

# Noodoll

2019





# Noodoll 2019

The Noodoll story continues this year with ‘back to nature’ theme.

We are excited to introduce some loveable tropical, ocean creatures and bug inspired rattles, as well as new night lights and blankets.

Let us take you through the exciting Noodoll story!

22

Toys

32

Home

35

Gifts

38

Paper





Ricetown Desert is the hottest  
and driest part of town.  
You might see Riceleon's  
famous mane and bump into  
Riceouch the cacti.



Ricetown Veggie Farm is full of all sorts of busy Rice fruits and veggies. You might spot Ricecoli the cool broccoli and Riceacorn working out in the fields.





Ricetown Farm buzzing with Ricemonsters hard at work. You might see Ricebee tending to flowers and Ricefly building tunnels.





Ricetown Jungle is full of unusual Ricemonsters. You will find Riceaahaah the giggly monkey, Ricespotty the flamboyant leopard and many more friends.







Ricetown Sky is a sleepy part of town.  
If you are lucky you might hear Ricetwinkle the star  
and Ricebow the pretty pink rainbow singing.

Ricetown Centre is crowded with busy Ricemonsters.  
You might bump into the excitable Ricecracker,  
or busy bee Ricebonbon on a shopping spree.





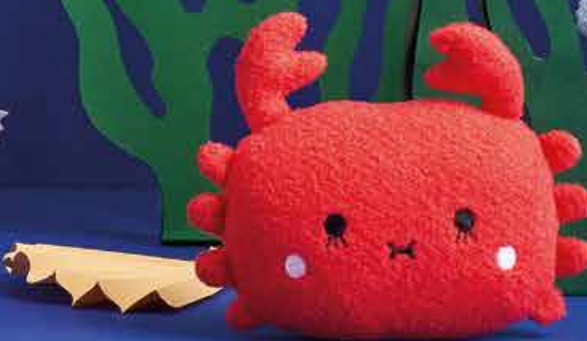
Ricetown Beach is full of lively creatures.  
You might spot the pretty Ricebombshell mermaid  
and Ricesushi the crab surfing the waves.





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Ricetown Ocean is home to friendly and colourful Ricesea creatures. You can swim with Ricejelly the jellyfish or admire Ricepearl the pretty shell.





Icy Town is the coldest part of Ricetown, the ice doesn't even melt in summer! If you dare visit, you might spot Ricepudding the bear fishing or Riceskating practicing some jumps.





# Music Mobiles

Cute fabric music mobiles, perfect to accompany little ones to touch and sleep.

Each music mobile plays a sweet melody when the ring is pulled. It has a handy velcro strap, easy to hang anywhere at home or on-the go.

Now comes in sky and sea ranges, they are packaged in a beautiful gift box.

- CE Certified 0+
- Embroidered face
- 100% high quality polyester
- Music ring can be removed for plush toy to be cleaned in a washing machine



Packaging



**new** T99689 Ricejelly  
Blue 13 x 16 cm



**new** T99690 Ricecoral  
Pink 15 x 13 cm



**new** T99691 Ricepearl  
Lilac 15 x 12 cm



**new** T99692 Ricesurimi  
Red 14 x 11 cm



T99658 Ricerain  
Blue 16 x 13 cm



T99659 Ricebow  
Pink 16 x 13 cm



T99656 Ricetwinkle  
Yellow 15 x 13 cm



T99657 Ricehush  
White 16 x 13 cm

# Baby Ring Rattles

These cute bug inspired rattles are friendly and fun for little ones to explores patterns, textures and sounds.

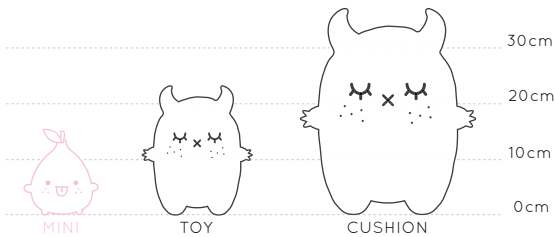
Features including mix fabrics, crinkly wings, a bell inside, and a wooden teething ring.

The four new characters; Ricefly, Ricebee, Ricebutter, and Ricebat will happily entertain little ones.

Ideal for fun at home or on-the go, bug plush are removable for cleaning.

- Crinkle wings and bell inside to stimulates baby's senses
- 7cm diameter wooden ring, easy for baby to hold
- Embroidered face
- Hand wash or wipe with damp cloth
- 100% high quality polyester
- CE Certified 0+

SIZE GUIDE



**new** T99715 Ricefly  
Green 9 x 18 cm



**new** T99716 Ricebee  
Blue 9 x 18 cm



**new** T99717 Ricebutter  
Pink 9 x 18 cm



**new** T99718 Ricebat  
Blue 9 x 18 cm



# Mini Toys

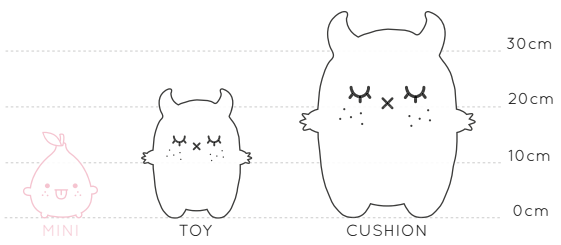
These happy chappies come in fruit and vegetable designs and are sure to bring a smile to your face.

Mini plush toys come with a handy velcro strap, they can be used as a toy, a baby mobile or a hanging decoration to brighten up any day.

This year we welcome Riceacorn, good little Ricebaba, cheeky Ricepumpkin, and afro Ricecoli to the mini family!

- CE Certified 0+
- Embroidered face
- Velcro strap
- 100% high quality polyester
- Machine washable on a cold, gentle cycle, flat dry

## SIZE GUIDE



**new** T99693 Riceacorn  
Brown 15 x 15 cm



**new** T99694 Ricebaba  
Purple 8 x 11 cm



**new** T99695 Ricepumpkin  
Colour 11 x 7 cm



**new** T99696 Ricecoli  
Colour 16 x 17 cm



T99574 Ricetomato  
Red 11 x 14 cm



T99643 Ricepeach  
Pale Pink 13 x 17 cm



T99577 Riceapple  
Bright Green 11 x 14 cm



T99578 Riceananas  
Yellow 12 x 17 cm



T99579 Ricecrunch  
Orange 12 x 17 cm



T99642 Ricemelon  
Green 14 x 15 cm



T99641 Ricesweet  
Pink 14 x 16 cm



T99661 Ricegarlic  
Cream 11 x 15 cm



T99662 Ricebeet  
Red 13 x 16 cm



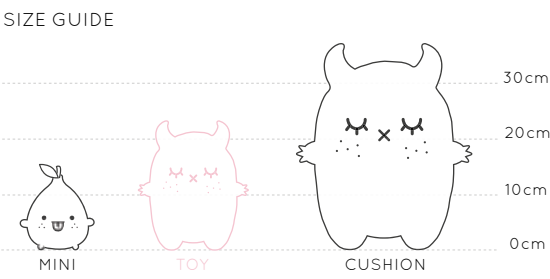
T99663 Ricepear  
Blue 12 x 15 cm



# Toys

The classic range of Ricemonster plush toys are our best sellers. With a great selection, they are collectable, great for pretend play and are perfect companions for little ones and the young at heart.

- Embroidered face and body features
- CE Certified 0+
- 100% high quality polyester
- Machine washable cold, gentle cycle, flat dry



**new** T99698 Ricepudding  
Blue 19 x 18 cm



**new** T99699 Ricesprinkle  
Lilac 17 x 16 cm



**new** T99700 Riceoohoooh  
Brown 19 x 17 cm



**new** T99701 Riceaahaah  
Pink 19 x 17 cm



**new** T99697 Riceleon  
Yellow 21 x 20 cm



**new** T99702 Ricespotty  
Pink 20 x 18 cm



**new** T99703 Ricesavanna  
Mustard 21 x 20 cm



T99620 Ricecoco  
Grey 20 x 19cm



T99581 Ricehawking  
Grey 20 x 19 cm



T99647 Riceananas  
Yellow 22 x 25 cm



T99617 Ricebonbon  
Pale pink 24 x 19 cm



T99668 Ricejagger  
Blue 24 x 22 cm



T99545 Riceturnip  
Cream 24 x 19 cm



T99544 Ricecarrot  
Pink 24 x 19 cm



T99671 Ricefluff  
Grey 24 x 19 cm



T99622 Riceberry  
Gold 24 x 19 cm



T99619 Ricemimi  
Champagne 22 x 22 cm



T99582 Ricepuffy  
White 22 x 22 cm



T99645 Riceberg  
Blue 21 x 23 cm



T99644 Ricecube  
White 21 x 23 cm



T99664 Ricebombshell  
Pink 24 x 20 cm



T99666 Ricesplash  
Blue 23 x 21 cm



T99669 Ricehaddock  
Blue 21 x 21 cm



T99667 Ricecharming  
Green 20 x 23 cm



T99510 Ricecracker  
Yellow 19 x 20 cm



T99510 Ricecool  
Grey 19 x 20 cm



T99542 Ricedapper  
Grey 20 x 19 cm



T99627 Ricepapa  
Gold 20 x 19 cm





T99670 Ricebambée  
Pink 20 x 19 cm



T99630 Ricebamboo  
Navy 20 x 19 cm



T99500 Riceroar  
Grey 20 x 19 cm



T99502 Ricemon  
Brown 22 x 18 cm



T99646 Riceoops  
Pink 20 x 21 cm



T99621 Riceouch  
Green 20 x 21 cm



T99506 Ricedino  
Green 21 x 19 cm



T99505 Miss Dino  
Pink 21 x 19 cm



T99677 Riceslow  
White 21 x 18 cm



T99678 Riceless  
Grey 21 x 18 cm



T99665 Ricekating  
Grey 21 x 17 cm



T99568 Re Bird  
Blue 19 x 16 cm



T99628 Ricemere  
Pink Face 22 x 24 cm



T99629 Ricewool  
Grey Face 22 x 24 cm



T99503 Ricestorm  
White 15 x 20 cm

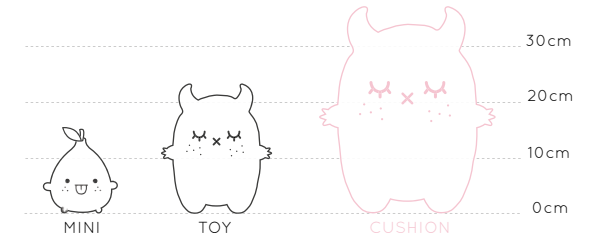
## Cushions

Add delight to your nursery and home with our Ricemonster cushions.

These large plush toys are perfect size for cots, chairs and cosy corners, they are extremely cuddly and soft.

- Embroidered face and body features
- CE Certified 0+
- 100% high quality polyester
- Machine washable cold, gentle cycle, flat dry

