

nijntje • miffy

the
2020

plush
collection
by 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.

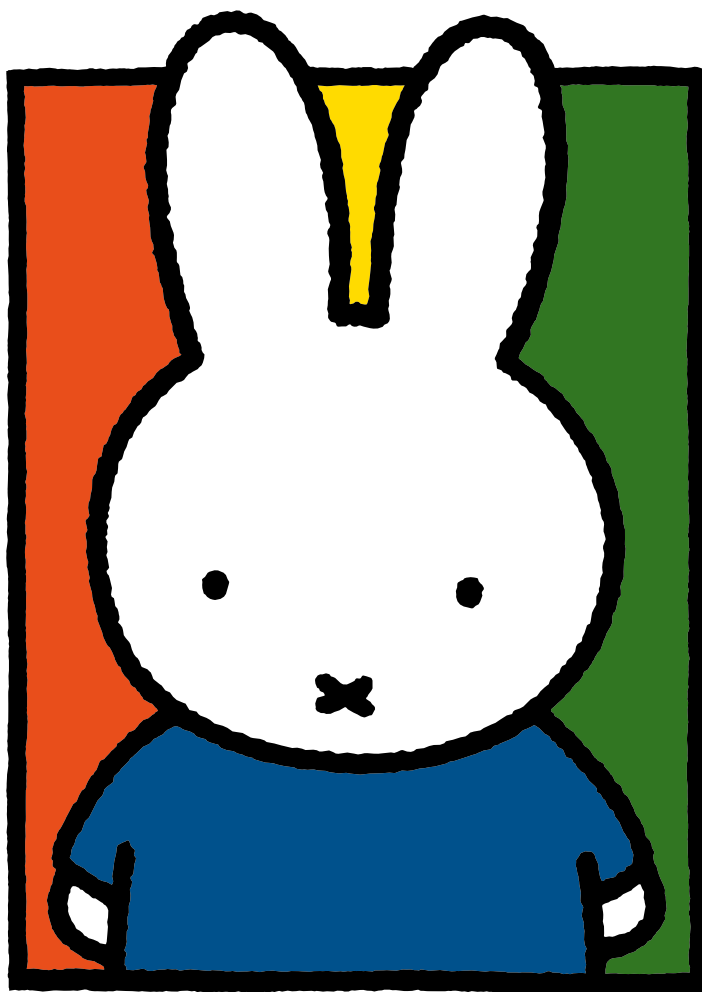
Soft-toy producers on a mission.
A mission to bring children happiness,
protect their future
and educate them about
the world we're out to preserve.

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.

Eighty-five 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



65 | years of
miffy

happy
birthday!

our beloved

miffy

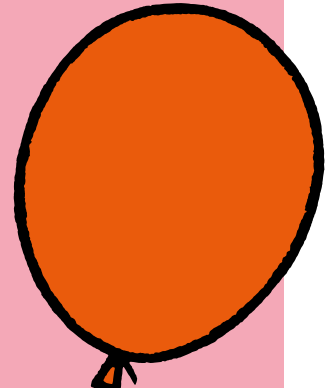
turns

65



on june 21st

celebrate with us
#bttnijntje





ETHICAL PRODUCTION

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
- Legal and fair pay
- No child labor
- No forced or involuntary labor
- Employees must be treated with dignity and respect
- No discrimination
- Employees' right of association must be observed
- Individual written labor contracts must be provided
- Working conditions are safe and employee health is not endangered



PROUD TO PRESENT: ECO MIFFY

Our first 100% recycled PET collection, Miffy Teddy. Certified by the Global Recycle Standard and available in three colour ways, from July 2020.

The Global Recycle Standard (GRS) was originally developed by Control Union Certifications in 2008 and ownership was passed to the Textile Exchange on January 1st 2011. The GRS is an international, voluntary, full product standard that sets requirements for third-party certification of recycled content, chain of custody, social and environmental practices and chemical restrictions



BON TON TOYS
GREAT PLUSH. BETTER WORLD

MIFFY 100% RECYCLED TEDDY • 23 CM - 9"



Miffy Sitting Teddy Cream
24.182.300 IC 6 • OC 36



Miffy Sitting Teddy Pink
24.182.301 IC 6 • OC 36



Miffy Sitting Teddy Blue
24.182.302 IC 6 • OC 36



MIFFY MOUSSELINE • 23 CM - 9"



NEW
available
July 2020

**Miffy Sitting
Mousseline Cream**

24.182.313 IC 6 • OC 36



NEW
available
July 2020

**Miffy Sitting
Mousseline Yellow**

24.182.310 IC 6 • OC 36



NEW
available
July 2020

**Miffy Sitting
Mousseline Pink**

24.182.311 IC 6 • OC 36



NEW
available
July 2020

**Miffy Sitting
Mousseline Green**

24.182.312 IC 6 • OC 36



MIFFY TERRY • 23 CM - 9"



