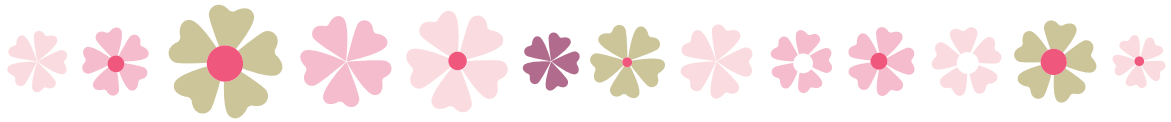


Rufus Rabbit

Gorgeous Baby Gifts



20  17
GIFT OF THE YEAR
WINNER
SPRING 2017

Rufus Rabbit

Gorgeous Baby Gifts

Welcome to the world of Rufus Rabbit, the funny bunny with cards and gifts for baby, mummy and all the other important people in a little one's life. Rufus specialises in beautiful packaging, quality products and a job well done.

For your enjoyment this Spring, we are delighted to introduce our little Spring time bunny, perfect for those who haven't found out/told anyone which gender they are having and for all those who want to avoid a traditional pink or blue gift.



We can also give you a sneaky peak at Beanie Rufus, a scrummy, squashy little babbitt designed to be loved and held by little hands. And keeping faith with the Rufus plan of "Just the right amount of choice" we've refreshed our very popular dinner and cutlery sets with new artwork and packaging. Enjoy xxx

NEUTRAL RATTLE IN A BOX RRRAT05

SIZE: 6CM X 23CM
(BOTTOM TO EAR TIP HEIGHT)



NEW FOR 2017



It's SPRING time!




NEUTRAL COMFORTER IN A BAG RRC05
BAG SIZE: 16CM X 6CM X 14CM

SIZE: 16CM X 30CM
(BOTTOM TO EAR TIP HEIGHT)

PERFECT for SPRING 2017



20  17

GIFT OF THE YEAR WINNER

RUFUS Bunny Bonnets

AND THE WINNER IS ... RUFUS RABBIT! CAN YOU BELIEVE IT? WE COULDN'T! AND LET ME TELL YOU OUR HEARTS WERE BEATING RATHER FAST AS RUFUS RABBIT HOPPED ONTO THE STAGE TO RECEIVE HIS WINNER'S AWARD IN THE NURSERY CATEGORY FOR GIFT OF THE YEAR 2017.

WE ARE DELIGHTED TO BE WINNERS BUT THE REAL REWARD HAS ALREADY COME FROM THE PUBLIC FEED BACK WHO HAVE GIVEN THESE BONNETS A UNANIMOUS THUMBS UP. THEY LOVE THAT WE'VE GONE ALL OUT ON THE SOFT AND FLUFFY FACTOR TO ENSURE MAXIMUM GORGEOUSNESS AND THE TWO FABRIC WEIGHT OPTIONS MEAN ALL SEASONS ARE CATERED FOR. RUFUS' LOVE FOR BEAUTIFUL PACKAGING IS AS STRONG AS EVER AND EACH BUNNY BONNET ARRIVES IN A BESPOKE BOX BAG, MAKING IT A FUSS FREE GIFT OPTION TO CELEBRATE THE ARRIVAL OF ANY NEWBORN.



BAG SIZE: W:16CM X D:12CM X H:14CM
SIZED 0-12 MONTHS, MACHINE WASHABLE AND VERY VERY CUTE!



BOY FLUFFY BONNET RRB03



BOY SMOOTH BONNET RRB01



Bunny Bonnets for all SEASONS



GIRL FLUFFY BONNET RRB04

GIRL SMOOTH BONNET RRB02





BOY MELAMINE **RRMS03**
 GIRL MELAMINE **RRMS04**
 BOX SIZE: W:29CM H:21.5CM D:8CM



RUFUS DINNER SETS

THESE SIX PIECE MELAMINE DINNER SETS COMPRISE OF A PLATE, BOWL AND CUP, ALONG WITH A KNIFE, FORK AND SPOON. THEY ARE VERY GORGEOUS AND ARE A PARTICULAR FAVOURITE FOR CHRISTENING, NAMING CEREMONY OR 1ST BIRTHDAY GIFT IDEAS.

NUMannums time

Refreshed for 2017



RUFUS CUTLERY SETS

BOY CUTLERY **RRMC03**
 GIRL CUTLERY **RRMC04**
 SIZE: 5CM X 16CM

AS A DOUBLE BUBBLE BONUS TO THE DINNER SETS, WE ALSO HAVE THE CUTLERY AVAILABLE AS A SEPARATE GIFT LINE PACKAGED THE RUFUS WAY, REALLY NICELY! THESE ARE PROVING VERY POPULAR AS AN EXTRA SET TO HAVE AT GRANNY & GRANDAD'S HOUSE.

Mummy Cards & Gifts...



RRCD45
BABY SHOWER PROUD



RRCD47
FLOWER MUMMY



RRCD49
FLOWER GRANDMA



RRCD51
FLOWER AUNTIE



RRCD46
BABY SHOWER BEAUTIFUL



RRCD48
FLOWER MUM



RRCD50
FLOWER NANNY



RRCD52
FLOWER WONDER WOMUM

GORGEOUS FOR SPRING, PRETTY CARDS ON TEXTURED BOARD WITH HEARTWARMING SENTIMENTS. THAT WILL BE RUFUS'S NEW GREETING DESIGNS TO COMPLETE THE FABULOUS FEMALES GIFT RANGE!



RRWC01
AWESOME AUNTIE CANDLE



RRWC02
GORGEOUS MUMMY CANDLE



RRWC04
SPECIAL NANNY CANDLE

RUFUS GIFT CANDLES

LET'S HEAR IT FOR ALL THE LADIES AND THE AMAZING ROLE THEY PLAY IN THAT LITTLE OLD THING THEY CALL LIFE! RUFUS RABBIT ENJOYS DESIGNING GIFT LINES FOR ALL THE IMPORTANT PEOPLE IN A NEWBORN'S LIFE. WITH SPECIAL ATTENTION PAID TO THOSE WHO DESERVE A REWARD FOR THE REALLY HARD PART, GIVING BIRTH! WE'VE TEAMED UP WITH OUR FAVOURITE BRITISH CANDLE MAKER, CANOVA CANDLES BECAUSE IN OUR HUMBLE OPINION THEIR CANDLES ARE TOP QUALITY AND BURN THE BEST. WE HAD A LOVELY TIME CHOOSING THE FIVE SUMPTUOUS SCENTS AND BELIEVE THEY'LL MAKE A POPULAR GIFT ADDITION TO THE RUFUS RABBIT COLLECTION.

CANDLE SIZE: 7.5CM X 6.6CM



RRWC03
SUPER MUM CANDLE



RRWC05
LOVELY GRANDMA CANDLE

RUFUS Scented RELATION CANDLES



RUFUS GIFT MUGS

NEED SOMETHING MARVELLOUS IN THE WAY OF GIFT MUGS? IF SO HERE ARE OUR NINE DESIGNS FOR THE IMPORTANT PEOPLE IN A LITTLE ONE'S LIFE. EACH RUFUS RABBIT CHINA GIFT MUG ARRIVES IN THEIR OWN BESPOKE, MAGNETIC CLOSING GIFT BOX ENSURING THEY CAN BE TRANSPORTED SAFELY TO THE KITCHEN CUPBOARD, OFFICE DESK OR GARDEN SHED. THERE THEY WILL CARRY OUT THEIR "HOLDING SOMETHING HOT" ROLE WITH THE UTMOST PROFESSIONALISM AND CARE BUT ULTIMATELY THE AIM OF ANY RUFUS GIFT MUG IS TO MAKE THE OWNER FEEL A LITTLE BIT LOVED & SPECIAL INSIDE.



AWESOME AUNTIE MUG
DYKM30



LOVELY GRANDMA MUG
DYKM26



SPECIAL NANNY MUG
DYKM29



BESTEST DADDY MUG
DYKM25



SUPER MUM MUG
DYKM27



HERO GRANDAD MUG
DYKM24



AWESOME DAD MUG
DYKM32



GORGEOUS MUMMY MUG
DYKM28



SUPER-DUPER SISTER MUG
DYKM33

The TOP Trumps of Parenthood. Scooping up a SLEEPING CHILD and carrying them up to bed.

A heart melting 10.





RUFUS COMFORTER & BOOK GIFT SET

ANOTHER NEWBORN GIFT IDEA CONTAINING THE COMFORTER AND BOARD BOOK, BEAUTIFULLY PRESENTED IN A LOVELY KEEPSAKE BOX.

BOX SIZE: W:22CM H:23CM D:6CM

BOY COMFORTER & BOOK SET **RRCBS01**
 GIRL COMFORTER & BOOK SET **RRCBS02**



BOY BLANKET
RRBL05



GIRL BLANKET
RRBL06

RUFUS BABY BLANKET

SOME THINGS ARE WORTH WAITING FOR AND WE THINK THESE GORGEOUSLY SOFT AND CUDDLY BABY BLANKETS ARE ONE OF THEM. RUFUS IS CONSTANTLY REVIEWING AND FINE TUNING HIS COLLECTION AND WE HOPE YOU'LL FIND THAT THESE BLANKETS WITH THEIR APPLIED DETAIL AND PILLOW BOX PACKAGING ARE A LOVELY ADDITION TO THE RANGE.

BLANKET SIZE: 70CM X 85CM
 (BOX SIZE: 27CM X 8CM X 30CM)



MUMMY JOURNAL

THIS IS THE START OF OUR BABY SHOWER GIFTS IDEAS AND THIS ONE IS PERFECT FOR ALL NEW MUMMIES AND MUMMIES TO BE.

A JOURNAL FOR THE JOURNEY OF A LIFETIME.

THE PERFECT PLACE TO NOTE YOUR THOUGHT & FEELINGS BEFORE & AFTER PREGNANCY & BIRTH.

WITH A SOFT TOUCH STURDY COVER, CREAM LINED PAGES AND A CHART ON THE INSIDE FOR THOSE ALL IMPORTANT MILESTONES DATES.

MUMMY JOURNAL NOTEBOOK **RRNB01**
 SIZE 13CM X 20CM X 18CM



How can you not remember?
 This is the question I found myself demanding of my Mum in my first year of motherhood.
 10 years & four boys later I now know why. Sleep deprivation and ground hog weeks have all contrived to leave huge gaps in my recall abilities.
 So if I can share one piece of advice to any female embarking on a journey of a lifetime, it would be to write it all down.
 The highs & lows, the milestones, the mundane.
 Even if your only entry for months is "too tired to write". It will keep you sane, amaze you when you look back & aid you greatly if you are crazy & lucky enough to embark on this journey more than once!



SENSORY RUFUS

NEW FACE, NEW PACKAGING & A NEW PRICE CAN ONLY BE A BUNNY BONUS FOR THE YOUNG SENSORY RUFUS.

HIS EARS CRINKLE
 HIS NOSE SQUEAKS
 HIS FEET ARE SATIN SOFT
 HIS BELLY TINKLES AND HE IS A GREAT SIZE FOR JOURNEYS NEAR AND FAR. WE LOVE THIS BABBIT LOTS!

SENSORY RUBIE HAS UNDERGONE A NEW FACE AND A FULL BODY COLOUR CHANGE. ADD THIS TO THE NEW CARRY GIFT BAG WITH IT'S 'LOOK AT ME' DOUBLE SIDED PRINTING WE HOPE THIS WILL TAKE SENSORY RUFUS FROM A NICE GIFT IDEA TO A BEST SELLING GIFT IDEA!



SENSORY RUFUS GIRL **RRSP04**

SENSORY RUFUS BOY **RRSP03**

SIZE: 18CM X 27CM (BOTTOM TO EAR TIP HEIGHT)





RUFUS RATTLE

OUR ADORABLE SUPER SOFT RABBIT RATTLE WITH CRINKLY EARS AND TINKLING BELL IS PACKAGED IN A TRULY LOVELY LITTLE BUNNY HOUSE GIFT BOX. ALL OUR BABY PRODUCTS HAVE PASSED THE RELEVANT SAFETY TESTS WHICH MAKES THIS RATTLE PERFECT FOR PLAYING, DROOLING, CHEWING, AND MOST IMPORTANTLY, LOVING!

SIZE: 6CM X 23CM
(BOTTOM TO EAR TIP HEIGHT)

BOY RATTLE IN A BOX **RRAT03**
GIRL RATTLE IN A BOX **RRAT04**



DO whatever it takes to *get you through* to the next day.
BAD habits can be *fixed in two weeks*, BROKEN MUMMIES take much longer.



RUFUS MONEY TINS

WE ARE OVERJOYED WITH THE QUALITY AND COLOUR OF THESE MONEY TINS AND HOPE YOU LIKE THEM TOO. PLEASE NOTE, THEY ARRIVE EMPTY, WE'VE SPENT THE MONEY ON SWEETS. A POPULAR GIFT LINE FOR NEWBORNS AND CHRISTENING PRESENTS. WE ALSO HAVE TWO MONEY TINS DESIGNS FOR OLDER CHILDREN ON PAGE 27.

BOY TIN **RRMT03**
GIRL TIN **RRMT04**

TIN SIZE:
7.5CM X 9.5CM



RUFUS SENSORY SLIPPERS

WE ARE SO EXCITED BY THESE RUFUS SENSORY SLIPPERS. HAVING SCoured THE GLOBE FOR A NICE BABY SHOE, WE RETURNED HOME EMPTY HANDED. WE APPROACHED OUR TOY MANUFACTURER AND VOILÀ - A BABY SLIPPER THAT IS INCREDIBLY SOFT, VERY WARM AND WITH THE ADDED BONUS OF CRINKLY EARS TO AMUSE LITTLE ONES DURING MOMENTS OF FOOT FASCINATION!

THERE are many things in LIFE which cause us great pain. The *mother of all hangovers* and a small child BLOWING INTO A RECORDER has to be in the Top Ten.

SLIPPER SIZE: 0 TO 6M
BOX SIZE: 13.5CM X 13.5CM X 14CM

BOY SENSORY SLIPPERS
RRS05

GIRL SENSORY SLIPPERS
RRS06



RUFUS COMFORTERS

OUR RUFUS COMFORTERS ARE ALSO SUPER SOFT WITH CRINKLY EARS AND A FELT FLOWER TAIL. THEY ARRIVE IN THEIR OWN LITTLE GIFT BAG WHICH WE'VE UPDATED AND CLEAN UP A TREAT AT 40° C AFTER THEY'VE BEEN ON 'ROUND THE CLOCK COMFORTING DUTIES.

SIZE: 24CM X 30CM
(BOTTOM TO EAR TIP HEIGHT)

BOY COMFORTER IN A BAG
RRC03

GIRL COMFORTER IN A BAG
RRC04

COLIC. Growth Spurts. *teething*; about as much fun as Nettles, WASP STINGS and TREADING in Dog Pool!



RUFUS BIBS

TAKE ONE DRIBBLE BIB, MAKE IT SUPER SOFT WITH TWO LAYERS FOR ADDED ABSORBANCY. ADD A LOVELY APPLIQUE EMBROIDERED RUFUS, GIVE IT AN EXTRA WIDE ADJUSTABLE VELCRO FASTENING TO TAKE IT FROM NEWBORN TO 12 MONTHS AND ADD A FELT FLOWER FOR GOOD MEASURE. PACKAGE IT IN A YUMMY SOFT TOUCH GIFT ENVELOPE THAT OPENS OUT INTO A HEART AND THEN STAND BACK AND ADMIRE THE RATHER DELIGHTFUL RUFUS RABBIT GIFT FOR A NEW BABY.



BOY BIB
GIRL BIB

RRDB01
RRDB02

BIB SIZE: 42CM X 18CM
WHEELHOUSE: 18CM X 18CM

Musical COT / pram toy



MUSICAL RUFUS GIRL
RRMP02

MUSICAL RUFUS
PULL CORD PRAM COT TOY

MEET OUR MUSICAL BUNNIES. PULL THEIR TAIL BUTTON AND FINGERS CROSSED BABY WILL DRIFT OFF TO SLEEP, IF THEY DON'T THEN THEY CAN CHEW THE CRINKLE EARS AND SUCK THE SUPER SOFT FEET!



MUSICAL RUFUS BOY
RRMP01

TOY SIZE: 13CM X 17CM
BOX SIZE: 11.5CM X 11.5CM X 12.5CM

Rufus Rabbits' favourite piece of NEW PARENTING advice:

Did You Know ... In the first four weeks of life, new parents are deprived of over a million hours of sleep. Give or take a minute.

Rufus Rabbit's KEY.



LOVELY GRANNY
RRKR07



BESTEST NANNY
RRKR06



GORGEOUS GRANDMA
RRKR04



AWESOME AUNTIE - LIMITED STOCK
RRKR01



FABULOUS FRIEND
RRKR05



SPECIAL NANA
RRKR08



YUMMY MUMMY
RRKR03



BESTEST MUMMY
RRKR02

...to all things lovely

Grandad
Did you know...

spinning keyring

My Hero

My Grandad

You are and always will be my hero.

GRANDAD MY HERO - LIMITED STOCK
RRKR09

Dad
Did you know...

spinning keyring

Again

Dad of the Year

You are Dad of the Year. Again!

DAD OF YEAR
RRKR10

Grandpa
Did you know...

spinning keyring

Greatest

Grandpa

You're a lot like Father Christmas except you deliver treats & hugs all year round.

GREATEST GRANDPA
RRKR11

Rufus Rabbit boy keyrings ... they spin!

RUFUS KEYRINGS

FOLLOWING UP ON THE SUCCESS OF THE FIRST FOUR KEYRING DESIGNS FOR THE PEOPLE THAT MATTER IN A NEW LITTLE ONE'S LIFE, WE'VE ADDED MORE FEMALE OPTIONS TO APPEAL TO THE REGIONAL VARIATIONS FOR GRANDMOTHER, WE'VE ALSO THOUGHT LONG AND HARD ON HOW TO INCLUDE THE CHAPS AND HOPE YOU LIKE OUR NOT TOO RABBITTY ANSWERS.

KEY RING SIZE: 6CM X 13CM
BOARD SIZE: 10CM X 18CM
DISPLAY UNIT SIZE: 24CM X 24CM X 28CM



RUFUS RABBIT BOY Keyrings



BOY BEANIE IN A BAG RRBE01



GIRL BEANIE IN A BAG RRBE02



NEUTRAL BEANIE IN A BAG RRBE03

BEANIE RUFUS TOY

SOFT & SQUASHY WITH JUST THE RIGHT AMOUNT OF BEANS IN ITS BOTTOM TO MAKE THIS LATEST RUFUS OFFERING A VERY APPEALING GIFT IDEA. THIS DESIGN HAS NO CRINKLE OR TINKLE TO PLEASE THOSE THAT HATE ANYTHING WHICH COULD POTENTIALLY SNAFFLE SLEEP FROM LITTLE ONES WHO HAVE BETTER HEARING THAN ULTRASONIC BATS.

BEANIE RUFUS IS PERFECTLY SIZED FOR LITTLE HANDS TO HOLD TIGHT AND WOULD MAKE A DELIGHTFUL GIFT IDEA FOR ANY NEW SIBLING. PACKAGED IN THE SAME STYLE BAG AS OUR RUFUS BONNETS 'GIFT OF THE YEAR FINALIST' BECAUSE WHEN YOU ARE ONTO A WINNING SHAPE THAT HOUSES THIS GIFT SO PERFECTLY YOU CAN'T GO WRONG.

BEANIE TOY SIZE: 13CM X 17CM

BAG SIZE: W:16CM X D:12CM X H:14CM



MEDIUM GIFT BAG - GIRL
RRGB03
LARGE GIFT BAG - GIRL
RRGB05

RUFUS GIFT BAGS

SIMPLY THE NICEST WAY TO COMPLETE THE RUFUS RABBIT HANDOVER EXPERIENCE! OUR GIFT BAGS ARE A BESPOKE SIZE DESIGNED TO ACCOMMODATE A COMBINATION OF RUFUS GIFT IDEAS.

MEDIUM SIZE: W:20CM H:20CM D:12CM
LARGE SIZE: W:32CM H:25CM D:20CM



MEDIUM GIFT BAG - BOY
RRGB02
LARGE GIFT BAG - BOY
RRGB04



THE BOARD BOOK READS AS FOLLOWS:

*Did you know you're gorgeous,
Did you know you're good enough to eat,
Did you know your cuddles are golden,
Did you know your smile is sweet.
Did you know I love you from the tops of
your ears to the tips of your feet,
Did you know it's snooze time so snuggle down,
Sweet dreams and enjoy lots of lovely sleep x x*



RUFUS BOOK

WE'VE UPDATED THIS BEST SELLER TO INCLUDE LIFT UP FLAPS AND FIND RUFUS ACTION! FINGERS CROSSED YOU'LL LIKE THE IMPROVEMENTS

SIZE: 16CM X 16CM
GORGEOUS BOARD BOOK RRBB03

Rufus Rabbit *Newborn*

RUFUS RABBIT BEGAN LIFE AS A GREETING CARD CHARACTER AND HIS MADE UP FACTS RANGE WON HIM A NOMINATION IN THE BEST SENTIMENTS CATEGORY IN THE GREETING CARDS INDUSTRY AWARDS 'THE HENRIES'. THIS AUTUMN HE CELEBRATES HIS FIFTH BIRTHDAY AND HAS DECLARED THE BEST IS YET TO COME!

GREETING cards

ALL OF OUR GREETING CARDS ARE PRINTED HERE IN THE UK ON FSC - (FORESTRY SUSTAINABLE CARD) AND ARRIVE TO YOU WITH A WHITE ENVELOPE IN A CELLO BAG.



STAR BOY
STARS & FEET FLITTERED
RRC09



GORGEOUS STAR BOY
FLITTERED
RRC033



GORGEOUS BOY
FLITTERED HEART
RRC020



YUMMY SCRUMMY GIRL
FLITTERED
RRC036



GORGEOUS FLOWER GIRL
FLITTERED
RRC034



BEAUTIFUL GIRL
FLITTERED HEART
RRC019



BABY BOY
FLITTERED
RRC037



CLIMBING HEART BOY
BALLOON & FEET FLITTERED
RRC012



MILLION BOY
FLITTERED HEART
RRC021



BABY GIRL
RRC038



CLIMBING HEART GIRL
BALLOON & FEET FLITTERED
RRC011



MILLION GIRL
FLITTERED HEART
RRC022



BOY BALLOONS
FLITTERED BALLOONS
RRC004



CHRISTENING BOY - NEW
FLITTERED BALLOONS & FEET
RRC032



GRANDPARENTS
RLDYK165



GIRL BALLOONS
FLITTERED BALLOONS
RRC003



STAR GIRL
RRC010

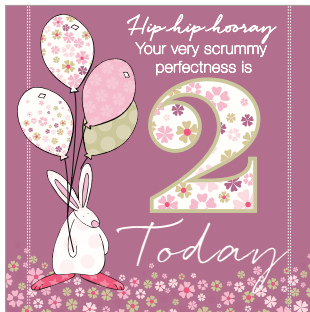


CHRISTENING GIRL - NEW
FLITTERED BALLOONS & FEET
RRC031



GIRL AGE 1 NEW
FLITTERED FLOWERS

RRC40



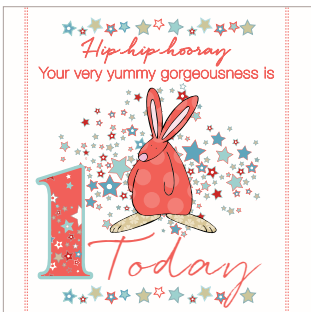
GIRL AGE 2 NEW
FLITTERED BALLOONS

RRC42



GIRL AGE 3 NEW
FLITTERED LOLLIPOPS

RRC44



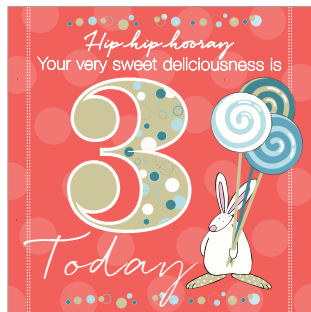
BOY AGE 1 NEW
FLITTERED STARS

RRC439



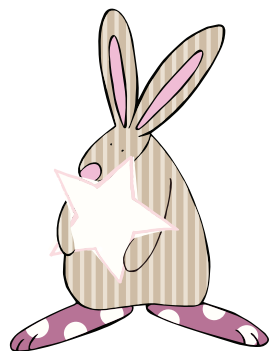
BOY AGE 2 NEW
FLITTERED BALLOONS

RRC441



BOY AGE 3 NEW
FLITTERED LOLLIPOPS

RRC443



RUFUS cards

size 14.5cm x 14.5cm
printed on FSC paper stock
and arrive to you with a
white envelope and cello wrapped.



PARTY

RRC427



PIRATES

RRC428



BUNNY CUDDLE

RRC425



WONDERWOMAN

RLDYK115



LOVE YOU MUM

RLDYK144



BEAUTIFUL MUMMY

RLDYK170



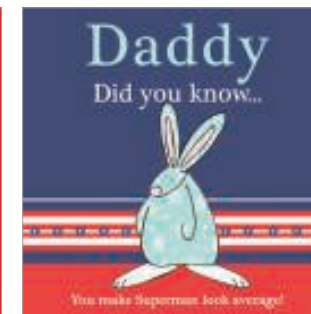
GRANDAD

RLDYK69



BBQ

RLDYK15



AVERAGE SUPERMAN

RLDYK212



SLUGS & SNAILS MONEY TIN RRMTO1

SUGAR & SPICE MONEY TIN RRMTO2

TIN SIZE:
7.5CM X 9.5CM

RUFUS MONEY TINS

A RUFUS TWIST ON THE CHILDHOOD DITTY TO BRING THE BOYS & GIRLS CHARACTER DEBATE INTO THE 21ST CENTURY.

Rufus Rabbit
does
Mother's Day



The prettiest display for Mother's Day courtesy of Rufus including china gift mugs, scented candles and greeting cards with heartwarming sentiments.



The Little Dog Laughed Ltd
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