons

fleecy and
knitted tags

chunky,
ridged body

CHIME RATTLE

Crinkle!

Crinkle!

TOUGH
TEETHER

5060236483805

bobbly
foot

Over
2 million
sold

DRAGON

velvety, ridged and
silky-smooth ribbons

Crinkle!

NOSE SQUEAKER

CHIME RATTLE

SURPRISE CRINKLES

Crinkles

TOUGH
TEETHER

PACKAGING SWINGTAG

A pink unicorn plush toy with a yellow horn and a tag that says "Pink Unicorn". The unicorn is sitting and facing left. It has a yellow horn, a pink body, and a white mane. A tag with the text "Pink Unicorn" is attached to its neck. The background is a solid light blue color.

Unicorn: 5060236483898
Dragon: 5060236483904
250 x 150 x 250 mm
£19.99

6

Sensory Snuggables: Classic Sensory Plush 0+

This cuddly crew offer a variety of Sensory Snuggables characteristics to ensure they become treasured family favourites.

ELEPHANT

LION



PACKAGING OPTIONS

BACKING BOARD

SWINGTAG



Elephant: 5060236483997
360 x 177 x 160 mm
£14.99

Elephant: 5060236486349
Lion: 5060236483881
230 x 140 x 160 mm
£14.99

Sensory Snuggables: Cuties Sensory Plush 0+

Proving that good things come in small packages, the gorgeous Cuties Sensory plush are perfectly portable for everyday play.

BUNNY

FOX



PACKAGING OPTIONS

BACKING BOARD

SWINGTAG



Bunny: 5060236484017
Fox: 5060236484000
275 x 135 x 100 mm
£9.99

Bunny: 5060236486325
Fox: 5060236486332
175 x 100 x 100 mm
£9.99

Sensory Snuggables: Fun Cloth Books 0+

Meet lots of fun friends in these adorable cloth books. Little hands will love exploring the crinkly covers and touch-and-feel tabs on every page. Lightweight and portable, these interactive books are perfect for adventures on the go.

SENSORY
CLOTH
BOOKS

8 pp cloth book with
material tabs and
a Velcro fastener,
packaged on a
backing board
220 x 180 x 35 mm
£9.99

FARM FUN UNICORN FUN



9781803376332

9781803374246

mixed texture
tabs

OCEAN FUN

DINO FUN

Velcro strap to
attach to buggy



9781803376356

9781803374222

Sensory Snuggables: Cloth and Puppet Books

0+

NEW
TITLE

With a variety of textures to grip and squeeze, surprise crinkles to stimulate hearing and hand puppets to spark the imagination, these interactive soft books are perfect for enjoying at playtime!

8 pp cloth book
with touch-and-
feel and a Velcro
fastener, packaged
on a backing board
220 x 170 x 35 mm
£9.99

SPLASH! PUPPET



Jayne Schofield
9781803376325

SENSORY
CLOTH
BOOKS

Available March
Beverley Hopwood
9781805441953

BUNNY



ROAR! PUPPET

Jayne Schofield
9781803376301



bright
art



Never Touch: Buggy Books

0+

NEW
TITLE

Join the playful Never Touch characters in these mini board books with bumpy silicone touches. Attach to pushchairs, bags or highchairs to keep little hands entertained on the go.

PERFECT
FOR ON
THE GO

Stuart Lynch
12 pp BB with a strap and
textured silicone touches
die-cut throughout
105 x 105 x 14 mm
£5.99



9781805447153



9781805447139



9781805447115
Slipcase inc. 2 x 12 pp
BB with straps and
textured silicone touches
die-cut throughout
210 x 105 x 14 mm
£9.99

Little Stars: Cloth and Bath Books 0+

Discover wild animals, dinosaurs, busy vehicles and more in our adorable Little Stars range. Perfect for encouraging early engagement with books, little ones will love exploring the exciting touch-and-feel covers, crinkling the soft pages and having fun with the bath squirters.

Scott Barker
8 pp cloth book
with a touch on the
cover, packaged on
a backing board
220 x 154 x 40 mm
£6.99



9781805447276



9781805447283



9781805447269



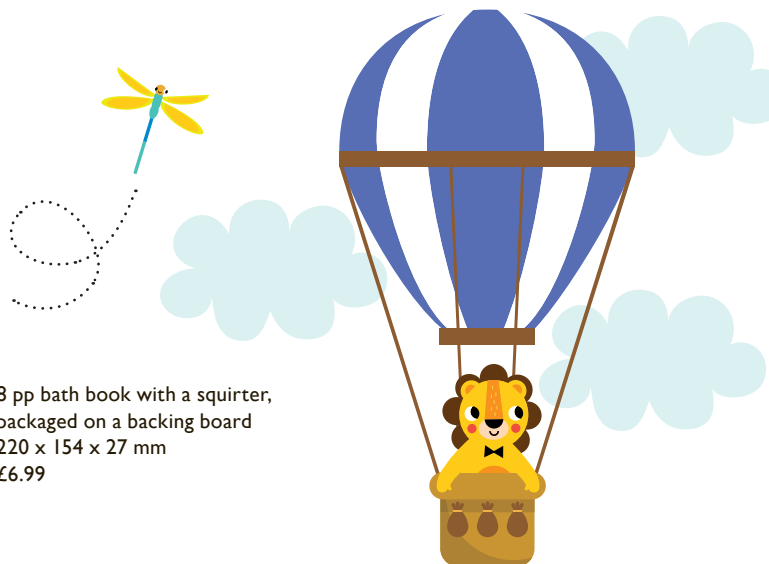
9781803372426



9781805444862



9781803372433



Play-City: Buggy Books 0+

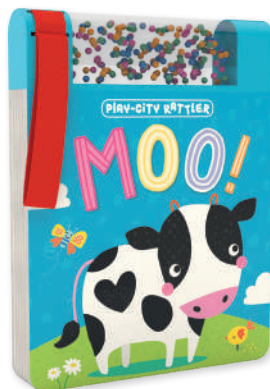
Roll, rattle and explore the pages of these playful buggy books. Vroom and whoosh with the noisy vehicles, then baa and woof with the friendly farm animals as little ones enjoy the sensory spines.



Beverley Hopwood
155 x 120 x 22 mm
£7.99



9781803371528
12 pp BB with silicone rollers
on a bar attached to the
spine and a Velcro fastener



9781803376158
12 pp BB with a rattle
attached to the spine
and a Velcro fastener



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