



product guide

2024



a collaborative and influential toy company.

who we are



Behind Upbounders®

Founded by a mom, Upbounders® is a trusted supplier of premium screen-free toys.

Customers looking for sophisticated children's products that reflect culturally rich Americana are looking for Upbounders® on your store shelves.



Upbounders® exists to celebrate belonging & self-expression through play.



A minority-owned small business, our award-winning puzzles and games are printed on eco-friendly paper which is sourced in a socially responsible, and economically viable manner.



We created Upbounders® so that all kids feel a sense of belonging and can play with toys that reflect what's special about the joyfully diverse world they experience every day.



what's new



page
5



Portrait of a Modern Family

48 Piece Jumbo Puzzle

A whimsical portrait gallery wall of a smart looking multicultural family, beautifully illustrated by renowned children's book illustrator, Vanessa Brantley-Newton.



page
6



Inspiring Careers

72 Piece Jumbo Puzzle

Designed for a curious young mind keen to understand the adult world that mommy lives in.

page
11



NEW FOR
spring '24

Stacking & Building Cubes

10 Stacking Cubes

An elevated addition to a growing category, Mommy's Shadow Inspiring Careers Stacking and Building Cubes are designed to support the youngest of our family members in learning to connect with the adult world around them.



page
8

Plushies

Stuffed Plush Companion Toys

Let's be friends! Characters from our best-selling themes come to life with an assortment of new snuggly plush friends.

puzzles

24 Pieces

companion books and plushies

(make it a set, add-on sales)



Low Tide at Ocean Beach

24 Piece Puzzle | LTBJPZL-24

A classic scene of a boy and his dog enjoying a day at the beach. Original artwork includes a fire pit scene, star fish, beach toys, and whimsical sea creatures.



If You Give a Dog Some Meat

Board Book | DGMTBRDBK-16

A wondrous journey unfolds when a dog gets a treat.



Splash Parks & Ice Cream Cones

Double-sided 24 Piece Puzzle | SP2SDJPZL-24

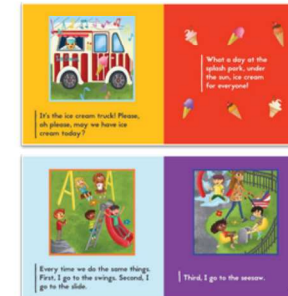
A 2 for 1! Our best-selling Splash Park theme reflects everyday scenes of a childhood spent at the playground. The other side has a 1 through 10 counting activity with ice cream treats.



A Day at the Splash Park

Board Book | SPBRDBK-14

Sunny days are meant for the splash park! Start with a plan, sure, but also be open to discovering new things!



Joyful Carousel

Animals, Numbers & Colors

Double-sided 24 Piece Puzzle | CAR2SDJPZL-24

Features magical designs from a real-life inspired carousel on one side, and a counting, color, and animal identification activity on the other side.



puzzles

48 Pieces



Illustrations by Vanessa Brantley-Newton

Portrait of a Modern Family

48 Piece Jumbo Puzzle

FAMJPZL-48



SPJPZL-48

Splash Park

48 Piece Jumbo Puzzle



Birthday Balloons

48 Piece Jumbo Puzzle

BDAYJPZL-48



Camping Outdoors

48 Piece Jumbo Puzzle

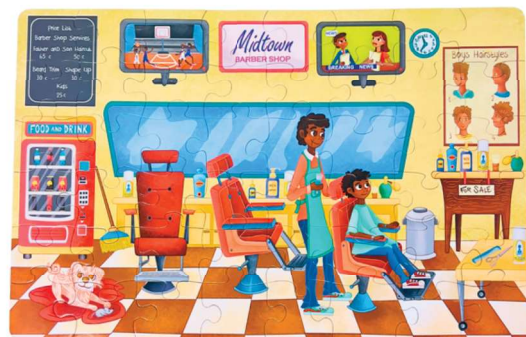
CMPJPZL-48



Fun Outside

48 Piece Jumbo Puzzle

FUNJPZL-48



A Day at the Barbershop

48 Piece Jumbo Puzzle

BSJPZL-48



puzzles

72 & 100 Pieces

NEW



MOMJPZL-72



Inspiring Careers

72 Piece Jumbo Puzzle

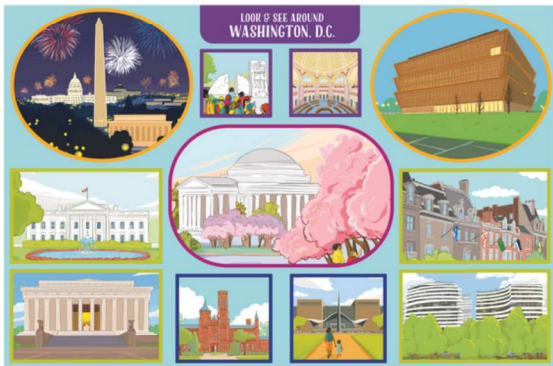
Displaying women of various family and career roles, Mommy's Shadow Inspiring Careers 72-pc puzzle invites children to explore the adult world that their mommy lives in.



MUSXJPZL-72

Musical Crossroads

72 Piece Jumbo Puzzle



LSDCJPZL-72



Look & See Around Washington, D.C.

72 Piece Jumbo Puzzle



The Fun Shop Look & See

Hidden Picture, Search & Find
72 Piece Jumbo Puzzle

TOYSHJPZL-72



Popular Sports

100 Piece Jumbo Puzzle

PSPRTPZL-100



board games

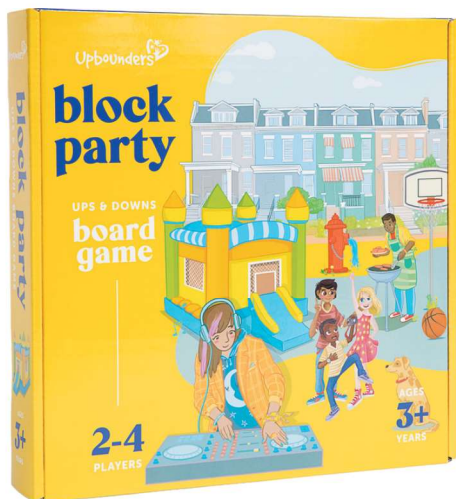


Picnic Panic

A Cooperative Game

It's almost picnic time and you've got to get ready before your guests arrive!

PICPAN-BGM



BPRTY-BGM



Block Party

An Ups & Downs Game

Your neighborhood is throwing a Block Party full of fun activities! You want to experience it all before it ends. In Block Party, players race to the finish.



plushies



NEW

Splash Park Baby Boy

Plush Doll

UPBPLU-SPBABY



Part of the Upbounders®' extended Splash Park range, the Baby Boy Plush Character brings little ones' favorite "baby in a diaper" to life in the form of a new brown-skinned plushie BFF!



NEW

Park Ranger

Plush Friend

UPBPLU-RNGR



Expanding on Upbounders® best-selling Camping Outdoors theme, the Park Ranger Plushie brings a bit of joyful diversity and representation to the minds of children as it fosters their natural fondness for the great outdoors.



Carolina Dog

Plush Companion

UPBPLU-CARDOG



Are you familiar with North America's Native Dog? The Carolina Dog Plush Toy brings to life a compelling character from the pages of Upbounders® "If You Give a Dog Some Meat" Board Book – and matching "Low Tide at Ocean Beach" 24 Piece Puzzle. Introduce your littlest customers to this newly classified breed with a uniquely American story.

NEW FOR
spring '24



Beach Boy

Plush Doll

UPBPLU-BCHBOY



Representing the people that exist within our children's lives, the Beach Boy Plush Doll is one of many Upbounders® multicultural toys that promotes positive cultural identity development through play. A constant companion that stimulates imaginative play, the Beach Boy Plush Toy brings to life the narrator in Upbounders® "If You Give a Dog Some Meat" Board Book and matching scene depicted in "Low Tide at Ocean Beach" 24 Piece Puzzle.



memory games



Travel-friendly games for preschoolers!

- take-along drawstring pouch included
- 48 extra-thick 2" x 2" cards | 24 matching pairs
- beautifully illustrated, original artwork
- ages 3+



Camping Outdoors

Camping in the great outdoors, each card depicts everything that is on a serious little camper's list. Encourage children to challenge their minds and expand their cognitive and hand-eye skills as they match up all of the elements that make camping outdoors so much fun!

CMPMEMG-48C



Musical Crossroads

This interactive kids game includes all kinds of musical instruments, accessories, and dances to pique a young child's interest in all things rocking and tune their tastes to culture. From the world of symphonies to DJs and turntables, it has every soundcheck complete.

MUSXMEMG-48C



Look & See Around Washington, D.C.

Embassy Row, The National Mall, and MLK Memorial are but a few of the best sites in Washington, D.C. The Upbounders® Look & See Around Washington, DC take-along memory game invites young children to discover some of the most popular attractions in the Nation's Capital!

LSDCMEMG-48C



holiday



Advent Sticker Calendars



AAADCAL-1

Black/Brown Santa



CADCAL-1

Light-skinned Santa



48 Piece Puzzles



SANTAJPZL-48

Black/Brown Santa



LTSANTAJPZL-48

Light-skinned Santa



stacking cubes

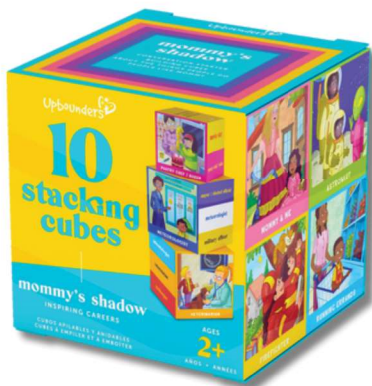
NEW FOR
spring '24

Stacking Cubes

10 Stacking Cubes

Displaying women of various family and career roles, The Mommy's Shadow stacking and nesting toy includes 10 beautifully illustrated stacking blocks of descending sizes. Printed on each side with lively characters, counting numbers, and letters, the Cube Stacking Game supports fine motor skills and cognitive development through play.

Cubes are made for real-world play where mess is part of the fun! Printed on eco-friendly card stock, each stacking cube stands tough through years of learning and play.



STKCUBE-MOM



8 50004 88754 7



retailer terms / faqs

minimum
\$250

shipping from
Ann Arbor, MI

avg. lead time
2 - 5 business days

certifications

Little Likes Kids, LLC DBA Upbounders® is a wholly-owned and operated minority, woman-owned small business certified with the National Minority Supplier Development Council (NMSDC).



Illustrations by Vanessa Brantley-Newton ©2023 Upbounders® by Little Likes Kids® LLC

www.upbounders.com

sales@upbounders.com

  
[@upbounders](https://www.instagram.com/upbounders)