



Love you can feel.®

BABY 2025





Love you can feel.®

In 2025, some things will never change; with every year and catalogue, we feel excited to share our new designs, best sellers, award winners, and customer favourites. It is the time to share our 2025 Baby catalogue with you.

Mary Meyer Toys has come a long way from selling pincushions to becoming the creators and makers of the highest quality and ever-so-loved baby products.

Our design team works tirelessly to create that perfect teddy bear or that oh-so-huggable bunny, crafting the softest, most lovable, and truly unique characters and toys. We continue Mary's and our mission to bring joy to children and families with care, quality, and love. We like to think of it as "Love you can feel."

We know you will be delighted to flip the pages and see what we have created for you this year.

Wishing everyone success in 2025!

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hetty highland cow

ALL NEW

Hetty is our Highland Cow, the charming plush companion that will bring a modern trend to your baby's nursery. With her soft, cuddly brown fur and endearing expression, Hetty is perfect for hugs and snuggles. Whether as a gift or a delightful addition to the toy box, Hetty the Highland Cow will surely be a favourite.

Why we love:

- Scottish breed of cow that is popular today.
- Heavy coat and long hair distinguish them.
- Popular with kids and adults.
- Our design (embroidered long hair) keeps them baby safe.

NEW

CRINKLE TEETHER

It's a soothing activity toy for curious babies. Teether, squeaker, and crinkle sound in a baby toy. Includes flexible loop for hanging. BPA, PVC, and phthalate free.

6 x 6 in / 15 x 15 cm

43271M





NEW

CHARACTER BLANKET*

Our double-layered blanket has a custom printed top layer, knotted corners, and a plush reverse side.

13 x 13 in / 33 x 33 cm

43273M

NEW

SOFT TOY

Hetty is perfect for hugs and snuggles. Whether as a gift or a delightful addition to the toy box, Hetty the Highland Cow will surely be a favourite.

10 in / 25 cm

43274M



NEW

TEETHER RATTLE*

Baby safe silicone teether outside and rattle inside.

6 in / 15 cm

43270M



*J-hook for ease of display.

bella bunny

Whether for playtime adventures or a cosy bedtime snuggle, our bunny is designed to be a delightful companion for baby. Its floppy ears and expressive eyes are sure to capture hearts and bring smiles to baby's face.

Why we love:

- Bunnies are a nursery staple.
- Luxurious, super soft white fabric.
- Mary Meyer exclusive modern floral print fabric.
- Sweet detailed embroidery and blush cheeks.

CHARACTER BLANKET*

Our-double layered blanket has a custom printed top layer, knotted corners, and a ribbed corduroy reverse side.

13 x 13 in / 33 x 33 cm

44681M



SOFT TOY

Crafted with utmost attention to detail, our adorable Bella Bunny is made from super soft fabric. Her snowy white fur adds a touch of purity, while the modern pink floral print brings a splash of vibrant colour.

10 in / 25 cm

44682M



TEETHER RATTLE*

Baby safe silicone teether outside and rattle inside.

6 in / 15 cm

44680M

*J-hook for ease of display.

pebblesaurus

Dinosaurs are always a big hit with little ones and Pebblesaurus are the cutest dinos you'll find. Decidedly un-ferocious, these dinosaurs will be a baby's best friend.

Why we love:

- Top selling category.
- Updated and modern colour palette.
- Dinos are consumer favourites.



RATTLE*

Spikes, wide wale belly, and embroidered face and spots make this soft gift the perfect baby rattle.

5 in / 13 cm

44310M



LOVEY*

Wide wale trim and colourful accents make this Lovey a super snuggler. Stuffed head and under stuffed body. 13 in / 39 cm 44313M



CRINKLE TEETHER

It's a soothing activity toy for curious babies. Teether, squeaker, and crinkle sound all in a square baby toy. Includes flexible loop for hanging. BPA, PVC, and phthalate free.

6 x 6 in / 15 x 15 cm

44311M



SOFT TOY

He stands tall with embroidered eyes and body spots. Colourful spikes make this decorative dinosaur a wonderful addition to any nursery.

10 in / 25 cm

44314M



CHARACTER BLANKET*

Knotted corners, exclusive Mary Meyer print, and wide wale reverse side make this prehistoric pet a modern day great gift.

13 x 13 in / 33 x 33 cm

44315M

*J-hook for ease of display.

afrique grey & white boutique

Gender neutral colour palette and designs,
Mary Meyer's beautiful shades of grey have
been helping Mums create elegant and
modern nurseries while making them smile.





afrique
grey & white
boutique



ELEPHANT SOFT TOY

She's a grand and graceful addition to baby's nursery.