### SIZE GUIDE



**new** CUS99707 Ricesushi  
Pink 30 x 40 cm



**new** CUS99708 Ricesurimi  
Red 30 x 40 cm



**new** CUS99704 Ricetwinkle  
White 28 x 31 cm



**new** CUS99705 Ricepudding  
Blue 30 x 28 cm



**new** CUS99706 Riceluff  
Pink 32 x 28 cm



CUS99639 Ricecracker  
Yellow 30 x 30 cm



CUS99584 Riceberry  
Black 35 x 30 cm



CUS99640 Ricecarrot  
Pink 35 x 30 cm





CUS99635 Ricesnore  
White 24 x 46 cm



CUS99636 Ricesnooze  
Champagne 24 x 46 cm



CUS99586 Ricestorm  
Grey 24 x 45 cm



CUS99587 Ricestorm  
White 24 x 45 cm



CUS99638 Ricemelon  
Green 32 x 34 cm



CUS99571 Riceananas  
Yellow 37 x 32 cm



CUS99637 Ricesweet  
Pink 34 x 30 cm



CUS99673 Ricerain  
Blue 22 x 50 cm



CUS99674 Ricebow  
Pink 22 x 50 cm



CUS99624 Ricepuffy  
Grey 32 x 34 cm



CUS99623 Ricepuffy  
White 32 x 34 cm



CUS99634 Ricewool  
Grey Face 32 x 32 cm



**new** CUS99709 Riceleon Pillow  
Yellow 33 x 38 cm



CUS9975 Ricecracker Pillow  
Yellow 32 x 36 cm



CUS99633 Ricemere  
Pink Face 32 x 32 cm



CUS99626 Ricemimi  
Champagne 32 x 34 cm



CUS99625 Ricemomo  
Black 32 x 34 cm



CUS99676 Ricepuffy Pillow  
Grey 30 x 32 cm



CUS99676 Ricepuffy Pillow  
White 32 x 32 cm

# Blankets

Our range of cozy Ricemonster blanket/ playmats, are made from extra snuggly fabric. They can be used as a blanket in bed, sofa throw, or a cozy cover. Each blanket comes with a large luxurious gift box.

- Embroidered face feature
- CE Certified 0+
- 100% high quality thick polyester
- Machine washable on a cold, gentle cycle, flat dry



Packaging: 30 x 41 x 13 cm



**new** MAT99711 Ricebamboo  
Blue 105 x 105 cm



**new** MAT99712 Ricetwinkle  
White 116 x 106 cm



MAT9980 Ricecool  
charcol 115 x 105 cm



MAT99679 Ricefluff  
Pink 112 x 105 cm



**new** MAT99710 Ricespotty  
Pink 105 x 105 cm



MAT99681 Ricestorm  
White 145 x 75 cm



MAT99632 Ricepuffy  
Champagne 116 x 116 cm



MAT99631 Ricepuffy  
White 116 x 116 cm



# Night Lights

Discover our range of softly glowing LED night lights. They are cute, portable and battery operated, making them the perfect companion for little ones in the night time.

- Material: Eco-friendly PVC
- Comes with 3 x LR44 Battery
- Packaged in a space themed gift box
- 60 min timer
- This is not a toy, not suitable for children under 3 years



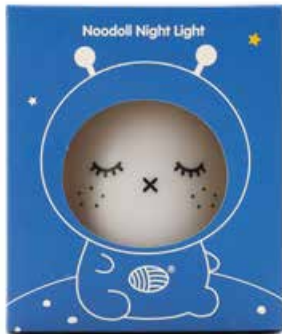
**new** LIGHT03 Ricepudding  
Size: H 11 cm



**new** LIGHT04 Ricepuffy  
Size: H 11 cm



LIGHT01 Ricecracker  
Size: H 11 cm



Packaging



**new** LIGHT05 Ricehawking  
Size: H 11 cm



LIGHT02 Ricecarrot  
Size: H 12.5 cm

# Wooden Toys

Play with all your favourite Ricemonsters made in collaboration with Japanese toy brand Kiko+. The two bottom boards are magnetic and the trees and buildings stick delightfully to the board. Each monster has interchangeable ears, which connect together with magnets, perfect for little hands and imaginative play.

- Made from FSC wood
- 2 slate boards and chalk pen
- 19 wooden pieces
- Size of each board: 30 x 20 cm



MACHIRICETOWN

# Exercise Books

These pastel tone exercise books are great for school notes, design projects and everyday sketching. In four themed designs; art, maths & science, home and adventure.

These come with a removable character bookmark on the cover to keep you organised.

- Art and Maths & Science notebook contain plain and squared paper
- Home and Adventure notebooks contain plain and lined paper
- Size: 24 x 18 cm
- 80 pages
- Screen printed, Gold & Silver foil feature cover
- 1 x Removable bookmark



NT99611 Art



NT99609 Math & Science



NT99608 Home



NT99610 Adventure

## Temporary Tattoos

Noodoll temporary tattoos feature your favourite Ricemonsters in a stylish design. Wear one or wear them all to show off your Noodoll love with pride!

