

# BON TON TOYS

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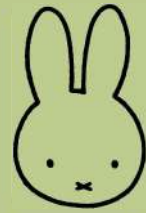


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NOVELTIES • NOVELTIES • NOVELTIES  
SPRING  
SUMMER  
2025  
NOVELTIES • NOVELTIES • NOVELTIES

**BON  
TON  
TOYS**



The colourful Miffy plush collection by Bon Ton Toys consists of numerous fabrics and trendy colors, we believe there is a Miffy design for everyone.

We are constantly on the look-out for the best high quality and on-trend materials to keep surprising miffy fans all over the world.

The Miffy plush collections by Bon Ton Toys are sold worldwide in the most beautiful shops and department stores and are produced according to the highest standards when it comes to ethical production.

### Miffy by Bon Ton Toys manufacturing standards



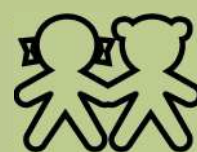
**100% RECYCLED  
PET FILLING**



**HAND  
MADE**



**ETHICAL  
PRODUCTION**



**DURABLE  
PLUSH**

For more information about the Bon Ton Toys Values about sustainable and socially responsible production, please check out our website [www.bontontoys.com](http://www.bontontoys.com)

## **BON TON TOYS MANIFESTO**

Saving the planet.  
Clearly the responsibility of  
superheroes and caped crusaders.  
— Surely not of the people.  
And definitely not of plush manufacturers.

Yet here we are.

Soft-toy producers on a mission.  
A mission to bring children happiness,  
protect their future  
and educate them about  
the world we're out to preserve.

Long before climate change was real,  
and sustainability was even a word,  
we were putting smiles on faces.  
With premium plush animals,  
made with the highest regard for nature.  
It's the ways of our past that make us  
fit to fight for our future.

Almost 90 years down the road,  
we still do what we can.  
And every day we strive to do more.  
Because you don't need superpowers  
to make a difference.

**BON TON TOYS  
GREAT PLUSH. BETTER WORLD**



**We scored 29.1 above B Corp entry mark**

WAAAAAY above the 80-point certification average and most B Corp companies. The B Corp label is a certification companies can earn based on their social, environmental and accountability efforts. Prioritising not just financial gain, but the well-being of people and planet as well.



**1% is the least we can do**

We're proud to say that from this year, we are a certified 1% For The Planet Member.

1% For The Planet is a global network of companies that pledge to donate at least 1% of their annual sales to environment organisations. A percentage we tripled last year! We may not be Patagonia just yet, but we're proud to be doing our part.

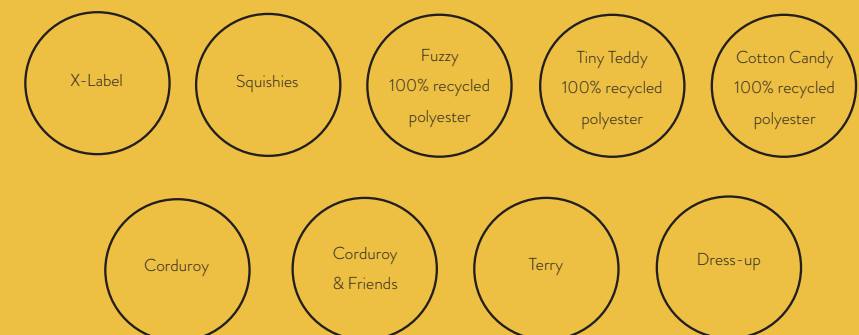


When it comes to our Miffy collection, we hope it always feels like visiting a candy store. She comes in so many wonderful different textures and colors, you can't get enough! We're certain her image and legacy will live on for generations of plush lovers.

