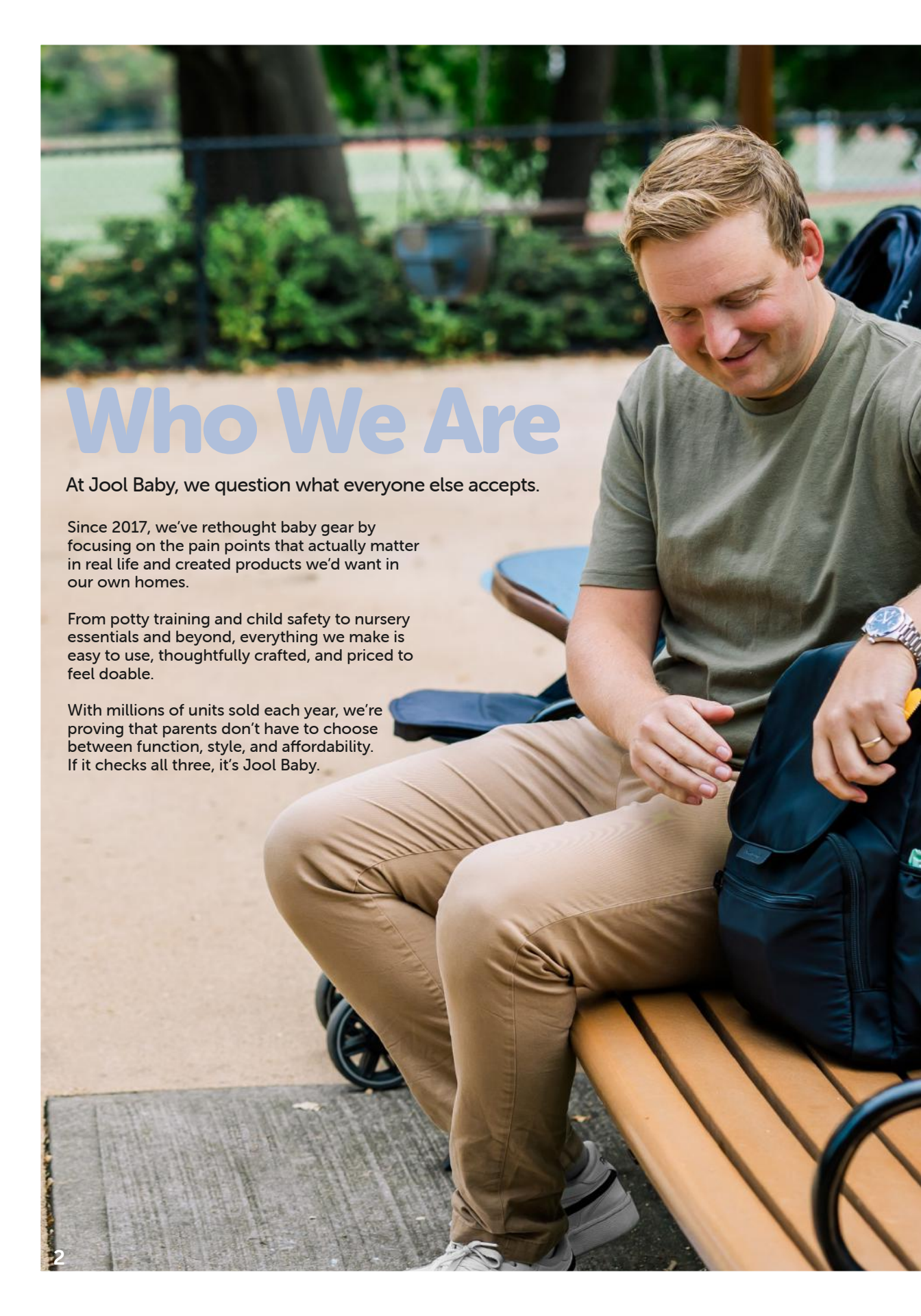


Joolbaby® 



A man with short, light brown hair is sitting on a wooden park bench. He is wearing a green t-shirt and tan trousers. He is looking down at a dark blue baby bag or stroller next to him with a slight smile. The background is a blurred park setting with trees and a fence.

Who We Are

At Jool Baby, we question what everyone else accepts.

Since 2017, we've rethought baby gear by focusing on the pain points that actually matter in real life and created products we'd want in our own homes.

From potty training and child safety to nursery essentials and beyond, everything we make is easy to use, thoughtfully crafted, and priced to feel doable.

With millions of units sold each year, we're proving that parents don't have to choose between function, style, and affordability. If it checks all three, it's Jool Baby.

