



Snuffles Soother



Help little ones drift off to dreamland with their favorite snuggly bedtime companion, Snuffles! This irresistibly cute baby soother features Snuffles with a sleepy closed-eye expression and multiple features to comfort and relax babies. Sitting 9" tall, the Snuffles Soother features 9 different sound modes, including soothing heartbeat sounds and vibrations, 3 timer settings (10, 30, and 60 minutes), and the same luxuriously soft, high-pile plush and squishy body that this delightful crescent moon-shaped bear is known for.

Spring 2026 / Age 0+ / SRP \$44.00

Toothpick Near or Far Bears



This special set features Toothpick, available in both full-size and mini keychain forms —one for your child and one for you or a caregiver to take anywhere on the go. Inside Toothpick's soft, huggable body, there's a small voice recorder that can contain up to three 20-second voice messages. With your child's hug, Toothpick delivers your message of comfort and love reminding them that you're always there even when apart.

Spring 2026 / Age 1+ / SRP \$44

Easter Moment Philbin Bunny

GUND's classic Philbin teddy bear is ready for Easter in this adorable bunny suit. This themed plush features the Philbin teddy bear you know and love inside of a cream and pink bunny suit,



which the hood can be partially taken off if desired. Soft and huggable, Philbin Bunny is made from premium materials, making him the perfect addition to any Easter basket.

Spring 2026 / Age 0+ / SRP \$28

Valentine's Day Moment Kai Rose Bear



GUND's classic Kai teddy bear is ready to celebrate Valentine's Day, featuring the beloved bear in a special rose color and a heart-shaped nose for the holiday. Soft and huggable, the Kai Rose Bear is made from premium materials, making him the perfect gift for little ones on Valentine's Day.

Spring 2026 / Age 0+ / SRP \$28



PAW Patrol Birthday Celebration Chase



Birthdays and PAW Patrol go hand-in-hand with this ultra-cuddly 9.5" Birthday Celebration Chase plush. Featuring a softer color palette, a tasseled birthday hat and a celebration cake, this Chase plush is the ideal birthday gift for PAW Patrol fans.

Spring 2026 / Age 1+ / SRP \$29.99

PAW Patrol Hugging Chase, Marshall & Skye



These adorable 9.5" PAW Patrol plush feature the rescue pups hugging GUND's iconic Forever Friends characters and are designed in softer color palettes to be gentle and comforting to the eye. Skye is hugging Kai, Chase is hugging Snuffles, and Marshall is hugging Toothpick.



Spring 2026 / Age 1+ / SRP \$29.99

Disney Oh So Snuggly Stitch



Bring a little chaos to playtime with Oh So Snuggly Stitch! Experiment 626, the adorable and undeniably mischievous blue alien otherwise known as Stitch, is leaping off the big screen and into the arms of fans everywhere in GUND's delightfully understuffed, melt-in-your-arms Oh So Snuggly form. This soft Stitch toy features authentic character details as seen in the beloved Disney film *Lilo & Stitch*, with details fans of every age will love.

Spring 2026 / Age 0+ / SRP \$33

Disney Toothpick Mickey & Minnie Mouse



The Disney Toothpick Mickey and Minnie Mouse plush are bringing whimsy to your life in a fun and floppy form. These plush characters feature their signature outfits, including Mickey's red shorts with white buttons and Minnie's red bow and polka dotted skirt, as well as their bright yellow shoes. These 14.5" plush are timeless cuddle buddies for Disney fans of all ages.



Spring 2026 / Age 1+ / SRP \$27 each

Philbin and Muttsy Loveys



Wrap your little one in warmth with their favorite bear Philbin and puppy Muttsy! With these charming loveys your baby can always be with their favorite pals. These adorable stuffed animals feature a soft, squeezable Philbin teddy bear and Muttsy puppy with a cream-colored security blanket, detailed with irresistibly soft pointelle knit pattern. These loveys are a thoughtful gift for new parents that families can cherish for a lifetime. Convenient for on-the-go cuddles, naptime and designed to complement an array of decor styles for modern bedrooms and nurseries.

Spring 2026 / Age 0+ / SRP \$20.00 each

Peek-A-Boo Peeki the Puppy Handheld



Peeki the puppy is here in an all-new format! Our innovative and award-winning puppy dog is here in a smaller, travel-friendly size with a simple squeeze-and-play feature to play peek-a-boo with a baby. Simply press Peeki's tummy with a gentle squeeze and its short brown ears flop downward covering its eyes to hide, leaving you in control of the game. Peeki's ears then flop back up as soon as you release pressure, letting you decide when the surprise occurs. Customize every peek-a-boo session to your little one's preferences and speed, using Peeki to bond in a whole new way!



