

# The original **DOOKY®**

2017 catalogue





Dooky has been developed as a better alternative to a habit almost all parents have: they cover their baby in a pram with a coat, jacket, blanket, towel etc.

#### **Why do parents cover their baby with a coat or blanket?**

Many parents cover their baby in a pram with a coat, jacket, blanket, towel etc. to protect their child from light, noise, wind, sun and other surrounding influences. Same as they would do at home, when they close the curtains to create a dark, quiet and peaceful environment for their baby.



#### **Why parents should not do this**

Covering a baby using a blanket, towel, coat etc. is strongly discouraged. The baby may get overheated if the material used is too thick, or if there is not enough ventilation. Sudden infant death syndrome (SIDS) is the first leading cause of death among infants aged 0-12 months. Around 6000 SIDS deaths occur every year\*. It is estimated that around 25% is caused by overheating. On the back of the Dooky packaging are 2 photos showing this bad habit, for parents to recognise their own behaviour. \* Source: World Health Organisation

#### **The solution**

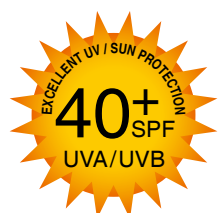
The registered design of Dooky is the answer. It creates a peaceful environment for a baby. It can be rolled up and down so when the baby is asleep it is dark. When rolled up slightly, extra ventilation can be created, and parents can check upon their baby. When rolled up when the baby is awake, it keeps direct sunlight out of the baby's face.

#### **Another advantage: sun protection**

In addition to the above solution, Dooky can also be used as sun protection.

#### **The big advantages compared to traditional parasols:**

- No need to adjust the parasol when you change walking direction: Dooky always blocks direct sunlight.
- Dooky is not affected by winds. On windy days, umbrellas are a nightmare to use.
- Dooky has a Sun Protection Factor (SPF) of 40+, which is rated as Excellent UV Protection.
- Dooky creates a dark impulse free environment.





create peace and comfort for your child



#### **Durable & Fashionable**

The fact that Dooky is universal and can also be used on an infant carrier and push chair means Dooky can be used for many years. Dooky comes in a range of colors which perfectly match any pram. Consumers clearly prefer a nicely matching Dooky to a messy looking towel or coat.

#### **Why Dooky sales are sky high**

Parents clearly see all the advantages of Dooky. Dooky was launched in The Netherlands in 2010, and each store selling Dooky received an instore demo Dooky. This is a printed version with bullet points of the unique selling points. Because the demo Dooky is presented on a pram in the stores, consumers buying a pram, often also purchase a Dooky with it. Parents spend a lot of money on buying a nice, fashionable pram. And they easily buy a Dooky to go with it, as they clearly see the advantages and the need for the product.

#### **The Dooky Snowball Effect**

Then the snowball effect started: people starting walking the streets and inside shopping centres with their pram and a Dooky attached to it, attracting a lot of attention from other parents who still walk around with a silly looking coat or blanket. This resulted in a huge demand in each town where people are walking around with Dooky. The Netherlands is a small country with 16 million inhabitants and only 190.000 babies being born per year. Over 45.000 Dooky's were sold in The Netherlands in 2016. This is a market penetration of almost 25%! In The Netherlands you will see people using Dooky in streets and shopping centres (even indoors) every day. It has become a common image in the streets today.

#### **The opportunity**

There is no question that Dooky will also become a best seller in your market. All it needs is a little consumer awareness and retailers presenting Dooky on a pram in their stores. You will quickly see the snowball effect spreading all over the country...

Take advantage of this ground floor opportunity today, and jump into the success Dooky has to offer you.







With the Original Dooky you can easily create a quiet and peaceful environment for your child without being bothered by light, wind, sun, noise, light rain and other surrounding influences. The Dooky is universal and easily fits in seconds to any infant carrier, stroller and pushchair.

Because of its unique and registered design, the Dooky is easily adjustable in height. Simply roll your Dooky up and down using the Velcro strips, keeping the sunlight away from your child's face. When your child is asleep, simply roll it all the way down to create a dark and quiet environment. With the additional strings on the bottom you can easily fasten the Dooky, ensuring it is not affected by strong winds.