We've created a new, classy and sassy collection to join our existing lovelies. Inspired by Miffy's little nose, we call this new Miffy collection;

### **The X-Label**

The Miffy plush collection consists of several categories:





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NEW

Ltd. Edition Miffy ECO  
Offwhite in giftbox 34 cm - 13,5"  
24.182.650 IC 1 • OC 12



All Miffy's have 100% recycled PET filling

# MIFFY THE X LABEL



NEW



Cozy Miffy Soft Pink  
in giftbox 23 cm - 9"  
24.182.477 IC1 • OC 18

All Miffy's have 100% recycled PET filling

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# MIFFY THE X LABEL



**Cozy Miffy Sitting**  
**Cream in giftbox** 23cm - 9"  
24.182.470 IC 4 • OC 18

**Cozy Miffy Sitting**  
**Taupe in giftbox** 23cm - 9"  
24.182.472 IC 4 • OC 18

**Cozy Miffy Sitting**  
**Grey in giftbox** 23cm - 9"  
24.182.471 IC 4 • OC 18

# MIFFY THE X LABEL

You may have heard this before, but we are 90 years young! In 2023, we are celebrating 90 years of durable plush. We're only two decades older than our beloved and very famous character, Miffy!

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

And what better way to celebrate our 90th birthday than to add a few new beautiful bunnies to our Miffy candy store. We've created a new, classy and sassy collection to join our existing lovelies. Inspired by Miffy's little nose, we call this new Miffy collection

the  label

# MIFFY THE X LABEL



**Lucky Miffy Sitting**  
Cream in giftbox 10cm - 4"  
24.182.559 IC 6 • OC 72



**Lucky Miffy Sitting**  
Beige in giftbox 10cm - 4"  
24.182.558 IC 6 • OC 72



**Lucky Miffy Sitting**  
Grey in giftbox 10cm - 4"  
24.182.557 IC 6 • OC 72



**Lucky Miffy Pink**  
in giftbox 10 cm - 4"  
24.182.595 IC 6 • OC 72



# MIFFY THE X LABEL



**Bonbon Miffy Sitting Cream**  
in giftbox 23cm - 9"  
24.182.586 IC 3 • OC 18



**Bonbon Miffy Sitting Pink**  
in giftbox 23cm - 9"  
24.182.587 IC 3 • OC 18



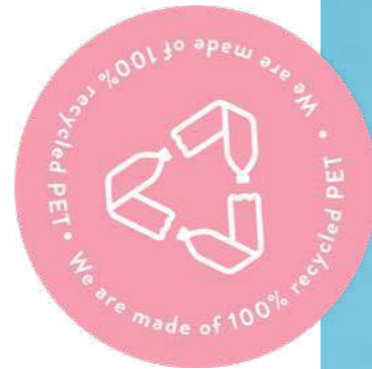
**Bonbon Miffy Sitting Blue**  
in giftbox 23cm - 9"  
24.182.588 IC 3 • OC 18





**NEW**

Miffy ECO Fuzzy Keychain  
Lilac 8 cm - 3"  
24.205.102 IC 6 • OC 144



**NEW**

Miffy Eco Fuzzy Keychain  
Taupe 8 cm - 3"  
24.205.100 IC 6 • OC 144



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MIFFY • THE SQUISHIES



NEW



Miffy Squish Ball  
Yellow 9 cm - 3,5"  
24.205.076 IC 6 • OC 72

NEW



Miffy Squish Ball  
Pink 9 cm - 3,5"  
24.205.077 IC 6 • OC 72

**MIFFY • THE SQUISHIES**



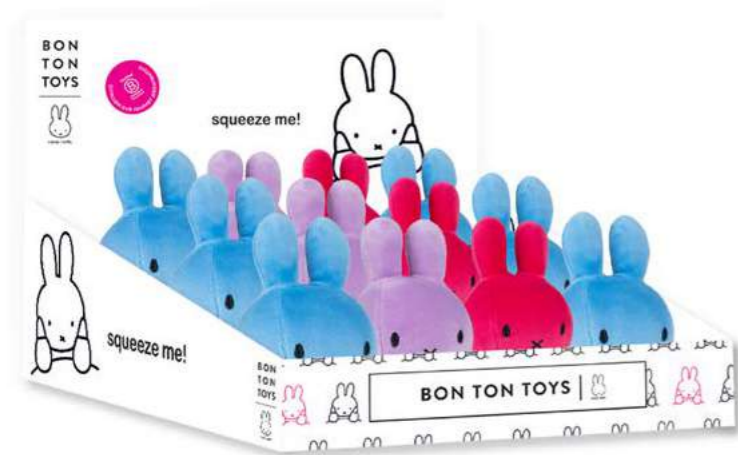
**Miffy Squish Ball**  
**Lilac** 9 cm - 3,5"  
24.205.073 IC 6 • OC 72



