

Design for kids & home



let kids be kids!

enjoy parenting more

Beijing Xiao Mo Guai Technology Co., Ltd
PUPUPULA
Beijing / Shenzhen / San Francisco

Contact us:
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**Catalog
2020**





With Love from Beijing

PUPUPULA is a Beijing-based lifestyle brand founded in 2017.

We make contemporary and thoughtful products
for kids and their families.

At PUPUPULA, good design is insightful. Our products are simple,
functional, innovative and beautiful.

We believe well-designed products will let kids be kids and let you
enjoy parenting more. To bring you quality products,
we collaborate with only the best factories
and artisanal workshops.

This is Us

We are diverse, open-minded problem solvers. Some of us are parents, while some are still kids at heart. Some of us have lived and studied around the world, while some have spent most of the time in China. We “PUPUPULANS” unite in the spirit of creativity and freedom. We believe in enjoying our work as much as we enjoy life.

This is a collage made using our 2🐱18 Year of the Dog Family Portrait Game. Since launch, it has garnered over 24 million visits.



Sic | Founder & CEO

Mom of two kids and three cats, co-founder of MOMO, China's largest social and entertainment platform. Sic held different positions at MOMO, NetEase, PhoenixNet and Modern Media relating to design, marketing and overseas operation.



Ainland | Co-founder & Chief Brand Officer

Pet lover, homebody and green thumb. Former director of the emoji and AR departments at MOMO.



Alias Lau | Product Designer

The “cuddly sloth” at PUPUPULA. His work is as genuine and compassionate as he is. During his four-year tenure at Lost and Found, he designed over 20 best-selling products.



Gaoyin Wang | Hardware Product Director

Father to a son, he is a detail-oriented, seasoned engineer and tech geek who has developed dozens of electronic products. He worked at Polycom as a senior structural engineer and played a managing role in the R&D department of Samsung.



Our Design Partners



A Black Cover Design

Founded by Guang Yu and Nod Young, ABCD is a small creative studio specializing in graphic design. Their work is designed with exceptional, systematic and pertinent communication methodology and has won them numerous international and domestic awards.



Office for Product Design

OPFD is an international design studio formed in 2007 by Nicol Boyd and Tomas Rosén. Their work has been repeatedly recognized by leading international design awards, including but not limited to iF Gold Award, G-Mark, Red Dot, etc. Nicol and Tomas also serve as creative directors at PUPUPULA.



Five Metal Shop

FMS is an independent creative studio that designs business. The team is from business, marketing and communication design backgrounds with top level international experience. They also regularly collaborate with like-minded international talents who are often leaders in their respective creative fields.



Design with Love & Insight

We believe that good design is insightful.

Beyond looking good, our products solve problems and make life easier.

Simple, beautiful, innovative, safe—and above all, kid-friendly.

we design to let kids be kids and let you enjoy parenting more.

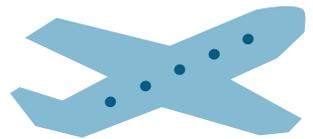
Let Kids Be Kids

Every child is unique and should develop their own personalities, talents and skills. We believe that well-designed products can inspire our children to grow up more confidently and independently.

Enjoy Parenting More

Parenting is never easy. Well-designed products provide comfortable time-saving solutions so that parents can focus on spending quality time with their kids.





Our Factories

PUPUPULA creates pieces that will be loved by your family for years. We collaborate with only the best factories and artisanal workshops in China to bring you products with the highest quality possible.

Designed by PUPUPULA Proudly Made in China

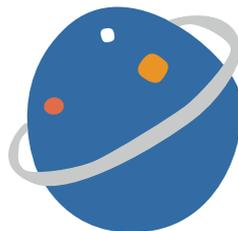
We believe that Made in China does not mean compromising on quality or design.

We strive to use the best materials, original design and reliable manufacturers to offer the best products that you and your kids deserve.

Love Our Planet

We choose only materials that are safe and environmentally friendly. To reduce leftover materials in manufacturing, we control and optimize production efficiency.

