

bloom  
& grow  
building happy families



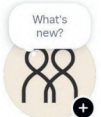
# CATALOGUE

2025/2026



# Connect with us!

What's new?



Bloom Connect Indonesia

288 posts 5,735 followers 206 following

Online wholesale marketplace from the Bloom & Grow Group that connects baby, parenting and family brands with retailers around the world.

[bloomconnect.co.id/](https://bloomconnect.co.id/)


Professional dashboard


New tools are now available.


Edit profile

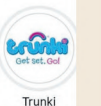
Share profile


Contact

New

4Moms


OXO Tot

Trunki



@ bloomconnectid

What's new?



OXO Tot Indonesia

691 posts 7,289 followers 195 following

Thoughtful solutions and innovative features help make it easier to grow, nurture and care for your little ones

#oxototindonesia

[linktr.ee/oxototindonesia](https://linktr.ee/oxototindonesia)


Professional dashboard


New tools are now available.


Edit profile

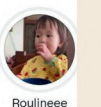
Share profile


Contact

New

Cindythefannie


Gouwrich

Roulineee



@ oxototindonesia

What's on your mind?



Ergobaby Indonesia

967 posts 22.4K followers 203 following

Official Account of Ergobaby Indonesia

[linktr.ee/ergobabyid](https://linktr.ee/ergobabyid)

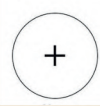
ergobabyid


Professional dashboard

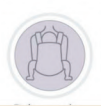
152.3K views in the last 30 days.


Edit profile


Share profile












@ ergobabyid

What's on your mind?



Bubble Family Indonesia

151 posts 10.8K followers 128 following

Thoughtfully crafted wooden, silicone and plush baby toys.

Shop Here


[linktr.ee/bubblefamily\\_id](https://linktr.ee/bubblefamily_id)


Professional dashboard


6.2K views in the last 30 days.


Edit profile


Share profile











@ bubblefamily\_id







# BRAND INDEX

Bubble	04
Dew	11
Done By Deer	15
Ergobaby	22
Hippychick	27
Matchstick Monkey	29
oxo tot	32
Pearhead	36
Snuggle Me	38
Theraline	40
Trunki	42





Welcome to our AW 25 Catalogue!  
This is the first one we've created in a while, and we hope you find it and our trade website, Bloom Connect, to be the perfect solution for all your product information and ordering needs.

This year, Bloom & Grow proudly turns 21, which seems incredible to me. We are still learning every day. There is now a new generation of parents who shop in different ways and have access to a wide variety of amazing products and solutions for their growing families. It can be a minefield out there! At Bloom & Grow, we believe it's essential to do some of the legwork for them –and for you.

Our expertise lies in sourcing fantastic baby and maternity products that not only make the parenting journey easier but are also in high demand. This approach keeps our company mission of building happy families at the core of what we do.

Within this catalogue, you will find our latest offerings, highlighting hero products and those we believe will soon become your next bestsellers. We are excited to present not only our steadfast brands but also some wonderful new additions to our portfolio. Our sales team cannot wait to introduce them to you, and I hope to see you at our upcoming events in each country, where we will launch the new catalogue and these brands. Together, let's Bloom & Grow!

Best,  
  
Alex  
CEO and Founder

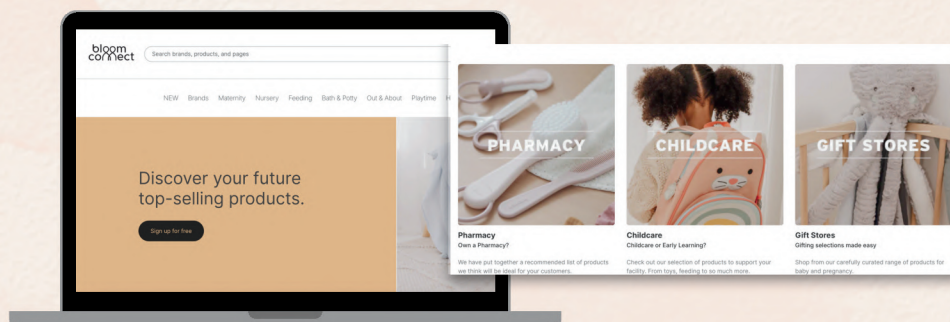




## YOUR TRUSTED B2B MARKETPLACE FOR BABY, CHILD & MATERNITY BRANDS

At **BloomConnect**, we've made wholesale buying simpler, smarter, and more streamlined for baby, child, and maternity retailers across South East Asia.

Our B2B marketplace brings together a curated selection of leading brands from around the world. You'll still find our trusted **flagship global best-sellers** that parents love such as Ergobaby and Skip Hop — and now, with our **newly launched expanded offering**, you can also access a broader mix of **high-quality, design-led brands** across every category. It's a fresh way to discover even more products your customers are looking for — all in one convenient platform.



From babywear, nursery and toys to feeding, maternity, and wellness essentials, everything on BloomConnect is chosen for its retail potential, safety standards, and relevance to today's modern parent.

### With BloomConnect, retailers can:

- Order from multiple brands in one transaction with one invoice.
- Have complete visibility of order status with a registered account.
- Access a wide range of premium products at wholesale prices
- Discover both established and newer brands to suit every customer base.
- Exclusive discounts and offers **only available on Bloom Connect!**
- Get support from a dedicated, locally-based team.

Whether you run a boutique, concept store, online shop, or large retail chain, BloomConnect helps you stay stocked with the right products – without the usual wholesale hassle.



Visit your local BloomConnect site and sign up for free to start exploring today:  
[www.bloomconnect.co.id](http://www.bloomconnect.co.id)





ABOUT US

Established in Hong Kong in 2011, Bubble offers beautifully designed and rigorously safety tested baby products to discerning parents. We create a positive consumer experience and are experts in our field. We are a fun, dynamic, passionate, loving team of internationally experienced baby industry professionals. We see our customers as our family, and we are here to help and assist them on the parenting journey. We want to make a positive and sustainable impact to environments we work in.



Find more info on  
Bloom Connect







BABY BATH

CUDDLE BATH WITH NEWBORN SUPPORT INSERT

The Bubble Cuddle Bath is the perfect blend of comfort and safety for your little one's bath time! Designed with meticulous attention to detail, this innovative baby bath is crafted to make every splash and giggle a delightful experience

0+ months



Suitable from Newborn



Lightweight



Removable Insert



CUDDLE BATH WITH NEWBORN SUPPORT INSERT

White  
BUBT001



CUDDLE BATH WITH NEWBORN SUPPORT INSERT

Taupe  
BUBT002



CUDDLE BATH WITH NEWBORN SUPPORT INSERT

Sage  
BUBT003



0-6 months



6-12 months



CUDDLE BATH WITH NEWBORN SUPPORT INSERT

Lilac  
BUBT005

BEST SELLER



CUDDLE BATH FOLDING STAND

BUBT004

COMING SOON



BABY BATH BRUSH

BU5050



# CUDDLE CHANGING MAT

Transform your baby's nappy changing routine with this sleek and practical changing mat, designed to blend seamlessly into your home