**Miffy Squish Ball**  
**Blue** 9 cm - 3,5"  
24.205.071 IC 6 • OC 72



**Miffy Squish Ball**  
**Fuchsia** 9 cm - 3,5"  
24.205.072 IC 6 • OC 72



**2024 Miffy Squish display**  
**plano/flatpack** 21,5 x 25,5 x 9,5 cm  
22.300.065 IC 1 • OC 30

empty display fits 12 pcs

All Miffy's have 100% recycled PET filling





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# MIFFY TINY TEDDY



**Miffy Sitting Tiny Teddy**  
Cream 23 cm - 9"  
24.182.554 IC 6 • OC 36



**Miffy Sitting Tiny Teddy**  
Pink 23 cm - 9"  
24.182.555 IC 6 • OC 36



**Miffy ECO Tiny Teddy**  
Lavender 23 cm - 9"  
24.182.645 IC 6 • OC 36



**Miffy Sitting Tiny Teddy**  
Cinnamon 23 cm - 9"  
24.182.556 IC 6 • OC 36



**Miffy Sitting Tiny Teddy**  
Beige 23 cm - 9"  
24.182.589 IC 6 • OC 36



These Miffy's are made of 100% recycled PET

# MIFFY TINY TEDDY



**Miffy Flat Keychain Tiny Teddy**  
**Cream** 10cm - 4"  
24.205.046 IC 6 • OC 144



**Miffy Flat Keychain Tiny Teddy**  
**Pink** 10cm - 4"  
24.205.047 IC 6 • OC 144



**Miffy Flat Keychain Tiny Teddy**  
**Cinnamon** 10cm - 4"  
24.205.048 IC 6 • OC 144



**Miffy Flat Keychain**  
**ECO Tiny Teddy Beige** 10 cm - 4"  
24.205.069 IC 6 • OC 144



**Miffy Flat Keychain ECO**  
**Tiny Teddy Lavender** 10 cm - 4"  
24.205.050 IC 6 • OC 144



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MIFFY TEDDY 100% RECYCLED • ACCESSORY



Miffy Recycled Teddy  
Shopping Bag 60 cm - 24"  
24.273.010 IC 3 • OC 12



Miffy Teddy Shopping Bag  
Beige 60cm - 24"  
24.273.018 IC 3 • OC 12

MIFFY • COTTON CANDY • 100% RECYCLED

MADE FROM 100% RECYCLED MATERIALS



**Miffy ECO Cotton Candy**  
**Pistache** 23 cm - 9"  
24.182.593 IC 6 • OC 36



**Miffy ECO Cotton Candy**  
**Rose** 23 cm - 9"  
24.182.592 IC 6 • OC 36



**Miffy ECO Cotton Candy**  
**Cream** 23 cm - 9"  
24.182.590 IC 6 • OC 36

All Miffy's have 100% recycled PET filling



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MIFFY CORDUROY • 23 CM - 9"

NOW MADE FROM 100% RECYCLED MATERIALS



Miffy ECO Corduroy Soft  
Jade 23 cm - 9"  
24.182.637 IC 6 • OC 36



Miffy ECO Corduroy Misty  
Rose 23 cm - 9"  
24.182.638 IC 6 • OC 36



MiffyE CO Corduroy  
Lt. Stone Grey 23 cm - 9"  
24.182.039 IC 6 • OC 36



All Miffy's have 100% recycled polyester filling



MIFFY CORDUROY • 23 CM - 9"

