



MATCHSTICK  
MONKEY™

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Matchstick Monkey is a UK based baby and toddler brand that offers quality products to parents worldwide. It aims to provide innovative choices that support your children's development through fun play and self-learning.

The brand was born when new mum Katie Windridge was looking to relieve her daughter's teething pain and created the original design for the Matchstick Monkey teether. Following the launch with the help of Touker Suleyman from BBC's Dragon's Den in 2016, it quickly grew to be one of the UK's favourite teething toys.

Matchstick Monkey's range has now expanded to encompass teething, bathtime, mealtime, gifting and toys and has received multiple gold awards from key consumer testing platforms such as Mother&Baby and MadeforMums.

The UK designed products are sold on their own website and are stocked by household retailers such as Harrods, Boots, John Lewis, Target US and El Corte Ingles globally in over 50 countries.

## “Every Moment Matters”

### A little note from us

2023 marks an exciting year for Matchstick Monkey, as we launch exciting new products across our Teething, Bathtime and Gifting range.

In addition, we are very proud to introduce the brand new category 'Playtime' with our wooden toys.

Our collection is designed to be with parents and their little one every step of the way, from teething, weaning and beyond.

We aim to guide your baby safely through their early years, whilst helping make parents lives easier.

This lookbook encompasses our full range and detailed information on materials and technologies used. We also want to share a little sneak peak at our new product developments for 2024.

We are looking forward to hear your feedback and hope you enjoy our new range as much as we do!

Love Katie & the Matchstick Monkey team x



## Our Materials and Technologies



### BioCote Technology

BioCote® Antimicrobial Technology is an ingredient manufactured into Matchstick Monkey products, providing them with long lasting protection and keeping your little one safe from a wide range of microbes including bacteria, mould and mildew.

This is not a coating that wears off over time.



### Environmentally-Friendly

Our new bathtime toys are made of bio-based plastic. Their raw materials are plant starch and plant fiber, which are natural and renewable. Developing bio-based plastic is helping to reduce plastic pollution and energy usage.



### Premium Silicone

Our silicone teethers are soft and kind to babies' gums and it is made of non-toxic high-quality food-grade silicone without BPA, PVC or phthalates.



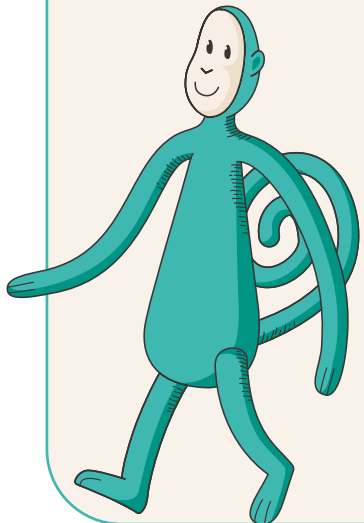
### 100% Cotton

We choose to use organic cotton for our muslins, which uses no synthetic chemical fertilisers and pesticides and is not grown using genetically modified seed. This method of producing the all-natural fibre is also promoting biodiversity and biological cycles of the land it is grown on.



# Teething Time

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Original Teething Toy



## Original Teething Toy

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Our best-selling silicone monkey teether with clever bumps to apply teething products right to the source of pain



## Features

A fun, textured silicone teether providing soothing relief to aching gums

Contains BioCote® Antimicrobial Protection to keeping the teether fresher and cleaner for longer

With soft and kind toothbrush bumps to massage gums

Perfect to apply teething products to the hard to reach molars

Lightweight and easy for tiny hands to hold

The ergonomically designed "arms" help develop fine motor skills

Can be used as pre-training toothbrush

Dishwasher and fridge friendly

Cold water and steam steriliser safe

BPA free and FDA approved



Cool Grey



Blue



Pink



Red



Orange



Yellow



Light Blue



Green



Mint Green



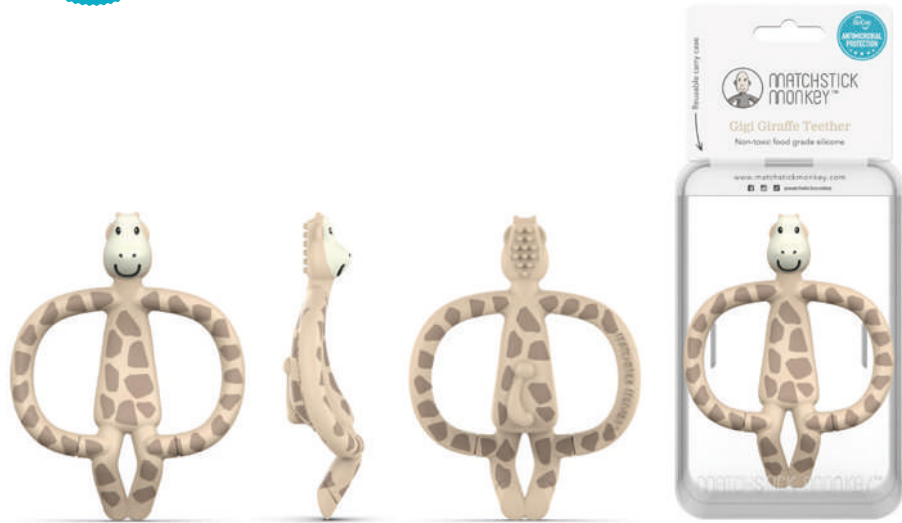
Dusty Pink



Airforce Blue



Purple



## Animal Teether

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A fun range of animal friends to join the teething family





## Features

A fun, textured silicone teether providing soothing relief to aching gums

Contains BioCote® Antimicrobial Protection to keeping the teether fresher and cleaner for longer

With soft and kind toothbrush bumps to massage gums

Perfect to apply teething products to the hard to reach molars

Lightweight and easy for tiny hands to hold

The ergonomically designed "arms" help develop fine motor skills

Can be used as pre-training toothbrush

Dishwasher and fridge friendly

Cold water and steam steriliser safe

Packaged in a reusable carry case

BPA free and FDA approved

Suitable from 3+ months



Ludo Lion



Gigi Giraffe



Pomelo Polar Bear



Fudge Fox



Teddy Tiger

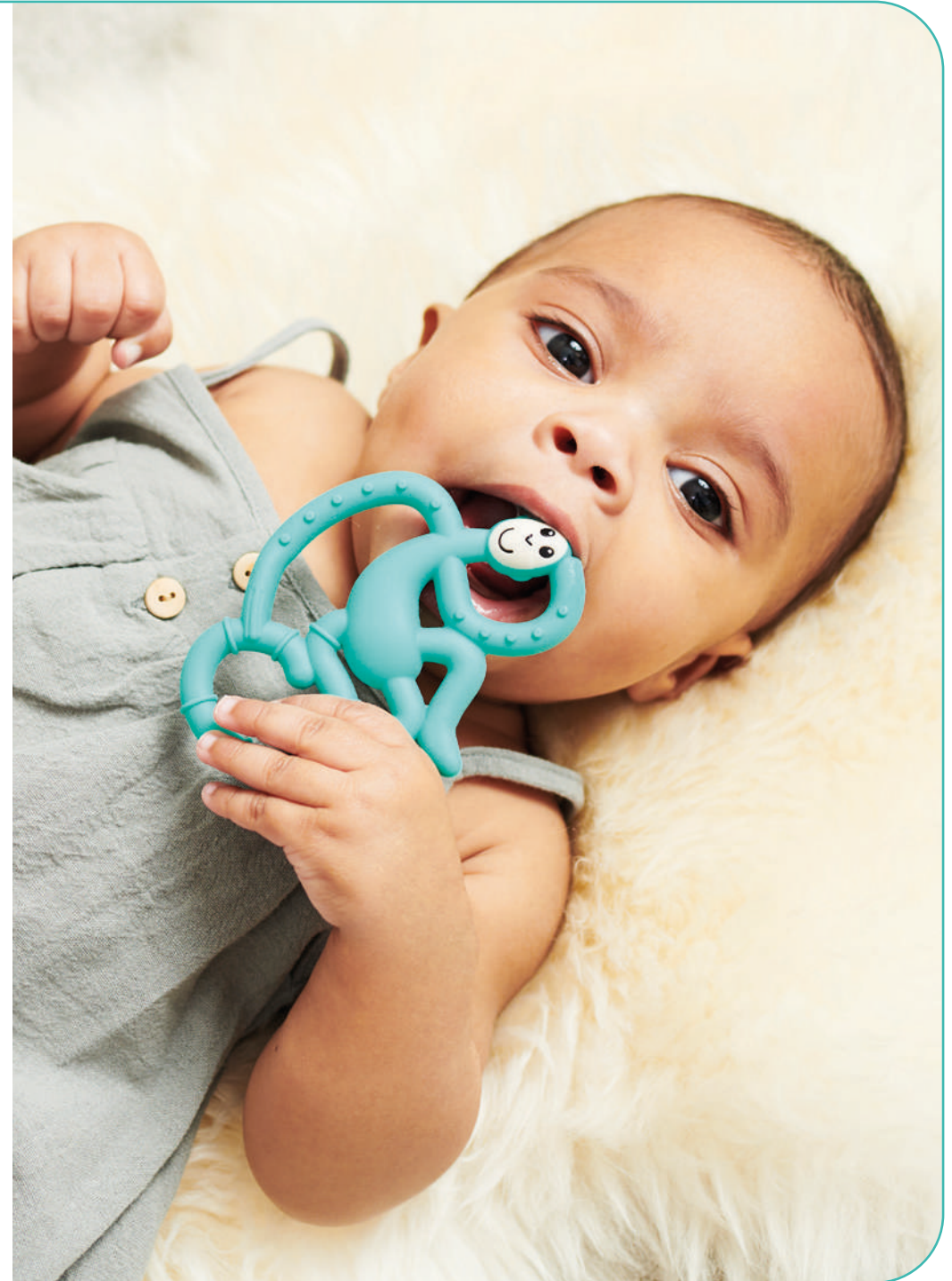
**NEW!**





## Mini Monkey Teether

A lightweight and flexible teether,  
perfect for younger babies





## Features

A multi-textured teether which is perfect for younger babies

The ergonomic design is perfect for little hands to hold and grasp

Contains BioCote® Antimicrobial Protection to keeping the teether fresher and cleaner for longer

Small & lightweight perfect on the go

Different textures to stimulate sore and irritated gums

Dishwasher and fridge friendly

Cold water and steam steriliser safe

BPA free and FDA approved

Suitable from 3+ months



Blue



Pink



Red



Orange



Yellow



Light Blue



Green



## Flat Face Teether

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The perfect first teether, which is small, lightweight and massages the sorest of gums



## Features

A small compact silicone teether for on the go

Easy to grip and lightweight, perfect for baby's first teether

Soft bumps on back of the teether to stimulate sore gums

Easily loop to any soother clip to never lose a teether again

Contains BioCote® Antimicrobial Protection to keeping the teether fresher and cleaner for longer

Dishwasher and fridge friendly

Cold water and steam steriliser safe

BPA free and FDA approved

Suitable from 3+ months



Gigi Giraffe



Ludo Lion



Green Monkey



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Ergonomically designed for easy brushing

Flexible and gentle on gums

Suction cup base enables free-standing

Lightweight and easy for  
little hands to hold

Contains Biocote® Antimicrobial  
Protection, keeping products  
fresher and cleaner for longer

Dishwasher and fridge friendly

Cold water and steam steriliser safe

BPA free and FDA approved

Suitable for 0+

**NEW!**

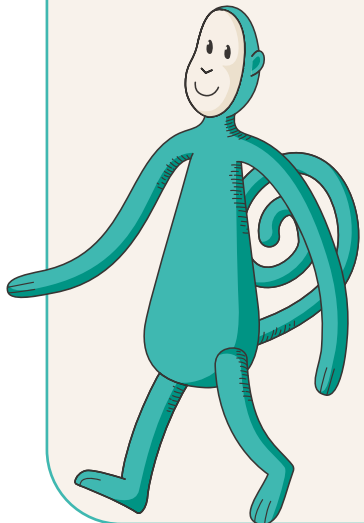


**Training Toothbrush**



## Accessories

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## Multi-Use Product Holder

An adjustable silicone strap  
to 'stop the drop'

Simply wrap the silicone around any  
teether, bottle or baby accessory and clip  
the button into the appropriate hole

Attach the other side to any stroller,  
high chair or car seat

Contains Biocote® Antimicrobial  
Protection, keeping products  
fresher and cleaner for longer

Dishwasher and fridge friendly

Cold water and steam steriliser safe

BPA free and FDA approved





## Soother Clips

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Keep teethers or soothers within reach and off the floor

Bend the clip at a 90 degree angle, slide onto clothing and snap back into place

Contains Biocote® Antimicrobial Protection, keeping products fresher and cleaner for longer

Dishwasher and fridge friendly

Cold water and steam steriliser safe

BPA free and FDA approved

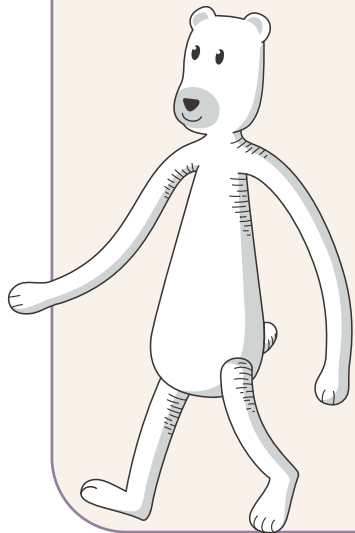






## Gifting

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Starter Set



## Teething Starter Set

All the essential teething relief products, specifically designed to help care for different stages of the teething journey



## Features

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Includes an Animal Teether, Flat Face Teether and Silicone Finger Toothbrushes

All the essentials to soothe any baby's teething pain

Perfect gift set for teething babies

Contains Biocote® Antimicrobial Protection, keeping products fresher and cleaner for longer

Dishwasher and fridge friendly

Cold water and steam steriliser safe

BPA free and FDA approved

Suitable for 0+



Blue



Pink



Cool Grey



Ludo Lion



Gigi Giraffe



## Flat Face & Soother Clip Gift Set

The perfect gift for teething babies to soothe sore gums and care for the very first set of teeth





NEW!



## Animal Teether & Muslin Gift Set

Silicone Animal Teether

100% organic cotton muslin,  
lightweight and breathable

Loop to attach teether to  
muslin for extra comfort

Perfect gift set for teething babies

Suitable for 0+





NEW!

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Soft and textured teething banana soother

Fun and ergonomic shape

Designed for little hands

Contains Biocote® Antimicrobial Protection, keeping the teether and soother fresher and cleaner for longer

Perfect gift set for teething babies

BPA free and FDA approved

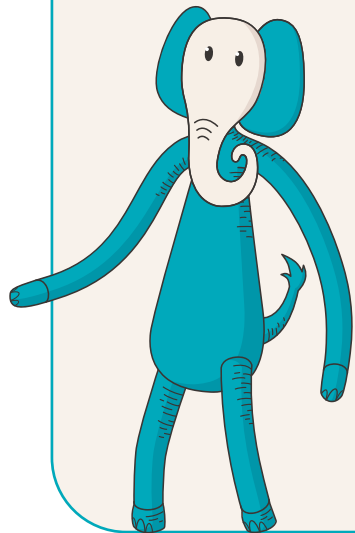
Suitable for 0+



## Banana & Monkey Teether Gift Set



# Bathtime





NEW!



## Wobblers

Bright and colourful wobbling bath toys to encourage early development and imaginative play





## Features

Ergonomically designed and easy for small hands to hold

Fun bright colours to engage little minds

Helps develop fine motor skills

Designed to resist mould and mildew

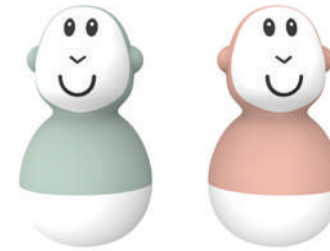
Contains Biocote® Antimicrobial Protection, keeping products fresher and cleaner for longer

Clean with warm soapy water

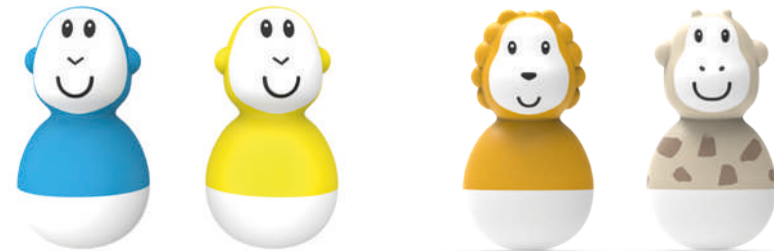
BPA free and FDA approved

Suitable for 12+ months

# NEW!



Mint Green - Dusty Pink



Blue - Yellow

Lion - Giraffe



Slide Set



## Slide Set

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Our best-selling bathtime set provides imaginative and creative play whilst encouraging hand-eye coordination



## Features

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A fun bathtime slide set with  
3 animal faced rocks

Attach to any bath or smooth surface in  
multiple ways using the suction pad

Encourages early learning and the  
development of fine motor skills

Designed to resist mould and mildew

Contains Biocote® Antimicrobial  
Protection, keeping products  
fresher and cleaner for longer

Clean with warm soapy water

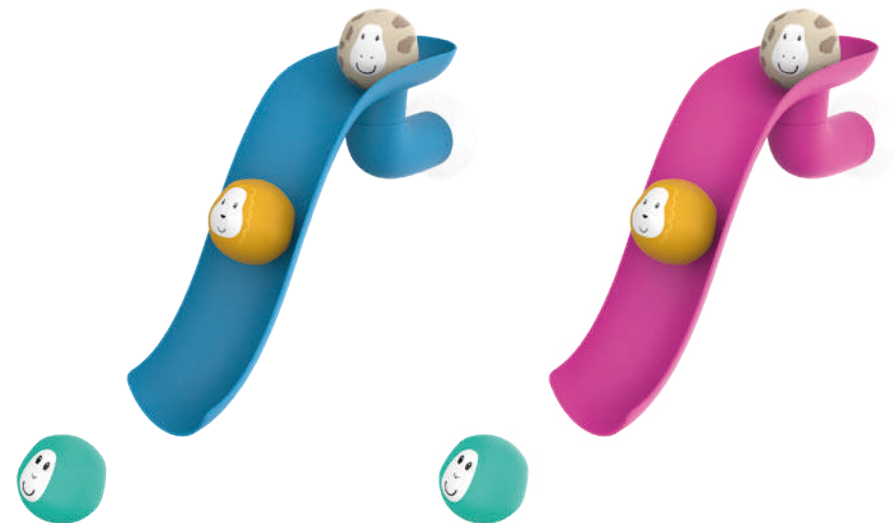
BPA free and FDA approved

Suitable for 12+ months



Packaging

White



Blue

Pink

NEW!



## Bathtime Buckets

Buckets with easy to grip silicone handle

Sprinkle holes for rain shower effect

Encourages animal and number recognition

Eco-friendly bio-based material

Suitable for 12+ months



## Bathtime Fishing Game

Includes a fishing rod and five magnetic animal faces

Great for hand-eye coordination and fine motor skills

Encourages animal and colour recognition

Eco-friendly bio-based material

Suitable for 12+ months





**NEW!**



## Bathime Sinking & Floating Toys

Set includes 2 sinking and 2 floating toys

Encourage children to predict an object's ability to sink or float by their weight

Educational learning through play

Eco-friendly bio-based material

Suitable for 12+ months



## Bathtime Scale

Includes one scale and six weights

Balance the weights to encourage hand-eye coordination

Encourages learning through play

Suction cup to stick on any hard surface

Eco-friendly bio-based material

Suitable for 12+ months



NEW!

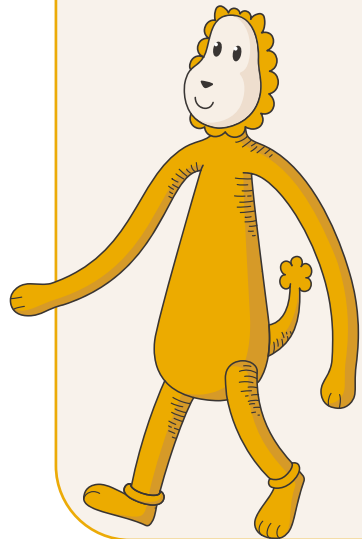




NEW!

## Playtime

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NEW!



Green Monkey



Packaging



Ludo Lion



Gigi Giraffe

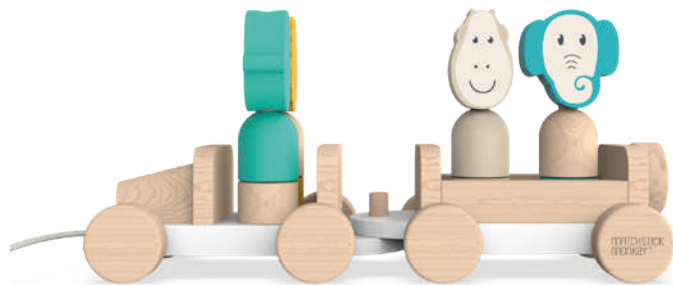
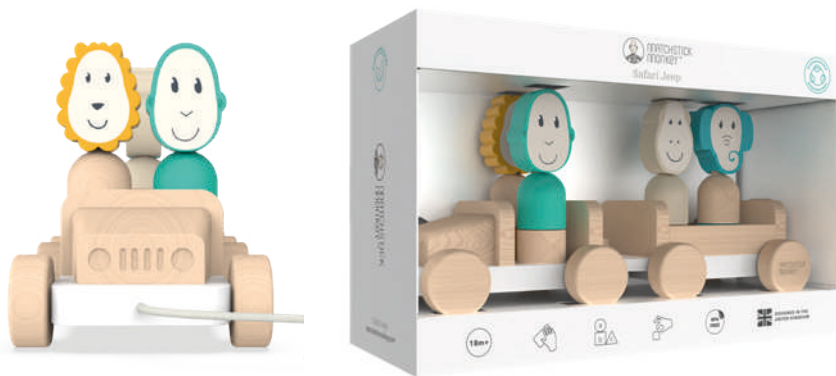
## Pull Along Animal

Each animal sold separately

Pull and race the animal  
on the floor

Helps develop fine motor skills

Suitable for 12+ months



## Safari Jee

Stack the animal friends into different seated positions

Use the cotton rope to pull the jeep around the floor

Encourages independent and imaginative play

Suitable for 18+ months

NEW!





NEW!



## Animal Puzzle Game

Puzzle the wooden pieces together

Match the animal faces into the coloured slots

Helps develop hand-eye coordination and logical thinking

Suitable for 18+ months