0+ months



Suitable from Newborn to Toddler



Safety Strap Included



Inclined for Comfort



CUDDLE CHANGING MAT  
Grey  
BUCM001



CUDDLE CHANGING MAT  
Taupe  
BUCM004



CUDDLE CHANGING MAT  
Sage  
BUCM003



TOBY THE TURTLE

Meet Toby, Bubble's charming turtle plush! With his soft, velvety texture and vibrant green hue, Toby is an irresistible companion for children. His friendly eyes and soft shell, make him perfect for endless cuddles and imaginative play. Whether your little one is snuggling up for a bedtime story or setting off on an underwater adventure, Toby will guide them to a world of wonder and imagination. As part of Bubble's "Under the Sea" collection, Toby is sure to enchant and delight children of all ages



PLUSH TURTLE  
BUKPC26

BEST  
SELLER



PLUSH LOBSTER  
BUKPC25



PLUSH YELLOW STAR FISH  
BUKPC24





**PLUSH TOY**  
*Coco the Koala*  
BUKPC08



**PLUSH TOY**  
*Lily the Bunny*  
BUKPC01



**PLUSH TOY**  
*Beanie the Bear*  
BUKPC02



**PLUSH TOY**  
*Bumble the Bee*  
BUKPC06



**PLUSH TOY**  
*Amanda the Panda*  
BUKPC34

NEW



**MINI BUBBLE BUDDY**  
*Coco the Koala*  
BUKC04



**MINI BUBBLE BUDDY**  
*Lily the Bunny*  
BUKC01



**MINI BUBBLE BUDDY**  
*Beanie the Bear*  
BUKC02



**MINI BUBBLE BUDDY**  
*Bumble the Bee*  
BUKC03



**MINI BUBBLE BUDDY**  
*Amanda the Panda*  
BUKC05

NEW



**BEAU THE DINOSAUR**  
BUKPC23



**ELLIE THE ELEPHANT**  
BUKPC22



**MINTY THE SHEEP**  
BUKPC21



**LULABELLE THE BUNNY**  
BUKPC20



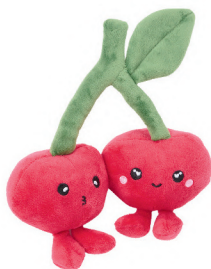
PERFECT PAIRS

MES CHERRIES

Just like two cherries on a stem, this set of Perfect Pairs plush toys are connected with embedded magnets, making them stick together while being easily separated and reattached. Because best friends, like cherries, are always better together!



Built-in Magnetic Attachment



Mes Cherries  
BUKPC33



Two Peas in a Pod  
BUKPC31



Milk & Cookie  
BUKPC32





## WOODEN TOYS

WOODEN  
ACTIVITY  
TRIANGLE



WOODEN  
TAP TAP  
XYLOPHONE



Gross Motor Skills



Sorting & Counting



Fine Motor Skills



Imaginative Play



Cognitive Skills



Concentration



NEW

WOODEN TAP TAP  
XYLOPHONE

BU5062



NEW

WOODEN ACTIVITY  
TRIANGLE

BU5051



NEW

WOODEN  
ABACUS

BU5055



NEW

WOODEN  
BEAD MAZE

BU5057



NEW

WOODEN VEGETABLE  
GARDEN

BU5056



NEW

WOODEN ALPHABET  
PUZZLE

BU5053



NEW

WOODEN ELEPHANT  
PULL ALONG TOY

*Elephant*  
BU5060



NEW

WOODEN RACCOON  
PULL ALONG TOY

*Raccoon*  
BU5061



WOODEN RABBIT  
PULL ALONG TOY

*Rabbit*  
BU5004



BEST  
SELLER

WOODEN NUMBERS &  
BLOCKS COUNTING SET

BU5020



WOODEN SHAPE  
SORTING CUBE

BU5005



WOODEN  
MUSIC TABLE

BU5021



WOODEN ACTIVITY  
BLOCKS

BU5007



WOODEN HAMMER  
BENCH

BU5006





## ABOUT US

Performance and spurious Eco-friendly claims have been the communication pillars of traditional cleaning brands. The technology powering DEW has increased performance, improved Eco credentials and removed the need to use harmful ingredients, which has opened a new communication pillar; Health & Well-being. DEW is a category leader and disruptor, focusing on Health First Cleaning. Established in 2018 our unique products are manufactured in Scotland and remove the need for harmful chemicals in cleaning and sanitising products.

-   
Hypoallergenic
-   
Paraben / Dye / Alcohol Free
-   
pH Balanced
-   
Fast Acting
-   
Vegan Friendly
-   
Made in Britain



Find more info on  
[Bloom Connect](#)





## The Mission

### The World's Kindest Cleaning

#No Harmful Chemicals  
#Eco-Friendly  
#Refillable

## We are on a mission to rid the world of harmful chemicals

Dew Products are Truly Eco Friendly which is what sets us apart from other eco brands. We are a Scottish company starting an eco-cleaning revolution from the city that brought you Jute, Jam & Journalism: sunny Dundee. With an Eco-Friendly, Green vision for the future, powered by Electrolysed water.

**with nothing  
nasty...**  
...made with over 99%  
electrolysed water.



### Cleaning & Sanitising Powered By Electrolysed Water



Water



Salt



Science

### Ingredients

Salt and water is all that goes in. There is no waste or by-products created. What comes out are 2 highly effective liquids without harmful chemicals. The active ingredient in Dew sanitiser, HOCl has been proven to kill SARS-COV-2 (COVID-19) in 30 seconds. In 2020, during the Covid-19 Pandemic, HOCl was approved in the USA by the FDA for COVID prevention. The World Health Organisation (WHO) lists Hypochlorous acid as a "critical commodity for the purpose of PPE for health care facilities" throughout the world.

**NON  
TOXIC**

**Destroys  
99.9%  
OF BACTERIA**

**99.3%  
water**

### Cleaning

Cleaning just got Supercharged. We have taken out harmful chemicals and we have replaced them with a small electrical charge on each water molecule, the results are amazing. Dew cuts through grease and grime without harming you or yours. No need for gloves, just spray on leave for a minute or two and wipe.



### Sanitising

A truly remarkable Sanitiser. When we electrolyse the positive charged water molecules, we produce an active ingredient called HOCl, which is the same active ingredient our white blood cells produce to fight infections. Think of Dew as a concentrated version of our immune system. It is 80 times more effective than bleach or alcohol but does not pose any risk to health.



**Fragrance free & non-toxic**

Free from alcohol, parabens, scents or dyes.