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BATH





My First Bathtime 12 Piece Gift Set

BT-GS-1

- Includes:
 - 3 Squirters
 - 4 Duck family
 - 3 Stackable boats
 - 1 Wind-up swimming whale
 - Bonus storage bag

Ages: 0M+

GIFT-READY PACKAGING:

Comes beautifully packaged & makes a great baby shower or holiday gift.





Bathtime Adventure **15 Piece Gift Set**

BT-GS-2

- Includes
 - 3 Squirters
 - 4 Duck family
 - 5 Stackable cups
 - 1 Whale spinner
 - 1 Scooping net
 - Bonus storage bag

Ages: 0M+



STORAGE BAG INCLUDED:

The included mesh storage bag with suction cups is the perfect way to store all the fun. It allows toys to air dry, helping them stay residue-free.



**BATH TUB
PRODUCT OF THE YEAR**

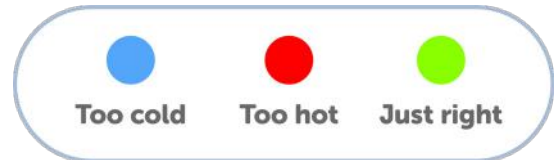


Fold 'n Store

3 Stage Baby Bathtub with Thermometer

- Fits small spaces: This full sized tub collapses & folds for compact storage & easy travel
- Includes quick drying sling
- Ages: 0 - 36M

Built-in LED Thermometer



Stage-1

0-3m

Sling holds baby above the water



Stage-2

3-6m

Sling adjusts to support baby in a reclined position



Stage-3

6m+

Sling is removed for babies sitting up independently



Gray
BT-FNS-1-GY



Sage
BT-FNS-1-SG



Oatmeal
BT-FNS-1-OT



Pink
BT-FNS-1-PK

Bath Time Basketball

BT-TOY-001

- 2 floating basketballs and 1 basketball hoop with suction cups
- Suction cups stick to smooth clean surfaces
- Ages: 18M+



Bath Time Soccer

BT-TOY-005

- 2 floating soccer balls and 1 soccer goal with suction cups
- Suction cups stick to smooth clean surfaces
- Ages: 18M+



Bath Time Football

BT-TOY-007

- 2 floating footballs and 1 football post with suction cups
- Suction cups stick to smooth clean surfaces
- Ages: 18M+



Bathtime Sports

BT-TOY-006

- Double the fun in the tub with Bath Time Basketball and Soccer!
- Ages: 18M+





Blast Off! **Rocket Sprinkler Bath Toy**

BT-TOY-002

- Rocket engines shoot water as the tail spins
- Non-toxic & BPA Free
- Ages: 18M+

Stack 'n Float **Bath Rings**

BT-TOY-003

- 5 colorful rings float in water & stick to tub & tiles when wet
- Soft foam is durable, non-toxic, & BPA-free
- Ages: 18M+



Tubtime **Bath toy Storage Bag with suction cups**

BT-SGB-1

- Mold resistant & quick drying
- Suctions to clean smooth surfaces
- Large storage capacity: 14 x 20 inches
- Machine washable



Dolphin **Bubble Bath Maker**

BT-TOY-004

- Fills the tub with bubbles using any liquid soap
- Plays 5 lively songs
- Suctions to any clean smooth surface
- Ages: 6M+





GEAR





Nova Signature Baby Swing

- 5 ranges of side to side motion
- 10 preset melodies
- Digital touch display with remote
- Bluetooth connectivity
- Includes canopy, netting, & 2 soft toys
- Lightweight & easy to assemble
- 5-point harness
- 0-6M or 20lbs (9.1 kg)



Gray
GR-NOVA-1A-GY



Sage
GR-NOVA-1-SG



Stone
GR-NOVA-1-ST



Oatmeal
GR-NOVA-1-OT-2

3 Ways to Use Removable canopy & netting



without canopy



with canopy



with mesh cover

Nova Nature Baby Swing

- 5 ranges of side to side motion
- 10 preset melodies
- Digital touch display with remote
- Bluetooth connectivity
- Removable canopy and netting
- Removable wooden toy bar + toys
- Lightweight & easy to assemble
- 5-point harness
- 0-6M or 20lbs (9.1 kg)



Gray
GR-NOVA-2-WD



Oatmeal
GR-NOVA-2-OT



Slate
GR-NOVA-2-SL





Nova Nature Baby Bouncer

GR-BNCR-1-OT

- Natural bouncing motion
- Toy bar with 2 soft toys
- 3-point harness
- Removable & washable seat cover
- 0-6M or 20lbs (9.1 kg)