Spring 2026 / Age 0+ / SRP \$25.00

Sesame Street Toothpick Super Grover



This Sesame Street Super Grover plush has a huggable body and irresistibly soft, bright blue plush with embroidered accents. He's ready to save the day in his bright pink satin cape and silver knight's helmet, his chest adorned with a capital G and lightning bolt. This special plush celebrates the 55th anniversary of Grover's first book appearance, in which he desperately tries to avoid "The Monster at the End of this Book" in his own silly ways.

Spring 2026 / Age 1+ / SRP \$26.95

Oh So Snuggly Bluey and Bingo



Bluey and Bingo have never been so snuggly! The adorable and fun-loving sisters are headed to playtime in huggably floppy, understuffed GUND Oh So Snuggly formats, bringing the magic of these charming characters to one of GUND's most-loved collections. These 12.5" Bluey stuffed animals feature the sweet, imaginative sisters with true-to-show styling, boasting their charming, bright-eyed expressions with soft embroidered details.

Spring 2026 / Age 0+ / SRP \$33 each



Birthday Kai

Say hello to GUND's Birthday Kai! With confetti-speckled fabric, a sweet-striped hat and little blue bow this adorable plush is ready for the party. Soft, snuggly and endlessly playful Birthday Kai is gender-neutral companion that makes a wonderful first birthday gift or a sweet surprise for any celebration. Whether its bedtime snuggles or milestone moments, this plush brings comfort and joy all around.

Fall 2026 / Age 0+ / SRP \$27.00

Reindeer Muttsy

Add a sprinkle of holiday magic to your home with this charming mash-up plush. This loveable pup is irresistibly soft and snuggly, dressed up in an adorable reindeer suit complete with corduroy antlers, a festive plaid collar and a removeable hood to dress it up again and again. Perfect for cuddling, decorating or gifting this holiday plush brings magic wherever it goes!

Fall 2026 / Age 0+ / SRP \$30.00

Snowman Philbin

Cuddle up with this loveable winter plush! Soft and huggable, the beloved Philbin is dressed up as an adorable snowman to stay cozy through the winter months. Featuring beautiful off-white fur, a corduroy orange nose, a knit scarf and a charming top-hat. This is a perfect snuggle companion for children during the chilly season.

Fall 2026 / Age 0+ / SRP \$27.00

13" Bedtime Bluey

Drift off into dreamland with the most comforting snuggle buddy! This 13" Bluey plush was created with irresistible detail like a bone-printed pillow, adjustable eye-mask and adorable sounds. Switch between Awake and Asleep modes for play or cuddles. For more fun, press her



foot to bring iconic phrases to life. With gentle snores and calming sounds this plush makes bedtime extra comforting.

Fall 2026 / Age 0+ / SRP \$45.00

Elmo x Kai Buddy–Up Plush

Bring home some silliness with the sweetest character mash-up for all the cuddles and fun! The adorable Elmo is dressed up as best friend Kai. Featuring whimsical details like premium soft fabric and a removeable hood, Elmo is ready for endless dress-up fun. Made for hugs and happiness this Elmo plush is ready for any adventure!

Fall 2026 / Age 3+ / SRP \$45.00

Disney x Gund Oh So Snuggly Piglet

The loveable Piglet kids adore is here! Fans of Piglet will love having him close for hugs or imaginative adventures. Crafted from premium plush fabric and filled with a squishy snuggle-ready body, the Oh So Snuggly Piglet will keep kids cozy, entertained and filled with love.

Fall 2026 / Age 0+ / SRP \$33.00

9" Plumpkins

Soft, squishy and irresistibly adorable, this charming plush is made from ultra-soft, velvety fabric that's soft to the touch. Perfect for cuddles, gifting to someone special or adding a touch of charm to any space, it's inspired by undeniably cute chunky animal and crafted with a modern playful design. Available in charming versions like a sloth, cat, panda or pig, this plush is guaranteed to bring a smiles and warmth to children.

Fall 2026 / Age 0+ / SRP \$25.00

The GUND logo is rendered in a bold, red, sans-serif typeface. The letters are thick and blocky, with a registered trademark symbol (®) positioned at the top right of the final 'D'. The logo is centered horizontally in the upper portion of the page. The background features a soft, pinkish-purple sky with wispy white clouds and several small, white, star-like specks scattered across the upper half.

GUND®