NOW MADE FROM 100% RECYCLED MATERIALS



Miffy Sitting Corduroy  
Pink 23cm - 9"  
24.182.604 IC 6 • OC 36



Miffy Sitting Corduroy  
Dusty Rose 23cm - 9"  
24.182.616 IC 6 • OC 36



Miffy Sitting Corduroy  
Fuchsia 23cm - 9"  
24.182.618 IC 6 • OC 36



Miffy Sitting Corduroy  
Bubblegum Pink 23cm - 9"  
24.182.609 IC 6 • OC 36





Miffy Sitting Corduroy  
Ice Blue 23cm - 9"  
24.182.619 IC 6 • OC 36



Miffy Sitting Corduroy  
Turquoise 23cm - 9"  
24.182.611 IC 6 • OC 36



Miffy Sitting Corduroy  
Fresh Mint 23cm - 9"  
24.182.621 IC 6 • OC 36



Miffy Sitting Corduroy  
Olive Green 23cm - 9"  
24.182.614 IC 6 • OC 36



Miffy Sitting Corduroy  
Cobalt Blue 23cm - 9"  
24.182.615 IC 6 • OC 36



Miffy Sitting Corduroy  
Aviator Blue 23cm - 9"  
24.182.610 IC 6 • OC 36



Miffy Sitting Corduroy  
Grey 23cm - 9"  
24.182.602 IC 6 • OC 36



Miffy Sitting Corduroy  
Green 23cm - 9"  
24.182.608 IC 6 • OC 36

**NOW MADE FROM 100% RECYCLED MATERIALS**

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MIFFY CORDUROY • 23 CM - 9"

NOW MADE FROM 100% RECYCLED MATERIALS



Miffy Sitting Corduroy  
Buttercream 23cm - 9"  
24.182.612 IC 6 • OC 36



Miffy Sitting Corduroy  
Yellow 23cm - 9"  
24.182.607 IC 6 • OC 36



Miffy Sitting Corduroy  
Beige 23cm - 9"  
24.182.617 IC 6 • OC 36



Miffy Sitting Corduroy  
Pumpkin 23cm - 9"  
24.182.613 IC 6 • OC 36



All Miffy's have 100% recycled PET filling

MIFFY CORDUROY • 23 CM - 9"

NOW MADE FROM 100% RECYCLED MATERIALS



Miffy Sitting Corduroy  
Offwhite 23cm - 9"  
24.182.600 IC 6 • OC 36



Miffy Sitting Corduroy  
Soft Grey 23cm - 9"  
24.182.620 IC 6 • OC 36



Miffy ECO Corduroy  
Cinnamon 23cm - 9"  
24.182.596 IC 6 • OC 36



Miffy ECO Corduroy Lilac  
23 cm - 9"  
24.182.597 IC 6 • OC 36



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MIFFY CORDUROY • 33 CM - 13"

NOW MADE FROM 100% RECYCLED MATERIALS



Miffy Sitting Corduroy  
Offwhite 33cm - 13"  
24.182.601 IC 4 • OC 12



Miffy Sitting Corduroy  
Pink 33cm - 13"  
24.182.605 IC 4 • OC 12



Miffy Sitting Corduroy  
Grey 33cm - 13"  
24.182.603 IC 4 • OC 12



Miffy Sitting Corduroy  
Yellow 33cm - 13"  
24.182.606 IC 4 • OC 12



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Miffy Sitting Corduroy  
Offwhite 50cm - 20"  
24.182.626 IC 1 • OC 4