**100% mineral**

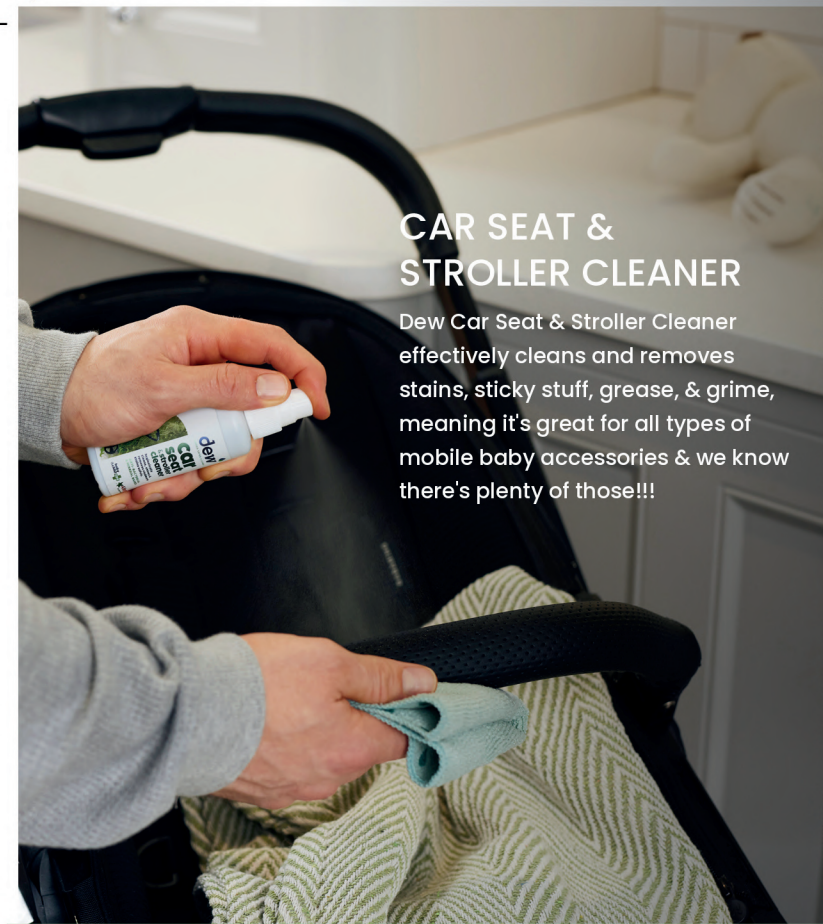
Hypoallergenic Vegan friendly



**Easy to use**

No need to rinse, just spray & wipe





## CAR SEAT & STROLLER CLEANER

Dew Car Seat & Stroller Cleaner effectively cleans and removes stains, sticky stuff, grease, & grime, meaning it's great for all types of mobile baby accessories & we know there's plenty of those!!!



## TOY & SURFACE CLEANER

Dew Toy & Surface Sanitiser hygienically cleans surfaces meaning it's great for feeding areas, play areas, changing surfaces & baby's nursery. Just spray & wipe.



FABRIC STAIN  
REMOVAL



REMOVES GREASE,  
GRIME & MORE



STICKY  
SURFACES



ALL  
FABRICS



IDEAL FOR CLEANING  
TOYS AND SURFACES



FRAGRANCE FREE  
& NATURAL



SAFE TO USE  
AROUND TODDLERS



NURSERY  
FURNITURE



**TOY & SURFACE  
CLEANER**

65ml  
DW1100900955



**CAR SEAT &  
STROLLER CLEANER**

65ml  
DW1100900941



**BABY BOTTLE  
STERILISING WATER**

65ml  
DW1100900998



**BABY CLEANSING  
WATER**

65ml  
DW1100900368



**TOY & SURFACE  
CLEANER**

500ml  
DW1100900359



**CAR SEAT &  
STROLLER CLEANER**

500ml  
DW1100200375



**BABY BOTTLE  
STERILISING WATER**

250ml  
DW1100900991



**BABY CLEANSING  
WATER**

250ml  
DW1100900369





**FRUIT & VEG  
WASH**  
65ml  
DW1100900999



**FRUIT & VEG  
WASH**  
250ml  
DW1100900992



**SUPERCLEAN  
FRAGRANCE-FREE**  
65ml  
DW1100400601



**SUPERCLEAN  
FRAGRANCE-FREE**  
500ml  
DW1100400264



**AIR  
DEODORISER**  
300ml  
DW1100100326





donebydeer™

ABOUT US

Done by Deer is a Danish brand designing everyday essentials for babies and toddlers. We design toys, tableware, and interiors that are fun and stimulating for little ones and appealing for grown-ups. All our products are designed in-house in Denmark by Helene Hjort and her design team. We are 100% friendly in everything we do, starting with designing products that put a smile on everyone's face, sourcing suppliers with similar values as ours, and creating a friendly working environment within the company and with all our business partners.







**CONFETTI SILICONE  
PLACEMAT**

*Powder*  
DBD1049641



**CONFETTI SILICONE  
PLACEMAT**

*Blue*  
DBD1049642



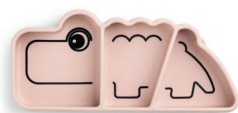
**CROCO SILICONE  
PLACEMAT**

*Powder*  
DBD1049771



**CROCO SILICONE  
PLACEMAT**

*Green*  
DBD1049773



**CROCO SILICONE STICK  
& STAY SNACK PLATE**

*Powder*  
DBD1709351



**CROCO SILICONE STICK  
& STAY SNACK PLATE**

*Green*  
DBD1709353



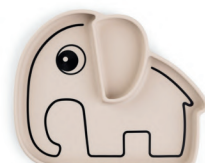
**ELPHEE SILICONE STICK  
& STAY PLATE**