Dooky is a registered Design. All rights reserved.







- Universal: fits in seconds easily to any infant carrier, stroller and pushchair
- Easy adjustable in height, simply roll your Dooky up and down
- Protects your child against sun, wind, light, cold, noise, light rain
- 100% breathable cotton creates sufficient ventilation

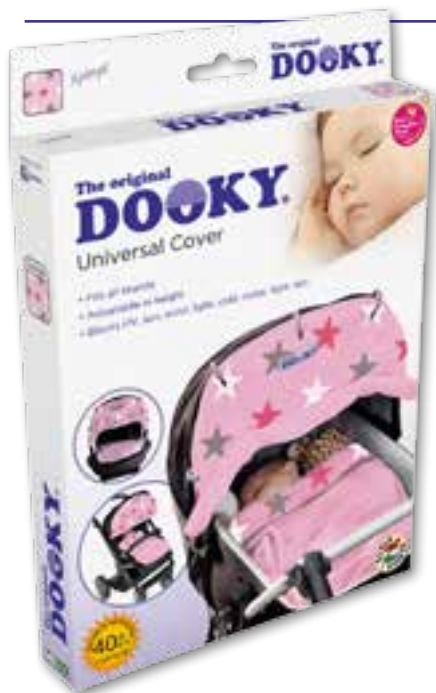
Dooky is hand washable and has an excellent UV-protection factor of UPF40+, which will block over 95% of harmful UVA and UVB rays.



DOOKY VIDEO



The original  
**DOOKY**® Design



Dooky is a registered Design.  
All rights reserved.



enjoy variation

---





The original

**DOOKY®**

# Instore Presentation

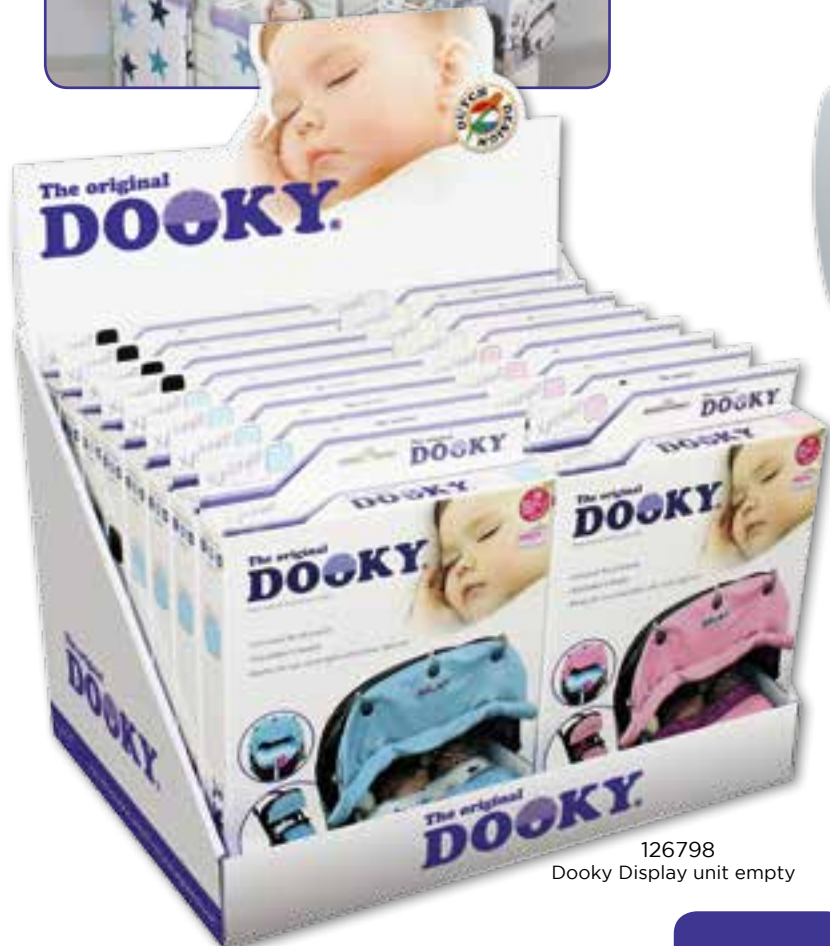


Each store selling Dooky should receive an instore demo Dooky. This is a printed version with bullet points of the unique selling points. Because demo Dooky is presented on a pram in the stores, consumers buying a pram, often also purchase a Dooky with it. Available in many languages.

