

WubbaNub Founder & CEO Carla Schneider Nominated for 2020 Women in Toys Wonder Women Award

Orange, CT (January, 24th 2020): Congratulations to WubbaNub founder, Carla Schneider, on her 2nd nomination for the prestigious Women in



Toys Wonder Women Award in the Inventor/Creator Category. She is in good company with other incredible female leaders representing giants like Disney, DreamWorks, and Hasbro, just to name a few. Join us in celebrating Carla, the creator of the beloved WubbaNub! Winners to be announced 2/23/2020 in NYC.

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HISTORY: In the fall of 1998, special education teacher (and first-time mom) Carla Schneider would constantly get stopped by strangers. They couldn't help but coo when they saw the adorable pacifier-plush animal combo she had handmade one night when her newborn son desperately needed comforting. "I was stopped by many people asking where they could buy it," said Schneider. "So, at the urging of my mother, who ran a non-profit agency, I applied for a patent." That was 1999. Like many mompreneurs of that era, the business started at her kitchen table. As word-of-mouth built the business, the WubbaNub headquarters moved into a corporate building in Orange, CT but still stays true to its roots. One very important aspect for Schneider was sourcing a BPA-free medical grade silicone for the safety of the babies. "I wanted a pacifier that I felt was safe," she explained. "It had to be 100% perfect for my own children as well as every other child." Schneider's unrelenting attention to safety musts and the already-growing awareness for the brand led hospitals to start carrying WubbaNubs across the nation, including Johns Hopkins and Cincinnati Children's Hospital. Many of these facilities use WubbaNubs to soothe babies in the neonatal intensive care unit (NICU) and during patient transfers - a practice that appeals to Schneider's passion for helping others. "I didn't realize the impact the

WubbaNub had on the NICU families until I started receiving letters from families thanking me for giving comfort to their child," said Schneider. "It's more than just a product for me, it's more than just a way to make an income." WubbaNub's success wasn't built on hospital sales alone. Starting with her first two designs - a red dog and yellow duck - Schneider grew her business in the specialty market. "Specialty boutiques are where we started and they're what really built my brand," she said. "They were the foundation to WubbaNub becoming a household name." Since 2009, the brand has been available in large department and mass market stores, such as Nordstrom, Saks Fifth Avenue, Target and Buy Buy Baby, among others. Schneider also signed a licensing agreement with Mary Meyer Company to develop WubbaNub designs for the Mary Meyer Baby Line. WubbaNub will continue to expand by adding products that are helpful through other childhood stages. "My vision for our brand is to grow up with your baby," answers Schneider, "to still be part of the family throughout their other childhood stages and milestones. I want to keep the love going and evolving from a baby's first friend to their sidekick as they grow. This is the next step in building a truly multi-faceted baby brand that is warm, approachable and uniquely special." AWARDS The National Parenting Center Seal of Approval Fall 2019, Mom's Choice 2019 Gold Award, Baby Maternity: 2019 TOP CHOICE OF THE YEAR

AWARDS: Pacifiers category, 2019 PRODUCT OF THE YEAR AWARD, Baby Lovey category, Baby & Children's Product News - Readers Favorite Award 2019 & 2018; What To Expect Awards 2018 & 2017; Earnshaw's Magazine Earnie Awards 2019; Popsugar lil Sugar Award 2017 plus dozens more!