



HuggleHounds®

2021



**The heart.  
At HuggleHounds®,  
the heart is where it begins.  
It's our guiding light.  
Our driving force.  
The meaning and mission  
behind all we do.**

The HuggleHounds® heart is more than just a symbol. We know the heart is the very essence of the relationship with our pets.

- When we asked shoppers to fill in the blanks and finish this sentence: “My dog is \_\_\_\_\_”, their answer was, overwhelmingly, “My dog is my heart”. “Our pet is the heart of our family.” “My dog is my heart and soul.”
- It's not by accident our HuggleHounds® logo features a heart at its center. And it's why the HuggleHounds® heart is emblazoned on every product we make.
- We understand the relationship between pets and their people, and we acknowledge that at the core – at the very center of that relationship – lies the heart. “It's only with the heart one can see rightly; that which is essential is invisible to the eye.”
- As we enter this new year, our celebration of the heart feels more meaningful than ever. During many days of 2020, we cheered to learn numerous shelters had no dogs left to adopt – they had all found homes - and families - to spread their love to, becoming the heart of a new nucleus. For the first time, millions of people navigated work-from-home and separation from normal routines. Many have reported the joy and sense of calm that came with the gentle companionship of their pets. And as we reminded ourselves to embrace the things that truly matter, we found the faces of our pets at the center of our gratitude, right alongside the faces of our other family members.
- We're grateful for you – our customers – and the support you show HuggleHounds®. Through good times and challenging times, you, too, are at the heart of what we do. Twelve years of friendships and partnerships. Our business runs on trust, on responsibility and on creating and maintaining deep relationships, rooted in shared values.
- Yes, we're thankful for our pets. They give us unconditional love. For that reason, we'll make sure and keep our heart at the center of HuggleHounds®!









This is our original HuggleHounds® design—the Knotties® that arrived on store shelves and in homes in 2009. Every Knottie™ is designed with multiple squeakers and signature knotted limbs for seriously engaging playtime. They remain best sellers, backed by the quality that comes with every HuggleHounds® heart!



**Knotted limbs for extra durability**



**Hand-stitched, with outstanding fabric and embroidery detail**



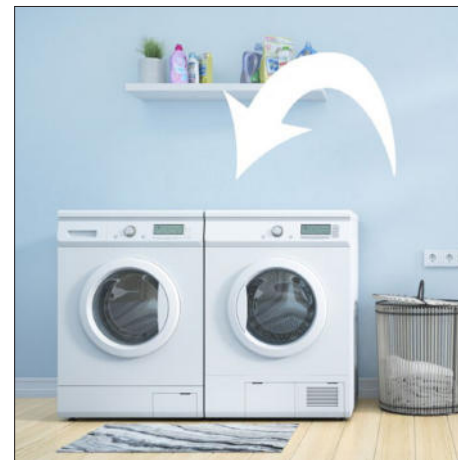
**Exclusive Tuffut Technology® lining**



**Tuffut sample right on the tag**



**Heart on every toy says HuggleHounds® authentic**



**Easy, fast wash and dry for on-the-go toys**



Knotties®







A



B



C



D



E



F



G

Our woodland, barnyard and sock monkey characters have been Knottie™, nice, and entertaining pups year in and year out. But hey, when you wear the kind of style this crew is known for, trendy is friendly.

#### KNOTTIES®

##### A

10070 Moose, Large  
10105 Moose, Small  
10309 Moose, Wee 6 pack

##### B

10071 Bunny, Large  
10106 Bunny, Small  
10310 Bunny, Wee 6 pack

##### C

10075 Raccoon Large  
10107 Raccoon, Small

##### D

10181 Duck, Large  
10182 Duck, Small  
10311 Duck, Wee 6 pack

##### E

10523 Sock Monkey, Large  
10524 Sock Monkey, Small  
10525 Sock Monkey, Wee 6 pack

##### F

10626 Cow, Large  
10625 Cow, Small  
10624 Cow, Wee 6 pack

##### G

10693 Fox, Large  
10694 Fox, Small  
10695 Fox, Wee 6 pack

# Knotties®

(Continued)

Colorful families sure welcome 'round here!  
Our Rainbow Knotties® and Amazon-inspired  
Wild Things collection are beacons of  
brightness wherever they roam. You can't help  
but smile and dogs can't help but play.





## KNOTTIES® (Continued)

### H

- 10743 Frog, large
- 10742 Frog, Small

### I

- 30817 Texas Longhorn, Large
- 30816 Texas Longhorn, Small
- 30815 Texas Longhorn, Wee 6 pack

### J

- 30968 Rainbow Elephant, Large
- 30967 Rainbow Elephant, Small
- 30966 Rainbow Elephant, Wee 6 pack

### K

- 30965 Rainbow Unicorn, Large
- 30964 Rainbow Unicorn, Small
- 30963 Rainbow Unicorn, Wee 6 pack

### L

- 30971 Rainbow Cheshire Cat, Large
- 30970 Rainbow Cheshire Cat, Small
- 30969 Rainbow Cheshire Cat, Wee 6 pack

### M

- 40377 Wild Things Anteater, Large
- 40376 Wild Things Anteater, Small
- 40384 Wild Things Ant Eater, Store Display

### N

- 40375 Wild Things Sloth, Large
- 40374 Wild Things Sloth, Small

### O

- 40379 Wild Things Llama, Large
- 40378 Wild Things Llama, Small



# Knotties®

(Continued)



New kids on the block are always ready to join the fun! Trout Knotties® and HuggleMutts™ became instant fan favorites, and Octo Knottie™ welcomed a Hexo baby-brother. Lobsta' made sure everyone kept their mitts to themselves.





