

Catalog

Spring - Summer 2025

for all **firsts**



for all **firsts**

For over five decades, Jollein has been a companion throughout the significant milestones of a little one's journey. Jollein has been committed to delivering top-quality baby products at an affordable price because we understand the value and importance of this phase.

At Jollein, we are not just a brand; we are a part of your journey right from the very start. We want you as a parent, caregiver, or loved one to celebrate each milestone with joy and confidence. Whether it's that first playtime with our wooden toys, the initial sleep in their own crib with our softest sleeping bags or the first time going outside with our footmuffs, Jollein stands by your side.

At Jollein, we are here "for all firsts" because we believe these moments last a lifetime in your memories.



Spring Collection

New designs for unforgettable first moments.

I'm so excited to introduce our new Spring Collection in this catalog! Over the past few months, we have worked hard to create a collection that perfectly captures the spirit of this vibrant season, full of fresh new items, cozy comforts, and beautiful prints for both babies and parents. As part of the development team at Jollein, this year has taken on a whole new personal meaning for me – I'm expecting my first little one! This exciting journey has given me a fresh perspective on what parents truly need and how we can make life easier for them.

Lately, my focus has been on packaging, and I'm constantly asking myself: How can we make it as simple and helpful as possible for expecting parents? How can we ensure our products are not only beautiful but also intuitive to use and clearly designed? We have added illustrations to show how our products work – like how to fold a swaddle blanket or how to choose the right TOG value for the season. We also introduced hangtags on our blankets and sleepingbags to clearly display the TOG value and explain what it means, making it easier for parents to choose the right product.

At Jollein, it's all about cherishing the first moments, and I couldn't be prouder of the collection we have put together. This season, we have introduced two new themes: Bloomy and On the Go, both of which perfectly match the season's colors and complement our previous collections. Bloomy, with its soft, dreamy colors, is particularly close to my heart as it perfectly matches the atmosphere I want to create at home.

We love to celebrate those precious first moments – which is why our slogan is 'For all firsts'. From the first ride home to the first bath and the very first meal, we're here to support parents through every milestone.

I can't wait to experience all those special "firsts" with my little one in the coming years, and I truly hope you love this collection as much as I do!

**With love,
Jolien – Team Development**

Nice to meet you!

Our latest catalog is here, filled with fresh inspiration for spring 2025! Inside, you will find our newest collection alongside timeless favorites like the Miffy and Friends range and the spring 2025 themes. Every page is crafted with care and love to help you create those unforgettable family moments.

For over 50 years, Jollein has been designing everything you need for your baby's crib and nursery. From soft sleeping bags to practical essentials, we understand how to transform an empty space into a cosy haven. A nursery isn't just a room—it's a place where babies feel secure, and parents can focus on creating precious first memories.

This season, our designs are more thoughtful than ever. Blending practicality with stylish trends, we have created products that not only make life easier for parents but also bring a touch of beauty and joy to everyday moments.

So take a look through our catalog and discover a collection designed to inspire. Whether it's familiar favorites or exciting new themes, you will find everything you need to make your assortment filled with cosy and comforting items!



Development and Purchasing

"Welcome to Product Development and Jollein's Purchasing Department, where we design, create, and source products with passion, dedication, and precise planning to ensure the highest quality for you."



Marketing

"Hi, we are the marketing team at Jollein, ensuring top-notch brand experiences. We handle branding, visibility, recognition, and create inspiring campaigns, bringing Jollein to life with beautiful product and atmospheric photos."



Backoffice

"Hi, we are Jollein's customer service team. Have questions? We are here for you! We handle every order with care to ensure you receive the best service and a smooth experience with Jollein."



Sales

"Hello, we are the sales team at Jollein! We ensure our products reach your store with personal care and a smile. We make shopping at Jollein a delightful experience with irresistible store displays."



HR and Finance

"Hello, we are Jollein's HR and Finance team! We manage personnel matters and ensure smooth financial operations with a personal touch, fostering a great working environment."



Logistics

"We ensure that every product reaches its destination smoothly and on time, working efficiently behind the scenes to keep everything running seamlessly."



The beginning

Jollein's journey began in 1973, when Wim Smits Senior's baby goods textile company went bankrupt. Undeterred, he purchased some fabric, revamped an old bus, and kickstarted the family business by selling his wares to acquaintances.

The 70s

By the '70s, Jollein had evolved into a moving showroom, giving customers the chance to buy their favorite items on the spot.

Around 1970

In the 1970s, Jollein reached a milestone when Wim Sr. noticed German mothers buying sleeping bags for their babies. Seeing potential, he made minor adjustments to create the ideal baby sleeping bag, which was born just two days later.

Early 80s

Things really picked up in the '80s when production was in full swing, and the Smits family had to find their own storage space since their home was bursting at the seams. But that didn't stop them from making their customers happy!

Mid 80s

The production was running at full speed and the customers were happy with the beautiful products. Our house was overflowing and we had to look for our own storage. It now felt like a real business!

The 90s

In the '90s, Wim Smits Sr.'s health began to decline, but his son and daughter-in-law, Marrit, took the wheel and kept the family tradition alive.

The 00's

In the year 2000, an offer came in from Pakistan that Jollein just couldn't resist. The deal allowed them to purchase high-quality fabrics at an even better price, which meant they could expand their business even more.

Around 2010

Jollein grew fast as a brand and the products were sold more and more. Jollein became more than just a logo on a plastic bag: the brand Jollein was now a fact.

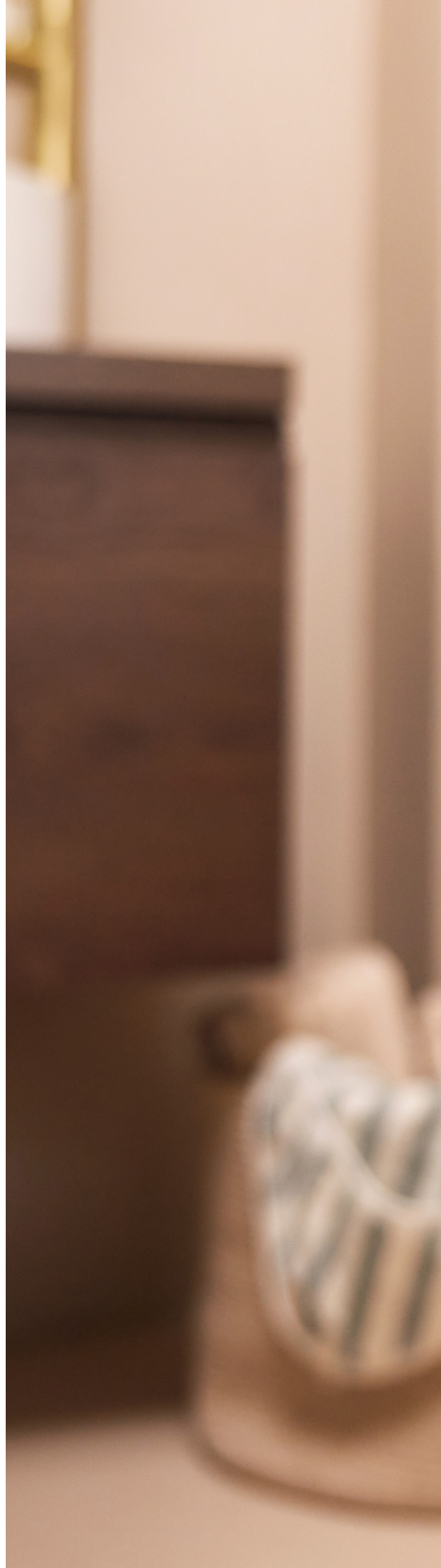
Now

By 2023 Jollein has become a household name with over 1500 customers all over the world. Jollein is teaming up with Mentha to take their international growth to the next level. Together, they're aiming to bolster Jollein's market share in existing regions and expand into brand new countries. With Mentha's expertise and support, Jollein is ready to take on the world. And even though we going through some changes, one thing has never changed:

Jollein's family love!

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Family benefits

Broad Collection

Jollein offers a wide range of products, ensuring that you can find everything you need for your baby in one place.

Sleeping bag expert

Jollein is an expert in sleeping bags, offering a range of safe and comfortable options for your baby.

Available from stock

Jollein's products are available from stock, ensuring fast and reliable delivery.

Amazing pricepoint

Jollein offers high-quality products at an amazing price point, making them accessible to all parents.

Natural tones

Jollein's products come in natural tones, providing a timeless and elegant look for your baby's nursery.

Over 50 years experience

With over 50 years of experience, Jollein is a trusted name in the baby industry, known for their high-quality and innovative products.

Buy products individually

Jollein allows you to buy products individually instead of bundles, giving you more flexibility and choice.

Marketing content and images available via www.jollein.com/imagebank

Jollein provides marketing content and images to help you promote Jollein products effectively.

Collaborations with iconic brands

Jollein collaborates with iconic brands to bring you the latest trends and styles in baby products. The latest collaboration was with Miffy.

Mix & match

Jollein's collections are designed to be easily mixed and matched, allowing you to create a cohesive and stylish look for your baby's nursery.



Shop-in-shop furniture



At Jollein, we offer a beautiful range of shop-in-shop furniture to showcase our products perfectly in your store. If you're interested, please contact your account manager for more details. We have a total of six stylish pieces to enhance your store's display!



Tjarda Scholtens, visual merchandiser and account manager at Jollein, has four years' experience in store layouts.

