



China New Play Toys Factory

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PRODUCT CATALOG

2026 / PLUSH TOY COLLECTION

Company Introduction

ABOUT / NEW PLAY TOYS



OUR FACTORY / JIEYANG

China New Play Toys Factory

Founded in 2018 in Jieyang, Guangdong, China, we specialize in the development and production of plush toys.

From original concepts to finished products, we support flexible customization for different markets and customer needs.

2018 FOUNDED IN JIEYANG

Focused on plush toy manufacturing

PLUSH TOY SPECIALIST

We focus on soft, appealing plush products with reliable workmanship and attentive communication throughout every project.

Flexible customization is available for different markets and product needs.



FROM IDEAS TO SOFT CREATIONS

Flexible custom solutions for your market.

Company Introduction



We provide professional customized services for customers at home and abroad, supporting OEM and ODM projects for different product concepts.



For every product, we select suitable materials and focus on careful workmanship. Product requirements can be discussed according to the intended market.



Our factory focuses on plush toy production and provides integrated support from sampling to OEM and ODM manufacturing.



Our production process covers sewing, stuffing, hand finishing and quality inspection in Jieyang.



In this way, we work to offer competitive pricing with reliable quality for our customers.

FACTORY DOCUMENTS

DOCUMENTS & MARKET REACH

Original factory documents and an overview of the markets we currently serve.

FACTORY DOCUMENTS

Document copies are presented without alteration.



VERIFICATION OF CONFORMITY



QUALITY MANAGEMENT



BUSINESS LICENSE

QUALITY & COMPLIANCE

Documentation is reviewed according to the product, destination market and customer requirements.

QC

Current validity and scope should be confirmed against the latest originals.

COOPERATIVE COUNTRIES

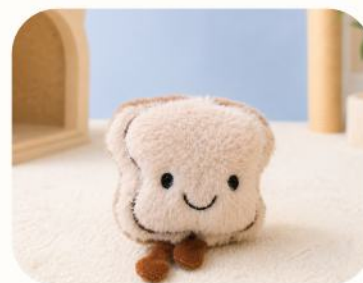
CUSTOMERS ACROSS 12 INTERNATIONAL MARKETS



Original document images supplied by the factory. Legal entity names, scope and validity dates remain as issued.

CATNIP SNACK PALS

Soft, lightweight pet plush toys inspired by familiar comfort foods.



PRODUCT

Cat / Dog

SIZE

10 x 6 cm

WEIGHT

18 g

FABRIC

Short Plush

COLORS

4 designs

GARDEN SNACK PALS

Colorful fruit-and-vegetable plush toys for playful pet moments.



Product Size



PRODUCT
Pet Plush Toy

SAMPLE SIZE
10 x 5 cm

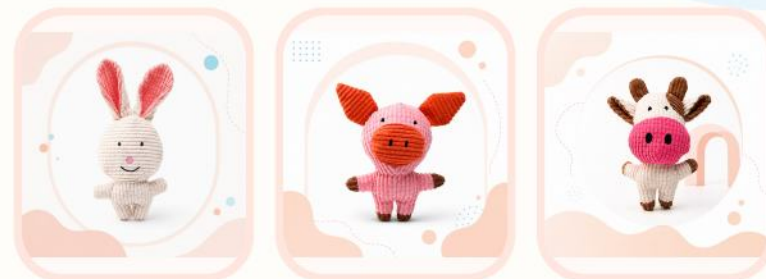
STYLES
7 designs

THEME
Fruit & Veggie

COLORS
Assorted

CORDUROY ANIMAL PALS

Textured animal plush toys designed for everyday dog play.



PRODUCT

Dog Plush Toy

ELEPHANT SIZE

26 x 17.5 x 12 cm

STYLES

7 designs

FABRIC

Corduroy Plush

FEATURE

Squeaky Toy

CLOUD COMFORT PET BED

Fluffy round pet beds available in multiple sizes and colors.



SIZE & WEIGHT OPTIONS

APPROX. HEIGHT: 20 CM | 9 SIZES | 10 COLORS

XS

Dia. 40 cm

350 g

S

Dia. 50 cm

600 g

M

Dia. 60 cm

800 g

L

Dia. 70 cm

1000 g

XL

Dia. 80 cm

1350 g

2XL

Dia. 90 cm

1550 g

3XL

Dia. 100 cm

1850 g

4XL

Dia. 110 cm

2200 g

5XL

Dia. 120 cm

2600 g

CORDUROY DUCK PALS

Soft textured duck plush toys offered in three practical sizes.



PRODUCT OPTIONS

3 SIZES | WARM YELLOW | TEXTURED PLUSH

PRODUCT

Dog Plush Toy

FABRIC

Corduroy Plush

SMALL

25 x 22 cm

MEDIUM

32 x 28 cm

LARGE

45 x 38 cm

PLAYFUL TREE CUSHIONS

Cheerful character cushions for home decor, sofas and cozy seasonal displays.



PRODUCT

Character Tree Cushion

HEIGHT

55 cm

WEIGHT

Approx. 500 g

USE

Home / Sofa / Chair

OPTIONS

3 Colors

HUGGABLE LOUNGE PALS

Soft-support animal cushions designed for beds, sofas and reading corners.



PRODUCT

Animal Lumbar Pillow

FABRIC

Crystal Super Soft

FILLING

3D PP Cotton

SIZES

75 x 50 / 65 x 40 cm

OPTIONS

5 Styles

DREAMY UNICORN PILLOWS

Soft pastel character pillows in three sizes for gifting and cozy interiors.



PRODUCT

Unicorn Plush Pillow

FABRIC

Elastic Short Plush

FILLING

Down Cotton

SIZES

30 / 60 / 90 cm

OPTIONS

4 Colors

COZY PUMPKIN CUSHIONS

Textured pumpkin pillows in warm colors for seasonal and everyday interiors.