Nova Nature 2-IN-1 Bouncer & Swing

GR-BNCR-2-OT

- Natural bouncing motion
- 2 recline positions
- Swings from side to side
- 5 speeds of motion
- 5 melodies & nature sounds
- Touchscreen operation
- Bluetooth connectivity
- Remote control
- Removable toy bar with 2 soft toys
- 5-point harness
- Folds flat for storage
- 0-9M or 20lbs (9.1 kg)







Nova Nature Smart Bassinet

GR-BSNT-1-OT

- 4 different motions + 3 speeds
- Cry detection
- 5 songs & nature sounds
- Touchscreen operation
- Bluetooth connectivity
- Washable cover & pad
- Breathable mesh
- Mattress fits standard bassinet sheet
- 0-5M or 20lbs (9.1 kg)









Huddle 2-IN-1 Booster & Floor Seat

- Use as a floor seat or dining booster
- 3-Point harness
- Built-in handle
- Slip-resistant base
- Easy to clean
- Ages: 6-36M



Oatmeal
GR-BS-2-OT



Sage
GR-BS-2-SG



Gray
GR-BS-2-GY

DIAPERING

NURSERY &



DIAPERING





White
DP-PAIL-1-WT

SmartWave Plus Touch-Free Diaper Pail

- Wave to open with an automatic touch-free sensor
- Double seal contains odors
- Baking soda deodorizer & scented liner included
- Continuous liner refill allows anytime emptying without wasting bags
- Fits up to 50 newborn diapers
- Requires 4 AA batteries



Sage
DP-PAIL-1-SG



Oatmeal
DP-PAIL-1-OT



Slate
DP-PAIL-1-SL



Lavender
DP-DEOD-1-LV-6

SmartWave Diaper Pail Deodorizer Refills (6 Pack)

Unscented carbon
DP-DEOD-1-CN-6



Lavender
DP-LINERS-1-LV-4

SmartWave Diaper Pail Liner Refills (4 Pack)

Unscented
DP-LINERS-1-UN-4



Tag-Along Diaper Caddy

- Keeps diapering essentials organized
- Large modular compartments with 6 exterior pockets for smaller items
- Removable expandable travel pouch for on-the-go
- Easy grab handles
- Dimensions:
W 16 (with pouch) x D 9.5 x H 7.25 (handles down) in
W 40.6 x D 24.1 x H 18.4 cm



Gray
DP-TADC-1-GY



Oatmeal
DP-TADC-1-OT



Sage
DP-TADC-1-SG







White
DP-WW-1-WT

Tiny Bums **Wipe Warmer**

- Warms wipes to a comfortable temperature
- Fits up to 90 standard wipes
- Built-in soft LED nightlight
- Easy view window
- Locking lid & on/off switch



Gray
DP-WW-1-GY



Sage
DP-WW-1-SG



Oatmeal
DP-WW-1-OT



Aqua
DP-WW-1-AQ





Firefly **Light Up Wipe Dispenser**

- Keeps wipes moist and pulls one at a time
- Built-in changing light
- Fits up to 90 standard wipes
- One handed use
- Replaceable button cell battery included



Gray
DP-WD-1-GY



Sage
DP-WD-1-SG



Oatmeal
DP-WD-1-OT

Serenity

Contoured Changing Pad with Cover

- Soft and comfortable for changing baby
- Removable and washable cover included
 - Slip-resistant bottom
 - Contoured sides and safety strap
 - Fits standard changing tables
 - Dimensions: 31.25x16x4.25 in
79.4x40.6x10.8 cm



Cloud - Gray
DP-CPAD-1-CLD-GY

Pebble - White
DP-CPAD-1-PEB-WT



Wave - Oatmeal
DP-CPAD-1-WAV-OT



Wave - Gray
DP-CPAD-1-WAV-GY



Wave - Off-white
DP-CPAD-1-WAV-OW

Serenity Contoured Changing Pad Covers (2 Pack)

DP-CPAD-ACCS



Wave - Gray & Off-white
DP-CPAD-ACCS-1



Wave - Oatmeal & Off-white
DP-CPAD-ACCS-2



Oasis

Waterproof Changing Pad

- Non absorbant wipe clean surface
- Slanted design makes messes go downwards away from baby
- No fabric cover required
- Raised sides & safety straps
- Slip-resistant bottom
- Fits standard changing tables
- Dimensions: 32 x 16 in
81.3 x 40.6 cm