Miffy Sitting Corduroy  
Grey 50cm - 20"  
24.182.624 IC 1 • OC 4



Miffy Sitting Corduroy  
Pink 50cm - 20"  
24.182.625 IC 1 • OC 4



Miffy Sitting Corduroy  
Yellow 50cm - 20"  
24.182.627 IC 1 • OC 4

**NOW MADE FROM 100% RECYCLED MATERIALS**



Miffy Sitting Corduroy  
Pink 70cm - 27.5"  
24.182.630 IC 1 • OC 1



Miffy Sitting Corduroy  
Offwhite 70cm - 27.5"  
24.182.628 IC 1 • OC 1



Miffy Sitting Corduroy  
Grey 70cm - 27.5"  
24.182.629 IC 1 • OC 1



Miffy Sitting Corduroy  
Yellow 70cm - 27.5"  
24.182.631 IC 1 • OC 1

**NOW MADE FROM 100% RECYCLED MATERIALS**

**MIFFY CORDUROY KEYCHAIN • 10 CM - 4”**



**Miffy Keychain Corduroy**  
Offwhite 10cm - 4”  
24.205.080 IC 6 • OC 72



**Miffy Keychain Corduroy**  
Pink 10cm - 4”  
24.205.082 IC 6 • OC 72



**Miffy Keychain Corduroy**  
Grey 10cm - 4”  
24.205.081 IC 6 • OC 72



**Miffy Flat Keychain Corduroy**  
Offwhite 10 cm - 4”  
24.205.086 IC 6 • OC 144



**Miffy Flat Keychain Corduroy**  
Dusty Rose 10 cm - 4”  
24.205.087 IC 6 • OC 144



**Miffy Flat Keychain Corduroy**  
Buttercream 10 cm - 4”  
24.205.088 IC 6 • OC 144



**Miffy Keychain Corduroy**  
Aviator Blue 10cm - 4”  
24.205.084 IC 6 • OC 72



**Miffy Keychain Corduroy**  
Yellow 10cm - 4”  
24.205.083 IC 6 • OC 72



**Miffy Keychain Corduroy**  
Beige 10 cm - 4”  
24.205.085 IC 6 • OC 72



**Miffy Flat Keychain**  
ECO Corduroy Cinnamon - 10 cm - 4”  
24.205.066 IC 6 • OC 144



**Miffy Flat Keychain**  
ECO Corduroy Olive Green 10 cm - 4”  
24.205.067 IC 6 • OC 144



**Miffy Flat Keychain**  
ECO Corduroy Lilac - 10 cm - 4”  
24.205.068 IC 6 • OC 144

**NOW MADE FROM 100% RECYCLED MATERIALS**

All Miffy's have 100% recycled PET filling





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**MIFFY CORDUROY SHOPPER • 60 CM - 24"**



**NEW**

**MiffyK eychain ECO**  
Corduroy Lt. Stone Grey 10 cm - 4"  
24.205.095 IC 6 • OC 72



**Miffy Shopping Bag Corduroy**  
Cream 60 cm - 24"  
24.273.011 IC 3 • OC 12

All Miffy's have 100% recycled PET filling

**MIFFY & FRIENDS CORDUROY**



**Boris Bear Corduroy**  
**Beige** 17cm - 7"  
24.182.488 IC 6 • OC 36



**Boris Bear Corduroy**  
**Brown** 17cm - 7"  
24.182.635 IC 6 • OC 36



**Lion Corduroy**  
**Yellow** 17cm - 7"  
24.182.429 IC 6 • OC 36



**Elephant Corduroy**  
**Grey** 23cm - 8"  
24.182.633 IC 6 • OC 36



**Lion Corduroy**  
**Yellow** 24cm - 10"  
24.182.430 IC 6 • OC 36

**MIFFY & FRIENDS CORDUROY**



**MIFFY TERRY • 23 CM - 9"**



**Miffy Sitting Terry**  
**Beige** 23cm - 9"  
24.182.574 IC 6 • OC 36



**Miffy Terry**  
**Lilac** 23 cm - 9"  
24.182.598 IC 6 • OC 36



**Miffy Sitting Terry**  
**Cream** 23cm - 9"  
24.182.192 IC 6 • OC 36



**Miffy Sitting Terry**  
**Light Grey** 23 cm - 9"  
24.182.440 IC 6 • OC 36

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MIFFY TERRY • 23 CM - 9"