1

Thematic Displays

Group gift items around a theme to make your display cohesive and appealing. For example, wooden toys work well in the Jungle Jambo theme, enhancing the look and encouraging customers to buy more.

2

Unbox to Showcase

If a product's packaging hides its details, unbox one for display. For instance, show a growth chart on the shelf so customers can see it clearly, while keeping the rest packaged.

3

Create a "Wow" Factor

Place the most eye-catching items at the top of your display for maximum impact. Keep it tidy and uncluttered to attract attention without overwhelming your customers.

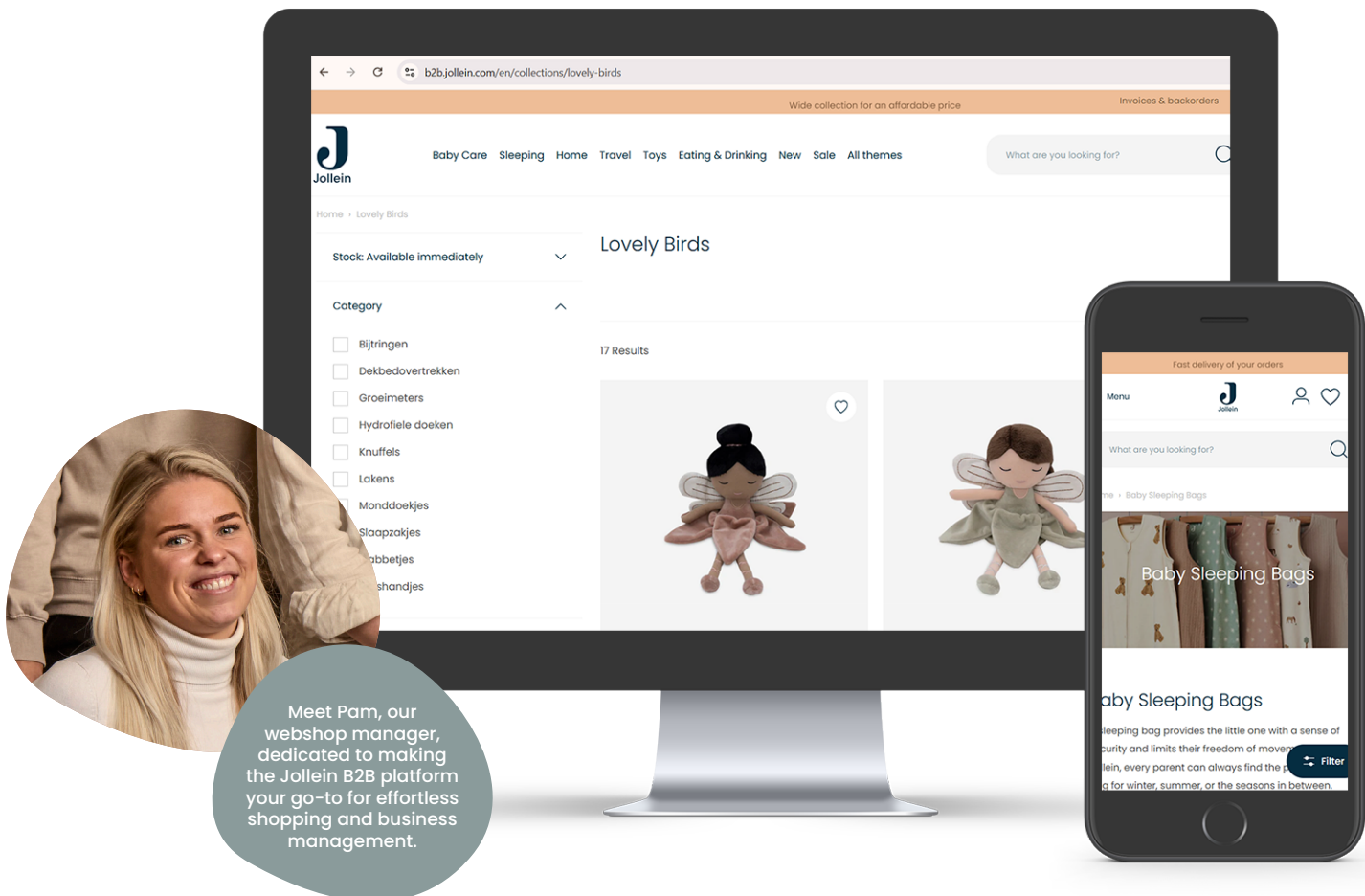
4

Eye Level Wins

Place smaller items at eye level or slightly below to ensure they stand out. Products positioned too high are often missed, so keep key items easy to see and grab.

Your secret weapon: the Jollein B2B webshop

Running a store can be a whirlwind—orders to place, shelves to stock, and customers to keep happy. That's why we created the Jollein B2B webshop, a platform designed to take some of that load off your shoulders. Whether you're hunting for the latest must-haves or managing the essentials, our webshop is here to make your life easier. Let's hear from Pam and Chris, two of our team members, about why the webshop is a game-changer.



Meet Pam, our webshop manager, dedicated to making the Jollein B2B platform your go-to for effortless shopping and business management.

Pam's take: It's like your Business Assistant

The Jollein B2B webshop isn't just a place to shop—it's your secret business ally. We have worked hard to make it as intuitive as possible, and the latest updates take it to the next level. Need a product fast? Filters like size, color, and availability help you find exactly what you're looking for in seconds. And if you're out and about, no worries—the mobile-friendly design lets you place an order from your phone just as easily as from your desktop.

But that's not all. The webshop doubles as a treasure chest of tools for your business. Download beautiful product photos and ready-made marketing campaigns to spruce up your shop's social media or in-store displays. And with new features like a redesigned dashboard and faster order processing, it's never been easier to keep your business running smoothly.

Oh, and don't forget to turn on notifications—you'll always be the first to know when new items drop or when that bestseller is back in stock.



Chris is our sales agent for Belgium and France, always ready to support retailers with tailored advice and clever solutions to grow their businesses.

Chris's story: making business simple

As Jollein's rep for Belgium, Luxembourg, and France, I get to meet so many incredible retailers. One thing they all share? They're busy! That's why I love how the B2B webshop is built to save time and cut out the hassle.

When you place an order, it's instantly synced with our warehouse, so the process starts right away. Need something in a hurry? Use the availability filter to find items ready to ship immediately. It's perfect for those last-minute restocks!

And here's what really makes a difference: the webshop is loaded with clear, professional photos of every product. Let's be honest—remembering every color, print, and size isn't easy (even for pros). With the webshop, you can see everything at a glance, making ordering not just simple but stress-free.

The webshop also puts you in control. You can check stock levels, download invoices, track back-orders, and manage it all yourself, without having to make a single phone call. That independence is a game-changer for busy shop owners.

Why retailers love it

We get it—running a business is hectic. That's why the Jollein B2B webshop is designed to give you what you need, when you need it. From placing pre-orders for the upcoming collection to downloading social media content that grabs attention, it's all there waiting for you.

Want to grow your social media presence? Grab our high-quality photos and ready-to-go marketing materials straight from the webshop. Need to collaborate with your team? Add multiple users to your account so everyone stays in the loop.

The best part? The webshop learns from you. It offers personalized product suggestions based on your order history, so you can stay ahead of trends and stock up on items your customers are sure to love.

Let's Get Started!

Think of the Jollein B2B webshop as your behind-the-scenes partner, working quietly but efficiently to help your business thrive. It's not just a place to order products—it's your gateway to making life easier, boosting sales, and keeping your customers happy.



FAQ

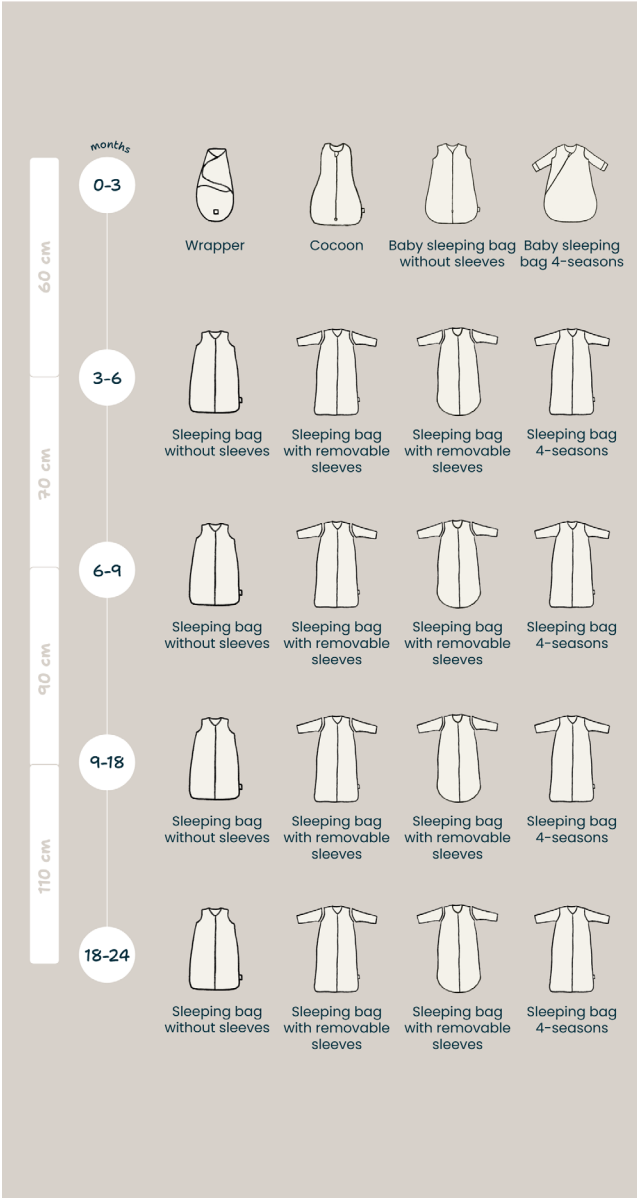
- **Can I track my orders?**
Absolutely! Go to the "Orders" tab to see your order status and tracking information.
- **How do I download invoices?**
Invoices can be downloaded directly from your account dashboard.
- **How can I access exclusive promotions or offers?**
All exclusive offers for B2B clients are listed in the "Sale" section of the webshop. Make sure you're subscribed to our newsletter to stay updated!
- **Can I place pre-orders for upcoming collections?**
Yes, pre-orders for new collections can be placed through the B2B webshop. Keep an eye on our updates to know when pre-ordering starts.
- **Are there discounts for bulk purchases?**
Bulk purchase discounts may apply depending on the order size. Contact your account manager for more information.