Gray
DP-CPAD-2-GY



Sage
DP-CPAD-2-SG



Oatmeal
DP-CPAD-2-OT



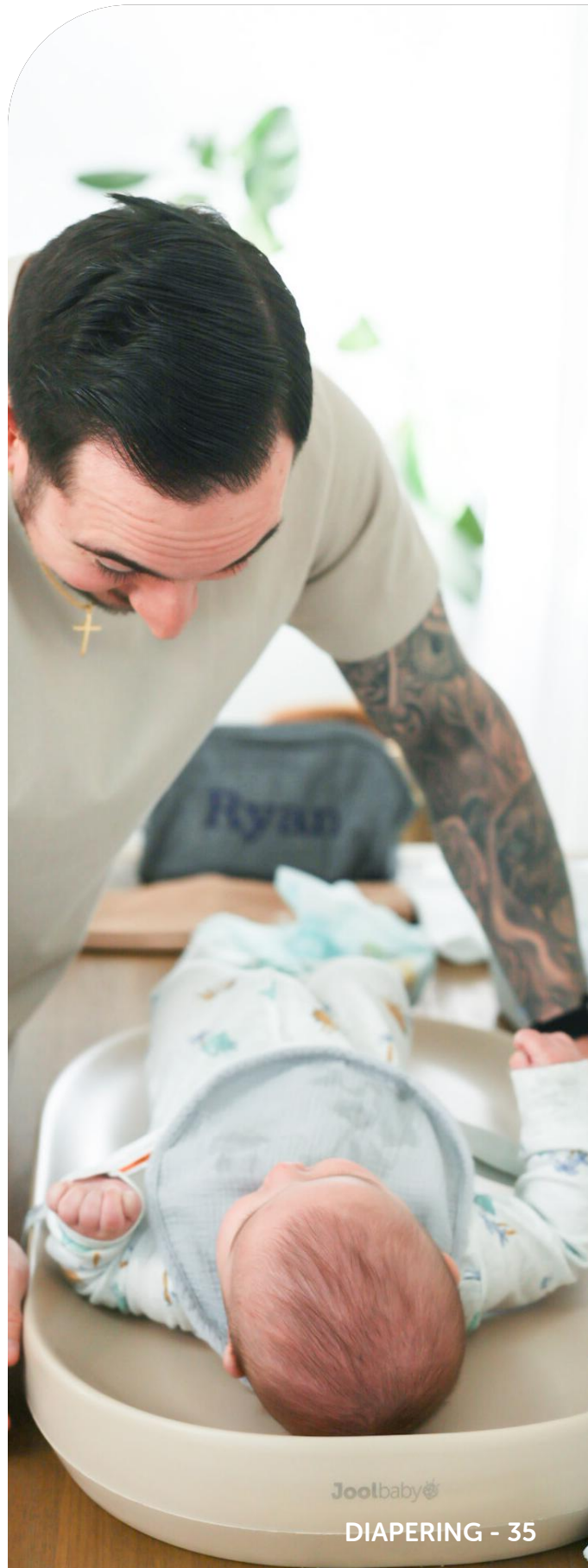
Blue
DP-CPAD-2-BU



Rose
DP-CPAD-2-RS



Taupe
DP-CPAD-2-TP



Joolbaby

DIAPERING - 35



Relay Diaper Bag Backpack

- 12 pockets keep baby essentials organized
- Dedicated compartments for baby wipes, baby bottles, breast pumps, and more
- Wipe clean changing pad included
- Lightweight design with built in stroller straps



Black
DP-DB-1-BK



Sage
DP-DB-1-SG



Mocha
DP-DB-1-MC



Pink
DP-DB-1-PK



On-the-Go! Bag Dispenser

- Soft silicone strap to attach to stroller, diaper bag, or anywhere
- Comes with 3 rolls or 6 rolls
- 12 bags per roll
- Lavender scented bags
- Bag: 6 x 16 in (15.2 x 40.6 cm)



Gray
DP-DBBD-1-GY-LV-3
DP-DBBD-1-GY-LV-6



Sage
DP-DBBD-1-SG-LV-3
DP-DBBD-1-SG-LV-6



Oatmeal
DP-DBBD-1-OT-LV-3
DP-DBBD-1-OT-LV-6

On-the-Go! Diaper Disposal Bag Refills

DP-DBRR-1



5 Pack
DP-DBRR-1-LV-5



12 Pack
DP-DBRR-1-LV-12



Diaper Disposal Sacks

- Lavender scented
- Easy tie handles
- Bag: 7.25 x 14.75 in
18.4 x 37.4 cm



225 Pack
DP-DDS-1-LV-225



450 Pack
DP-DDS-1-LV-450

Disposable Changing Pad Liners

- Use at home or on-the-go
- Keep changing pad clean
- Soft & absorbant
- 50 pack
- Size: 18 x 24 in
46 x 61 cm