We repurpose manufacturing waste and leftover materials. We avoid overpackaging. Our packaging is designed for you to repurpose or reuse to reduce carbon footprint.



little bulb Pro

A young child with dark hair is sleeping peacefully in a bed. The child is wearing blue and white striped pajamas and is tucked under a light blue blanket. A small, glowing white spherical light bulb is placed near the child's feet, casting a soft, warm light. The bed has a patterned pillowcase with various leaf designs and a striped blanket. The overall atmosphere is cozy and serene.

"A companion for kids and parents on multiple occasions."

More courage and companionship

At first, I wanted to make a nightlight for my kids. "It's too dark!" "Can you leave the light on?" When little ones start to go to bed independently they always find various reasons to protest. Later, they were given a nightlight and a miracle happened. They began to learn to sleep on their own.

Sometimes kids don't whine deliberately; they need a way to help them adapt better as adults also need companionship and courage.

A little bulb that restores the classic light bulb shape and designed for adults and children. Give it new features in a modern way, suitable for a variety of scenarios, and can accompany you longer.

Sic, PUPUPULA CEO



What does little bulb Pro do?

Smart companion | Set the mood | Portable

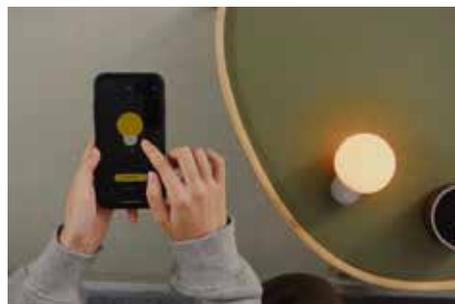
Food-grade silicone bulb Safe for the littlest ones in the family.

- Squeeze and twist to set from 8 levels of brightness
- A new easy way to interact



Smart mode to help kids wake up at night

- Sound activated on smart mode
- Wireless charging
- Portable



Mom's quiet little helper during nighttime feedings; gentle on sleepy eyes

- 2200K warm yellow light
- Flicker-free, non-blue light LED



Set the atmosphere and mood in your home

- Candlelight mode
- Up to 72 hours* of use



What is smart mode?

With the companion app,* schedule little bulb to dim during sleep or to glow when kids make a sound. Designed for kids to wake up at night or afraid of darkness.



Start PUPUPULA App and connect to Little Bulb Pro



Check on-off status
Click to turn on / off

Display remaining battery

Turn smart mode on / off
4 settings
Free customization

little ben



iF Design Award

iF Design Award is known for its "independent, rigorous and reliable" award concept



GOOD DESIGN AWARD

The most authoritative and influential award in Asia



Learning time on their own: the kid-friendly wall clock

"It's 8 o'clock, time to shower!" "10 more minutes of story time and it's your bed time!" These are some of the daily conversations that happen in our house. Sometimes when they're told to get ready for school by 8 o'clock, and the time approaches, they are not even dressed or they'll say they need to use the bathroom at the last minute. Kids have such trouble understanding the concept of time. How nice it would be to teach my kids to tell time! But teaching this intangible concept is a struggle.

In order to make things easier, I developed this nifty wall clock, little ben. When the prototype arrived, I hung it at home. When my son said, "Mommy, it's 7:15," I was so excited I nearly cried.

I am so happy that he is becoming more independent every day and I have more free time because of that.





Thick top and thin bottom

Innovative viewing angle for kids

Minutes on dial

Colored hands

Quicker for kids to tell time

Time activity flash cards

Teach the meaning of time





Time is an abstract concept and quite a challenge for kids to learn. Every family has a wall clock, yet most wall clocks on the market aren't designed for kids.

Conventional clocks don't take into consideration kids' height or their cognitive behavior, and design details like the numbers on the dial, color of the clock hands or even the height of installation are often neglected.

What does a kid-friendly clock look like?

After almost a year of thinking, exploring, prototyping and creating, little ben became our answer to this question.