*Powder*  
DBD1799231



**ELPHEE SILICONE STICK  
& STAY PLATE**

*Blue*  
DBD1799232



**ELPHEE SILICONE  
STICK & STAY PLATE**

*Sand*  
DBD1799239



**HAPPY CLOUDS FOODIE  
DIVIDED PLATE**

*Powder*  
DBD1736501



**CROCO FOODIE  
DIVIDED PLATE**

*Green*  
DBD1736553



**WALLY FOODIE  
DINNER SET**

*Powder*  
DBD1593001



**WALLY FOODIE  
DINNER SET**

*Blue*  
DBD1593002



**LALEE FOODIE  
DINNER SET**

*Sand*  
DBD1593099



**DEER FRIENDS STICK &  
STAY DINNER SET**

*Powder*  
DBD1529351



**DEER FRIENDS STICK &  
STAY DINNER SET**

*Blue*  
DBD1529352



**HAPPY CLOUDS  
SUCTION FOODIE  
FIRST MEAL SET**

*Green*  
DBD1596513



**ELPHEE SUCTION  
FOODIE FIRST  
MEAL SET**

*Blue*  
DBD1596542



**HAPPY CLOUDS  
SUCTION FOODIE  
FIRST MEAL SET**

*Powder*  
DBD1596571





**DEER FRIENDS PEEKABOO  
SPOUT & SNACK CUP SET**

*Powder*  
DBD1928651



**DEER FRIENDS PEEKABOO  
SPOUT & SNACK CUP SET**

*Green*  
DBD1928652



**CROCO 350ML STAINLESS  
STEEL WATER BOTTLE**

*Green*  
DBD1011343



**ELPHEE 350ML STAINLESS  
STEEL WATER BOTTLE**

*Blue*  
DBD1011342



**OZZO 350ML STAINLESS  
STEEL WATER BOTTLE**

*Powder*  
DBD1011341



**TINY FARM LEARNING  
SPOON SET**

*Sand*  
DBD1159049



**TINY FARM LEARNING  
SPOON SET**

*Powder*  
DBD1159041



**STRAW BOTTLE  
CELEBRATION SAND 280 ML**

*Sand*  
DBD1056409



**PLAYGROUND 280ML  
STRAW BOTTLE**

*Green*  
DBD1046803



**PLAYGROUND 280ML  
STRAW BOTTLE**

*Powder*  
DBD1046801





**INSULATED FOOD JAR TINY  
FARM POWDER 300 ML**

*Powder*  
DBD1251711



**INSULATED FOOD JAR TINY  
FARM POWDER 300 ML**

*Blue*  
DBD1251722



**INSULATED FOOD JAR TINY  
FARM POWDER 300 ML**

*Blue*  
DBD1251733



**INSULATED FOOD JAR TINY  
FARM POWDER 300 ML**

*Sand*  
DBD1251749



**BIRDEE TO GO 2-WAY  
SNACK CONTAINER**

*Green*  
DBD1236903



**BIRDEE TO GO 2-WAY  
SNACK CONTAINER**

*Sand*  
DBD1236909



**OZZO SILICONE  
BIBS 2 PACK**

*Powder*  
DBD1329511



**ELPHEE SILICONE  
BIBS 2 PACK**

*Blue*  
DBD1329512



**CROCO SILICONE  
BIBS 2 PACK**

*Green*  
DBD1329513





**QUILTED CHANGING BAG**

*Sand*  
DBD7033609



**QUILTED CHANGING BAG**

*Green*  
DBD7033603



**LALEE KIDS BACKPACK**

*Powder*  
DBD7023011



**LALEE KIDS BACKPACK**

*Green*  
DBD7023013



**LALEE KIDS BACKPACK**

*Sand*  
DBD7023019



**KIDS BACKPACK - TINY FARM**

*Powder*  
DBD7053711



**KIDS BACKPACK - TINY FARM**

*Blue*  
DBD7053722



**KIDS BACKPACK - TINY FARM**

*Green*  
DBD7053733



**KIDS BACKPACK - TINY FARM**

*Sand*  
DBD7053749



**ELPHEE KIDS CANVAS BACKPACK**

*Blue*  
DBD7043452



**ELPHEE KIDS CANVAS BACKPACK**

*Powder*  
DBD7043451







**PLAYGROUND  
ACTIVITY PLAY MAT**

*Green*  
DBD4153553



**PLAYGROUND  
ACTIVITY PLAY MAT**

*Blue*  
DBD4153652



**PLAYGROUND  
ACTIVITY PLAY MAT**

*Powder*  
DBD4153551



**CROCO TUMMY TIME  
ACTIVITY TOY**

*Sand*  
DBD4103499



**CROCO TUMMY TIME  
ACTIVITY TOY**

*Green*  
DBD4103493



**CROCO TUMMY TIME  
ACTIVITY TOY**

*Powder*  
DBD4103491



**HAPPY CLOUDS  
COMFORT BLANKET**

*Blue*  
DBD4333052



**BIRDEE SPINNER  
ACTIVITY TOY**

*Colour mix*  
DBD4144167



**TWIST & TURN TOY  
CROCO**

*Green*  
DBD4344313



**TINY FARM SENSORY  
BABY BOOK**

*Colour Mix*  
DBD4353017



**CROCO COZY  
FRIEND**

*Green*  
DBD4343813



**CROCO COZY  
KEEPER**

*Blue*  
DBD4393532



**ELPHEE COZY  
KEEPER**

*Powder*  
DBD4393531





**DEER FRIENDS BUILDING  
BLOCK SET**  
*Colour Mix*  
DBD4644287



**DEER FRIENDS  
CELEBRATION PARADE**  
*Colour Mix*  
DBD4843107



**CROCO HAMMER  
BOARD**  
*Green*  
DBD4834023



**ELPHEE PUSH  
ALONG**  
*Grey*  
DBD4944335





## ABOUT US

Twenty years ago, a mother living on Maui was not satisfied with the baby carrying options available to her. Looking to keep her new son close to her body, she tried several different carriers, but found nothing that satisfied her needs for comfort and balance. She was deeply inspired by indigenous babywearing practices and The Continuum Concept – the idea that, from birth, we must be treated with great care to achieve optimal wellness in our future life.

Ergobaby was founded on the belief that there’s magic in every little parenting triumph, even during the not-so-joyful jobs of raising your little one. Through award-winning baby carriers, strollers, and more, Ergobaby is committed to providing parents with the foundation to thrive with products that are engineered for comfort and ease.

With carrier styles to suit every family, Ergobaby has become the most recommended Baby Carrier manufacturer, carrying millions of babies all over the world. These carriers are available to support families through two babywearing journeys: All-in-One (with Omni Breeze, Omni Dream, or Aerloom) and Ages & Stages (with Embrace, Aura Wrap, 360, and Hip Seat). Our carriers give parents the freedom to enjoy life’s big and small adventures, all while keeping their little ones close. Our products are ergonomically designed to support a baby’s developing body and the caregiver that wears them – the ultimate in comfort and ergonomics, Ergobaby carriers are an essential for every parent’s babywearing journey from birth to toddler years.

But we didn’t stop there. Over the years we’ve applied our expertise in comfort and function to provide growing families with the best products in other categories including strollers, nursing pillows, sleep products, and the Evolve Home Collection, which features bouncers and high chairs – all with the goal of supporting parents in the joys and jobs of raising their young children.

Ergobaby is headquartered in Los Angeles and is passionately sold in more than 700 retailers, in the United States and in over 50 countries.



Find more info on  
Bloom Connect





# Omni Deluxe™

ALL-IN-ONE BABY CARRIER

The latest carrier that has it all so you are ready for anything. The Omni Deluxe™ is Ergobaby's best carrier with incredible comfort, maximum storage and durable materials to keep you supported and your baby cozy - anytime, anywhere



## 6 Convenient Storage Areas



**From the Leaders in Baby Carriers**  
Ergonomic comfort trusted by millions of families and backed by our ErgoPromise Guarantee.

## The Ready-for-Anything Carrier







**OMNI DELUXE  
MESH CARRIER**  
*Serene Blue*  
BCODMSNBL



**OMNI DELUXE  
MESH CARRIER**  
*Soft Olive*  
BCODMSFTOLV



**OMNI DELUXE  
MESH CARRIER**  
*Graphite Grey*  
BCODMGRAPH



**OMNI DELUXE  
MESH CARRIER**  
*Pearl Grey*  
BCODMPRLGRY



**OMNI DELUXE  
MESH CARRIER**  
*Onyx Black*  
BCODMONYX



**OMNI DELUXE  
MESH CARRIER**  
*Natural Beige*  
BCODMNATBGE



**OMNI DELUXE  
MESH CARRIER**  
*Midnight Blue*  
BCODMMIDBLU



**OMNI DELUXE  
MESH CARRIER**  
*Camel*  
BCODMCAM



**OMNI DELUXE  
MESH CARRIER**  
*Canyon Clay*  
BCODMCANCLAY



**OMNI DELUXE  
LINEN CARRIER**  
*Natural Linen*  
BCODLNATLIN





# Omni Classic™

## ALL-IN-ONE BABY CARRIER

The Omni Classic (Formerly : Omni Cam) has been acknowledged as "hip healthy" product by the International Hip Dysplasia Institute.