Dreaming big since 1973



In 1973, our founder Wim Sr. saw the potential for a baby sleeping bag. He immediately went to his sewing studio, and just two days later, the baby sleeping bag was born in the Netherlands.

With over 50 years of experience and continuous innovation, we ensure that every Jollein sleeping bag offers the perfect blend of quality & comfort, safety and on-trend designs, for peaceful nights and happy babies. Jollein, For all firsts



Our collection sleeping bags

We know just how important it is to ensure your little one sleeps comfortably and safely. That's why we have created a fantastic range of sleeping bags, each designed to meet your baby's specific needs. This is a handy table showcasing our entire selection of sleeping bags, complete with sizes and corresponding age recommendations. With Jollein, you can ensure your baby sleeps soundly and snugly.

Sleeping Bag Newborn Cocoon 0-3 months Bloomy
047-596-68076

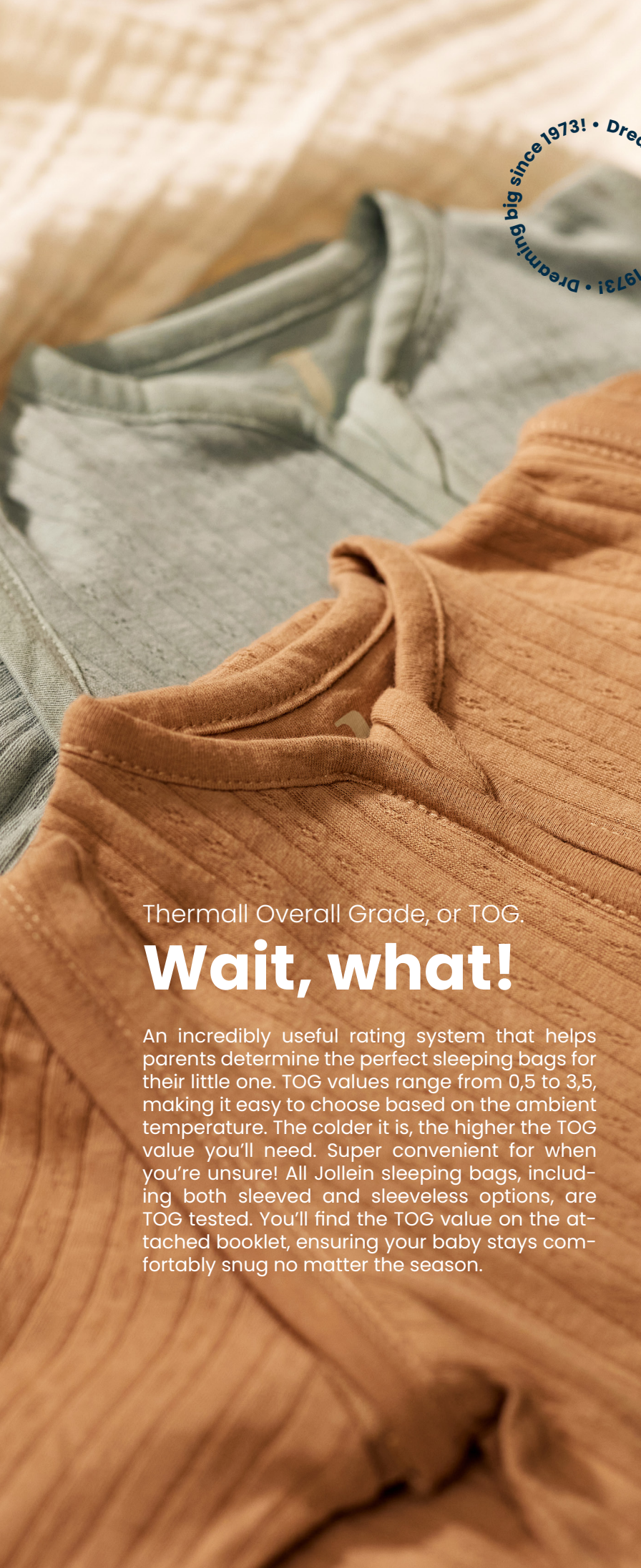
Sleeping Bag Newborn Muslin 60cm Sea Green
063-410-67020

Sleeping Bag with Removable Sleeves Round 60cm Riverside
064-410-67086

Sleeping Bag Muslin 70cm Bloomy
048-510-68076

Sleeping Bag Jersey 90cm On The Go
048-516-68075

Sleeping Bag with Removable Sleeves Round 110cm Ajour
064-529-67020



Dreaming big since 1973! • Dreaming big since 1973!

Thermall Overall Grade, or TOG.

Wait, what!

An incredibly useful rating system that helps parents determine the perfect sleeping bags for their little one. TOG values range from 0,5 to 3,5, making it easy to choose based on the ambient temperature. The colder it is, the higher the TOG value you'll need. Super convenient for when you're unsure! All Jollein sleeping bags, including both sleeved and sleeveless options, are TOG tested. You'll find the TOG value on the attached booklet, ensuring your baby stays comfortably snug no matter the season.

TOG advice for sleeping bags with sleeves

Our sleeping bags with removable sleeves are your go-to choice for transitioning between seasons and for the winter months. They provide extra warmth during cold nights and can be easily adjusted to the surrounding temperature by simply zipping off the sleeves.

	3.5 TOG	3.0 TOG	2.5 TOG	2.0 TOG
24-27 °C				
22-24 °C				
20-22 °C				
18-20 °C				
16-18 °C				
13-16 °C				

TOG advice for sleeping bags without sleeves

The sleeping bags without sleeves are the musthave for sleeping in late spring when the nights start to warm up and hot summer nights. With a low TOG rating, they are comfortable for these seasons.

	2.5 TOG	2.0 TOG	0.5 TOG
24-27 °C			
22-24 °C			
20-22 °C			
18-20 °C	+	+	+
16-18 °C	+	+	
13-16 °C			

Gift guide

As a retailer, you know how important it is to offer the right products for your customers. To help you curate the perfect assortment, we have created a gift guide based on what works best for different store types. Here's how Jollein's products can complement your shop and drive sales.



Concept stores

Concept stores thrive on their ability to offer unique, stylish, and high-quality items, making them a destination for shoppers looking for gifts with a special touch. Plush toys and wooden toys make beautiful, timeless gifts that delight both children and parents. Larger sleeping bags and warm footmuffs are also popular, as they combine comfort and practicality with a fashionable edge. And let's not forget the kids chair beanbag —a standout piece that blends functionality with a sense of style, perfect for customers looking to create a chic baby room. In concept stores, hydrophilic cloths remain a staple, loved for their versatility and minimalist designs.



1. Wooden Rain Rattle On The Go 039-001-68099
2. Sleeping Bag with Removable Sleeves Round Ajour 60cm Sea Green 063-410-68077 3. Kids Chair Beanbag Corduroy Olive Green 028-543-68093



Specialty stores

In baby specialty stores, the focus is often on preparing for a new arrival, making the nursery and everyday essentials key categories. Parents here love thoughtful and practical gifts that help them create a cozy and functional environment. Items like sleeping bags, wrap blankets, and crib essentials always perform well, while stylish canopies and veils are perfect for those looking to elevate the nursery's aesthetic. On-the-go products are another key area, as these stores are often the main spot for strollers. Footmuffs and diaper bags are excellent gift choices that match the needs of busy parents. Of course, no baby specialty store is complete without hydrophilic cloths, which are a trusted essential for every family.

1. Musical Hanger Lovely Birds 043-001-68094 **2. Fitted Sheet** 60x120cm Jersey Bloomy 511-507-68076 **3. Blanket Cradle** Muslin 75x100cm Jacquard Wild Rose 521-511-68082

Wrap your little one in comfort and cuteness with our terry bathrobes—perfect for bath time, swim days, or cozy mornings at home, complete with adorable hood and waistband for the perfect fit!

Baby section

In clothing stores with a baby section, gifts tend to focus on accessories and bath-time products, appealing to customers who want something quick yet thoughtful. Bibs and bandanas offer a perfect mix of style and utility, while bathrobes and ponchos make bath time extra cozy and special. These items make ideal gifts for parents who appreciate quality and attention to detail, even in the smaller things.



1. Bathrobe 1-2 year Stripe Terry Sea Green 060-808-68085 **2. Bib Bandana Muslin Olive Green/Oatmeal 2 Pack** 029-867-68081 **3. Wet wipes Cover** Olive Green 091-001-67058

Bestseller Alert!