## KNOTTIES® (Continued)

### Q

10013 Raucous Rainbow Trout, Small

10015 Raucous Rainbow Trout, Large

### P

10016 Totally Tiger Trout, Small

10017 Totally Tiger Trout, Large

### R

10188 Lobsta', Large

10189 Lobsta', Small

### S

10019 Octo, Large

### T

10010 Hexo, Small

### U

40202 Roscoe the Mutt, Small

### V

40201 Lulu the Mutt, Small

### W

40200 Tiny the Mutt, Small

### X

40203 Patches the Mutt, Large

### Y

40205 Bruiser the Mutt, Large

### Z

40204 Roxie the Mutt, Large





# HuggleFleece™ Flufferknottie™

Tuffut Technology® combined with HuggleFleece™ fabric makes the perfect marriage of Tuff and Soft! It's a new kind of toy, with the softest body, knock-out styling and knotted limbs!



A



B



C



D

ELLA THE  
ELEPHANT  
ARRIVES  
9/1/2021

## HUGGLEFLEECE™ FLUFFERKNOTTIE™

**A**

**10027** Fiona the Frog, Small  
**10028** Fiona the Frog, Large

**B**

**10039** Louise the Lamb, Small  
**10040** Louise the Lamb, Large

**C**

**10018** Penelope the Pig, Small  
**10035** Penelope the Pig, Large

**COMING FALL 2021!**

**D**

**10041** Ellamae the Elephant, Small  
**10042** Ellamae the Elephant, Large



# HuggleFleece™

(Continued)

HuggleFleece™ mats are the stuff of dreams. Each mat is a cozy get-away of dense, synthetic lambswool and keeps pets comfortable -cushioning joints, and regulating their body temperature. Irresistible softness!



**B**  
**10046 HuggleSnuggler™ Bed**



We love the WEE ones, from tiny pups to cool-kid cats, so we created a snuggler for a snuggle-friendly spot all their own! Our HuggleHounds® HuggleSnuggler™ is made of best-selling HuggleFleece™ fabric, and measures 6" high and 15" in diameter – perfect for sleeping, cuddling and snuggling for cats or wee dogs.









Ruff-Tex® toys act like mini bounce-machines - stretchable, squeezable little spheres of fun. Ruff-Tex® provides stamina and durability while being soft and pliable in a dog's mouth. They're not only stuffed with foam, they're stuffed with personality



**Made of all-natural rubber**



**Stuffed with extra-durable foam**



**Hand-painted with material that meets child safety standards**



**Bounceable, stretchable fun, with squeaker**



**Extra thick, tear-resistant walls**



**Great water toys - they float!**



# Ruff-Tex®

What pup isn't captivated by bouncing, chasing fun? Made from all-natural rubber, Ruff-Tex® toys act like mini bounce-machines, and the material makes every one bounceable, stretchable, squeezable little spheres of fun.







D



G



E



F



H



## RUFF-TEX®

A

10193 Violet the Hedgehog, Small  
10192 Violet the Hedgehog, Large

B

10333 Poppy The Owl, Small  
10332 Poppy The Owl, Large

C

10434 Cow, Large

D

10443 Hamlet the Pig, Small  
10442 Hamlet the Pig, Large

E

10697 Moose, Large

F

10699 Raccoon, Large

G

10701 Dragon, Large

H

30694 Bucket of (Ruff-Text®) Balls -  
2 each of 5 characters, 10 in total



Ruff-Tex®  
(Continued)







**RUFF-TEX® (Continued)**

**I**  
10176 Buggy

**J**  
10440 Dude the Turtle

Combo delights! The only toys which combine the ruggedness of our Ruff-Tex with the extra-plush corduroy of our Knotties®, Dude the Turtle and Buggy also boast "passthrough" limbs - arms and legs which extend through the toy's body for maximum tugging strength. Both toys are one-size only.









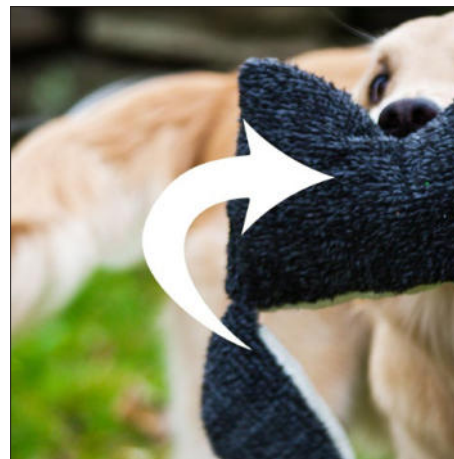
Plush toys reach art form with our hand-stitching and exacting embroidery detail. Tuffut-lined, and shaped for how dogs play.