In addition to the Instore demo Dooky we offer countertop display units, brochures, banners and complete instore brand-units.



126781  
Instore Demo Dooky



126798  
Dooky Display unit empty



126966 Dooky Instore Video Player



125510 Instore demo BuggyBar



The original  
**DOOKY**® Brand Unit



126794  
Dooky Brand unit  
spinner on wheels



The original

**DOOKY®**

Special Editions

## Breeze

- Creates maximum ventilation
- Ideal for hot summer days
- Made from 100% cotton (muslin)



126710

## Winter

- Protects against winter cold, snow and wind
- 100% fleece and easy to clean
- Keeps your baby warm



126761

126760

## Lace



126604



- Luxurious look and feel
- 100% cotton



The original

**DOOKY**®

Special Editions

DELUXE



126725

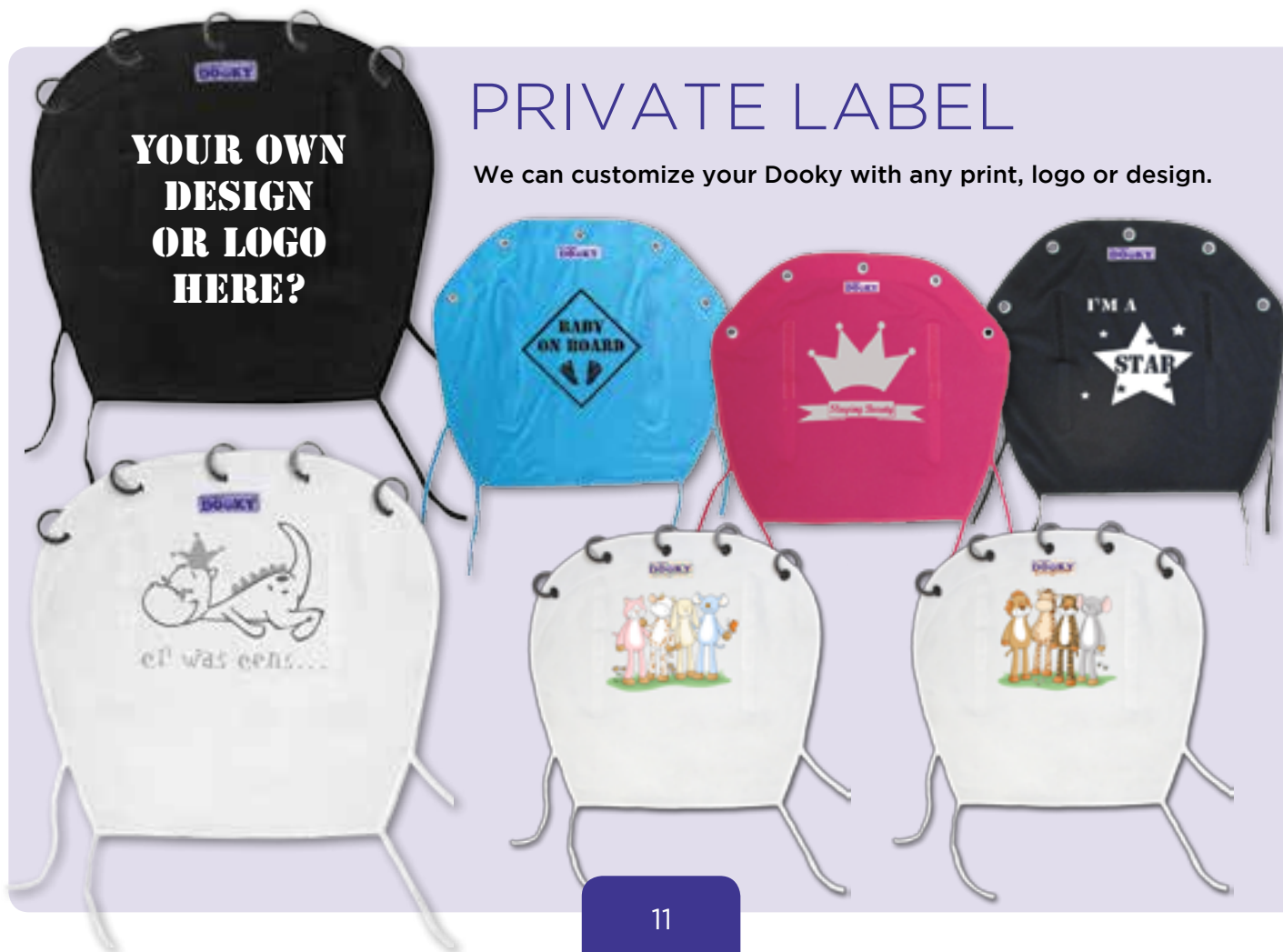


- Made from fashionable Waffle fabric
- Luxurious look and feel
- 100% cotton

**YOUR OWN  
DESIGN  
OR LOGO  
HERE?**

## PRIVATE LABEL

We can customize your Dooky with any print, logo or design.





### Dooky Mint Grey series

- A 126380 Dooky Hoody
- B 126620 Dooky Cover uni reversible
- C 126818 Dooky Seat Cover 0+
- D 126621 Dooky Cover design reversible
- E 126520 Dooky Blanket

(E)





it's reversible



The original  
**DOOKY®** Grey Star



**Dooky Design Grey Star series**

- A 126366 Dooky Hoody
- B 126616 Dooky Cover
- C 126816 Dooky Seat Cover 0+
- D 126466 Dooky 3 in 1 Changing Pack
- E 126316 Dooky Zero+
- F 110616 Dooky Banz
- G 126916 Dooky Dribble Bib
- H 126506 Dooky Blanket

Dooky is a registered Design. All rights reserved.



reach for the stars...