15 in / 38 cm

42057M



ELEPHANT MUSICAL

Our elephant adds elegance to any nursery. Wind her up to play, "Minuet No. 1" by Bach.

8 in / 20 cm

42552M



*J-hook for ease of display.



GIRAFFE SOFT TOY

12 in / 30 cm
42053M



GIRAFFE LOVEY*

13 in / 33 cm
42051M



ELEPHANT LOVEY *

13 in / 33 cm
42055M

GIRAFFE CHARACTER BLANKET*

Curly and ribbed fabrics combine to soothe baby in a simple, soft blanket.

13 x 13 in / 33 x 33 cm
42052M



ELEPHANT BABY MAT

31 x 23 in / 79 x 58 cm
42557M

oatmeal bunny

A best seller that is the inspiration for our Silky Bunny Loveys



OATMEAL BUNNY LOVEY*

With stuffed head and arms, Oatmeal's body acts as a cuddle blankie for babies to squeeze and hug.

13 in / 33 cm

41701M

silky bunny loveys

Why we love:

- Based on our hugely successful Oatmeal Bunny Lovey.
- Winning design in a super luxurious fabric.
- Natural colours are gender neutral.
- Striped knit trim inside ears for contrast.

13 in / 33 cm



SILKY BUNNY LOVEY - Grey*

13 in / 33 cm

41750M



SILKY BUNNY LOVEY - White*

13 in / 33 cm

41780M

*J-hook for ease of display.

putty bears

seafoam putty bears

SEAFOAM PUTTY BEAR - small

11 in / 28 cm
53600M

SEAFOAM PUTTY BEAR - medium

17 in / 43 cm
53601M

SEAFOAM PUTTY BEAR - large

20 in / 51 cm
53602M



cream putty bears

CREAM PUTTY BEAR - small

11 in / 28 cm
53370M

CREAM PUTTY BEAR - medium

17 in / 43 cm
53371M

CREAM PUTTY BEAR - large

20 in / 51 cm
53372M



grey putty bears

GREY PUTTY BEAR - small

11 in / 28 cm
53390M

GREY PUTTY BEAR - medium

17 in / 43 cm
53391M

GREY PUTTY BEAR - large

20 in / 51 cm
53392M



putty nursery soft toys

- Perfect size for little ones.
- Stitched eyes for total softness.



NURSERY BLUSH STEGOSAURUS

11 in / 28 cm
42860M



NURSERY DINO

11 in / 28 cm
42750M



NURSERY MONKEY

11 in / 28 cm
42830M

PUTTY NURSERY SOFT TOYS

11 in / 28 cm



NURSERY CREAM BUNNY

11 in / 28 cm

67422M



NURSERY BLUSH BUNNY

11 in / 28 cm

67442M



NURSERY SLOTH

11 in / 28 cm

42730M



NURSERY GIRAFFE

11 in / 28 cm

42690M

NURSERY PIGLET

11 in / 28 cm

42660M



NURSERY LAMB

11 in / 28 cm

42630M



NURSERY COW

11 in / 28 cm

42610M



NURSERY HOUND

11 in / 28 cm

42670M



NEW
NURSERY BUMBLE BEE
11 in / 28 cm
42891M

putty nursery loveys



NEW
BUMBLE BEE LOVEY*
11 in / 28 cm
42890M



NEW
NURSERY YELLOW DUCK
11 in / 28 cm
42881M

NEW
YELLOW DUCK LOVEY*
11 in / 28 cm
42880M



PUTTY NURSERY LOVEYS
11 in / 28 cm

putty toys

With lovely, warm colours and the sweetest smiles, Putty Toys make oh-so-soft companions for children of all ages. A dab of putty is enough to brighten every day.

BLUSH PUTTY UNICORN

10 in / 25 cm

53481M



CREAM PUTTY UNICORN

10 in / 25 cm

53480M



PUTTY WHALE

14 in / 36 cm

55970M



CLOVER PUTTY COW
9 in / 23 cm
55160M



CORAL PUTTY FOX
8 in / 20 cm
55960M



FRISKY PUTTY PUPPY
9 in / 23 cm
56340M



MAGGIE PUTTY LAMB
9 in / 23 cm
56320M



Silky, soothing tags and adorable characters.

Say hello to the toys that make Mums and babies smile.

Mary Meyer has the exclusive license to create and sell TAGGIES toys.