Discover Our Bestsellers! Curious to know what's flying off our shelves? These items are absolute favorites among our customers and are must-haves for this season!



**Kids Chair Beanbag
Corduroy Olive Green**

Material:
90% polyester /
10% nylon

028-543-68093



**Kids Chair Beanbag
Corduroy Wild Rose**

Material:
90% polyester /
10% nylon

028-543-68083





**Stuffed Animal
Fairy Amy**

Material:
100% polyester

037-001-68095



8 717329 394056



Rattle Fairy

Material:
100% polyester

039-001-68095



8 717329 394025

Meet Amy, the magical girl with red hair and sparkling wings! She's always ready for an adventure, and with her magic wand, she brings everything to life with a touch of sparkle and joy!



**Teething ball Silicone
9,5cm Sea Green**

Material:
100% silicone

714-607-68043



8 717329 393721

The terry collection

Bath time is more than just a daily routine—it's a moment of connection, comfort, and care. With Jollein's terry collection, we make those moments even more special. Our soft and absorbent terry cloth items are designed to keep little ones warm and cozy while making life easier for parents.



Bathcapes

Wrap up the warmth with our terry bathcapes. These versatile essentials are perfect for drying babies after a bath and keeping them cozy while parents enjoy those precious post-bath cuddles. We're excited to announce that our bathcape is now available in a useful 100x100cm size!



Bath cape Terry
100x100cm - Biscuit
534-836-00103



Bath cape Terry
100x100cm - Nougat
534-836-00093

available
in a useful
100x100cm size!



Bath Cape Terry
75x75cm - Jungle
Jambo - Cheetah
534-514-68057



Durable
yet soft.

Washcloths

Gentle on delicate skin, our terry washcloths are essentials every parent needs. Durable yet soft, they make bath time simple, efficient, and enjoyable.

Washcloth Terry - Wild Rose and Sea Green
336-597-67099 | 336-597-68043

Bathrobes & Ponchos

Our terry bathrobes and ponchos are not just for bath time—they're ideal for beach days, poolside fun, or simply lounging at home. Designed with practicality in mind, they're easy to slip on and oh-so-comfortable.



**Bathrobe 1-2 year
Wild Rose**
060-808-67113



**Bathrobe 1-2 year
Sea Green**
060-808-68043



**Bath Poncho Terry
Wild Rose**
533-550-67113



**Bath Poncho Terry
Sea Green**
533-550-68043

Bestselling color; Sea Green

At Jollein, we always bring fresh colors to complement your nursery collections. Sea Green, which first appeared in our 2024/2025 collection, continues to be a favorite. This soft blend of green and blue creates a calming, peaceful atmosphere, making it an ideal choice for any nursery.

Sea Green works beautifully with a variety of other colors and can be used in both subtle accents or as a main color. Its versatile, soothing tone ensures it remains a popular choice with customers, adding a gentle yet stylish touch to any baby's room.

This soft blend
of green and
blue creates a
calming, peaceful
atmosphere.





Go Organic, Go GOTS

The finest and softest products and also with the GOTS label? Jollein has it! GOTS is an internationally recognised standard for organic cotton. The requirements to get this label for a product are not only about the fabric itself, but also how it is manufactured and where it comes from. So we not only care for babies' sensitive skins through soft organic cotton, but we also care for the people who produce these beautiful fabrics.



**Blanket Cradle
Muslin Fringe Stripe
Biscuit**

Material:
100% organic cotton

75x100cm

516-511-68090



8 717329 393806

120x120cm

516-522-68090



8 717329 393813



**Blanket Cradle
Muslin Fringe Stripe
Sea Green**

Material:
100% organic cotton

75x100cm

516-511-68088



8 717329 393783

120x120cm

516-522-68088



8 717329 393790



**Bath Poncho Stripe
Terry Sea Green**

Material:
100% organic cotton

533-550-68085



**Bath Cape 75x75cm
Stripe Terry Sea
Green**

Material:
100% organic cotton

534-836-68085



**Bathrobe Stripe Terry
Sea Green**

Material:
100% organic cotton

1-2 year

060-808-68085



3-4 year

060-809-68085



**Blanket Cradle
Muslin 75x100cm
Jacquard Wild Rose**

Material:
100% organic cotton

521-511-68082



**Blanket Cradle
Muslin 75x100cm
Jacquard Sea Green**

Material:
100% organic cotton

521-511-68084



**Blanket Cradle
Muslin 75x100cm
Jacquard Biscuit**

Material:
100% organic cotton

521-511-68089



Our Newborns

Introducing our latest arrivals! Because we are all about innovation and perfection, each new collection brings fresh products to delight both parents and newborns alike. Meet our newest additions this season!

**Activity Spiral
Lovely Birds**



Material:
100% polyester

Introducing our new spirals for playpen and car seats, with tags and playful hangers for endless fun!

122-001-68076



**Activity Spiral
On The Go**



Material:
100% polyester

122-001-68075





**Buggy/stroller Seat
Liner Terry/Cotton
Nougat**

Our buggy liner
now features
a redesigned
universal opening,
fitting even more
strollers for ultimate
convenience!

026-002-00093



**Buggy/stroller Seat
Liner Terry/Cotton
Storm Grey**

026-002-00094



Material:
100% cotton

091-001-00103



Material:
100% cotton

091-001-67058



Material:
100% cotton

091-001-67099



Material:
100% cotton

091-001-68043









Shop this
collection

Catalogue Collection 2025



Jollein's sleeping bags offer the perfect blend of comfort, safety, and flexibility, making them an essential addition to any baby product collection. Available in sizes 60cm, 70cm, 90cm, and 110cm, our sleeping bags are designed to grow with babies, ensuring a snug fit at every stage. Whether sleeveless or with detachable sleeves, these sleeping bags offer versatile options for different weather conditions—perfect for adapting to the changing seasons. The detachable sleeves provide extra warmth on colder nights and can be easily removed as the weather warms up, offering year-round comfort for babies.