- Tattoo sheet mix designs: 10 x 10 cm
- 2 sheets per pack
- Packaging size: 10.7 x 14.3 cm



TT99649 Tattnoo LOL



TT99648 Tattnoo WOW(Gold)



STA090 Ruler Bookmarks  
Size: 7 x 18.5 cm (4 pcs)



STA142 Fruit Bookmark  
Size: 10.5 x 15 cm (6 pcs)

## Large Tapes

Use these XL patterned paper tape for crafts and gift wrapping! This chunky parcel tape is great for jazzing up parcels and package.



TP615 Kraft  
4,6cm x 33 meter



TP616 Black  
4,6cm x 35 meter



TPLUCKY



TPEGG



TPFLASH

## Mini Tapes

This small gift pack comes with one roll of printed masking tape and a paperbook front in the front.

- Packaging Size: 8 x 6 x 1.6 cm
- Tape size: 1.6 cm x 10 meters



## Zip Cases

Ricemonster zip cases are handy for your everyday gadgets and keepsakes. They come with a detachable plastic keychain and can be attached to your bag.

- Each comes with a removable two-way keychain
- With durable and soft protective lining
- They all have a back pocket apart from Ricemon design



ACC99550 Ricecoco  
Grey H 17 cm



ACC99553 Ricedapper  
Grey H 17 cm



ACC99523 Riceroar  
Grey H 14 cm



ACC99521 Ricemon  
Brown H 14 cm

## Tablet Cases

Noodoll tablet cases are ideal to hold and keep safe your tablet, e-reader or small laptop. Each tablet case has a large zippered back pocket and a soft padded lining for protection.

- Size: 32 x 21 cm
- Packaging: Screenprinted case
- Soft padded lining for protection
- Zip clousure & zip back pocket



TAC99560 Ricedino



TAC99558 Ricedapper



TAC99559 Ricemon



TAC99561 Riceroar



Back Pocket with zip



# Classic Cards

Noodoll cards are bold, cheerful, colourful and are great for every age!

Printed on recycled paper in the UK.

- Size: 10.5 x 15 cm
- Blank inside
- Matching coloured C6 envelope



GC204 Ricecracker



GC199 Riceananas



GC202 Ricebamboo



GC99050 Snail nomnom



GC99154 Ricekating



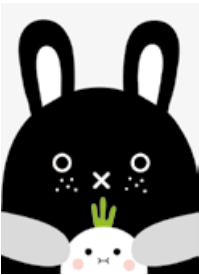
GC203 Ricebonbon



GC99156 Ricepuffy



GC99023 PinkRicedino



GC99155 Riceberry



GC200 Ricemimi



GC201 Ricemere



GC99012 Ricestorm



GC99010 Riceroar



GC99029 Rainbow



GCBiscuit



GC99052 Dino Play

# Bookmark Cards

Cards with a little something extra. Noodoll bookmark cards feature a fun, removable character bookmark in front.



GC99605 Ricehawking Message

- White Bookmark Card
- 10.5 x 14 cm
  - Screen printed
  - Removable bookmark
  - Blank inside
  - Grey C6 envelope

- Kraft Bookmark Card
- 10.5 x 15 cm
  - Screen printed
  - Removable bookmark
  - Blank inside
  - Patterned C6 envelope



GC99160 Jungle fun



GC Happy Flying



GC99107 Bike field

# Pocket Notebooks

Cheerful and affordable pocket sized notebooks, keep it compact and handy. This range features our classic Ricemonsters and collaborative designs with the talented illustrator Becky Baur- Travel the world with this snap rabbit in different country. (There is even a paper pocket in the back cover to keep track of travel tickets.)

- Size: 10.5 x 15cm
- 32 Plain pages



PN139 Ricetomato



PN102 Ricecracker



PN100 Ricequirl



PN003 Ricedino



PN126 Sweden



PN133 Holland



STA99135-B  
Rabbit Journal  
Size 16.5 x 12.5cm  
196 Illustrated papers  
Squared pages



PN141 Ricefig



PN157 Ricepapa



PN001 Ricemon



PN099 Ricemon Black



PN130 Mexico



PN125 Switzerland



PN012  
Rainbow Bookmark  
Squared pages notebook  
Size: 10.5 x 15 cm  
3 x Bookmarks



PN104 Lightning



PN105 Noodle Town



PN103 Ricebot



PN131 Moscow



PN132 Italy



STA049  
Together Always Memo Pad  
Size: 9.5 x 9.5 cm  
110 Sheets  
2 x Bookmarks



# A-Z Cards

This A-Z card range is perfect for the animal lover. Featuring 21 letters of the alphabet and a quirky retro feel, these cards are the product of a collaboration with illustrator Kay Vincent.

- Size: 12 x 12cm
- Rounded corners
- Blank inside
- Red envelope



acrobatic ANT

GC99062-A



breaking BEAR

GC99063-B



canoeing CAMEL

GC99064-C



drumming DONKEY

GC99065-D



gardening GOAT

GC99068-G



hippy HAMSTER

GC99069-H



indian IGUANA

GC99070-I



jolly JELLY FISH

GC99071-J



kickboxing KANGAROO

GC99072-K



leaping LION

GC99073-L



miming MONKEY

GC99074-M



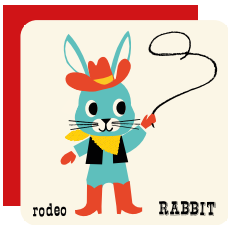
nocturnal NIGHTINGALE

GC99075-N



outer space OCTOPUS

GC99076-O



rodeo RABBIT

GC99079-R



scooting SQUIRREL

GC99080-S



unicycling UNICORN

GC99082-U



valentine VULTURE

GC99083-V



xylophonist X-RAY FISH

GC99085-X



yellow YAK

GC99086-Y



zig-zag ZEBRA

GC99087-Z

# Noodoll Q&A

## When was Noodoll born? And how?

Noodoll began as an illustrated book by Yiyang Wang in 2009 featuring a cast of characters who were made from rice and noodles and reside in Noodle Town and Rice town.

The company started with just Yiyang, and two toys, Ricemon and Riceroar, and has grown to a small team of 5 and produce several lines of accessories, stationery, many more happy Ricemonsters toys and stylish home objects.

## Are your plushies suitable from birth?

Our plush toys are CE & EN71 (EU) and ASTM-963 (USA) certified, making them safe and suitable from birth.

## What are Noodolls filled with?

Contrary to popular belief, our plush toys are not filled with rice but with extremely fluffy and springy polyester fiber that are compliant to the British safety standard.

## Where are Noodoll products made?

Noodoll products are made in the UK as well as in Taiwan where Yiyang was born as she loves to support both manufacturing in the UK and also her home town.

All Noodoll products are responsibly created and manufactured.

Our plush toys are made in a small factory in rural Taiwan by a group of grandmoms in their 60s who still enjoy working and creating beautiful products.

## Why the name Noodoll?

It was Noodle Town that was first created, so all the people live in Noodle Town are Noodle+dolls = Noodoll, hope that make sense!

## Who was the first character ever created?

Noodoll himself, he lives in Noodle Town and is a lovable celebrity. However the town soon took over by all naughty Ricemonsters!

## How on earth do you get the designs that capture the hearts of children as well as grown ups?

The truth is, we will never grow up!

## How can I be a stockist?

We work with retailers that share the same values, if you like to stock Noodoll, please get in touch via email [wholesale@noodoll.com](mailto:wholesale@noodoll.com)

## Do you have a showroom?

Yes we have a showroom in London, UK.  
Please make an appointment with us prior visiting.

## Why do you send your orders in old ugly boxes?

We hate waste and try to reduce excess packaging, every little helps the planet. We recycle old boxes from our neighboring offices and many of them keep their old boxes for us to use.







# Thank you!

Noodoll loves your cuddles and support.

Join us on our exhilarating journey and continue to be part of the Noodoll family in 2019 and beyond!

Trade Enquiry:  
[wholesale@noodoll.com](mailto:wholesale@noodoll.com)

Press Enquiry:  
[hello@noodoll.com](mailto:hello@noodoll.com)

Visit Noodoll Showroom:  
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Give us a call!  
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