The following pages present our exciting new creations as well as the very best of TAGGIES toys we've always offered.



Do you know the TAGGIES Secret?

TAGGIES was born 20 years ago when a Mum noticed her child's fascination with satin tags. This idea blossomed into a world of treasured products.

Exploring TAGGIES textured tags can provide tactile stimulation that babies crave for development and have an amazing calming effect on little ones.

Discover the secret too!



Tippy Turtle

Tippy Turtle is an adorable plush toy with a pink textured shell fabric. With a personality as beautiful as its colours, Tippy Turtle is always ready for an adventure. Whether on the move or simply lounging with baby, Tippy Turtle is the perfect companion.



Why we love:

Turtley adorable design!

- Lots of different textures for baby to explore.
- Fresh colour palette.
- Tons of details in appliques.



NEW

TEETHER RATTLE*

Baby safe silicone teether outside and rattle inside.

6 in / 15 cm

41680M



NEW

SOFT TOY

Our textured turtle in soft and subtle shades of pink and green features 8 TAGGIES ribbons.

9 in / 23 cm

41684M



NEW

CHARACTER BLANKET

Our precious turtle blanket features 18 TAGGIES ribbons and a peach satin-lined blanket.

Our double-layered blanket has a custom printed top layer and a plush reverse side.

13 x 13 in / 33 x 33 cm

41683M



NEW

CRINKLE TEETHER

It's a soothing activity toy for curious babies.

Teether, squeaker, and crinkle sound all in one baby toy.

Includes flexible loop for hanging.

BPA, PVC, and phthalate free.

6 x 6 in / 15 x 15 cm

41681M

* J-hook for ease of display.



NEW THEME

Buttercup Cow

Our Taggies Buttercup, is a delightful plush toy featuring a super soft textured fabric cow in a charming combination of soft black and cream. This lovable cow comes with beautiful detailing and is adorned with the signature tactile Taggies ribbons, providing a delightful sensory experience for your little one.

NEW

SOFT TOY

Our modern spotted cow is made with a variety of textured fabrics in gender-neutral colours and features 9 TAGGIES ribbons for tactile stimulation.

10 in / 25 cm

43284M



Why we love:

- Cows are a top selling animal for babies.
- Popular black and white colour palette with pops of colour.
- Farm print includes several farm animals.
- Farm toys are a great way to start baby learning sounds.

NEW

CHARACTER BLANKET

Our sweet cow blanket features 18 TAGGIES ribbons and a cream satin-lined blanket.

13 x 13 in / 33 x 33 cm

43283M

NEW

TEETHER RATTLE

Baby safe silicone teether outside and rattle inside.

6 in / 15 cm

43280M





Barnyard Friends

Why we love:

- Farm animals are always popular.
- Introduces babies to animal sights and sounds.
- Classic designs appeal to gift givers.



PATCHES PIG LOVEY*

Understuffed body is mostly beans, making our lovey easy to hold.

12 in / 30 cm

40037M



SHERBET LAMB TEETHER RATTLE*

Silicone teether on the outside, rattle inside, with 4 TAGGIES ribbons.

5 in / 13 cm

40030M



CRINKLE ME SHERBET LAMB

Features an applique and embroidered lamb. Crinkle paper and squeaker inside.

6 x 6 in / 15 x 15 cm

40034M



SHERBET LAMB LOVEY*

Stuffed head and a body with just enough beans makes this Lovey easy to hold and hard to put down.

12 in / 30 cm

40031M

TAGGIES Playtime Toy



BABY DOLL

Baby's first doll is always a popular gift. That's why TAGGIES Baby Doll has been a long time favourite of Mums and gift givers. You'll love how sweet she is.

8 in / 20 cm

56540M



SHERBET LAMB SOFT TOY

12 TAGGIES ribbons adorn Sherbet Lamb with her beautifully textured plush.

12 in / 31 cm

40032M

*J-hook for ease of display.

Lizzy & Fizzy Axolotl

Not only is our on-trend Axolotl irresistibly cute, but it also comes with a range of exciting features to entertain and engage your baby. With crinklies, rattles, and character blankets, these toys promise endless fun and stimulation for your little explorer.

Why we love:

- Axolotls are trending.
- A modern take on pink and blue
- Delightful underwater print ties all the designs together.
- “Must have” creatures in a variety of products.



AXOLOTL CHARACTER BLANKETS

Whether for naptime, playtime, or on-the-go, our character blanket will provide comfort and companionship. Get ready for smiles with this charming Axolotl blanket with 19 TAGGIES ribbons.