**Miffy Sitting Terry**  
**Light Yellow** 23cm - 9"  
24.182.444 IC 6 • OC 36



**Miffy Sitting Terry**  
**Light Blue** 23cm - 9"  
24.182.443 IC 6 • OC 36



**Miffy Sitting Terry**  
**Light Pink** 23cm - 9"  
24.182.442 IC 6 • OC 36



**Miffy Sitting Terry**  
**Soft Orange** 23cm - 9"  
24.182.561 IC 6 • OC 36



**Miffy Sitting Terry**  
**Soft Green** 23cm - 9"  
24.182.560 IC 6 • OC 36

All Miffy's have 100% recycled PET filling

**MIFFY TERRY • 33 CM - 13"**



**Miffy Sitting Terry**  
**Light Pink** 33cm - 13"  
24.182.562 IC 4 • OC 12



**Miffy Sitting Terry**  
**Light Yellow** 33cm - 13"  
24.182.563 IC 4 • OC 12



**Miffy Sitting Terry**  
**Beige** 33 cm - 13"  
24.182.585 IC 4 • OC 12

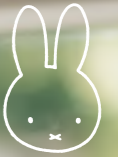


**Miffy Sitting Terry**  
**Cream** 33cm - 13"  
24.182.196 IC 4 • OC 12



**Miffy Sitting Terry**  
**Light Grey** 33cm - 13"  
24.182.441 IC 4 • OC 12

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**MIFFY TERRY • 50 CM - 20" • 70 CM - 27.5"**



**Miffy Sitting Terry**  
**Cream 50cm - 20"**  
 24.182.576 IC1 • OC 4



**Miffy Sitting Terry**  
**Cream 70cm - 27.5"**  
 24.182.577 IC1 • OC 1



**Miffy Sitting Terry**  
**Light Pink 70cm - 27,5"**  
 24.182.584 IC1 • OC 1



**Miffy Sitting Terry**  
**Light Pink 50 cm - 20"**  
 24.182.583 IC1 • OC 4

All Miffy's have 100% recycled PET filling



Lion Terry  
Light Yellow 17cm - 7"  
24.182.564 IC 6 • OC 36



Lion Terry  
Light Yellow 24cm - 9,5"  
24.182.565 IC 6 • OC 36



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**MIFFY & FRIENDS TERRY**



**Boris Bear Terry**  
**Cream** 17cm - 7"  
24.182.448 IC 6 • OC 36



**Boris Bear Terry**  
**Beige** 17cm - 7"  
24.182.570 IC 6 • OC 36



**Elephant Terry**  
**Light Grey** 23cm - 9"  
24.182.445 IC 6 • OC 36

All Miffy's have 100% recycled PET filling



# MIFFY DRESS-UP



NEW

**Miffy Rainbow**  
Offwhite - 18 cm - 7"  
24.182.529 IC 6 • OC 36



NEW

**Miffy Rainbow Keychain**  
Offwhite 10 cm - 4"  
24.205.111 IC 6 • OC 72

All Miffy's have 100% recycled PET filling

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**Miffy with Snuffy Sitting**  
33cm - 13"  
24.182.022 IC 4 • OC 12



**Miffy Sitting**  
**My first Miffy Boy** 23cm - 9"  
24.182.505 IC 6 • OC 36



**Miffy Sitting**  
**My First Miffy Girl** 23cm - 9"  
24.182.506 IC 6 • OC 36

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**MIFFY DRESS-UP**



**Miffy Standing  
Pyjama** 24cm - 9,5"  
24.182.517 IC 6 • OC 36



**Miffy Standing Clown**  
24cm - 9,5"  
24.182.519 IC 6 • OC 36



**Miffy Standing  
Ballerina** 23cm - 9"  
24.182.504 IC 6 • OC 36



**Miffy Dress Up Standing  
Blue Flower Dress** - 24 cm - 9,5"  
24.182.530 IC 6 • OC 36

**NEW**

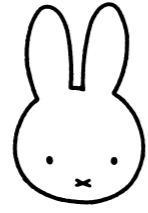


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Our factories are certified by the **Ethical Supply Chain Program** for toys and children's products. **ICTI** is committed to build better lives for workers and stonier industry through the ethical production of toys by working with 9 standards:



Working hours must not be excessive  
& overtime must be voluntary

x

Legal and fair pay

x

No child labor

x

No forced or involuntary labor

x

Employees must be treated with  
dignity and respect

x

No discrimination

x

Employees' right of association  
must be observed

x

Individual written labor contract  
must be provided

x

Working conditions are safe and  
employee health is not endangered

ETHICAL  
TOY PROGRAM



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