## Loaded with Features



**OMNI CLASSIC  
MESH CARRIER**  
*Midnight Blue*  
BCS360PMIDBLU-2



**OMNI CLASSIC  
MESH CARRIER**  
*Onyx Black*  
BCS360PONYX-2



**OMNI CLASSIC  
MESH CARRIER**  
*Pearl Grey*  
BCS360PGREY



# Alta™



## Hip Seat Carrier

For all the busy little ones who love to get up and back down, the Alta Hip Seat Baby Carrier gives you a hands-free carry and an assisted one-hand hold, all in one carrier. With a quick up and down option, you can keep up with your kiddo (4-48 months) without compromising your own comfort. Improved airflow, a quieter waistband, and an ergonomic seat delivers on the world class Ergobaby quality and comfort for both caregivers and children.



SoftFlex™ Mesh



Comfort for Baby and Wearer



Easy and Quiet Waistband



Outer Ridge Opens Air Pocket

Inner Micro-Mesh for Easy Air Flow with a Comfortable Feel



**ALTA HIPSEAT CARRIER**  
*Natural Beige*  
BCHIPSFMNATBGE



**ALTA HIPSEAT CARRIER**  
*Midnight Blue*  
BCHIPSFMMIDBLU



**ALTA HIPSEAT CARRIER**  
*Pearl Grey*  
BCHIPSFMGRY



**ALTA HIPSEAT CARRIER**  
*Pink Quartz*  
BCHIPSFMPNKQTZ





### ABOUT US

The HippyChick Hipseat is a game-changer in babywearing, offering a simple yet effective way to carry your child without straining your back or shoulders. Unlike traditional carriers, the Hipseat’s unique design provides a sturdy, padded seat for your baby while evenly distributing their weight across your hips. This ensures maximum comfort for both you and your child, whether you’re running errands, exploring the outdoors, or simply enjoying precious bonding moments.



Find more info on  
Bloom Connect







NEW

**HIPSEAT**  
*Denim Mocha*



**HIPSEAT**  
*Denim Grey*  
HPSDENG



**HIPSEAT**  
*Black*  
HPSBLA





## ABOUT US

Katie, now Mummy to Minnie, Coco & Bailey launched Matchstick Monkey with the help of Touker Suleyman from BBC's Dragon's Den in December 2016. And the rest is history! We believe that each and every moment of parenthood is worth treasuring; from the adoring smiles and giggles to those moments you just need to sleep! Each milestone brings something new to love and learn.

At Matchstick Monkey, we design products that help you guide your baby through the key developmental stages of teething, from before the first tooth, through to the very last. Innovation and problem solving are at the centre of Matchstick Monkey's philosophy. Each of our products is tested to the highest standards and are reviewed by real mums and dads. We have been awarded multiple accolades including the Baby Innovation Award and Junior Design Awards in 2022, and the Mother & Baby Awards in 2025!

We're delighted that Matchstick Monkey has proven incredibly popular with parents worldwide, with our products now being sold in over 50 countries. We continue to develop new innovative teething and baby products, with a focus on oral care, as seen with our Baby Electric Sonic Toothbrushes.





ORIGINAL TEETHING

The Matchstick Monkey innovative, lightweight silicone teether is bright and eye catching. The perfect teething toy for babies to play and soothe. Helps you and your baby tackle the challenges of teething together.



Different textures & bumps to soothe sore gums



BioCote® antibacterial technology inhibits up to 99.9% of microorganisms.



Suitable for steam & cold water sterilization & dishwasher safe



Helps develop motor skills from an early age

FDA approved food grade silicone & BPA free



ANIMAL TEETHER  
*Teddy Tiger*  
MM-TT-001

ANIMAL TEETHER  
*Ludo Lion*  
MM-L-001

ANIMAL TEETHER  
*Gigi Giraffe*  
MM-G-001



ORIGINAL TEETHING  
TOY WITH TAIL  
*Mint Green*  
MM-T-009



ORIGINAL TEETHING  
TOY WITH TAIL  
*Dusty Pink*  
MM-T-010



ORIGINAL TEETHING  
TOY WITH TAIL  
*Airforce Blue*  
MM-T-011



ORIGINAL TEETHING  
TOY WITH TAIL  
*Confetti Cream*  
MM-T-015



ORIGINAL TEETHING  
TOY WITH TAIL  
*Olive*  
MM-T-016



ORIGINAL TEETHING  
TOY WITH TAIL  
*Lilac*  
MM-T-017



ORIGINAL TEETHING  
TOY & GEL APPLICATOR  
*Mint Green*  
MM-ONT-B-009



ORIGINAL TEETHING  
TOY & GEL APPLICATOR  
*Dusty Pink*  
MM-ONT-B-010



ORIGINAL TEETHING  
TOY & GEL APPLICATOR  
*Yellow*  
MM-ONT-B-013



ORIGINAL TEETHING  
TOY & GEL APPLICATOR  
*Cool Grey*  
MM-ONT-B-015



ORIGINAL TEETHING  
TOY & GEL APPLICATOR  
*Red*  
MM-ONT-B-019



ORIGINAL TEETHING  
TOY & GEL APPLICATOR  
*Orange*  
MM-ONT-B-020





## BABY SONIC TOOTHBRUSH

The baby sonic toothbrush has been designed to clean little one's teeth gently and effectively. The ultra-soft bristles on the brush head and gentle vibrations are suitable for newly cut teeth and help you care for your child's teeth and oral health.



**BABY SONIC TOOTHBRUSH**  
*Gigi Giraffe*  
MM-TB-BST-G-001



**BABY SONIC TOOTHBRUSH**  
*Ludo Lion*  
MM-TB-BST-L-001



**BABY SONIC TOOTHBRUSH**  
*Monkey*  
MM-TB-BST-M-001



**BABY SONIC TOOTHBRUSH**  
*Dusty Pink*  
MM-TB-BST-M-010



**TOOTHBRUSH REPLACEMENT HEADS**  
*White*  
MM-TB-RH-001



**TRAINING TOOTHBRUSH**  
*Giraffe*  
MM-TT-G-001



**FINGER TOOTHBRUSH WITH PORTABLE CASE**  
*Lion & Giraffe*  
MM-FT-PC-001



**FINGER TOOTHBRUSH WITH PORTABLE CASE**  
*Grey & Mint Green*  
MM-FT-PC-002





ABOUT US

OXO Tot was created with a simple yet profound mission: to make the lives of parents and their little ones easier and more enjoyable. The brand emerged from OXO’s commitment to thoughtful and innovative design, focusing on developing products that cater specifically to the needs of families with young children. From the start, OXO Tot set out to understand the challenges of parenthood and address them with innovative solutions. The result is a collection of high-quality baby and toddler products designed with practical features to simplify daily routines. Whether it’s a sippy cup that’s easy for little hands to hold or a high chair that grows with your child, OXO Tot’s products are crafted to enhance the joys of parenting and offer practical support.



Find more info on  
Bloom Connect







**ADVENTURE WATER  
BOTTLE**

*Blossom*  
61161800



**ADVENTURE WATER  
BOTTLE**

*Dusk*  
61161900



**ADVENTURE WATER  
BOTTLE**

*Opal*  
63163800



**TRANSITIONS STRAW  
CUP 260ML**

*Blossom*  
63164400



**TRANSITIONS STRAW  
CUP 260ML**

*Dusk*  
63164300



**TRANSITIONS STRAW  
CUP 260ML**

*Opal*  
63164000



**TRANSITIONS SOFT SPOUT  
SIPPY CUP WITH  
REMOVABLE HANDLES 180ML**

*Blossom*  
61165800



**TRANSITIONS SOFT SPOUT  
SIPPY CUP WITH  
REMOVABLE HANDLES 180ML**

*Dusk*  
63165700



**TRANSITIONS SOFT SPOUT  
SIPPY CUP WITH  
REMOVABLE HANDLES 180ML**

*Opal*  
63165600



**GROW SOFT SPOUT  
SIPPY CUP VALVE  
REPLACEMENT SET**

6194900



**REPLACEMENT  
STRAW SET 9OZ  
-2PK**

61102900





**ON-THE-GO FEEDING SPOON**

*Blossom*  
61165500



**ON-THE-GO FEEDING SPOON**

*Dusk*  
61165300



**ON-THE-GO FEEDING SPOON**

*Opal*  
61162400



**ON-THE-GO FORK AND SPOON SET**

*Blossom*  
61165200



**ON-THE-GO FORK AND SPOON SET**

*Dusk*  
61165100



**ON-THE-GO FORK AND SPOON SET**

*Opal*  
61162300



**FORK & SPOON SET**

*Blossom*  
61161400



**FORK & SPOON SET**

*Dusk*  
61161300



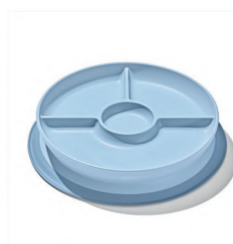
**FORK & SPOON SET**

*Opal*  
61162500



**STICK & STAY SUCTION DIVIDED PLATE**

*Blossom*  
61161000



**STICK & STAY SUCTION DIVIDED PLATE**

*Dusk*  
61160700



**STICK & STAY SUCTION DIVIDED PLATE**

*Opal*  
61163500



**STICK & STAY SUCTION BOWL**

*Blossom*  
61160800



**STICK & STAY SUCTION BOWL**

*Dusk*  
61160500



**STICK & STAY SUCTION BOWL**

*Opal*  
61163300



**ROLL-UP BIB**

*Blossom*  
63168200



**ROLL-UP BIB**

*Dusk*  
63168400



**ROLL-UP BIB**

*Opal*  
63167700



**FORMULA DISPENSER**

*Opal*  
61160300



**FOOD MASHER**

*Opal*  
61168900



**BABY BLOCKS FREEZER STORAGE CONTAINERS**

180ml  
63170300



**BABY BLOCKS FREEZER STORAGE CONTAINERS**

60ml  
63170100



# ON THE GO DRYING RACK & BOTTLE BRUSH



An Oxo Tot Best Seller! All-in-one Portable, ventilated kit for quick washing and drying.



# BOTTLE BRUSH BUNDLE SET

The OXO Tot Bottle Brush Set lets you clean a variety of baby feeding equipment with ease: bottles and nipples, breast pump parts, sippy cups and straw cups.



**ON THE GO DRYING  
RACK & BOTTLE BRUSH**  
Grey  
62146300



**BOTTLE & STRAW  
CUP CLEANING SET**  
Drizzle  
62174100



**BOTTLE BRUSH WITH  
DETAIL CLEANER & STAND**  
Grey  
62122700



**BOTTLE BRUSH  
BUNDLE SET**  
Grey  
62153300



**BOTTLE DRYING  
RACK**  
Grey  
62123500



**BOTTLE & CUP  
CLEANING SET**  
Grey  
62139500



**SPACE SAVING  
DRYING RACK**  
Grey  
62123900



**STRAW & SIPPY CUP TOP  
CLEANING SET**  
Grey  
62174500



**ON-THE-GO WIPES  
DISPENSER**  
Grey  
63175100



**PERFECT PULL WIPES  
DISPENSER**  
Grey  
63121800





ABOUT US

We are located in the creative Brooklyn neighborhood of Sunset Park. Pearhead is best known for being a global, baby and pet keepsake company. But over the years we have grown into so much more. Pearhead falls under the umbrella of Pearhead, Inc., started in 1999 by Tom Sakaguchi and Ken Berlin with one product, the babyprints wall frame. 24 years later, Pearhead is now a global lifestyle and gift brand with over 250 products across multiples categories & brands. You can now find Pearhead in over 1,000 stores domestically and 13 countries internationally. We’ve branched out into multiple different brands to accommodate the ever-changing retail landscape, offering products across mass retailers, grocery stores, pharmacies, and discounters.

We design, create, and set trends within the gift and keepsake market. Our focus is to always celebrate and cherish every special moment in life, from getting a pet to getting married to having a baby, and everything in between. Pearhead is here to celebrate every special moment and cherish them in style.



Find more info on  
Bloom Connect

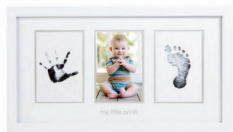






## BABYPRINTS DESK FRAME

The Babyprints Desktop Frame by Pearhead is a keepsake memory designed to capture a moment in a child's life forever. It is designed to provide many years of joy for parents, grandparents, family and friends. This Desktop Frame includes everything necessary for assembly.



**BABYPRINTS PHOTO FRAME**  
White  
PH63002



**BABYPRINTS 3D MEMORY KIT**  
White  
PH63025



**BABYPRINTS DESK FRAME**  
White  
PH63004



**DELUXE DESK FRAME**  
White  
PH63006



**MY LITTLE BABYPRINTS TIN**  
Grey  
PH82015



**BABYPRINTS HANGING KEEPSAKE**  
White  
PH50020



**BABYPRINTS HANGING KEEPSAKE**  
Blue  
PH50025



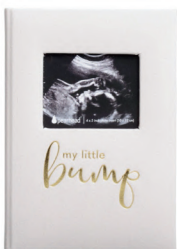
**CLEAN TOUCH INK PADS**  
Pink  
PH00009



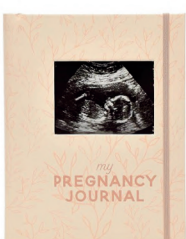
**CLEAN TOUCH INK PADS**  
Blue  
PH00008



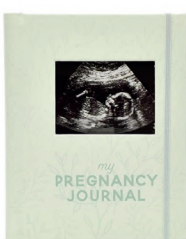
**CLEAN TOUCH INK PADS**  
Black  
PH00007



**PREGNANCY JOURNAL**  
Linen  
PH83082



**PREGNANCY JOURNAL**  
Blush  
PH87105



**PREGNANCY JOURNAL**  
Sage  
PH87106



**PREGNANCY JOURNAL**  
Linen  
PH83082



**PREGNANCY JOURNAL**  
Blush  
PH87105



**GINGHAM BABYBOOK**  
Grey  
PH83093





# snuggle me™

## ABOUT US

We began in a small town in Minnesota. I was a stay-at-home mom of a toddler and twin newborns. I'm not going to lie, that was a blur. My husband was working 6 days a week and I was always alone. I remember telling my mother-in-law that I needed help. What did I need? I simply needed someone to come in and HOLD a baby for me. Nothing else. Just hold them. I needed to relieve my guilt and give myself support. I needed a few moments to take a shower, make dinner, or even better, EAT dinner. The idea of a baby lounger that could be moved around the house and imitated the feeling of arms came to mind. I could make that. And so I did.

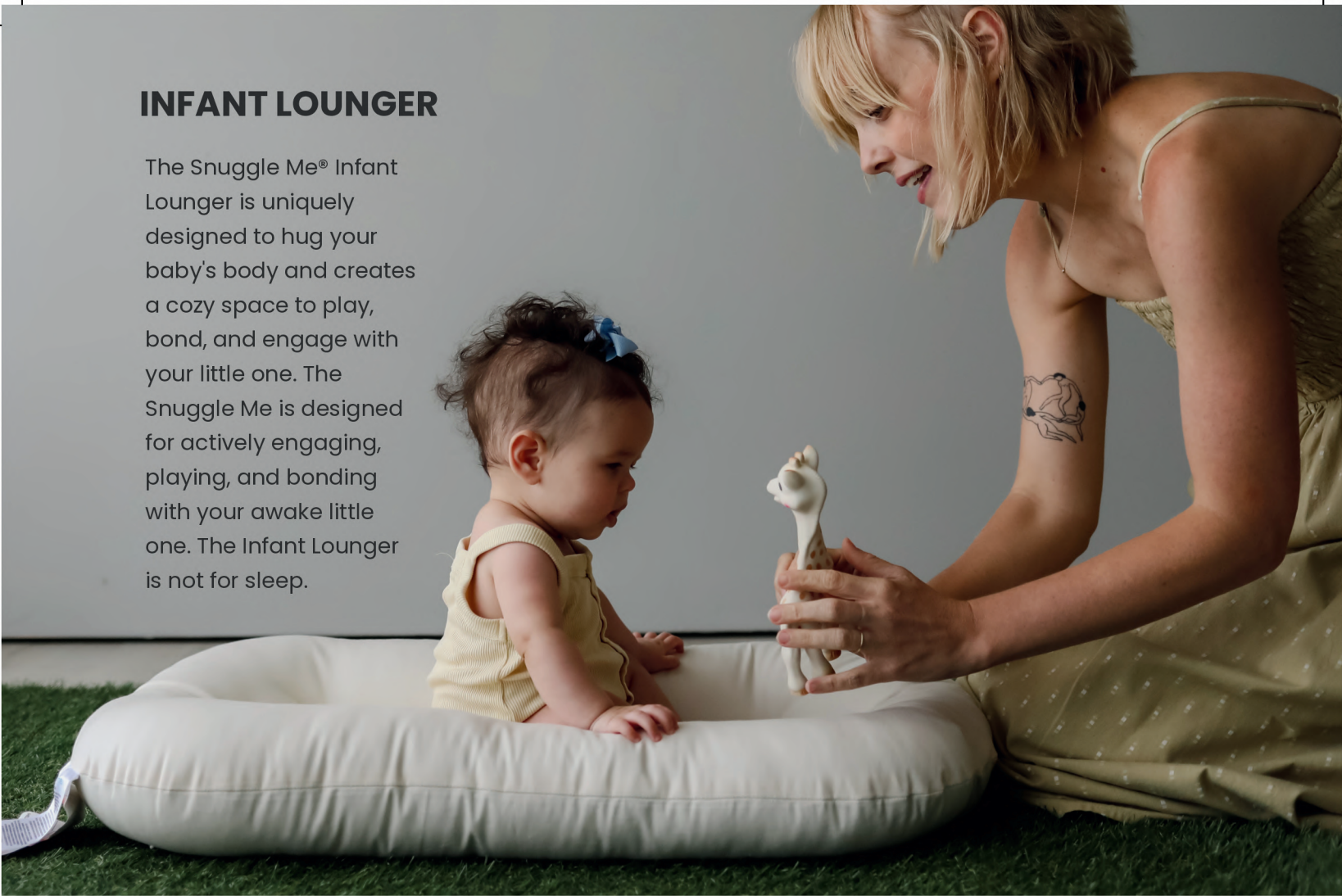
I made 12 little loungers on a borrowed sewing machine one evening. Our little kiddos running around our feet in their jammies. The next day we loaded those loungers up along with a homemade sign and a demo doll and set off to a local craft fair. I remember our very first customer. It was her eyes I remember most, and her sweet little baby. It was then that I fell in love with helping mothers and their families. We sold all 12 of those loungers that day and I would never be the same. How could I be? I had a clear vision and purpose for my life. I could not be stopped.





# INFANT LOUNGER

The Snuggle Me® Infant Lounger is uniquely designed to hug your baby's body and creates a cozy space to play, bond, and engage with your little one. The Snuggle Me is designed for actively engaging, playing, and bonding with your awake little one. The Infant Lounger is not for sleep.



PLAY



ENGAGE



RELAX



SNUGGLE ME INFANT LOUNGER SPARE COVER  
*Natural*  
SMO-INC-WW-NA-02



SNUGGLE ME INFANT LOUNGER SPARE COVER  
*Birch*  
SMO-INC-WW-BI-02



SNUGGLE ME INFANT LOUNGER WITH COVER  
*Gumdrop*  
SMO-ILC-WW-NU-01



SNUGGLE ME INFANT LOUNGER WITH COVER  
*Slate*  
SMO-ILC-WW-NS-0



SNUGGLE ME INFANT LOUNGER WITH COVER  
*Natural*  
SMO-ILC-WW-NN-01



SNUGGLE ME INFANT LOUNGER WITH COVER  
*Birch*  
SMO-ILC-WW-NB-01





# THERALINE

love care comfort

## ABOUT US

For more than 30 years we have been developing health-promoting, pollutant-free quality products for pregnancy & breastfeeding, sleep, relaxation and therapy.

What began very small in 1993 with 2 sewing machines and a system in a basement room soon took on strong momentum and became a real success story: today Theraline is the European market leader for breastfeeding and pregnancy pillows. Our products are thought out down to the smallest detail and we never stop looking for the perfect solution.

Outstanding breastfeeding pillow variety, breathable baby pillows, silicone nursing pads, sleeping or positioning pillows: The Theraline product world is distinctive and attractive – not only during pregnancy and breastfeeding. We give everything for your health and safety.

Out of care for babies, our pillow fillings have been free of harmful substances and odourless from the very beginning. Nursing pillows from the Theraline collection have been awarded a “very good” rating by Ökotest magazine several times in the past and were certified with the Toxproof label by TÜV Rheinland as early as 1998. Since the end of July 2021, the TÜV Rheinland test seal has now been replaced by the OEKO-TEX STANDARD 100 seal of the Hohenstein Institute. This well-known seal gives you the security of knowing that you are buying a guaranteed healthy product in our baby and bed range.

We look forward to accompanying you and your loved ones in the future with beautiful, safe and useful products from Theraline during pregnancy and breastfeeding or to give you support and relaxation.

And we don't forget to treat our environment well and are always working to make our products as sustainable as possible and to bring them to your home.



Find more info on  
[Bloom Connect](#)





The  
Original  
THERALINE



## MATERNITY & NURSING PILLOW

FAITHFUL COMPANION DURING  
PREGNANCY & BREASTFEEDING

- Stable support for better sleep during pregnancy
- Versatile for all breastfeeding positions
- Prevents tension in the shoulders and neck
- Recommended by midwives



190 x 40cm



**MUSLIN MATERNITY & NURSING PILLOW**

Sage  
TH510720000



**MUSLIN MATERNITY & NURSING PILLOW**

Sand Beige  
TH510719200



**MATERNITY & NURSING PILLOW**

Starry Sky  
TH510710600

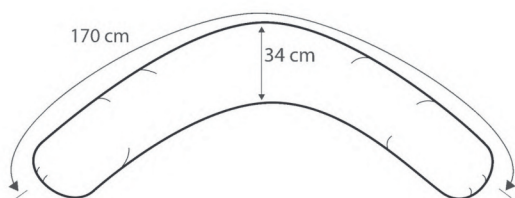


**MATERNITY & NURSING PILLOW**

Dancing Leaves Taupe  
TH510713100

# Dodo

The Theraline Dodo Nursing and Maternity Pillow is your ultimate companion for pregnancy, breastfeeding and beyond. Designed with premium microbead filling, this pillow provides exceptional support, adapting to your body for maximum comfort. Whether you're sleeping, nursing, or simply relaxing, the ergonomic design helps alleviate pressure on your back, hips, and shoulders.



**THE DODO PILLOW**

Starlet Grey  
TH560918000



**THE DODO PILLOW**

Stars Cappuccino  
TH560911200





## ABOUT US

Trunki was founded in 2006 by father and entrepreneur Rob Law, who was inspired to create a revolutionary children's travel product after experiencing the challenges of traveling with his own young daughter. Fueled by his passion for design and innovation, Rob set out to create a solution that would make family travel easier, more enjoyable, and more exciting for parents and kids alike. From the very beginning, quality has been at the heart of everything we do at Trunki.

Each of our products is meticulously designed and crafted to meet the highest standards of safety, durability, and performance. We use only the finest materials and the latest manufacturing techniques to ensure that every Trunki product is built to last, providing families with years of reliable use and enjoyment.



Find more info on  
Bloom Connect







**Collaborating to create fun travel experiences for kids**

The ride-on luggage is here, perfect for holidays, weekend getaways, and sleepovers. Keep your little one entertained and safe with Peppa Pig x Trunki!



**RIDE ON LUGGAGE**

Peppa Pig  
TR0064-GB01



**RIDE ON LUGGAGE**

Dudley the Dinosaur  
TR0352-GB01



**RIDE ON LUGGAGE**

Lola the Llama  
TR0356-GB01



**RIDE ON LUGGAGE**

Una Unicorn  
TR0287-GB01



**RIDE ON LUGGAGE**

Flossi Flamingo  
TR0353-GB01



**RIDE ON LUGGAGE**

Boris Bus  
TR0186-GB01



**RIDE ON LUGGAGE**

Percy Police Car  
TR0323-GB01



**RIDE ON LUGGAGE**

Cassie Cat  
TR0322-GB01



**RIDE ON LUGGAGE**

Bernard Bee  
TR0044-GB01



**RIDE ON LUGGAGE**

Frank Fire Engine  
TR0254-GB01



# MARKETING SUPPORT

## Retailer Marketing Support Plan

### 1. In-Store Visual & Merchandising Support

- Provide modular, compact, and branded POS displays tailored for different store sizes.
- Supply demonstration kits for key SKUs.
- Integrate QR codes on shelf talkers linking to short “How-To” videos, tutorials, or influencer reviews.
- Use bilingual and visually rich POSM materials to cater to multilingual audiences across markets.

### 2. Digital & Social Media Marketing Collaboration

- Partner with retailers for co-branded social media campaigns and product promotions.
- Activate relevant KOLs and parenting influencers for content creation, livestreams, and event support.
- Design drive-to-store Meta and Google ads with clear CTAs and geo-targeting.
- Provide retailers with campaign-ready digital assets.
- Co-host of Tiktok livestreams with Influencers.
- Content Creation: Product education reels, and doctor expert series videos.

### 3. Retail Staff Training & Engagement

- Equip staff with interactive brand decks, product USPs, customer objection handling points, and demo scripts.
- Distribute mobile-optimized training modules through QR codes or WhatsApp.
- Launch staff incentive programs rewarding best sellers with samples, vouchers, or early product access.
- Offer live and recorded product training sessions branded as “Bloom & Learn.”
- Offer incentives for top-performing store staff (e.g. vouchers, early access samples).

### 4. Promotional & Campaign Support

- Create seasonal campaign toolkits aligned with local events (e.g. Christmas, CNY, Ramadan).
- Develop exclusive instore bundles or limited edition product sets with GWPs.
- Support retail branding during campaign periods with digital and print-ready headers, shelf strips, and posters.
- Provide campaign assets that can be activated both online and in-store.
- Design seasonal premium gift boxes for VIP shoppers (e.g. “First 100 Days” sets).
- Collaborate on loyalty stamps/redemption cards for repeat purchases.

### 5. Retailer-Focused Content & Community Building

- Share editable Canva templates, EDM kits, and product spotlight content for monthly promotions.
- Host online or offline knowledge-sharing sessions with retailers, staff, and parenting communities.
- Collaborate on content that positions the retailer as an expert, such as blog features or co-hosted webinars.
- Support parenting events or pop-ups that drive education, brand discovery, and sales conversion.



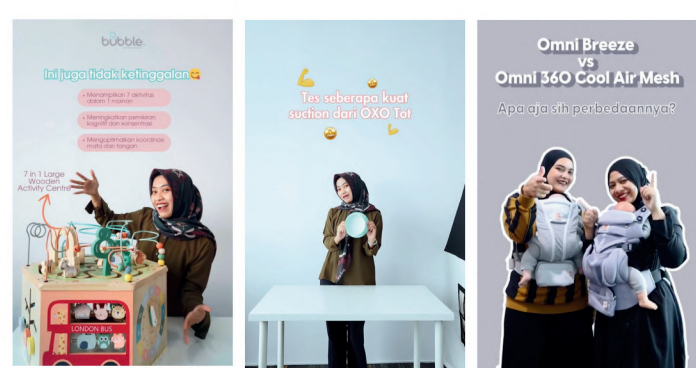
influencer collaboration:



live demo:



brand and product assets:



brand events and giveaways:



instore display / merchandizing:







**PT BLOOM AND GROW INDONESIA**

[www.bloomconnect.co.id](http://www.bloomconnect.co.id)  
[hello@bloomconnect.co.id](mailto:hello@bloomconnect.co.id)  
+62 215 0217210