Sleeping Bags

Newborn Wrapper | 0-3 months



Wrapper 0-3 months
Ajour - Biscuit

Material:
100% cotton

TOG value: 0.5 - 1.0

60cm
047-547-67020



Sleeping Bag
Newborn Cocoon
0-3 months
Riverside

Material:
95% cotton /
5% elastane

TOG value: 0.5

60cm
047-596-67086



Sleeping Bag
Newborn Cocoon
0-3 months
Bloomy

Material:
95% cotton /
5% elastane

TOG value: 0.5

60cm
047-596-68076



Newborn Sleeping Bag | 60cm

**Sleeping Bag
Newborn Muslin
Sea Green****Material:**
100% cotton**TOG value:** 0.5**60cm**

062-410-68043

**Sleeping Bag
Newborn Muslin
Biscuit****Material:**
100% cotton**TOG value:** 0.5**60cm**

062-410-00103

**Sleeping Bag
Newborn Jersey Rib
Nostalgic Ride****Material:**
100% cotton**TOG value:** 0.5**60cm**

062-410-67103

**Sleeping Bag
Newborn Jersey
Miffy Jacquard Ivory****Material:**
70% cotton /
30% polyester**TOG value:** 0.5**60cm**

062-410-67110



Newborn Sleeping Bag with Removable Sleeves | 60cm



**Sleeping Bag with
Removable Sleeves
Round Ajour
Sea Green**

Material:
100% cotton

TOG value: 0.5 - 1.0

60cm

063-410-68077



8 717329 392885



**Sleeping Bag with
Removable Sleeves
Round Ajour Biscuit**

Material:
100% cotton

TOG value: 0.5 - 1.0

60cm

063-410-67020



8 717329 392847



**Sleeping Bag with
Removable Sleeves
Round Riverside**

Material:
100% cotton

TOG value: 0.5 - 1.0

60cm

064-410-67086



8 717329 392922





Sleeping Bag | Jersey



Sleeping Bag Jersey
Jungle Jambo

Material:
100% cotton

TOG value: 0.5

70cm

048-510-67090



8 717329 392625

90cm

048-516-67090



8 717329 392618

110cm

048-529-67090



8 717329 392601



Sleeping Bag Jersey
Rib Nostalgic Ride

Material:
100% cotton

TOG value: 0.5

70cm

048-510-67103



8 717329 392663

90cm

048-516-67103



8 717329 392656

110cm

048-529-67103



8 717329 392649



Sleeping Bag Jersey
Lovely Birds

Material:
100% cotton

TOG value: 0.5

70cm

048-510-67104



8 717329 392571

90cm

048-516-67104



8 717329 392588

110cm

048-529-67104



8 717329 392595



Sleeping Bag Jersey
On The Go

Material:
100% cotton

TOG value: 0.5

70cm

048-510-68075



8 717329 393424

90cm

048-516-68075



8 717329 393431

110cm

048-529-68075



8 717329 393448





Sleeping Bag Miffy
Jacquard Terry
Sea Green

Material:
70% cotton /
30% polyester

TOG value: 0.5



Sleeping Bag Miffy
Jacquard Terry
Wild Rose

Material:
70% cotton /
30% polyester

TOG value: 0.5

70cm
048-510-67109

8 717329 393035

90cm
048-516-67109

8 717329 393042

110cm
048-529-67109

8 717329 393059

70cm
048-510-67108

8 717329 393028

90cm
048-516-67108

8 717329 393011

110cm
048-529-67108

8 717329 393004







Sleeping Bag Muslin Miffy and Friends

Material:
100% cotton

TOG value: 0.5

70cm

048-510-68047



8 717329 392960

90cm

048-516-68047



8 717329 392977

110cm

048-529-68047



8 717329 392984



Sleeping Bag Muslin Bloomy

Material:
100% cotton

TOG value: 0.5

70cm

048-510-68076



8 717329 392700

90cm

048-516-68076



8 717329 392717

110cm

048-529-68076



8 717329 392724



Sleeping Bag Muslin Roarsome

Material:
100% cotton

TOG value: 0.5

70cm

048-510-67100



8 717329 392670

90cm

048-516-67100



8 717329 392687

110cm

048-529-67100



8 717329 392694



Sleeping Bag Muslin Biscuit

Material:
100% cotton

TOG value: 0.5

70cm

048-510-00103



8 717329 392748

90cm

048-516-00103



8 717329 392755

110cm

048-529-00103



8 717329 392762



Sleeping Bag Muslin Sea Green

Material:
100% cotton

TOG value: 0.5

70cm

048-510-68043



8 717329 392786

90cm

048-516-68043



8 717329 392793

110cm

048-529-68043



8 717329 392809

New! Sleeping Bag with Removable Sleeves



Sleeping Bag with Removable Sleeves
Round Ajour
Sea Green

Material:
100% cotton

TOG value: 0.5 - 1.0

70 m

064-510-68077



90cm

064-516-68077



110cm

064-529-68077



Sleeping Bag with Removable Sleeves
Round Ajour
Biscuit

Material:
100% cotton

TOG value: 0.5 - 1.0

70cm

064-510-67020



90cm

064-516-67020



110cm

064-529-67020



Sleeping Bag with Removable Sleeves
Round Riverside

Material:
100% cotton

TOG value: 0.5 - 1.0

70cm

064-510-67086



90cm

064-516-67086



110cm

064-529-67086



Introducing our new sleeping bags with detachable sleeves, securely tucked into a fabric trim for added comfort and convenience.







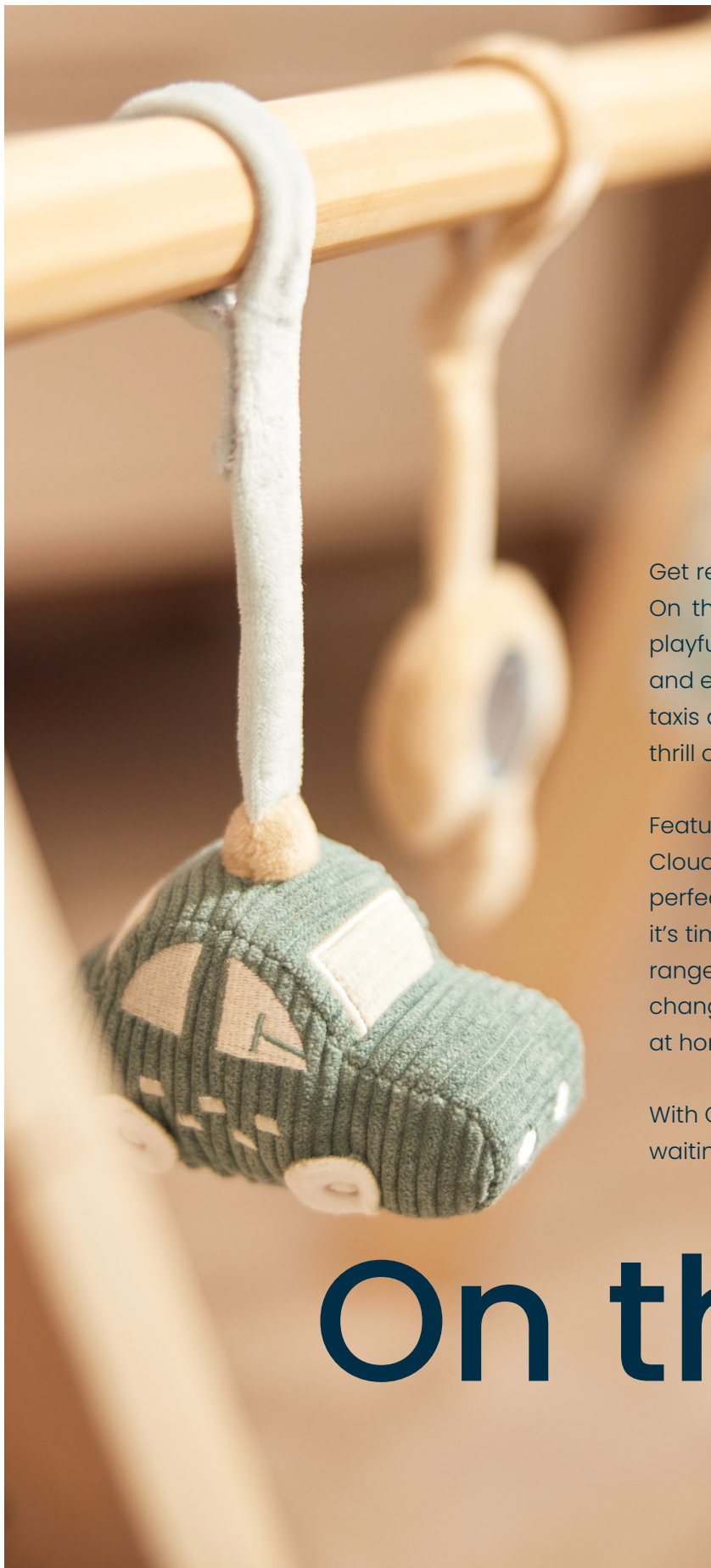




Catalogue Collection 2025



Shop this
collection



Get ready for adventure with our new theme: On the Go! Designed for little explorers, this playful collection is filled with bold vehicles and exciting prints. From scooters and cars to taxis and helicopters, these designs bring the thrill of adventure straight into the nursery.

Featuring soft, soothing colors like Ivory, Biscuit, Cloud Blue, and Sea Green, this collection is perfect for any budding adventurer. Whether it's time to sleep, play, or travel, our matching range of toys, muslin cloths, sleeping bags, and changing pad covers will inspire exploration at home or on the go.

With On the Go, every day is a new adventure waiting to unfold!

On the go



**Sleeping Bag Jersey
On The Go**

Material:
100% cotton

TOG value: 0.5

70cm

048-510-68075



8 717329 393424

90cm

048-516-68075



8 717329 393431

110cm

048-529-68075



8 717329 393448



**Sheet Cradle
On The Go**

Material:
100% cotton

75x100cm

008-511-68075



8 717329 393844

120x150cm

008-524-68075



8 717329 393851



**Fitted Sheet Jersey
On The Go**

Material:
100% cotton

40/50x80/90cm

511-501-68075



8 717329 393271

60x120cm

511-507-68075



8 717329 393288

70/75x140/150cm

511-565-68075



8 717329 393295



**Blanket Cradle
Jersey On The Go**

Material:
100% cotton

TOG value: 1.0

75x100cm

513-511-68075



8 717329 393097



**Changing Mat Cover
Jersey 50x70cm On
The Go**

Material:
100% cotton

022-503-68075



8 717329 393318



Swaddle Muslin
115x115cm On The Go
2 Pack

Material:
100% cotton

115x115cm
535-852-68075



Cloth Muslin
70x70cm On The Go
3 Pack

Material:
100% cotton

70x70cm
535-851-68075



Mouth Cloth Muslin
31x31cm On The Go
3 Pack

Material:
100% cotton

31x31cm
537-848-68075



Washcloth Muslin
15x20cm On The Go
3 Pack

Material:
100% cotton

15x20cm
536-848-68075





**Bib Silicon On The Go
2 Pack**

Material:
100% silicone

029-007-68075



**Bib Jersey Water-
proof On The Go 5
Pack**

Material back:
80% cotton /
20% polyester

Material front:
100% cotton

029-566-68075





**Musical Hanger
On The Go**

Material:
100% polyester



**Pram Chain
On The Go**

Material:
100% polyester



**Teething Ring Rubber
On The Go**

Material:
100% rubber



**Silicone Teething
Ring Keychain
On The Go**

Material:
100% silicone



**Babygym Toys
On The Go**

Material:
100% polyester



Rattle On The Go

Material:
100% polyester





**Activity Cube
On The Go**

Material:
100% polyester



**Activity Spiral
On The Go**

Material:
100% polyester

new
item!



