



BON  
TON  
TOYS



SMILEY®

BON  
TON  
TOYS



Spreading smiles, the soft way

At Bon Ton Toys, we turn icons into plush with purpose.

And Smiley®? That's not just a face, it's a whole vibe.

Our Smiley® Collection is designed to make you feel good, inside and out. From sunshine yellow classics to playful twists in bold colours and tactile fabrics, each plush is a soft symbol of optimism, reimagined for a new generation.

We craft with care and a sustainable mindset. That means responsible production, quality materials and plushies that are made to last. Whether they're hugged, styled or proudly displayed on your shelf.

Smiley® has been sparking positivity since 1972.

Today, that legacy lives on in a collection that celebrates joy, creativity and timeless good energy.

**BON TON TOYS**

EST. 1933

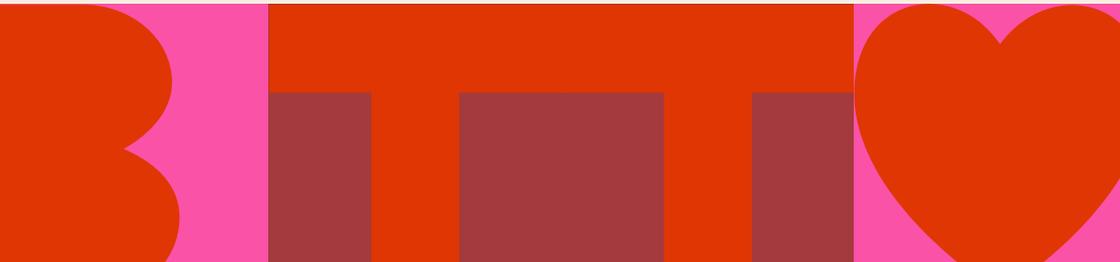
**WE ARE IN THE BUSINESS OF  
UNCONDITIONAL  
LOVE**

At Bon Ton Toys, we don't just make cuddly toys. We're in the business of UNCONDITIONAL LOVE. We create soft little souls that stay with you. The ones you hold close in quiet moments, that carry memories, offer comfort, and are always there when you need them.

UNCONDITIONAL LOVE asks for nothing. It's that feeling of being held without words, accepted just as you are. It's the quiet kind of love your favourite plush gives, always nearby, always yours.

Whether you're a child discovering the world, or an adult needing a soft place to land, that familiar plush brings you back to yourself. To warmth. To joy. To feeling safe.

**That's not just a toy.  
That's UNCONDITIONAL LOVE.  
Welcome to Bon Ton Toys.**





Since July 2024, we're proud member of 1% for the Planet.

A global movement of businesses that give back to protect the one home we all share.

What does that mean?

It means we donate at least 1% of our annual sales to environmental causes we believe in.

But here's the thing: at Bon Ton Toys, we decided 1% just wasn't enough.

So we give 3%. Not because we have to, but because we want to.

1% for the Planet helps us do it right, with trusted partners, real impact, and third-party checks (because accountability is hot). It's our way of turning every plush sold into a little act of kindness.



We are excited to be part of the Global B Corp Community; a select group of businesses that meet the highest social, environmental and governance standards, the gold standard for businesses that are really trying to do good in the world.

80 points gets your B Corp status. We scored 109. Boom!

We don't just talk the talk, we walk the walk! B Corp label is a points-based certification system that rates a company's social, environmental and accountability efforts.

In other words, it doesn't rank your operations based on how much money you make, but on how much you care for the well-being of your people and the planet.

It's a pretty big deal.



BON  
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23CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley ECO Corduroy  
Bubblegum Pink  
23 cm - 9"

**CATEGORY/RANGE:**

Recycled Corduroy

**QUALITY:**

Inside: 100% recycled polyester  
Outside: 100% recycled polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.023.113

**IC/OC**

1/4



13CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley ECO Corduroy Dark  
Purple - 13 cm - 5"

**CATEGORY/RANGE:**

Recycled Polyester

**QUALITY:**

Shell: 100% recycled polyester  
Filling: 100% recycled polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.013.602

**IC/OC**

3/36

BON  
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13CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley ECO Corduroy  
Yellow - 13 cm - 5"

**CATEGORY/RANGE:**

Recycled Corduroy

**QUALITY:**

Shell: 100% recycled polyester  
Filling: 100% recycled polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.013.200

**IC/OC**

3/36



13CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley ECO Corduroy Teal  
13 cm - 5"

**QUALITY:**

100% Recycled Polyester

**ARTICLE NUMBER:**

35.013.309

**CATEGORY/RANGE:**

Recycled Corduroy

**PACKAGING:**

No giftbox

**IC/OC**

3/36



13CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley ECO Corduroy  
Green - 13 cm - 5"

**CATEGORY/RANGE:**

Recycled Corduroy

**QUALITY:**

Shell: 100% recycled polyester  
Filling: 100% recycled polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.013.400