13 x 13 in / 33 x 33 cm

LIZZY AXOLOTL CHARACTER BLANKET - Pink

13 x 13 in / 33 x 33 cm

41624M

FIZZY AXOLOTL CHARACTER BLANKET - Aqua

13 x 13 in / 33 x 33 cm

41625M

AXOLOTL TEETHER RATTLES

Baby safe silicone teether outside, rattle inside, with TAGGIES ribbons.

13 x 13 in / 33 x 33 cm

6 in / 15 cm

LIZZY AXOLOTL TEETHER RATTLE - Pink

13 x 13 in / 33 x 33 cm

41622M

FIZZY AXOLOTL TEETHER RATTLE - Aqua

13 x 13 in / 33 x 33 cm

41623M

AXOLOTL CRINKIES

Crinkies are a fun character, ribbed fabric, crinkle sound, a rattle, and TAGGIES ribbons all in one, creating tactile interest to keep curious babies engaged.

9 in / 23 cm



LIZZY CRINKIE - Pink

9 in / 23 cm

41620M

FIZZY CRINKIE - Aqua

9 in / 23 cm

41621M



* J-hook for ease of display.



Camilla Caterpillar

Camilla is the perfect cuddly caterpillar for little ones! Made with the softest materials and features beautiful shades of pink, coral, and soft greens. TAGGIES ribbons provide an extra sensory experience for baby to explore and engage with.

Why we love:

- Nature's miracle, the caterpillar, designed for babies.
- Soft dusty toned colour palette blends with room décor.
- Crinkle Me TAGGIES features butterflies to complete the nature story.
- Lots of tags for baby to explore.

SOFT TOY

Our slinky, smiling caterpillar soft toy in soft greens and pinks! With a segmented body, six legs, and 9 TAGGIES ribbons, she is ready to crawl into your heart.

10 in / 25 cm

41654M



CRINKLE ME

Flexible loop for attaching to stroller and crib. Crinkle paper and squeaker inside. 6 x 6 in / 15 x 15 cm 41651M

* J-hook for ease of display.

CHARACTER BLANKET*

Our fuzzy, smiling caterpillar perches atop a pastel blue satin-lined blanket with 16 TAGGIES ribbons sewn on.

13 x 13 in / 33 x 33 cm

41653M

TEETHER RATTLE*

Baby safe silicone teether outside, rattle inside, and TAGGIES ribbons.

6 in / 15 cm

41650M



Drax Dragon

SOFT TOY

Drax is the perfect companion for adventure and play. Our adorable toy is crafted using a combination of sparkly details, 9 TAGGIES ribbons, and super soft fabrics, making him incredibly cuddly and huggable.

11 in / 28 cm

41644M

Welcome to the magical world of Drax, the enchanting green dragon who will capture hearts with his spellbinding presence. With his exquisite details, super-soft fabric and pale green colour, our charismatic dragon is a true symbol of beauty and wonder.

CRINKLE ME

Sewn on sparkly wings.
Flexible loop for attaching to stroller and crib.
Crinkle paper and squeaker inside.

6 x 6 in / 15 x 15 cm

41641M



* J-hook for ease of display.

Why we love:

- Dragons are magical, enchanting and popular.
- Lots of details like sparkly wings, embroidered trim, different textures.
- Tons of tags for exploring.

CHARACTER BLANKET*

Our darling dragon blanket features 16 TAGGIES ribbons and a pale seafoam green satin lining. 13 x 13 in / 33 x 33 cm 41643M

TEETHER RATTLE*

Baby safe silicone teether outside, rattle inside, and TAGGIES ribbons. 6 in / 15 cm 41640M



Heather Hedgehog

Mixed grey plush and colourful ribbons give this hedgehog a contemporary look.

Why we love:

- Modern grey colours appeal to modern Mums.
- Mixed fabrics provide tactile stimulation.
- Trending woodland characters.
- Gender neutral design.



HEATHER HEDGEHOG SOFT TOY

Roly-poly body plus 15 TAGGIES ribbons adds up to one adorable and very popular hedgehog.

8 in / 20 cm

40203M



CRINKLE ME HEATHER HEDGEHOG

Crinkle paper and squeaker inside.

6 x 6 in / 15 x 15 cm

40201M



HEATHER HEDGEHOG RATTLE*

Easy to grip design.

5 in / 13 cm

40200M

*J-hook for ease of display.

Molasses Sloth

Begin each day with a long, slow hug.

