



Puppets & Soft Toys Supplement -  
Spring/Summer 2025





wilberry ™  
Soft Toys by The Puppet Company

Welcome  
to our Spring  
- Summer 2025  
supplement of  
Puppets & Soft  
Toys!

[www.thepuppetcompany.com](http://www.thepuppetcompany.com)

# Welcome to the world of The Puppet Company & Wilberry Toys

Introducing our New Product Supplement that brings together the newest additions and upcoming arrivals across The Puppet Company and Wilberry soft toys.

From our beautiful new Backpacks and Jumbo Friends Puppets, to the eye-catching new Strider Puppets as well as enhancing our best-selling line 'Knitted Puppets' by making them Eco. Further to these, we have increased our baby offering with the Puppet Comforters as well as adding to our Eco ranges and cuddly toys.

We truly do have something for everyone, with even more fantastic new product launches and collaborations underway.

As we continue our journey, we have introduced select licenses true to our core ethos and values, with Elmer now part of our family, with further exciting projects and collaborations that we can't wait to share with you.

The Puppet Company is a family business started by parents & ex-teachers to help children learn through play. Now one of the world's leading puppet suppliers, our Wilberry soft toys are also sold around the globe. Striking a unique balance between being a family-run, values-led business & a global market leader, unbeaten on both quality and price.

Our products capture the true essence of what makes a truly great toy by enhancing story time and play time with role play, increased creativity, and imagination - all specifically designed to be as inclusive and accessible as possible.

With so much to discover and explore, please contact us to find out more about who we are, what we do and what makes us different.

## The Puppet Company & Wilberry Toys: Bringing Imagination to Life

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### Get In Touch

There's nothing we love more than hearing from you, our loyal customers! Here's all the details to find out more about the wonderful world of puppets.

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# Striders

Introducing our brand new and much-anticipated 'Striders' collection of wonderfully colorful wacky characters, with large 'Striding' feet to create a range of movement. These stand-out puppets have been specially designed to be easy for children to use, make them walk, stomp, jump and more! Versatile and highly functional, these full-bodied friends have excellent mouth movement and loads of personality. With individual names, characters and their own stories to tell, these bring hours of fun to young and old alike.

**Suitable from 12 months**

**Average height - 23"**





# Striders

**GIZMO**

PC007201



**CODSWALLOP**

PC007202



**STOMPY**

PC007204



**BALDERDASH**

PC007203



**DOODAD**

PC007205



# ECO Knitted Puppets

Our best-selling Knitted Puppets range has just gotten better and joined our ever growing Eco Collections as they are now made from recycled materials. One of the most popular ranges we have ever designed – these are playful hand puppets featuring lovable characters in unique colorful designs. Introducing Bobby, Flint, Hope, Sammy, Squelch, Sunny, Twinkle and Wilma as the newest arrivals, alongside the much-loved classics and some design refreshes, these now all feature embroidered eyes as part of our commitment to reduce plastic in our products.

**Suitable from 18 months**  
**Average height - 16"**





# ECO Knitted Puppets



**BOBBY**

PC007045



5 060711 731070



**BUTTONS**

PC007031



5 060711 739595



**DUSTY**

PC007038



5 060711 739663



**DYLAN**

PC007032



5 060711 739601



**FLINT**

PC007040



5 060711 731063



**GINGER**

PC007025



5 060711 739533



**GLORIA**

PC007033



5 060711 739618



**HOPE**

PC007041



5 060711 730837

# ECO Knitted Puppets



**HUMPHREY**

PC007034



5 060711 739625

**KITTY**

PC007028



5 060711 739564

**LIPSTICK**

PC007024



5 060711 739526

**MANGO**

PC007029



5 060711 739571

**NARG**

PC007035



5 060711 739632



**RAINBOW**

PC007023



5 060711 739519

**RINGO**

PC007026



5 060711 739540

**RUPERT**

PC007030



5 060711 739588

**SAMMY**

PC007027



5 060711 739557



# ECO Knitted Puppets



**SCALLYWAG**

PC007037



5 060711 739656



**SCORCH**

PC007022



5 060711 739502



**SQUELCH**

PC007042



5 060711 731087



**SUNNY**

PC007401



5 060711 739694



**TWINKLE**

PC007043



5 060711 731094



**WENDOLF**

PC007039



5 060711 739670



**WILMA**

PC007044



5 060711 731100



**ZAP**

PC007036



5 060711 739649

# Elmer

The first of the new licensed puppets in our collection, bringing the magic of Elmer to life. Specifically designed to be as accessible as possible and suitable from birth with embroidered eyes, these iconic puppets are easy for both adults and children to use. Easy to merchandise, the iconic patchwork designs create instantly eye-catching displays. Perfect for combining with the much-loved book for extra interactive play.