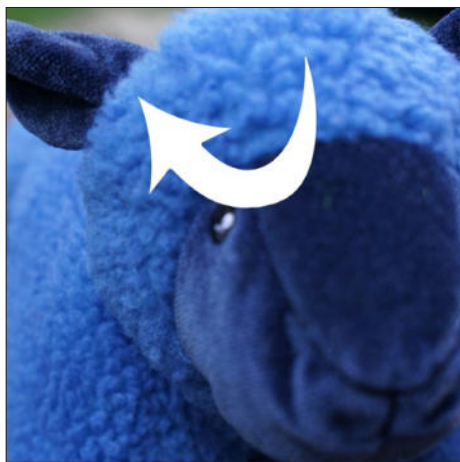
Made with our exclusive Tuffut Technology® lining



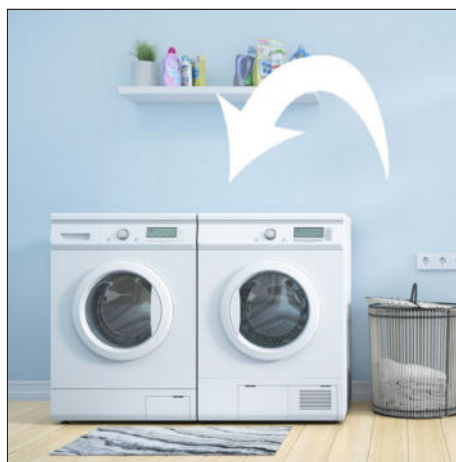
Embroidery and hand-stitching bring designs to life



Bone-shaped for soft, easy toting



Fabric combinations make plush more pleasing



Fast, easy wash and dry for on-the-go toys



Heart on every toy says HuggleHounds® authentic





Squooshies™, Squirrels and (Birthday) Celebrations! HuggleHounds® plush toys are hand-stitched and designed for softness, toughness and tenderness. Plush, playful, perfect.

# Plush Collection



A



B



C



D



E

F



G



I

## SQUOOSHIES™

A

10918 Fox Squooshie™

B

30653. Lamb Squooshie™

C

10916 Bunny Squooshie™

D

10917 Skunk Squooshie™

E

10002 Big Feller' Squirrel

F

10000 Lil Feller' Squirrel

## HUGGLEHAPPY BIRTHDAY™

G

30906 Elephant Long & Lankie™

I

30902 Party Elephant, Wee (6 pack)



# Wee Huggles®

*Sold as six pack*



A



B

Wee-breed pups deserve their own breed of toys, made for perfectly pint-size and petite play habits. Wee Huggles® fit the bill! Diminutive in scale, big in fun. (Not Tuffut-lined)





C



F



I



D



G



J



E



H



K

# **WEE HUGGLES® (Sold as six pack)**

**A**  
10309 Moose

**B**  
10310 Bunny

**C**  
10311 Duck

**D**  
10525 Sock Monkey

**E**  
10624 Cow

**F**  
10695 Fox

**G**  
30815 Texas Longhorn

**H**  
30902 Party Elephant

**I**  
30963 Rainbow Unicorn

**J**  
30966 Rainbow Cheshire Cat

**K**  
30969 Rainbow Elephant



Size Matters!



All toy sizes below are approximate, as each toy's individual style details may alter the final size marginally.

### **Knotties®**

Large: 15" Tall x 9" Wide  
Small: 9" Tall x 5" Wide  
Wee: 6.5" Tall x 2.5" Wide

### **Ruff-Tex®**

Large: 4.5" Tall x 5" Wide  
Small: 3" Tall x 3.5" Wide

### **Squooshies™**

Large: 6" Tall x 20" Long  
Small: 5" Tall x 14" Long

### **HuggleFleece™ Toys**

Man, Regular: 12" Tall  
Man, Super-Size: 22" tall.  
Ball, Large: 8"  
Ball, Small: 4"  
Bone: 24" Long

### **Chubbie Buddies™**

Large: 15" Tall x 9" Wide  
Small: 9" Tall x 5" Wide

### **Rope Knotties®**

Large: 17" Long.  
Extra Large: 29" Long.

### **Huggle-Hide® Bone**

Small 4"  
Medium 6"  
Large 12"

### **HuggleKats®**

Various 2.5" - 6"

### **HuggleFleece™ Mats**

XS: 20" x 24"  
S: 23" x 30"  
M: 23" x 36"  
L: 26" x 42"  
XL: 30" x 48"  
XXL: 37" x 54"

### **HuggleWear™ Jackets**

XS: fits dogs with backs 8-10" long  
S: fits dogs with backs 12-14" long  
M: fits dogs with backs 16-18" long  
L: fits dogs with backs 20-22" long  
XL: fits dogs with backs 24-26" long  
XXL: fits dogs with backs 28-30" long



# HuggleHounds®



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