**Activity Toy
On The Go**

Material:
100% polyester



**Soft Activity Book
On The Go**

Material:
100% polyester





039-001-68099



8 717329 394872

Wooden Rain Rattle On The Go

Material:
FSC™ wood



The mark of
responsible forestry



112-001-68098



8 717329 394896

Wooden Cars 3 Pack

Material:
FSC™ wood



The mark of
responsible forestry



123-001-68075



8 717329 394889

Wooden Ramp Racer Cars On The Go

Material:
FSC™ wood



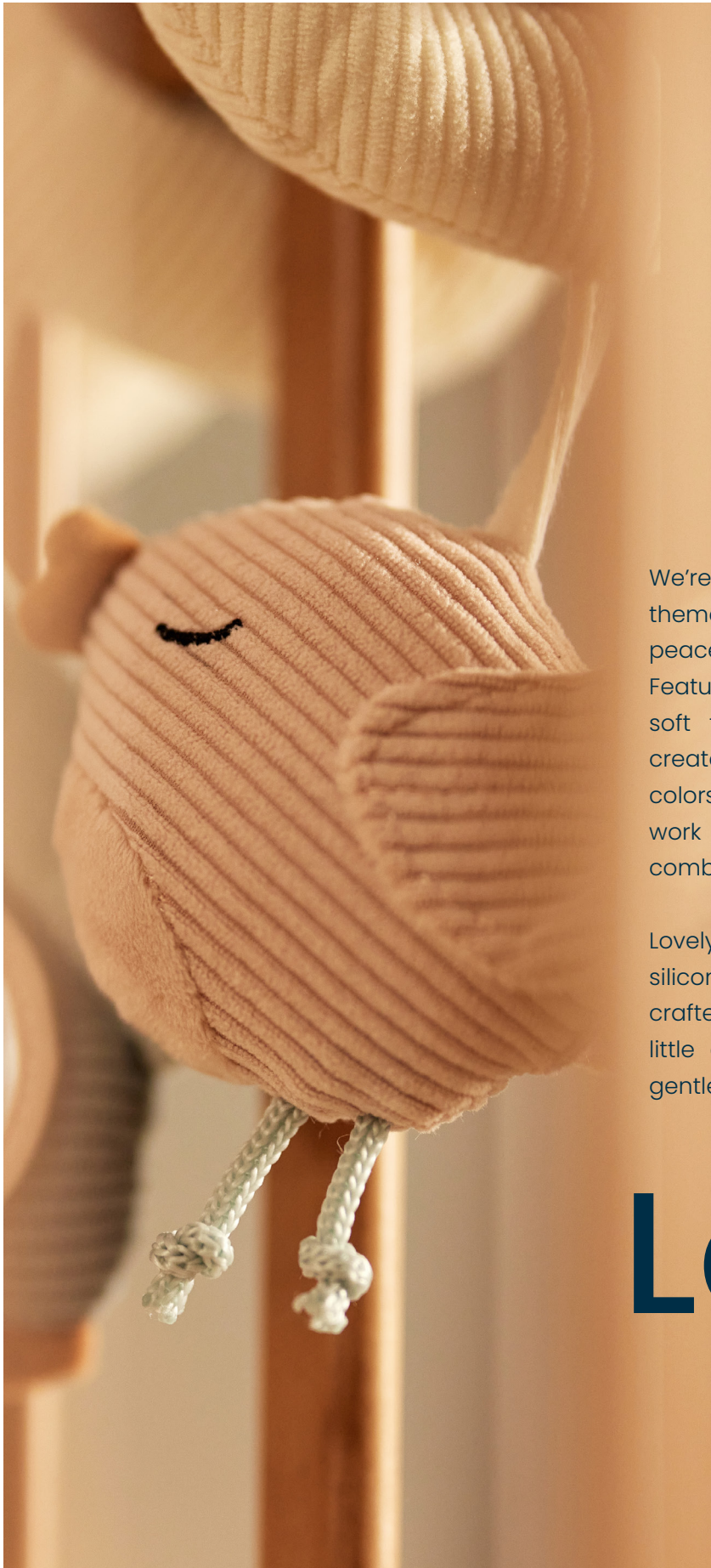
The mark of
responsible forestry



Catalogue Collection 2025



Shop this
collection



We're excited to highlight our Lovely Birds theme, a charming collection that brings a peaceful, nature-inspired feel to the nursery. Featuring sweet birds, delicate flowers, and soft twigs, this collection is designed to create a serene and joyful atmosphere. The colors Wild Rose, Sea Green, and Ash Green work beautifully together, making it easy to combine with other items in the collection.

Lovely Birds includes cosy sleeping bags, silicon bibs and soft toys, each thoughtfully crafted to ensure comfort and style for your little one. This collection offers a timeless, gentle touch that will brighten any nursery.

Lovely Birds



**Sleeping Bag Jersey
Lovely Birds**

Material:
100% cotton

TOG value: 0.5

70cm

048-510-67104



90cm

048-516-67104



110cm

048-529-67104



**Bib Silicon
Lovely Birds 2 Pack**

Material:
100% silicone

029-007-67104



**Musical Hanger
Lovely Birds**

Material:
100% polyester

043-001-68094



**Babygym Toys
Lovely Birds**

Material:
100% polyester

108-001-68094



**Activity Spiral
Lovely Birds**

Material:
100% polyester

122-001-68076



**Pram Chain
Lovely Birds**

Material:
100% polyester

061-001-68076









Activity Cube
Lovely Birds

Material:
100% polyester



Soft Activity Book
Lovely Birds

Material:
100% polyester



Wooden Rain Rattle
Lovely Birds

Material:
FSC™ wood



Stuffed Animal
Fairy Amy

Material:
100% polyester



Rattle Fairy

Material:
100% polyester





Shop this
collection

Catalogue Collection 2025



Step into a world of warmth and charm with our Bloomy theme, designed to bring nature's beauty into every nursery. This enchanting collection, with its cheerful floral prints and soothing beige tones like Biscuit, Fungi, Wild Rose, and Ivory, offers a serene and loving atmosphere for little ones. Perfect for creating a cozy, nature-inspired space, Bloomy evokes the magic of sunny spring days and blooming fields.

Ideal for retail partners, the Bloomy collection includes everything from soft sleeping bags and versatile muslin cloths to stylish changing pad covers. The combination of functional designs and charming prints makes it the perfect addition to any store looking to offer customers a warm, nature-inspired range. Explore the Bloomy theme today and give your customers the perfect blend of comfort and beauty for their little ones.

Bloomy



**Sleeping Bag
Newborn Cocoon
0-3 months Bloomy**

Material:
95% cotton /
5% elastane

TOG value: 0.5

60cm
047-596-68076



**Sleeping Bag Muslin
Bloomy**

Material:
100% cotton

TOG value: 0.5

70cm
048-510-68076



90cm
048-516-68076



110cm
048-529-68076



**Sheet Bloomy**

Material:
100% cotton

75x100cm
008-511-68076



8 717329 393868

120x150cm
008-524-68076



8 717329 393875

**Fitted Sheet Jersey Bloomy**

Material:
100% cotton

40/50x80x90cm
511-501-68076



8 717329 393240

60x120cm
511-507-68076



8 717329 393257

70/75x140/150cm
511-565-68076



8 717329 393264

**Blanket Jersey 75x100cm Bloomy**

Material:
100% cotton

TOG value: 1.0

75x100cm
513-511-68076



8 717329 393080

**Changing Mat Cover Jersey 50x70cm Bloomy**

Material:
100% cotton

022-503-68076



8 717329 393301

**Bib Jersey Waterproof Bloomy 5 Pack**

Material back:
80% cotton /
20% polyester

Material front:
100% cotton

029-566-68076



8 717329 393127



Cloth Muslin Small
70x70cm Bloomy
3 Pack

Material:
100% cotton

70x70cm
535-851-68076



8 717329 393325



Swaddle Muslin
Large 115x115cm
Bloomy 2 Pack

Material:
100% cotton

115x115cm
535-852-68076



8 717329 393332



Wash cloth Muslin
15x20cm Bloomy
3 Pack

Material:
100% cotton

15x20cm
536-848-68076



8 717329 393363



Mouth Cloth Muslin
31x31cm Bloomy
3 Pack

Material:
100% cotton

31x31cm
537-848-68076



8 717329 393387







Catalogue Collection 2025



Shop this
collection



Discover the versatility and softness of our Muslin collection! Made from premium hydrophilic fabric, our muslin items are a must-have for any nursery. With a wide range of products — from changing pads and wet wipes covers to practical muslin bibs and sleeping bags — this collection combines comfort with functionality.

Perfect for delicate baby skin, our muslin products are gentle, breathable, and absorbent. Whether it's for naptime, playtime, or mealtime, these essentials are designed to provide ultimate care for little ones.