**Miffy Sitting
Terry Cream**

24.182.192 IC 6 • OC 36



**Miffy Sitting
Terry Pink**

24.182.193 IC 6 • OC 36



**Miffy Sitting Terry
Ocean Blue**

24.182.194 IC 6 • OC 36



NEW
Available
July 2020

Miffy Sitting
Terry Yellow

24.182.195 IC 6 • OC 36

MIFFY TERRY • 33 CM - 13"



NEW
available
July 2020

**Miffy Sitting
Terry Cream**

24.182.196 IC 4 • OC 12



NEW
available
July 2020

**Miffy Sitting
Terry Pink**

24.182.198 IC 4 • OC 12



NEW
available
July 2020

**Miffy Sitting
Terry Blue**

24.182.197 IC 4 • OC 12



MIFFY VELVET • 23 CM - 9"



**Miffy Sitting Velvet
Candy Pink**

24.183.002 IC 6 • OC 36



**Miffy Sitting Velvet
Candy Red**

24.183.006 IC 6 • OC 36



**Miffy Sitting Velvet
Ocre**

24.183.005 IC 6 • OC 36



**Miffy Sitting Velvet
Moss Green**

24.183.004 IC 6 • OC 36



**Miffy Sitting Velvet
Dark Teal**

24.183.003 IC 6 • OC 36



MIFFY CORDUROY • 23 CM - 9"



**Miffy Sitting
Corduroy Offwhite**

24.182.200 IC 6 • OC 36



**Miffy Sitting
Corduroy Brown**

24.182.202 IC 6 • OC 36



**Miffy Sitting Corduroy
Bubblegum Pink**

24.182.224 IC 6 • OC 36



**Miffy Sitting
Corduroy Turquoise**

24.182.232 IC 6 • OC 36



**Miffy Sitting Corduroy
Aviator Blue**

24.182.225 IC 6 • OC 36



**Miffy Sitting
Corduroy Green**

24.182.220 IC 6 • OC 36



**Miffy Sitting
Corduroy Pink**

24.182.208 IC 6 • OC 36



**Miffy Sitting
Corduroy Blue**

24.182.210 IC 6 • OC 36



**Miffy Sitting
Corduroy Grey**

24.182.206 IC 6 • OC 36



**Miffy Sitting
Corduroy Yellow**

24.182.218 IC 6 • OC 36



**Miffy Sitting
Corduroy Orange**

24.182.234 IC 6 • OC 36



NEW
Available
July 2020

**Miffy Sitting
Corduroy Spring Green**

24.182.236 IC 6 • OC 36

MIFFY CORDUROY • 33 CM - 13"



**Miffy Sitting
Corduroy Offwhite**

24.182.201 IC 4 • OC 12



NEW
Available
March 2020

**Miffy Sitting
Corduroy Orange**

24.182.235 IC 4 • OC 12



**Miffy Sitting
Corduroy Pink**

24.182.209 IC 4 • OC 12



**Miffy Sitting
Corduroy Grey**

24.182.207 IC 4 • OC 12



NEW
Available
March 2020

**Miffy Sitting
Corduroy Blue**

24.182.233 IC 4 • OC 12



**Miffy Sitting
Corduroy Yellow**

24.182.217 IC 4 • OC 12



MIFFY CORDUROY • 50 CM - 20"



**Miffy Sitting
Corduroy Offwhite**

24.182.223 IC 1 • OC 4



**Miffy Sitting
Corduroy Yellow**

24.182.226 IC 1 • OC 4



**Miffy Sitting
Corduroy Pink**

24.182.221 IC 1 • OC 4



**Miffy Sitting
Corduroy Grey**

24.182.222 IC 1 • OC 4



NEW
Available
March 2020

Miffy Sitting
Corduroy Blue

24.182.227 IC 1 • OC 4

MIFFY CORDUROY • 70 CM - 27,5"



NEW
Available
March 2020

**Miffy Sitting
Corduroy Offwhite**
24.182.240 IC 1 • OC 1



NEW
Available
March 2020

**Miffy Sitting
Corduroy Grey**
24.182.241 IC 1 • OC 1



NEW
Available
March 2020

**Miffy Sitting
Corduroy Pink**
24.182.242 IC 1 • OC 1



NEW
Available
March 2020

**Miffy Sitting
Corduroy Yellow**
24.182.243 IC 1 • OC 1



MIFFY CORDUROY • KEYCHAIN • 10 CM - 4"



**Miffy Keychain
Corduroy Offwhite**

24.205.010 IC 6 • OC 72



**Miffy Keychain
Corduroy Pink**

24.205.014 IC 6 • OC 72



**Miffy Keychain
Corduroy Bubblegum Pink**

24.205.021 IC 6 • OC 72



**Miffy Keychain
Corduroy Dark Grey**

24.205.013 IC 6 • OC 72



Miffy Keychain
Corduroy Green

24.205.020 IC 6 • OC 72



Miffy Keychain
Corduroy Aviator Blue

24.205.022 IC 6 • OC 72



NEW
Available
March 2020

Miffy Keychain
Corduroy Orange

24.205.023 IC 6 • OC 72



Miffy Keychain
Corduroy Yellow

24.205.018 IC 6 • OC 72

MIFFY VELVET • KEYCHAIN • 10 CM - 4"



**Miffy Keychain Velvet
Candy Pink**
24.205.032 IC 6 • OC 72



**Miffy Keychain Velvet
Candy Red**
24.205.036 IC 6 • OC 72



**Miffy Keychain Velvet
Candy Orange**
24.205.031 IC 6 • OC 72



**Miffy Keychain Velvet
Ocre**
24.205.035 IC 6 • OC 72



**Miffy Keychain Velvet
Moss Green**
24.205.034 IC 6 • OC 72



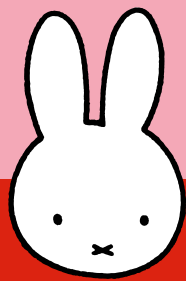
**Miffy Keychain Velvet
Dark Teal**
24.205.033 IC 6 • OC 72



XIII

XI





**“I create a world that
children fill with their
own imagination”**

Dick Bruna (1927 - 2017)

MIFFY SOUVENIR • KEYCHAIN • 10 CM - 4"



**Miffy Flowerdress
keychain**

24.205.001 IC 6 • OC 72



**Miffy Farmer's wife
keychain**

24.205.002 IC 6 • OC 72



**Miffy Delft blue dress
keychain**

24.205.003 IC 6 • OC 72



**Miffy Santa
keychain**

24.205.004 IC 6 • OC 72



**Miffy Winter sitting
keychain**

24.205.005 IC 6 • OC 72



**Miffy Farmer
keychain**

24.205.006 IC 6 • OC 72



**Miffy Holland Dress
keychain**

24.205.007 IC 6 • OC 72



**Miffy Pink dress
keychain**

24.205.008 IC 6 • OC 72



NEW
Available
March 2020

**Miffy Football Holland
keychain**

24.205.009 IC 6 • OC 72

MIFFY SOUVENIR • 23CM - 9"



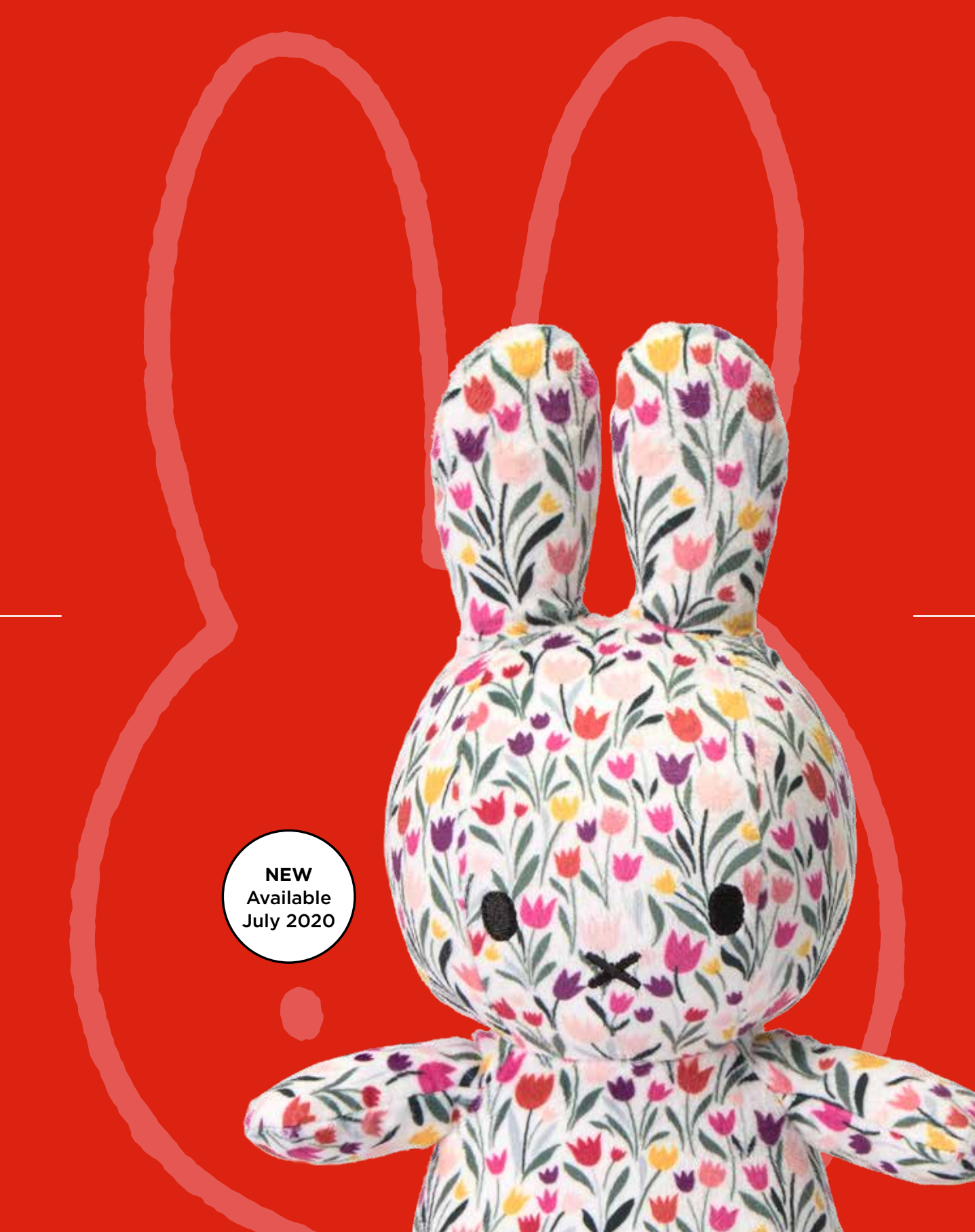
Miffy tulip all-over

24.182.187 IC 6 • OC 36



Miffy Delft Blue all-over

24.182.184 IC 6 • OC 36



NEW
Available
July 2020

MIFFY SOUVENIR • 23 CM - 9"



**Miffy farmer's wife
with tulip**

24.182.057 IC 6 • OC 36



Miffy farmer

24.182.173 IC 6 • OC 36



Miffy delft blue dress

24.182.133 IC 6 • OC 36



Miffy aviator

24.182.154 IC 6 • OC 36



Miffy flowers dress

24.182.168 IC 6 • OC 36



Miffy pink roses

24.182.172 IC 6 • OC 36



Miffy Stewardess

24.182.076 IC 6 • OC 36



Miffy Pilot

24.182.077 IC 6 • OC 36



Miffy ballerina

24.182.092 IC 6 • OC 36



Miffy winter sitting

24.182.024 IC 6 • OC 36



Miffy Santa sitting

24.182.074 IC 6 • OC 36



Miffy Explorer

24.182.179 IC 6 • OC 36

MIFFY SOUVENIR • 23 CM - 9"



Miffy Doctor

24.182.176 IC 6 • OC 36



Miffy Nurse

24.182.175 IC 6 • OC 36



Miffy football Holland

24.999.007 IC 6 • OC 36



Miffy Pirate

24.182.181 IC 6 • OC 36



Miffy Holland Dress

24.182.183 IC 6 • OC 36



Miffy pink dress

24.182.185 IC 6 • OC 36



My first Miffy boy

24.182.177 IC 6 • OC 36



My first Miffy girl

24.182.178 IC 6 • OC 36

MIFFY SOUVENIR • 33 CM - 13"



Miffy with Snuffie sitting

24.182.022 IC 4 • OC 12



Miffy winter sitting

24.182.025 IC 4 • OC 12



Miffy Santa sitting

24.182.043 IC 4 • OC 12



Miffy delft blue dress

24.182.125 IC 4 • OC 16



Miffy farmer's wife with tulip

24.182.127 IC 4 • OC 16



Miffy farmer

24.182.174 IC 4 • OC 16



Miffy pink dress

24.182.186 IC 4 • OC 16



Miffy flowers dress

24.182.169 IC 4 • OC 16

MIFFY SOUVENIRS



**Miffy Delft blue
shopping bag pattern**

28 cm - 11"

24.273.003 IC 4 • OC 8



**Miffy Pink dress
shopping bag pattern**

28 cm - 11"

24.273.008 IC 4 • OC 8



Miffy giftset in giftbox Farmer/Farmer's wife

15 cm - 6"

24.401.002 IC 5 • OC 10



Miffy Plano/Flat displays

42 x 31 x 13 cm

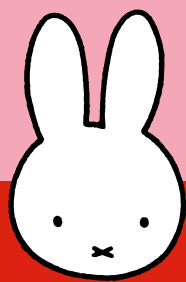
22.300.033 IC 5 • OC 25



Miffy Round standing display

68 cm d x 180 cm h

22.300.030



GREAT PLUSH
BETTER WORLD

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