Why we love:

- In the baby market, sloths are hot!
- Perfect for boys, girls, and the “We want to be surprised” crowd.
- Naturally neutral colour palette.

CRINKLE ME SLOTH

The simple, eye catching gift that can be added to any baby purchase. Easy to buy opening price point. Crinkle paper and squeaker inside.

6 x 6 in / 15 x 15 cm

40242M



TEETHER RATTLE*

A rattle on the inside and a silicone teether on the outside make this sleepy sloth both stimulating and soothing.

5 in / 13 cm

40240M



CHARACTER BLANKET*

Our adorable sloth blanket features 19 TAGGIES ribbons and an aqua satin liner.

13 x 13 in / 33 x 33 cm

40243M



LOVEY*

9 TAGGIES ribbons and fun toes adorn our lovable Lovey.

11 in / 28 cm

40245M

* J-hook for ease of display.

Tilly Giraffe

Your little one will not be able to resist this giraffe theme, which features soft fabrics adorned with sherbet-coloured spots.

Why we love:

- Appliqued spots add interest for baby.
- Simple, modern print for contrast.
- Long neck giraffe character blanket is fun.

TEETHER RATTLE*

Baby safe silicone teether outside with rattle inside.

6 in / 15 cm
41610M



CRINKLE ME

Flexible loop for attaching to stroller and crib. Crinkle paper and squeaker inside.

6 x 6 in / 15 x 15 cm
41611M



CHARACTER BLANKET*

Tilly is colourful and cute.

With 16 TAGGIES ribbons on the satin lined blanket, Tilly is perfect for play.

13 x 13 in / 33 x 33 cm
41612M



SOFT TOY

Tilly has 9 TAGGIES ribbons and a look that you can't resist.

13 in / 33 cm
41613M

Flora Fawn

Our little deer is perfect for little dears.

Why we love:

- Fawns are baby gift favourite.
- Touches of purple keep this look fresh.
- Sleepy eyes add a sweet touch.



RATTLE*

The perfect shape for little hands to shake.

6 in / 15 cm

40250M

LOVEY*

Her body is mostly beans, making our lovey easy to hold and hard to put down.

11 in / 28 cm

40253M



CHARACTER BLANKET*

Our adorable fawn blanket features 18 TAGGIES ribbons and a lavender satin liner.

13 x 13 in / 33 x 33 cm

40254M



CRINKLE ME

Flexible loop for attaching to stroller and crib.

Crinkle paper and squeaker inside.

6 x 6 in / 15 x 15 cm

40251M

* J-hook for ease of display.



The little creation that started it all.

TAGGIES was created when two Mums noticed their babies loved to rub the one tag on their blanket. They were crafters and created the original TAGGIES blanket with lots of sewn in looped ribbons. They took them to a few local independent specialty retail stores and it became a reality. Within a couple of years, retailers across the country were stocking the original TAGGIES in a variety of prints. Mary Meyer has brought back the original creation in updated fabrics and patterns.

TAGGIES Original

Why we love:

- It is the original!
- Jersey knit printed front and velour solid contrasting colour back.
- FRESH Mary Meyer exclusive prints and softer fabric.
- J hook for easy display.

TAGGIES ORIGINAL

12 x 12 in / 30 x 30 cm



COMFY JUNGLE*

12 x 12 in / 30 x 30 cm
41526M



COMFY GOOD DOG*

12 x 12 in / 30 x 30 cm
41528M



COMFY DINOSAUR*

12 x 12 in / 30 x 30 cm
41522M

*J-hook for ease of display.

TAGGIES ORIGINAL
12 x 12 in / 30 x 30 cm



COMFY BUMBLE BEES*
12 x 12 in / 30 x 30 cm
41517M



COMFY RAINBOW*
12 x 12 in / 30 x 30 cm
41516M



COMFY BUNNIES*
12 x 12 in / 30 x 30 cm
41511M

*J-hook for ease of display.



Crinkle Me TAGGIES

CRINKLE ME FOX

The simple, eye catching gift that can be added to any baby purchase. Easy to buy opening price point. Crinkle paper and squeaker inside.

6 x 6 in / 15 x 15 cm
40070M



CRINKLE ME ELEPHANT

The simple, eye catching gift that can be added to any baby purchase. Easy to buy opening price point. Crinkle paper and squeaker inside.

6 x 6 in / 15 x 15 cm
40073M

Countertop Display



COUNTERTOP DISPLAY

Easy assembly.
10186M



Love you can feel.®



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