①



②



③

### Dooky Design Grey Star series

- I 126921 Dooky Footmuff
- J 126922 Dooky Universal Pads
- K 126826 Dooky Seat Cover group 1
- L 126920 Dooky Multicomforter
- M 126936 Dooky Bouncer Cover



Reversible



④





reach for the stars...



The original

# DOOKY® Multicomforter

NEW



126920

Infant carrier 0+



- Universal: fits most brands
- Soft and comfortable
- Washable
- Reversible



Bouncer

4 in 1



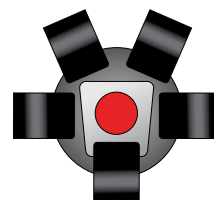
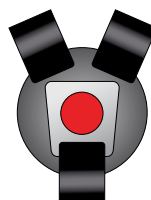
Buggy



Car seat



Reversible



FITS 3- AND 5-POINT BELTS



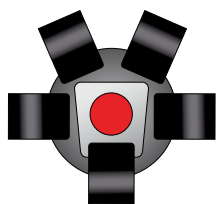
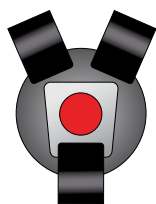
The original  
**DOOKY**® Footmuff

NEW



126921

- Universal: fits 3- and 5-point belts
- Designed for comfort with soft, fleece lining
- Water repellent and windproof exterior
- Double zipper



FITS 3- AND  
5-POINT BELTS



Fully detachable front

The original  
**DOOKY**® Bouncer Cover

NEW

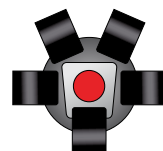


126936

- Universal: fits most **bouncers**
- Washable



Elastic band for easy fit



FITS 3- AND 5-POINT BELTS

The original

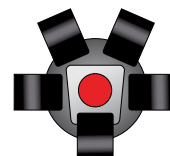
# DOOKY® Seat Cover 1

NEW



126826

- Universal: **fits most car seats group 1**
- Washable



**FITS 5-POINT  
BELTS**



The original

## DOOKY® Seatbelt pillow

NEW

- Universal: fits every seat belt
- Comfortable sleeping



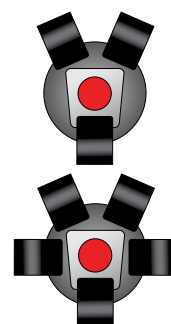
126924

The original

## DOOKY® Universal pads

NEW

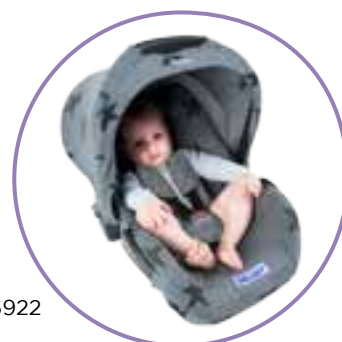
- Universal: fits most baby  
**car seats group 0+**
- Washable