**Suitable from birth**

**Finger Puppet average height - 3"**

**Hand Puppet average height - 9"**







**ELMER FINGER PUPPET**

PC905003



**MY FIRST ELMER PUPPET**

PC905002



**ELMER FINGER PUPPET STAND**

PC005053



# Micro-Monsters

Get ready to meet your next pocket-sized obsession: Micro-Monsters! These quirky, palm-sized miniature monster finger puppets are here to bring a burst of fun and color to your day. Each of the seven collectable creatures boasts its own zany personality and vibrant design, ready for any adventure you can throw at them! Whether you're staging a mini monster battle, making them your desk buddies, or adding a bit of flair to storytime, these tiny terrors are packed with charm and hilarity. With their bold colors, wacky details, and portable size, they're ready to become your ultimate finger puppet companions!

**Suitable from 12 months**

**Average height - 4" (without legs)**





# Micro-Monsters



**WOMP**  
PC008703



5 060711 731278



**SWOOP**  
PC008706



5 060711 731308



**FUZZLE**  
PC008707



5 060711 731315



**GLUNK**  
PC008704



5 060711 731285



**SNAGGLE**  
PC008705



5 060711 731292



**SNERK**  
PC008701



5 060711 731254



**DISPLAY BOX\***  
PC005054



5 060711 731339



**ORBIX**  
PC008702



5 060711 731261

\*Box holds 8 Micro-Monsters.  
Comes with one of each design  
and two Fuzzles.

# Animal Backpacks

In partnership with the renowned conservation charity ZSL (Zoological Society London), we are thrilled to announce the launch of our delightful new range of Animal Backpacks. These adorable and huggable companions are uniquely designed to offer a comforting cuddle whether worn on the front or back, making them perfect for both practical use and cozy companionship. Each Backpack features a spacious zip compartment to safely store essential items, ensuring functionality alongside charm. With adjustable straps, these Backpacks are designed to fit comfortably on both children and adults, making them a versatile choice for all ages. The enchanting animal characters are sure to capture the hearts of young and old alike, combining playful design with everyday practicality.

**Suitable from 36 months**

**Average height - 23"**





# Animal Backpacks



**CHIMP**  
PC008301



**PANDA**  
PC008302



**RED PANDA**  
PC008303



**SLOTH**  
PC008304



**TIGER**  
PC008305



# My First Black & White Puppets

Newest arrivals to the ever-popular My First Puppets range. Our black and white puppets will help stimulate visual and tracking development, fostering essential social interaction and bonding between caregiver and baby. Beautiful contrasting designs with their own individual patterns on their tummies and backs, specifically designed to stimulate the senses.

**Suitable from birth**

**Average height - 9"**





# My First Black & White Puppets



**CAT**

PC003833



**DOG**

PC003834



**ELEPHANT**

PC003835



**GIRAFFE**

PC003836



**LION**

PC003837



**RABBIT**

PC003838



**ZEBRA**

PC003839



# My Puppet Comforters

Proudly introducing the newest additions to our Baby collection - all the appeal of traditional comforters with the added benefits of being a functioning finger puppet for added interactive play. Suitable from birth with embroidered eyes and traditional comforter-style bodies featuring some of the most-loved animals. Made from the softest materials, beautiful high-end soft plush & tested to the highest possible safety standards. Designed to complement the most popular nursery and playroom themes, these are the perfect 'first friend' for little ones.

**Suitable from birth**

**Average height - 18"**





# My Puppet Comforters



**BEAR**

PC007601



5 060711 739731



**BUNNY - BLUE**

PC007602



5 060711 739748



**BUNNY - PINK**

PC007603



5 060711 739755



**DOG**

PC007604



5 060711 739762



**DUCK**

PC007605



5 060711 739779



**ELEPHANT**

PC007606



5 060711 739786



**LAMB**

PC007607



5 060711 739793



# Rainbow Puppets

Proudly introducing The Rainbow Collection - a stand-out collection of brightly colored funky puppets celebrating inclusivity, diversity & accessibility. Fun for everyone, easy to use & suitable for adults and children alike, we're showcasing these with pride.