**IC/OC**

3/36



BON  
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23CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley ECO Fuzzy Yellow  
23 cm - 9"

**CATEGORY/RANGE:**

Recycled Fuzzy

**QUALITY:**

Shell: 100% recycled polyester  
Filling: 100% recycled polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.323.200

**IC/OC**

1/4



13CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley ECO Fuzzy  
Bright Purple - 13 cm - 5"

**CATEGORY/RANGE:**

Recycled Fuzzy

**QUALITY:**

Shell: 100% Recycled Polyester  
Filling: 100% Recycled Polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.313.603

**IC/OC**

3/36



13CM

100%  
RECYCLED

**ITEM NAME:**

Smiley ECO Fuzzy Bright  
Coral - 13 cm - 5"

**CATEGORY/RANGE:**

Recycled Fuzzy

**QUALITY:**

Shell: 100% recycled polyester  
Filling: 100% recycled polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.313.123

**IC/OC**

3/36

BON  
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13CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley ECO Fuzzy Yellow  
13 cm - 5"

**CATEGORY/RANGE:**

Recycled Fuzzy

**QUALITY:**

Shell: 100% recycled polyester  
Filling: 100% recycled  
polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.313.200

**IC/OC**

3/36



13CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley ECO Fuzzy Pink  
13 cm - 5"

**CATEGORY/RANGE:**

Recycled Fuzzy

**QUALITY:**

Shell: 100% recycled polyester  
Filling: 100% recycled polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.313.110

**IC/OC**

3/36



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4,5CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley Keychain ECO Corduroy  
Yellow - 4,5 cm - 2"

**CATEGORY/RANGE:**

Recycled Corduroy

Suitable from 36+ months

**QUALITY:**

Shell: 100% recycled polyester  
Filling: 100% recycled polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.004.200

**IC/OC**

4/144



4,5CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley Keychain ECO  
Corduroy Bubblegum Pink  
4,5 cm - 2"

**CATEGORY/RANGE:**

Recycled Corduroy

**QUALITY:**

Shell: 100% Recycled Polyester  
Filling: 100% Recycled Polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.004.113

**IC/OC**

4/144

Suitable from 36+ months



4,5CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley Keychain ECO  
Corduroy Teal  
4,5 cm - 2"

**CATEGORY/RANGE:**

Recycled Corduroy

**QUALITY:**

Shell: 100% Recycled Polyester  
Filling: 100% Recycled Polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.004.309

**IC/OC**

4/144

Suitable from 36+ months



5,5CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley Keychain ECO  
Fuzzy Bright Coral  
5,5 cm - 2"

**CATEGORY/RANGE:**

Recycled Fuzzy

**QUALITY:**

Shell: 100% Recycled Polyester  
Filling: 100% Recycled Polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.305.123

**IC/OC**

4/144

Suitable from 36+ months



5,5CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley Keychain ECO Fuzzy  
Yellow - 5,5 cm - 2"

**CATEGORY/RANGE:**

Recycled Fuzzy

**QUALITY:**

Shell: 100% recycled polyester  
Filling: 100% recycled polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.305.200

**IC/OC**

4/144

Suitable from 36+ months



5,5CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley Keychain ECO Fuzzy Orange  
5,5 cm - 2"

**QUALITY:**

Shell: 100% recycled polyester  
Filling: 100% recycled polyester

**ARTICLE NUMBER:**

35.305.500

**CATEGORY/RANGE:**

Recycled Fuzzy

**PACKAGING:**

No giftbox

**IC/OC**

4/144

Suitable from 36+ months



5,5CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley Keychain ECO Fuzzy Teal  
5,5 cm - 2"

**CATEGORY/RANGE:**

Recycled Fuzzy

**QUALITY:**

Shell: 100% recycled polyester  
Filling: 100% recycled polyester

**PACKAGING:**

No giftbox

**ARTICLE NUMBER:**

35.305.309

**IC/OC**

4/144

Suitable from 36+ months



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7CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley ECO Fuzzy Dark  
Purple Bag Charm  
7 cm - 3"

**QUALITY:**

Shell: 100% recycled polyester  
Filling: 100% recycled polyester

**ARTICLE NUMBER:**

35.307.602

**CATEGORY/RANGE:**

Recycled Fuzzy

**PACKAGING:**

No giftbox

**IC/OC**

3/36

WARNING! Not suitable for children under 36 months. Choking hazard. Contains small parts.



7CM

made of  
at least 90%  
recycled  
polyester

**ITEM NAME:**

Smiley ECO Fuzzy Yellow Bag  
Charm - 7 cm - 3"

**QUALITY:**

Shell: 100% recycled polyester  
Filling: 100% recycled polyester

**ARTICLE NUMBER:**

35.307.200

**CATEGORY/RANGE:**

Recycled Fuzzy

**PACKAGING:**

No giftbox

**IC/OC**

3/36

WARNING! Not suitable for children under 36 months. Choking hazard. Contains small parts.