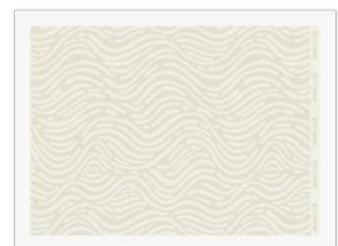
Gray
DP-DCPL-1-WAV-GY



Sage
DP-DCPL-1-WAV-SG



Oatmeal
DP-DCPL-1-WAV-OT





POTTY



POTTY



Ready Step Go! **Potty Ladder**

- 2 steps and handles for easier climbing
- Contoured seat and splash guard for less mess
- Adjustable height
- Slip-resistant texture on the steps
- Easy to fold and store away
- Slip-resistant grips on bottom
- Ages: 18M+ up to 50lbs (22.7 kg)



Gray
PT-LDR-5-GY



Sage
PT-LDR-5-SG



Oatmeal
PT-LDR-5-OT



Aqua
PT-LDR-5-AQ



Pink
PT-LDR-5-PK





On My Own **Potty Ladder**

- Step and handles for easier climbing
- Contoured seat and splash guard for less mess
- Adjustable height
- Slip-resistant texture on the step
- Easy to fold and store away
- Slip-resistant grips under feet
- Ages: 18M+ up to 50lbs (22.7 kg)



Gray
PT-LDR-4-GY

Real Feel Plus
2-IN-1 Potty

- Realistic looking floor potty with fun flushing sounds
- Easy to clean with removable inner bowl
- Comes with 5 disposable liners
- Storage compartment & toilet paper holder
- Cushioned seat with splashguard fits on toilet for easy transition
- Requires 2 AAA batteries
- Ages: 18M+ up to 50lbs (22.7 kg)



Gray
PT-RFEEL-1-GY



Sage
PT-RFEEL-1-SG



Oatmeal
PT-RFEEL-1-OT



Aqua
PT-RFEEL-1-AQ



Pink
PT-RFEEL-1-PK



Real Feel

2-IN-1 Potty

- Realistic looking floor potty with fun flushing sounds
- Easy to clean removable inner bowl
- Storage compartment
- Built-in splash guard for less mess
- Seat fits on toilet for easy transition
- Requires 2 AAA batteries
- Ages: 18M+ up to 50lbs (22.7 kg)



White
PT-RFEEL-3-WT

Passport

Folding Travel Potty Seat

- Pull tab for easy removal
- Foldable, compact, & lightweight
- Slip-resistant suction cups hold seat in place
- Travel bag included
- Fits most toilets
- Bonus! Peel & stick sensor blockers to prevent early flushing
- Ages: 18M+ up to 50lbs (22.7 kg)



Gray
PT-FPS-2-GY



Sage
PT-FPS-2-SG



Aqua
PT-FPS-2-AQ



Pink
PT-FPS-2-PK



White
PT-FPS-2-WT



Sensor Blockers



Passport PRO Folding Travel Potty Seat

- Pull tab for easy removal
- Built-in splash guard for less mess
- Foldable, compact, & lightweight
- Slip-resistant suction cups hold seat in place
- Travel bag included
- Ages: 18M+ up to 50lbs (22.7 kg)



Gray
PT-FPS-3-GY



Sage
PT-FPS-3-SG



Oatmeal
PT-FPS-3-OT



Potty Training Seat with Handles

- Built-in handles
- Built-in splash guard for less mess
- Storage hook included
- Slip-resistant grip
- Fits most toilets
- Ages: 18M+



Gray
PT-HPS-1-GY



Sage
PT-HPS-1-SG



Oatmeal
PT-HPS-1-OT



Aqua
PT-HPS-1-AQ



Pink
PT-HPS-1-PK



Potty Training Seat

- Built-in splash guard for less mess
- Storage hook included
- Slip-resistant grip
- Fits most toilets
- Ages: 18M+



Gray
PT-PS-1-GY



Sage
PT-PS-1-SG



Oatmeal
PT-PS-1-OT



Aqua
PT-PS-1-AQ



Pink
PT-PS-1-PK





1



Milestone 4-IN-1 Potty Training System

PT-4IN1-1-WT

- 4 Stage potty training system that grows with your little one
 - Floor potty with easy to clean basin
 - Potty seat with built-in splash guard for less mess
 - Multi-positional urinal
 - Step stool
- Ages: 18M+