**Suitable from 18 months**

**Average height - from 15" - 19"**





# Rainbow Puppets



**RAINBOW BIRD**

PC007403



**SUNNY**

PC007401



**RAINBOW MONKEY**

PC007402



# Jumbo Friends

In association with our partners at ZSL (Zoological Society London) we are delighted to be launching a collection of super large animal head puppets, all with excellent working mouth movement and wonderful attention to detail. Best suited to an older child or adults sized hand, these are certain to appeal to any animal enthusiast!

**Suitable from 12 months**

**Average height - 15"**





# Jumbo Friends



**ELEPHANT**

PC004806



5 060711 730714



**GIRAFFE**

PC004807



5 060711 730721



**GORILLA**

PC004808



5 060711 730738



**LION**

PC004809



5 060711 730745



**RED PANDA**

PC004810



5 060711 730752



**TIGER**

PC004811



5 060711 730769

# My First Dinosaur Puppets

Expanding on our increasingly growing family of My First Puppets, we are proud to introduce our eye-catching new My First Dinosaur puppets. Suitable from birth, machine washable and made from 100% recycled plastic materials! Roaring into the future - prehistoric puppets with a modern-day twist!

**Suitable from birth**

**Average height - 10"**





# My First Dinosaur Puppets



**BLUE**

PC003840



**GREEN**

PC003841



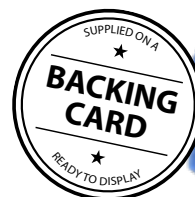
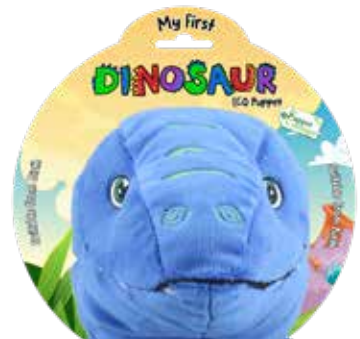
**PURPLE**

PC003842



**RED**

PC003843



# Little Creatures

Taking inspiration from our hugely popular Large Creatures collection, please meet our latest (and littlest) arrivals! With beautifully printed designs, these realistic looking finger puppets may look small, but they are huge amounts of fun!

**Suitable from 12 months**

**Average length - from 5" to 8"**





# Little Creatures



**ALLIGATOR**

PC007804



**CHAMELEON - BLUE/GREEN**

PC007808



**CHAMELEON - ORANGE**

PC007807



**CROCODILE**

PC007805



**FROG - GREEN**

PC007801



**FROG - RED**

PC007802



**LIZARD**

PC007806



**TURTLE**

PC007803



# Story Teller Hand Puppets

Loved by teachers, adults and children alike, these popular Story Teller puppets promote creative play, storytelling and imaginative play. New for 2025 - we have updated all the Story Teller faces to be even more appealing! Designed for both children and adults to use, these puppets allow you to tell your favorite tales plus these can be combined with other characters and animals for a huge variety of storytime fun.

**Suitable from 12 months**

**Average Height - 12"**





# Story Teller Hand Puppets



**PRINCE**

PC001909



5 060311 839183

**PRINCESS**

PC001910



5 060311 839190

**KING**

PC001908



5 060311 839176

**QUEEN**

PC001911



5 060311 839206

**PIRATE**

PC001916



5 060711 735801



**WIZARD**

PC001913



5 060311 839220

**WITCH**

PC001912



5 060311 839213

**GOLDILOCKS**

PC001917



5 060711 735818

**FAIRY**

PC001907



5 060311 839169

**LITTLE RED RIDING HOOD**

PC001918



5 060711 735825

# ECO Walking Puppets

Due to the immense popularity of this delightful collection, we are thrilled to announce the addition of some exciting new characters to the range. Joining the beloved Eco Walking friends are a Tiger, Highland Cow, Orangutan, and the ever-popular Sloth, each bringing their own charm and personality. These versatile and highly functional puppets feature excellent arm, head, and leg movement, making them perfect for creative play and storytelling. Beyond their engaging designs, these full-bodied puppets are made entirely from recycled plastic bottles, combining hours of fun with an environmentally friendly twist. By choosing these puppets, you're not only getting a huge amount of entertainment but also making a positive impact on the planet.