Muslin



Sleeping Bag
Newborn Muslin
Sea Green

Material:
100% cotton

TOG value: 0.5

60cm

062-410-68043



8 717329 392779



Sleeping Bag
Newborn Muslin
Biscuit

Material:
100% cotton

TOG value: 0.5

60cm

062-410-00103



8 717329 392731



Sleeping Bag Muslin
Sea Green

Material:
100% cotton

TOG value: 0.5

70cm

048-510-68043



8 717329 392786

90cm

048-516-68043



8 717329 392793

110cm

048-529-68043



8 717329 392809



Sleeping Bag Muslin
Biscuit

Material:
100% cotton

TOG value: 0.5

70cm

048-510-00103



8 717329 392748

90cm

048-516-00103



8 717329 392755

110cm

048-529-00103



8 717329 392762





**Sleeping Bag Muslin
Roarsome**

Material:
100% cotton

TOG value: 0.5

70cm

048-510-67100



8

90cm

048-516-67100



8

110cm

048-529-67100



8



**Sleeping Bag Muslin
Bloomy**

Material:
100% cotton

TOG value: 0.5

70cm

048-510-68076



8

90cm

048-516-68076



8

110cm

048-529-68076



8



**Sleeping Bag Muslin
Miffy and Friends**

Material:
100% cotton

TOG value: 0.5

70cm

048-510-68047



8

90cm

048-516-68047



8

110cm

048-529-68047



8



**Blanket Cradle
Muslin 75x100cm
Jacquard Biscuit**

Material:
100% organic cotton

521-511-68089



8



**Blanket Cradle
Muslin 75x100cm
Jacquard Sea Green**

Material:
100% organic cotton

521-511-68084



8



**Blanket Cradle
Muslin 75x100cm
Jacquard Wild Rose**

Material:
100% organic cotton

521-511-68082



8



**Blanket Cradle
Muslin Fringe Stripe
Biscuit**

Material:
100% organic cotton

75x100cm

516-511-68090



8 717329 393806

120x120cm

516-522-68090



8 717329 393813



**Blanket Cradle
Muslin Fringe Stripe
Sea Green**

Material:
100% organic cotton

75x100cm

516-511-68088



8 717329 393783

120x120cm

516-522-68088



8 717329 393790



**Bib Bandana Muslin
Wild Rose/Oatmeal
2 Pack**

Material:
100% cotton

029-867-68078



8 717329 393066



**Bib Bandana Muslin
Sea Green/Biscuit
2 Pack**

Material:
100% cotton

029-867-68079



8 717329 393073



**Bib Bandana Muslin
Olive Green/Oatmeal
2 Pack**

Material:
100% cotton

029-867-68081



8 717329 393455



**Changing Pad Muslin
Sea Green**



Material:
100% cotton

096-001-68043



**Changing Pad Muslin
Biscuit**



Material:
100% cotton

096-001-00103



**Changing Pad Muslin
Olive Green**



Material:
100% cotton

096-001-67058



**Changing Pad Muslin
Wild Rose**



Material:
100% cotton

096-001-67099



**Bookcover Muslin
Sea Green**



Material:
100% cotton

716-606-68043



**Bookcover Muslin
Biscuit**



Material:
100% cotton

716-606-00103





**Bookcover Muslin
Olive Green**

Material:
100% cotton

716-606-67058



**Bookcover Muslin
Wild Rose**

Material:
100% cotton

716-606-67099



**Wet wipes Cover
Olive Green**

Material:
100% cotton

new
item!

091-001-67058



**Wet wipes Cover
Wild Rose**

Material:
100% cotton

new
item!

091-001-67099



**Wet wipes Cover
Sea Green**

Material:
100% cotton

new
item!

091-001-68043



**Wet wipes Cover
Muslin Biscuit**

Material:
100% cotton

new
item!

091-001-00103



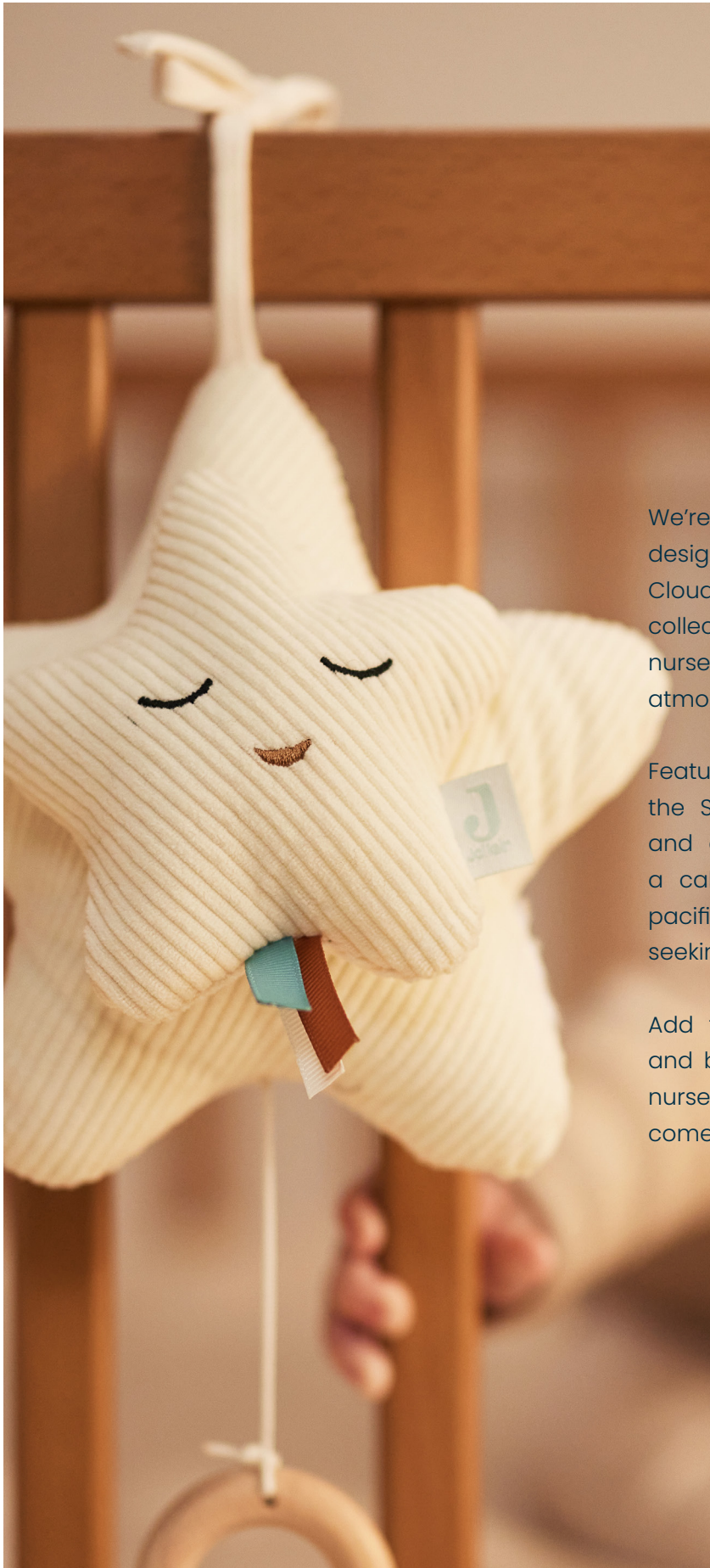




Catalogue Collection 2025



Shop this collection



We're excited to unveil our new Star theme, designed with the soft, soothing hues of Cloud Blue, biscuit, and Wild Rose. This collection brings a whimsical touch to any nursery, perfect for creating a peaceful, starry atmosphere.

Featuring musical hangers and pacifier cloths, the Star collection offers both practicality and charm. The musical hangers provide a calming melody for bedtime, while the pacifier cloths are a must-have for parents seeking comfort and convenience.

Add this enchanting theme to your store and bring a little magic to your customers' nurseries. The perfect way to make dreams come true, one star at a time!

Star



**Pacifier Cloth
Star Sea Green**

Material:
100% polyester

031-562-68087



**Pacifier Cloth
Star Biscuit**

Material:
100% polyester

031-562-68091



**Pacifier Cloth
Star Wild Rose**

Material:
100% polyester

031-562-68097



**Musical Hanger Star
Sea Green**

Material:
100% polyester

043-001-68087



**Musical Hanger Star
Ivory**

Material:
100% polyester

043-001-68096



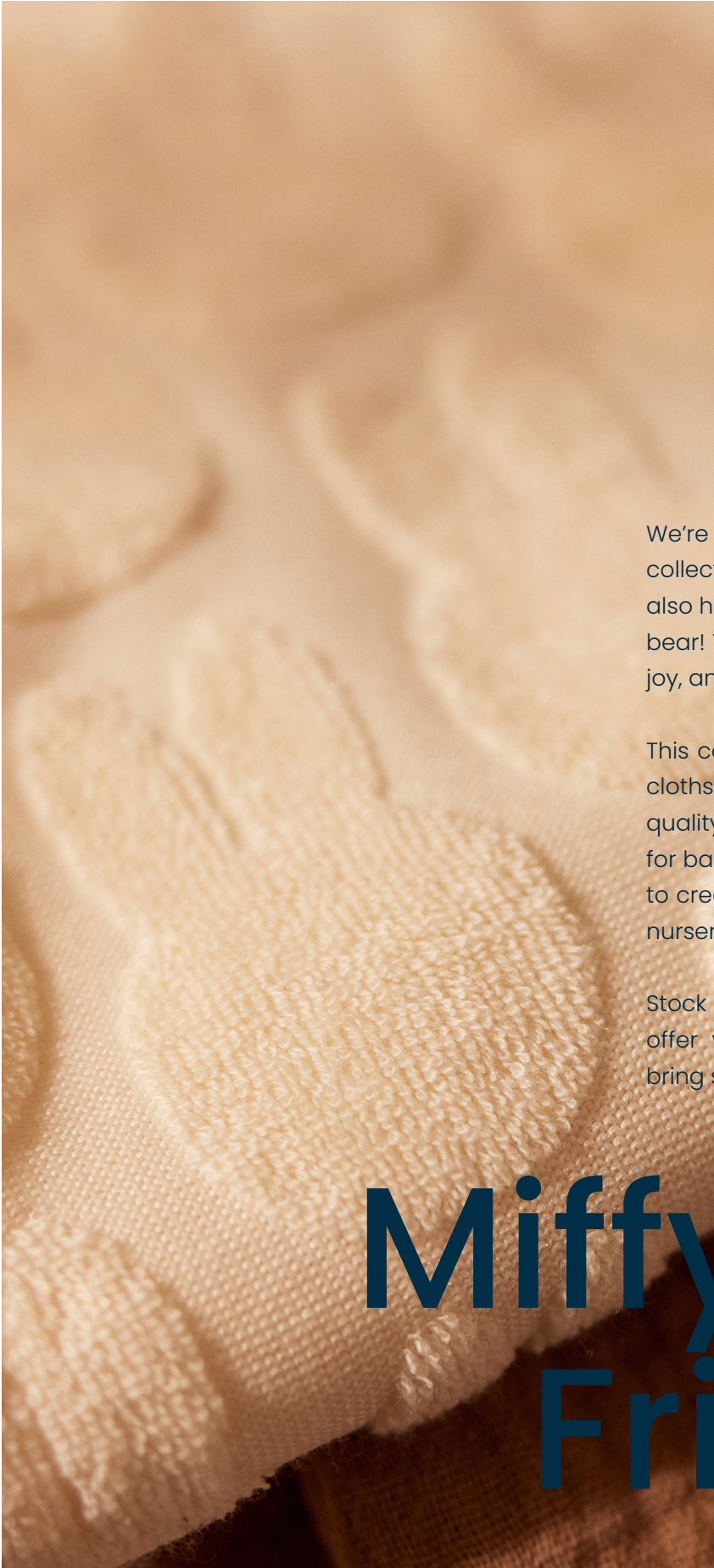




Catalogue Collection 2025



Shop this
collection



We're excited to share our expanded Miffy collection, now featuring not just Miffy, but also her friends – Snuffy, Grunty, and Boris the bear! These classic characters bring warmth, joy, and a fun touch to every nursery.

This collection includes sleepingbags, muslin cloths and more, all made with soft, high-quality materials to ensure comfort and style for babies. Miffy and her friends are designed to create a playful and calming space in the nursery.

Stock up on these beloved characters and offer your customers a collection that will bring smiles to both babies and parents.

Miffy and Friends



Sleeping Bag Newborn 60cm Miffy Jacquard Ivory

Material:
70% cotton /
30% polyester

TOG value: 0.5

60cm
062-410-67110



8 717329 392991



Sleeping Bag Muslin Miffy and Friends

Material:
100% cotton

TOG value: 0.5

70cm
048-510-68047



8 717329 392960

90cm
048-516-68047



8 717329 392977

110cm
048-529-68047



8 717329 392984



Sleeping Bag Miffy Jacquard Terry Wild Rose

Material:
70% cotton /
30% polyester

TOG value: 0.5

70cm
048-510-67108



8 717329 393028

90cm
048-516-67108



8 717329 393011

110cm
048-529-67108



8 717329 393004



Sleeping Bag Miffy Jacquard Terry Sea Green

Material:
70% cotton /
30% polyester

TOG value: 0.5

70cm
048-510-67109



8 717329 393035

90cm
048-516-67109



8 717329 393042

110cm
048-529-67109



8 717329 393059



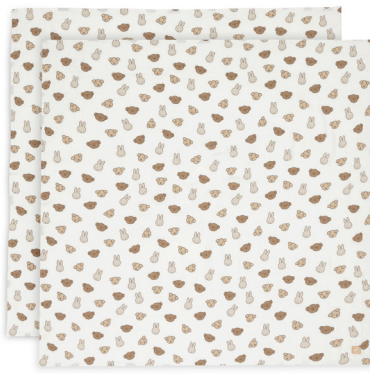
Cloth Muslin 70x70cm Miffy and Friends 3 Pack

Material:
100% cotton

70x70cm
535-851-68047



8 717329 393400



Swaddle Muslin 115x115cm Miffy and Friends 2 Pack

Material:
100% cotton

115x115cm
535-852-68047

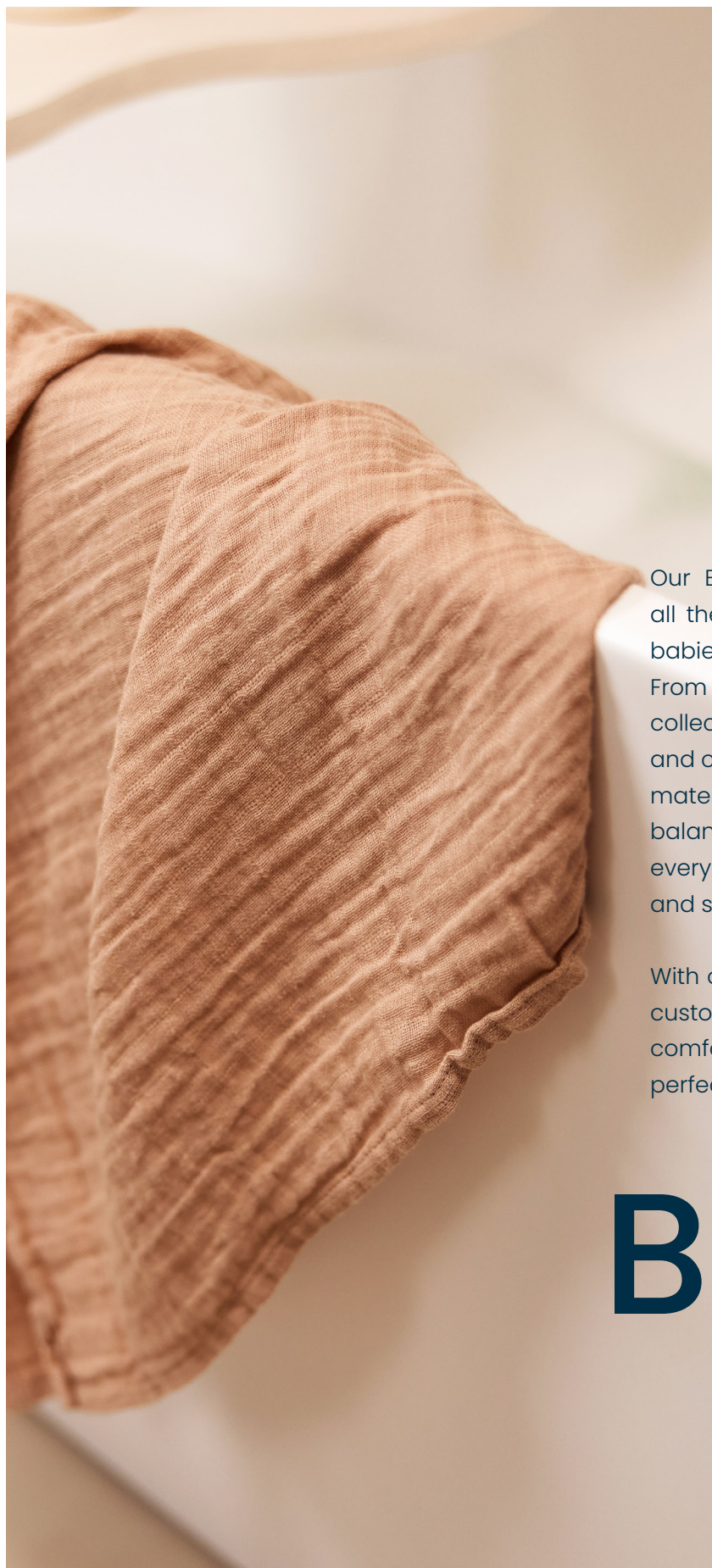


8 717329 393417





Catalogue Collection 2025



Our Basics collection is designed to meet all the essential needs of both parents and babies, offering a range of reliable products. From duvets to moltons and more, this collection ensures a comfortable, functional, and cosy nursery. Made with soft and durable materials, these products provide the perfect balance of comfort and practicality. Ideal for everyday use, they help create a welcoming and safe environment for little ones.

With our Basics collection, you can offer your customers quality essentials that deliver both comfort and peace of mind, making them perfect for any nursery.

Basics



**Fitted Sheet Jersey
Sea Green/Biscuit
2 Pack**

Material:
100% cotton

40/50x80x90cm
2511-501-68079



8 717329 393141

60x120cm
2511-507-68079



8 717329 393158

70/75x140/150cm
2511-565-68079



8 717329 393165



**Fitted Sheet Jersey
Wild Rose/Biscuit
2 Pack**

Material:
100% cotton

40/50x80x90cm
2511-501-68080



8 717329 393172

60x120cm
2511-507-68080



8 717329 393189

70/75x140/150cm
2511-565-68080



8 717329 393196



**Cloth Muslin
70x70cm Biscuit/
Ivory 4 Pack**

Material:
100% cotton

70x70cm

535-851-00105



8 717329 394100



**Cloth Muslin
70x70cm Sea Green/
Ivory 4 Pack**

Material:
100% cotton

70x70cm

535-851-67112



8 717329 393226



**Cloth Muslin
115x115cm Biscuit/
Ivory 2 Pack**

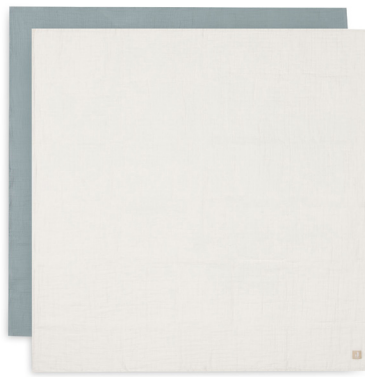
Material:
100% cotton

115x115cm

535-852-00105



8 717329 394117



**Cloth Muslin
115x115cm Sea Green/
Ivory 2 Pack**

Material:
100% cotton

115x115cm

535-852-67112



8 717329 393233

**Changing Mat Cover
Terry 50x70cm Sea
Green/Biscuit 2 Pack**

Material:
85% cotton /
15% polyester

**Changing Mat Cover
Terry 50x70cm Wild
Rose/Biscuit 2 Pack**

Material:
85% cotton /
15% polyester

2550-503-68079



8 717329 393202

2550-503-68080



8 717329 393219







At Jollein, we believe that every moment with a little one is precious. Our products are lovingly and thoughtfully designed by mothers to make everyday life a bit more beautiful and easier. Whether you're searching for stylish and practical baby essentials or the perfect addition to a nursery, we hope you have found what you were looking for in our catalog.

For more information and inspiration, feel free to visit our webshop. We look forward to helping you create unforgettable first moments.



Do you want to see our new collection in action?
Scan the QR-code and watch our collection video
and get inspired!





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