**FITS 3- POINT  
BELTS AND  
5-POINT BELTS**  
(Infant car seats)



126922





# The original **DOOKY**® Universal Hook

**NEW**



126923

- Strong
- Comfortable
- Convenient



# The original **DOOKY**® Carrier

The Dooky Carrier allows you to comfortably carry your infant car seat by helping to distribute the weight evenly across the shoulders and core of the body reducing strain on the arm, hand and wrist. Dooky Carrier is reversible and can be used on both left and right shoulder. The Dooky Carrier is easy to adjust to all body sizes. Suitable for all brands of infant car seats (group 0+). Meets safety standards DIN EN 1888: & DIN EN 13209-1.



right  
handed



left  
handed



- Safe and comfortable
- Universal: for use with all brands
- Prevents muscle strain

Available in the following designs & colours:

Colour	Colour
★	★
★	★
125604	125600



The original  
**DOOKY®** Hoody



**NEW**

With Dooky Hoody you can make your car seat funky and fashionable in just seconds. In addition, the Hoody gives your child excellent UV protection. It is universal and fits in seconds to most baby car seats group 0+.



126380



126381



126382



126355



126356



126350



126366



126367



The original

# DOOKY® Seat Cover 0+

NEW

With Dooky Seat Cover 0+ you can make your car seat funky and fashionable in just seconds. It is universal and fits to most baby car seats group 0+. Creates a perfect match with Dooky Hoody!



126818



126815



126809



126816



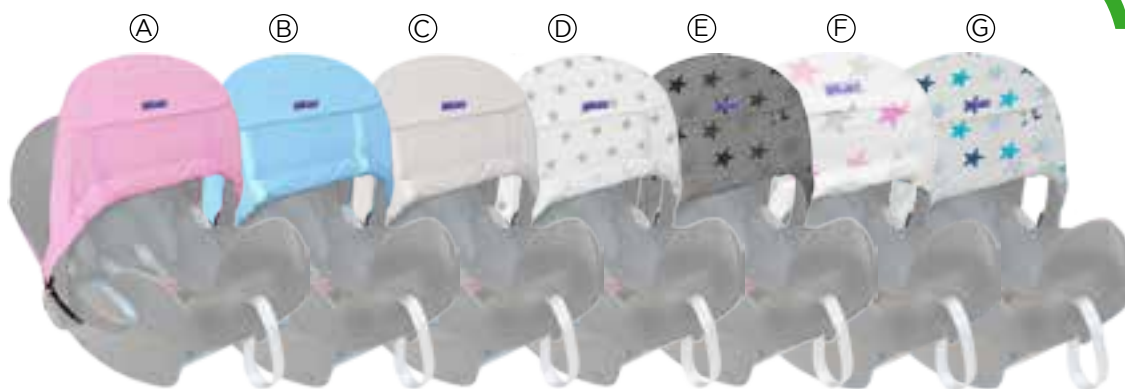
126807

Carry your child in style!





- Fits any **baby car seat group 0+**
- Adjustable in height
- Blocks UV, sun, wind, cold, noise, light rain



#### Dooky Zero+ series

- A 126306 Baby Pink
- B 126305 Baby Blue
- C 126302 Cream
- D 126317 Silver Star
- E 126316 Grey Star
- F 126315 Pink Star
- G 126319 Blue Star



With Dooky Zero+ you can easily create a quiet and peaceful environment for your child without being bothered by light, wind, sun, UV radiation, noise, light rain and other surrounding influences. Dooky Zero+ is universal and fits in seconds easily to any **baby car seat group 0+**. Because of its unique and registered design, Dooky Zero+ is easily adjustable in height. Simply roll your Dooky up and down using the Velcro strips, keeping the sunlight away from your child's face. When your child is asleep, simply roll it all the way down to create a dark and quiet environment.