**Suitable from 12 months**

**Average height - 13"**





# ECO Walking Puppets



**HIGHLAND COW**

PC006218



**ORANGUTAN**

PC006219



**SLOTH**

PC006220



**TIGER**

PC006221



# Finger Puppets

Introducing the newest arrivals to the ever-popular Finger Puppets collection - a Puffin, Kingfisher and a set of 5 Mini Beasts which includes a Furry Spider, Green Caterpillar, Bumble Bee, Butterfly and a Ladybird.

**Suitable from 12 months**

**Average height - 6"**





# Finger Puppets



**KINGFISHER**

PC002115



5 060091 081666



**PUFFIN**

PC002247



5 060711 730691



**MINI BEASTS - SET OF 5**

PC002025



5 060091 088429



# Wilberry ECO Minis

New Eco collection of beautiful soft toys made from 100% recycled plastic bottles, following on from the success of our Wilberry Minis Collection. Suitable from birth with embroidered eyes & noses and exceptional finish - super soft, cuddly toys that fit in the palm of your hand. Featuring some of the most-loved animals, designed to complement popular nursery, playroom and gift trends. Free-standing, easy to display on shelves & in baskets, fun for everyone!

**Suitable from birth**

**Average height - 6"**





# Wilberry ECO Minis



**BORDER COLLIE**

WB003501



5 060711 738895



**CAT - GINGER**

WB003502



5 060711 738901



**COW**

WB003503



5 060711 738918



**ELEPHANT**

WB003504



5 060711 738925



**FOX**

WB003505



5 060711 738932



**HORSE**

WB003506



5 060711 738949



**LABRADOR - YELLOW**

WB003507



5 060711 738956



**LION**

WB003508



5 060711 738963



**PIG**

WB003509



5 060711 738970



**RABBIT - LOP-EARED**

WB003510



5 060711 738987



**REINDEER**

WB003513



5 060711 739724



**SHEEP - WHITE**

WB003511



5 060711 738994



**TIGER**

WB003512



5 060711 739007

# Wilberry Robots

A super fun range of unique and colorful soft Robots which make ideal toys and gifts - they are a great addition to expand gifting options! Their large size, soft cuddly bodies and use of different fabric and materials make these ideal for imaginative play and carrying around by their long arms and legs!

**Suitable from 12 months**

**Average height - 20"**





# Wilberry Robots



**LIGHT BLUE**

WB003602



**DARK BLUE**

WB003601



# Wilberry ECO Classics

Welcome to the world of Wilberry Eco Classics, where tradition and sustainability come together. These beloved soft toys bring a nostalgic touch to playtime and are now made from 100% recycled materials. Designed for durability with a wonderfully soft feel, each toy features embroidered eyes and noses, ensuring they are safe for children from birth. With their exceptional finish, these cuddly companions are perfect for children seeking comfort and for parents who value eco-conscious choices.

**Suitable from birth**

**Average standard  
heights - 10"**

**Average Large  
height - 23"**





# Wilberry ECO Classics



**BUNNY - GREY**

WB004807



5 060311 837172



**BUNNY - PINK**

WB004809



5 060311 837196



**BUNNY - GREY - LARGE**

WB004820



5 060711 730097



**DUCK**

WB004818



5 060711 730073



**LAMB**

WB004819



5 060711 730080

# Wilberry Favorites

Our Wilberry Favorites are one of our largest and most lovable soft toys yet! Think of the quality and size of Wilberry Minis and then make them six times bigger and that's a 'Wilberry Favorite!' We have managed to achieve the size increase without losing any of the cute factor to appeal to all ages.

**Suitable from 12 months**

**Average height 11"**





# Wilberry Favorites



**ALPACA**

WB001615



**BORDER COLLIE**

WB001604



**CAT - B&W**

WB001601



**CAT - GINGER**

WB001602



**CHICKEN**

WB001609



**COW**

WB001610



**FOX**

WB001618



**HIGHLAND COW**

WB001616



**HORSE**

WB001611



**PUFFIN**

WB001617



**RABBIT - LOP EARED**

WB001623



**UNICORN**

WB001614



# Wilberry Dressed Animals

Adding to our popular collection of Dressed Animals, we are delighted to be including our Dressed Highland Cows which are available in two different sizes. With their authentic removable kilts, these are sure to appeal as much to Highland Cow fans as to our good friends in Scotland. Manufactured in high quality long pile plush, they are just waiting to be cuddled and loved.