2



3



4



2-IN-1 Potty

PT-2IN1-1

- Floor potty with slip-resistant base
- Contoured potty seat with splash guard for less mess
- Ages: 18M+



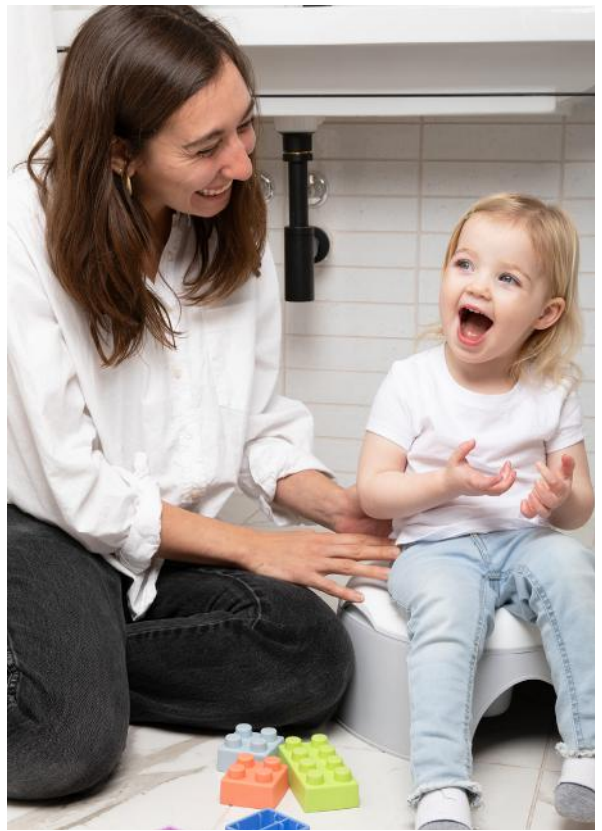
Gray
PT-2IN1-1-GY



Sage
PT-2IN1-1-SG



Blue
PT-2IN1-1-BU



Essential Potty Chair

- Contoured seat with built-in splash guard for less mess
- Removable basin for easy clean up
- Ages: 18M+



Oatmeal
PT-PC-1-OT



Handled Potty Chair

PT-HPC-1

- Armrests & back support
- Built-in splash guard for less mess
- Lid to cover when not in use
- Slide out drawer for easy mess disposal
- Ages: 18M+



PT-HPC-1-GY



PT-HPC-1-SG



PT-HPC-1-OT



PT-HPC-1-AQ



PT-HPC-1-PK



Folding Potty Chair

- Portable potty chair for on-the-go
- Built-in splash guard for less mess
- Folds up for easy storing and transport
- 30 Disposable liners included
- Ages: 18M+



Gray
PT-FPC-1-GY



Sage
PT-FPC-1-SG



Aqua
PT-FPC-1-AQ



Pink
PT-FPC-1-PK



Quick Flip Built-in Potty

- Toilet seat with built-in & removable potty seat
- Splash guard for less mess
- Slow close lid and seat
- Slip-resistant bumpers
- Comes in round & elongated sizes
- Easy to install
- Fits most toilets
- Ages: 18M+



Elongated
PT-QF-1-WT-LNG



Round
PT-QF-1-WT-RND



POTTY - 52



3-Piece Potty Training Kit

PT-KIT-1-GY

- Everything you need for potty training
- Handled Potty Chair
- Step Stool
- Potty Seat with built-in splash guard
- Ages: 18M+



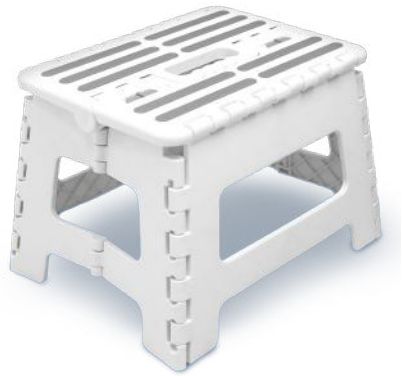
3 Piece Potty Training Kit contains



Click 'n Climb Locking Step Stool

ST-CNC-1-GY

- Lock in place mechanism prevents unexpected closing
- Folds flat for storage
- Slip-resistant grips
- Holds up to 250lbs (113 kg)
- Dimensions: W 12.5 x D 9.5 x H 8.5 in
W 31.75 x D 24.1 x H 21.6 cm



Lock 'n Step Folding Step Stool

ST-LNS-1-GY

- Lock in place mechanism prevents unexpected closing
- Folds flat for storage
- Slip-resistant grips
- Holds up to 200lbs (90.7 kg)
- Dimensions: W 11.5 x D 9.4 x H 8.6 in
W 29.2 x D 24 x H 22 cm

Step Stool

ST-1S-2

- Slip resistant grips & base
- Easy carry side handles
- Holds up to 200lbs (90.7 kg)
- Dimensions: W 14.4 x D 10.8 x H 6.3 in
W 36.5 x D 61 x H 56 cm



Gray
ST-1S-2-GY



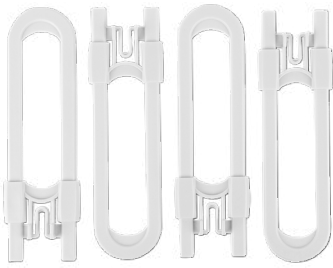
Oatmeal
ST-1S-2-OT







SAFETY



Sliding
Cabinet Locks

SF-SCL-1-4 (4 Pack)

SF-SCL-1-8 (8 Pack)

SF-SCL-1-12 (12 Pack)



Door
Lever Locks

SF-DLL-1-1 (1 Pack)

SF-DLL-1-2 (2 Pack)

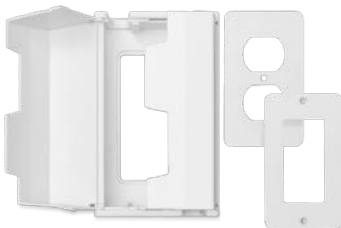
SF-DLL-1-4 (4 Pack)

SF-DLL-1-6 (6 Pack)



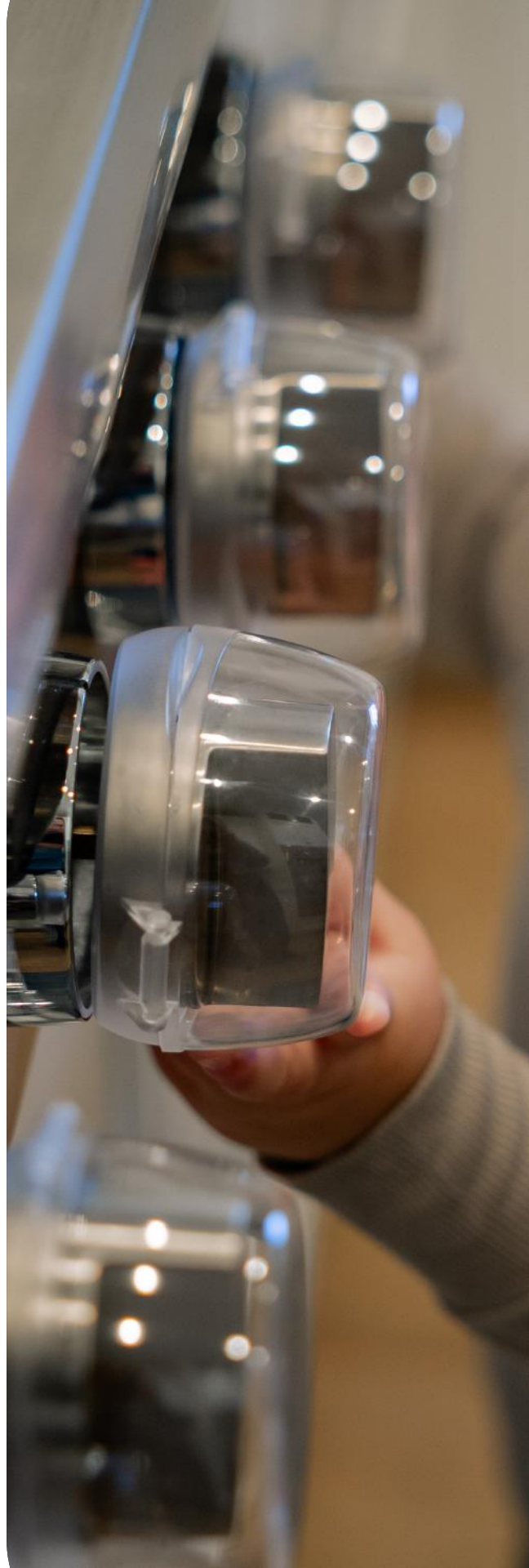
Door
Pinch Guards

SF-DPG-1-6 (6 Pack)



Outlet
Cover Box

SF-OCB-1-2 (2 Pack)





**Multi-use
Strap Locks**
SF-MUL-1-4 (4 Pack)
SF-MUL-1-8 (8 Pack)
SF-MUL-1-12 (12 Pack)



**Stove
Knob Covers**
SF-SKC-1-5 (5 Pack)



**Door
Knob Covers**
SF-DKC-1-4 (4 Pack)



**Electrical
Outlet Covers**
SF-EOC-1-32 (32 Pack)



BATH

Bath Gift Sets:



My First Bathtime Gift Set (12 Piece)



Bathtime Adventure Gift Set (15 piece)

Bath Sports



Bath Time Basketball



Bath Time Soccer



Bath Time Football



Bathtime Sports

Bath Toys



Dolphin Bubble Bath Maker



Blast Off! Rocket
Sprinkler Bath Toy



Stack 'N Float
Bath Rings



Tubtime Storage Bag
with Suction Cups

Fold & Store
3 Stage Baby
Bathtub w/ Sling
& Thermometer



Gray



Sage



Oatmeal



Pink

GEAR

Huddle 2-IN-1
Booster &
Floor Seat



Gray



Sage



Oatmeal

NOVA Signature Baby Swings



Gray



Sage



Oatmeal



Stone

NOVA Nature Baby Swings



Gray



Oatmeal



Slate

NOVA Nature Baby Bouncer



Oatmeal

NOVA Nature 2-IN-1 Bouncer & Swing



Oatmeal

NOVA Nature Smart Bassinet



Oatmeal

DIAPERING

SmartWave Plus
Touch Free Diaper Pail



White

Sage

Oatmeal

Slate

SmartWave Plus
Diaper Pail Refills



SmartWave Diaper
Pail Liners
Lavender & Unscented



SmartWave Diaper
Pail Deodorizers
Lavender Baking Soda &
Unscented Activated Carbon

Relay
Diaper Bag
Backpack



Gray

Sage

Mocha

Pink

Tag-Along
Diaper Caddy



Gray

Sage

Oatmeal

Tinybums
Wipe Warmer



Gray

Sage

Oatmeal

Aqua

White

Firefly
Light Up
Wipe Dispenser



Gray



Sage



Oatmeal

Serenity
Contoured
Changing Pad
with Cover



Cloud
Gray



Wave
Gray



Wave
Oatmeal



Wave
Off-white



Pebble
White

Oasis
Waterproof
Changing Pad



Gray



Sage



Oatmeal



Blue



Rose



Taupe

On-The-Go!
Diaper Disposal
Bag Dispenser + Refills

Disposal Bag Dispenser + 3 Rolls
Disposal Bag Dispenser + 6 Rolls



Gray



Sage



Oatmeal



5 Pack



12 Pack



225 Pack



450 Pack



Gray



Sage



Oatmeal



Off-white
& Gray



Oat Milk
& Off-white

Disposable Diaper Sacks

Disposable Changing Pad Liners
50 Pack

Changing Pad Covers

POTTY

	Gray	Sage	Oatmeal	Aqua	Pink	White
Potty Seat						
Handled Potty Seat						
Passport Folding Travel Potty Seat						
Passport PRO Folding Travel Potty Seat						
Travel Folding Potty Chair						
Handled Potty Chair						
2-IN-1 Potty						

Real Feel Plus
2-in-1 Potty



Ready Step Go!
Potty Ladder



On My Own
Potty Ladder
Gray



Essential Potty
Oatmeal



Milestone 4-IN-1
Potty Training System
White



Real Feel 2-IN-1 Potty
White



Universal Potty Liners
30 & 60 Packs



Elongated



Round

Quick Flip Built-in Potty



3 Piece Potty Training Kit

Step Stools



Locking
Step Stool
White



Lock & Step
Folding Step Stool
Gray



Gray

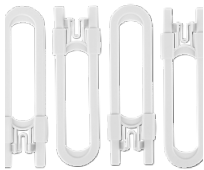


Oatmeal

Step Stool

SAFETY

Cabinet Safety



Sliding Cabinet Locks
4/8/12 Packs



Multi Use Strap Locks
4/8/12 Packs

Door Safety



Door Knob Covers
4 Pack



Door Lever Locks
1/2/4/6 Packs

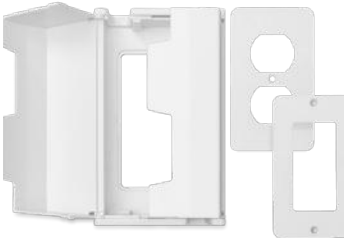


Door Pinch Guards
6 Pack

Outlet Safety



Electrical Outlet Covers
32 Pack



Outlet Cover Box
2 Pack

Stove Safety



Stove Knob Covers
5 Pack





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Ste 401 Lakewood, NJ 08701



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