Dooky is hand washable and has an excellent UV-protection factor of UPF40+, which will block over 95% of harmful UVA and UVB rays.



# The original **DOOKY**® Blanket



Ⓐ



Ⓑ



Ⓒ



Ⓓ



Ⓔ



Ⓕ



- Universal & multifunctional blanket
- Reversible
- Made of 100% pure, breathable cotton
- Eco-friendly produced – free from harmful AZO-colorants and formaldehydes
- Match your Original Dooky Cover, Hoody and Zero+
- Dimensions: 70 x 85 cm

## Dooky Blanket series

- |                        |                           |
|------------------------|---------------------------|
| • A 126506 Grey Star   | • D 126520 Mint Grey      |
| • B 126507 Silver Star | • E 126515 Baby Pink Star |
| • C 126504 Creme Grey  | • F 126516 Baby Blue Star |



Matching colours  
and designs



Ⓐ

Ⓑ

Ⓒ

Ⓓ

## Dooky Banz series

- A 110607 Silver Star
- B 110616 Grey Star
- C 110615 Pink Star
- D 110609 Blue Star

- 100% UV Protection
- Adjustable comfortable strap
- For summer and winter(sport)
- Practically unbreakable
- 0 -2 years
- 1 year warranty



110699

Plexi display incl. 20 pcs.



The original

# DOOKY® Dribble Bib

NEW



- 100% cotton
- Soft & comfortable
- Machine washable
- Terry backing for maximum absorbance



## Dooky Dribble Bib series

- A 126907 Silver Star
- B 126916 Grey Star
- C 126915 Pink Star
- D 126909 Blue Star

The original  
**DOOKY®** Silver Star



### Dooky Silver Star series

- A 126367 Dooky Hood
- B 126607 Dooky Cover
- C 126807 Dooky Seat Cover 0+
- D 126467 Dooky 3 in 1 Changing Pack
- E 126317 Dooky Zero+
- F 110607 Dooky Baby Band
- G 126907 Dooky Dribble Bib
- H 126507 Dooky Blanket

Dooky is a registered Design. All rights reserved.



reach for the stars...



The original

**DOOKY**®

Baby Pink Star

NEW



Ⓐ



Ⓑ



Ⓒ



Ⓓ



Ⓔ

#### Dooky Baby Pink Star series

- A 126375 Dooky Hoodie
- B 126915 Dribble Bib
- C 126617 Dooky Cover
- D 126476 3-in-1 Changing Pack
- E 110615 Dooky Banz Pink Star
- F 126815 Dooky Seat Cover 0+
- G 126515 Dooky Blanket



Ⓕ

Ⓖ





it's all about matching colours





The original

**DOOKY**

Baby Blue Star

NEW



**Dooky Baby Blue Star series**

- A 126376 Dooky Hoodie
- B 126909 Dribble Bib
- C 126618 Dooky Cover
- D 126475 3-in-1 Changing Pack
- E 110609 Dooky Banz Blue Star
- F 126806 Dooky Seat Cover 0+
- G 126516 Dooky Blanket





it's all about matching colours

---



The original

**DOOKY®**

## 3-in-1 Changing Pack

Dooky 3-in-1 Changing Pack is your ideal travel companion. It is compact and includes everything you need to change a diaper on the go.

**The Changing Pack consists of:**

- 1 - a comfortable padded changing mat
- 2 - an integrated diaper pocket which can hold several diapers
- 3 - an integrated baby wipe dispenser for instant access to your baby wipes



### Dooky 3-in-1 Changing Pack series

- A 126476 Baby Pink Star
- B 126475 Baby Blue Star
- C 126467 Silver Star
- D 126466 Grey Star