As part of our ongoing drive to celebrate diversity and acceptance with our products, we have added a Rainbow dressed Bear to this range. With its colorful shorts and bright striped removable T-shirt, these are sure to become a favorite friend. Our distinctive mini bear in their pocket, kept secure on a fixed ribbon, adds extra play value to young and old alike.

**Suitable from 12 months**

**Small Highland Cow height - 11"**

**Large Highland Cow height - 17"**

**Dressed Bear height - 15"**





# Wilberry Dressed Animals



**RAINBOW BEAR**

WB005418



**HIGHLAND COW**

**- SMALL**

WB005417



**HIGHLAND COW**

**- LARGE**

WB005412



# Wilberry Minis

Our Wilberry Minis have to be one of the most popular collections within our Wilberry soft toy offer. Inspired by their popularity and demand we are delighted to have added more birds to the already extensive range of animals - a beautifully vibrant Kingfisher, a very lovable Snowy Owl, a Puffin and a Penguin Chick. We have also added a beautiful brown Rat into the collection for 2025. Super soft, cuddly toys that fit in the palm of your hand. Free-standing and easy to display on shelves and in baskets.

**Suitable from 12 months**

**Average height - 5.5"**





# Wilberry Minis

**KINGFISHER**

WB005058



**PUFFIN**

WB005056



**PENGUIN CHICK**

WB005060



**SNOWY OWL**

WB005059



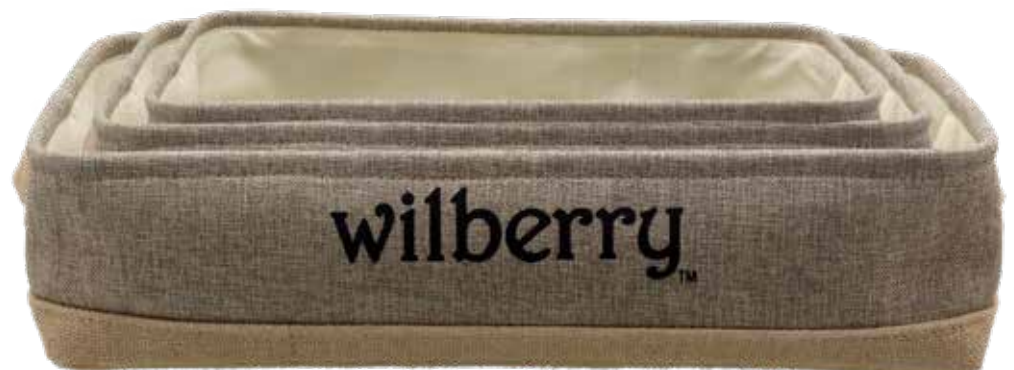
**RAT**

WB005057



# POS Solutions - Wilberry Baskets

Introducing our new branded Wilberry Baskets - available in a set of 3 sizes, these baskets make the perfect place to display our Wilberry soft toys on shelves, counters and everywhere else!



**WILBERRY BASKETS**  
**- SET OF 3**

WB006002





A young girl with dark hair, wearing a pink tank top, is smiling and sitting in the center of a large pile of various stuffed animals. The animals include teddy bears, monkeys, a penguin, a turtle, a unicorn, and many other colorful creatures. The background is filled with these plush toys, creating a vibrant and playful scene.

wilberry™

The  
Puppet  
Company  
Ltd.®

Over 600 Products  
(and counting!)





**wilberry**   
Soft Toys by The Puppet Company



**Find out more about who we are, what we do and what makes us different; visit our website or contact our friendly team to see how we can help:**

**[www.thepuppetcompany.com](http://www.thepuppetcompany.com)**

**Have a puppet - have fun!**

Safety - All our products are tested ASTM, CPSIA and EN 71 Parts 1,2 and 3.

Notes - The products in this catalog, including their designs are Copyright The Puppet Company Ltd.

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We reserve the right to make production related changes to the colors, designs and materials. We further reserve the right to change or discontinue products without advance notice or obligation.

All measurements shown in this catalog are approximate.

Surface wash only using warm soapy water and allow to dry naturally.

The puppets in this catalog have been specially selected for the US from Puppet Company UK collection.

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