PRODUCT

Pumpkin Plush Cushion

FABRIC

Teddy Fleece

SIZES

23 / 32 / 36 cm

USE

Home / Sofa / Decor

OPTIONS

6 Colors

SUNSHINE & MOONLIGHT PALS

Smiling celestial cushions in three sizes for bedrooms, sofas and gifting.



PRODUCT

Celestial Plush Cushion

SIZES

25 / 30 / 50 cm

WEIGHT

120 / 200 / 500 g

STYLES

Sun & Moon

OPTIONS

2 Designs

COZY HOODED PIG PALS

Soft pig character pillows dressed in playful animal hoods for gifting.



PRODUCT

Soft Pig Plush Pillow

FABRIC

Soft Fleece

FILLING

PP Cotton

SIZES

30 / 45 / 60 / 70 cm

OPTIONS

3 Colors

SUNNY DAY CHARMS

Cheerful plush bag charms inspired by tropical drinks and sunny escapes.



JUICE CUP

11 CM | 78 G



TREASURE CHEST

11 CM | 50 G



COCONUT PALM

17 CM | 78 G



COCONUT DRINK

11 CM | 80 G

COLLECTION DETAILS

PRODUCT

PLUSH BAG CHARM

MATERIAL

SOFT PLUSH

DESIGNS

4 STYLES

ATTACHMENT

CARABINER + STRAP

COZY DRUM PALS

Soft character plush charms with playful drumstick details and wrist loops.



LAMB

13 CM | 100 G



PINK PIG

13 CM | 100 G



PIG / LOOP VIEW

13 CM | 100 G



SLOTH

13 CM | 100 G

COLLECTION DETAILS

PRODUCT

PLUSH BAG CHARM

SIZE / WEIGHT

13 CM / 100 G

DESIGNS

3 STYLES

ATTACHMENT

WRIST LOOP

POCKET PUP CHARMS

Compact Westie-inspired plush pendants in three playful outfit colors.



PRODUCT SPECIFICATIONS

PRODUCT
CARTOON DOG PENDANT

SIZE
7 x 6 x 3 CM

WEIGHT / MATERIAL
10 G / PLUSH

ATTACHMENT
BEAD CHAIN



FOREST GREEN



SKY BLUE STRIPES



WHITE HEART



BAG DETAIL / BLUE
REAL-USE VIEW



BAG DETAIL / HEART
REAL-USE VIEW

ANIMAL PARADE CHARMS

A playful character range with assorted shapes, colors and hanging hardware.



FEATURED / HAPPY COW

CATEGORY

PLUSH KEYCHAIN

VARIETY

MULTIPLE CHARACTERS

HEIGHT RANGE

5-20 CM

SERVICE

OEM / ODM



PUPPY



SNAKE



PONY



TIGER

MORE CHARACTER OPTIONS



OWL



PUPPY



RACCOON



FROG



PONY



GOLDFISH

PULL & PLAY PALS

Interactive plush keychains with pull-cord motion and assorted animal designs.



PULL-CORD ACTION

MOTION

PULL-CORD

WEIGHT

50 G

SIZE OPTIONS

9x8x9 / 10x8x10 CM

KEYRING INCLUDED | 14 CHARACTERS SHOWN | OEM / ODM AVAILABLE

8 DESIGNS

ROUND ANIMAL SERIES



6 DESIGNS

PUPPY & KITTY SERIES



CHRISTMAS PLUSH COLLECTION



6 DESIGNS



8 DESIGNS



45 CM

VALENTINE TEDDY COLLECTION



5 DESIGNS



GIFT BOX OPTIONS



6 SIZES



30 / 40 / 50 / 70 / 100 / 130 CM

HALLOWEEN

PLUSH COLLECTION



4 DESIGNS



GHOST KEYCHAINS

14 CM / 50 G



PUMPKIN PLUSH

10 CM / 80 G

CUSTOM PLUSH, MADE FOR YOUR BRAND

This catalog presents a selection of our plush toy development and manufacturing capabilities. Custom designs can be developed from your artwork, concept, or reference sample.



WHAT CAN BE CUSTOMIZED

01 CHARACTER & SHAPE

Original characters, mascots, animals and branded designs.

02 SIZE & PROPORTION

From small charms to large plush, with dimensions adjusted to your needs.

03 FABRIC & COLOR

Material, pile, texture and color options selected for the intended look.

04 LOGO & DETAILS

Embroidery, printing, woven labels, hangtags and decorative accessories.

05 FILLING & FUNCTION

Softness, structure, sound, motion or other functions discussed by project.

06 PACKAGING

Poly bags, gift boxes, display packaging and private-label presentation.

OEM / ODM ACCEPTED • SAMPLE DEVELOPMENT • PRIVATE LABEL • CUSTOM PACKAGING

FROM IDEA TO PRODUCTION

Share your concept and requirements with us. Our team will review the design, materials and production details, then work with you through sampling and approval.

1

SHARE YOUR CONCEPT

Send artwork, sketches, photos or a reference sample.

2

DESIGN REVIEW

Confirm size, materials, colors, details and intended market.

3

SAMPLE DEVELOPMENT

We prepare a sample for evaluation and costing.

4

REVISION & APPROVAL

Adjust details and confirm the final approved sample.

5

BULK PRODUCTION

Production proceeds with in-process quality checks.

6

PACKING & SHIPMENT

Apply the agreed packaging and prepare the order for dispatch.



LET'S DEVELOP YOUR NEXT PLUSH PRODUCT

For a faster quotation, send your reference image, target size, estimated quantity, packaging needs and destination market.

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MOQ and delivery schedule are discussed according to the design, materials and order requirements.