# The original DOOKY® BuggyBar



**Control any buggy with one hand**

125500

## The problem:

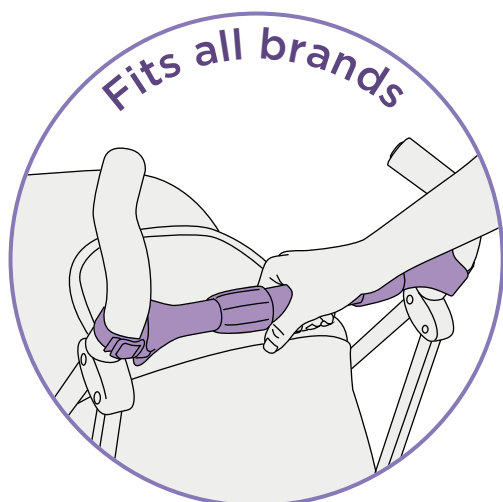
Buggy's with 2 handles are a nightmare to control with 1 hand. Many buggy's are equipped with 2 handles. To steer the buggy, you must use both hands. Doing this with 1 hand, your buggy will run on all sides. It also takes a lot of strenght to keep your buggy going straight, creating cramp and discomfort in your arm. Because you will always need both hands to steer your buggy, you will never have a hand free for your other child, your phone, umbrella, a drink, a bag etc.

## The solution:

With the patented Dooky BuggyBar you can easily steer your buggy with 1 hand. Dooky Buggy-Bar creates a bridge between the 2 handles, so you can easily steer your buggy from the middle by only using 1 hand. Now you have your other hand free to hold your other child, your phone, umbrella, a drink, a bag etc.

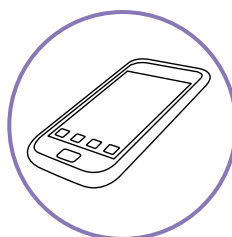
## Universal: Dooky BuggyBar fits every buggy with 2 handles

Thanks to its unique design, Dooky BuggyBar fits every buggy, regardless the brand. It is adjustable in width, and is designed to attach to the frame of your buggy in 2 seconds, regardless the shape of the frame.



125598 Display BuggyBar empty

**Always a free hand for:**



BuggyBar video

Patent pending

# Happy Hands

---





# Hold hands forever

With Happy Hands you can create a two or three dimensional print which will last a lifetime.



Ⓐ



Ⓑ



Ⓒ



Ⓓ



Ⓔ



## Happy Hands series

- A 130012 3D Deluxe
- B 130014 Ornament kit
- C 130015 Belly casting kit
- D 130011 Large frame Silver
- E 130010 Double frame white
- F 130001 2D Heartshape Silver display 10 pcs
- G 130002 2D Heartshape Baby Pink display 10 pcs
- H 130003 2D Heartshape Baby Blue display 10 pcs

Ⓕ



Ⓖ



Ⓖ





179916  
Display Soggs



B



C



D



E



A

### Soggs series

- A 160110 Soggs Stripes (6 pair)
- B 160119 Soggs Silver (4 pair)
- C 160114 Soggs It's a girl (6 pair)
- D 160113 Soggs It's a boy (6 pair)
- E 160111 Soggs Stars (6 pair)

# Stop Drip



130200  
Display 80 pcs.  
mixed colours





**NEW**

**lief!**  
lifestyle



## BOTTLE

- 300 ml
- EN 14350
- BPA free

## PACIFIER

- 2-pack
- BPA free
- Size 2 (3 - 24 months)
- EN 1400
- Silicone
- Orthodontic

## PACIFIER CLIP

- Universal
- Fabric max. 3 mm thick
- EN 12586:2007

### LIEF! Lifestyle series

- A 310121 LIEF! Bottle Girl
- B 310111 LIEF! Pacifier Girl
- C 310101 LIEF! Pacifier Clip Girl
- D 310120 LIEF! Bottle Boy
- E 310110 LIEF! Pacifier Boy
- F 310100 LIEF! Pacifier Clip Boy

Disclaimer and packaging in the following languages:

(GB) (D) (F) (E) (NL) (IT) (S) (DK) (FI) (NO)

Made in Germany. Designed by Lief! lifestyle®



*bring colour to your family*



[www.xplorys.com](http://www.xplorys.com) - [www.originaldooky.com](http://www.originaldooky.com)

Follow us on



[www.facebook.com/xplorysinternational](https://www.facebook.com/xplorysinternational)  
[www.facebook.com/xplorys](https://www.facebook.com/xplorys) (Dutch)

Dooky is offered to you by: