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AWARD-WINNING MOMPREENEUR, CARLA SCHNEIDER, CEO OF WUBBANUB™, CELEBRATES 20 YEARS OF HER PLUSH PACIFIER INVENTION AT ABC TRADESHOW

WubbaNub expands its brand to offer MLB™-licensed collection, new products for toddlers and a rollout of brand new characters through 2020

Orange, CT (August 23, 2019) – WubbaNub, the original plush pacifier invented out of necessity by mompreneur, Carla Schneider, is having a growth spurt. Now in its 20th year, the infant lifestyle brand is expanding beyond the pacifier to include a licensing deal into 2020 with Major League Baseball, additional WubbaNub Loveys featuring the beloved classic and brand new characters to be revealed at the **ABC Tradeshow Booth #1813** on October 23rd.

The Major League Baseball* (MLB) deal began with a New York Yankees™ Bear and has since grown to include New York Yankees Pinstripe Puppy, St. Louis Cardinals Bear, San Francisco Giants Bear, Kansas City Royals Bear, Houston Astros Bear, New York Mets Bear, Los Angeles Dodgers Bear, Chicago Cubs Bear and Boston Red Sox Bear.



Blush Pink Unicorn

“We’ve received a lot of demand for our MLB collection and are already discussing what new teams we should add to the roster in 2020,” explains Schneider, CEO of WubbaNub.

Speaking of new additions, 2019 has been very busy with the launch of new characters like Blush Pink Unicorn, Baby Sloth, Camo Bear and the return of seasonal favorites Purple Monster, Reindeer and Polar

Bear. October 23rd, attendees at the ABC Tradeshow in Las Vegas will be introduced to two NEW characters that are sure to make the must-have holiday wish lists Yeti and PJ Bear, two cuties who are bound to be well-received.



Yeti and PJ Bear



Camo Bear

Consumers will be delighted to discover that as their child ages out of using a pacifier, the WubbaNub offerings now includes age-appropriate items called WubbaNub Loveys. The initial WubbaNub Loveys collection celebrates and matches up with the classic WubbaNub characters: Brown Puppy, Lamb, Monkey, Elephant, Giraffe and Buttercup Giraffe. The WubbaNub Loveys will be offered on their own but also as part of a gift set in new packaging.

“We found that families were very nostalgic with their baby’s first friend and wanted to continue building the relationship between the WubbaNub characters and the child as they grew older,” explains Carla Schneider, CEO of WubbaNub.

HISTORY:

In the fall of 1998, special education teacher (and first-time mom) Carla Schneider would constantly get stopped by strangers. They couldn’t help but coo when they saw the adorable pacifier-plush animal combo she had handmade one night when her newborn son desperately needed comforting. “I was stopped by many people asking where they could buy it,” said Schneider. “So, at the urging of my mother, who ran a non-profit agency, I applied for a patent.” That was



*New York Yankees Bear from the MLB Collection**

1999. Like many mompreneurs of that era, the business started at her kitchen table. As word-of-mouth built the business, the WubbaNub headquarters moved into a corporate building in Orange, CT but still stays true to its roots.

One very important aspect for Schneider was sourcing a BPA-free medical grade silicone for the safety of the babies. "I wanted a pacifier that I felt was safe," she explained. "It had to be 100% perfect for my own children as well as every other child."

Schneider's unrelenting attention to safety musts and the already-growing awareness for the brand led hospitals to start carrying WubbaNubs across the nation, including Johns Hopkins and Cincinnati Children's Hospital. Many of these facilities use WubbaNubs to soothe babies in the neonatal intensive care unit (NICU) and during patient transfers - a practice that appeals to Schneider's passion for helping others. "I didn't realize the impact the WubbaNub had on the NICU families until I started receiving letters from families thanking me for giving comfort to their child," said Schneider. "It's more than just a product for me, it's more than just a way to make an income."



Baby Sloth

WubbaNub's success wasn't built on hospital sales alone. Starting with her first two designs - a red dog and yellow duck - Schneider grew her business in the specialty market. "Specialty boutiques are where we started and they're what really built my brand," she said. "They were the foundation to WubbaNub becoming a household name."

By 2009, the brand was available in large department and mass market stores, such as Nordstrom, Saks Fifth Avenue, Babies 'R' Us and Buy Buy Baby, among others. Also that year, Schneider signed a licensing agreement with Mary Meyer Company to develop WubbaNub designs for the Mary Meyer Baby Line.

WubbaNub will continue to expand by adding products that are helpful through other childhood stages. "My vision for our brand is to grow up with your baby," answers Schneider, "to still be part of the family throughout their other childhood stages and milestones. I want to keep the love going and evolving from a baby's first friend to their sidekick as they grow. This is the next step in building a truly multi-faceted baby brand that is warm, approachable and uniquely special."

AWARDS

The National Parenting Center Seal of Approval Fall 2019, Mom's Choice 2019 Gold Award, Baby Maternity: 2019 TOP CHOICE OF THE YEAR AWARD Pacifiers category, 2019 PRODUCT OF THE YEAR AWARD, Baby Lovey category, Baby & Children's Product News - Readers Favorite Award 2019 & 2018; What To Expect Awards 2018 & 2017; Earnshaw's Magazine Earnie Awards 2017; Popsugar lil Sugar Award 2017 plus dozens more!

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