Paper Pulp Wall Clock

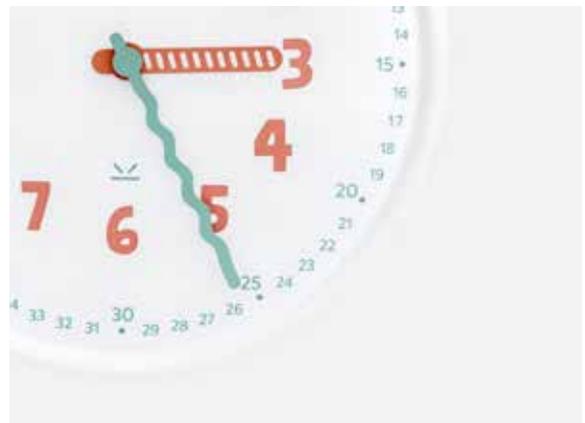


"Bigger clock face, easier to read."

Material Consideration

Our daily life is increasingly dependent on plastics, but less than 10% of the world's plastics are effectively recycled. From the perspective of environmental consideration, we thought about whether there is a lightweight and flexible material to replace plastics that could be a long-term companionship?

The answer was "paper", which is light and flexible in form. We used recycled sugarcane pulp as the primary material. After more than a year of continuous trials, the Paper Pulp Wall clock was born.



Design for kids

Read time naturally

Thick top and thin bottom

Innovative design for kids

Bigger and clearer

Large clock face, enlarged numbers
Easy to read

Every minutes on the dial

Colored hands guide kids to read

Tough as plastic

70% sugarcane pulp and 30% raw wood pulp
Makes tough clock face





Silent Movement

Yong Town Sweep Quartz Clock Movement



little can

2019 GOOD DESIGN AWARD
BEST 100 Winner



GOOD DESIGN AWARD is the most authoritative and influential award in Asia.

The G-Mark logo represents a guarantee of good design products and is widely recognized and affirmed by consumers worldwide.



A Piggy Bank of the Future, Now

How do kids learn about money? Growing up, I used a piggy bank that “ate” my coins. I learned the concept of money as simply as that.

Yet today, there’s less and less cash involved; a piggy bank that takes coins does not come in handy anymore. In an increasingly cashless society, it’s high time to come up with a piggy bank for the next generation.

Enter little can: a piggy bank that does not take physical coins, is full of technology and filled with the same hope and love as the piggy bank from my childhood. It’s the piggy bank of the future, now.



What does little Can do?

Smart companion | Set the mood | Portable

Task Lists

48 default tasks to choose from
Supports task customization

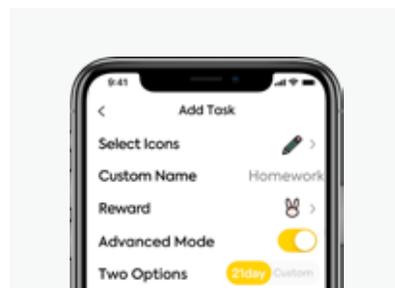
✓ 21-day punch-in tasks:

Reading, attending online lessons etc.,
Assist kids in learning actively

✓ Scheduled tasks:

Assist kids to manage their schedule

✓ Complete tasks to earn rewards:



Reward Lists

Discuss with your kids to select or
customize suitable rewards

✓ Eat ice cream, go to the playground

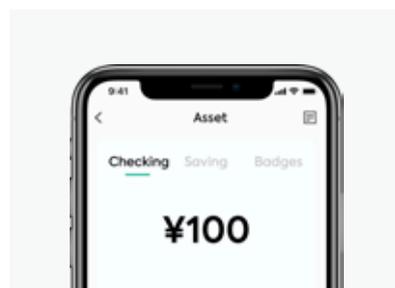
✓ Play game for 2 hours, "Daddy and
Mommy won't get angry." coupons



Deposit and Spend

✓ Gift money from friends and family

✓ More hygienic than cash,
more convenient to use

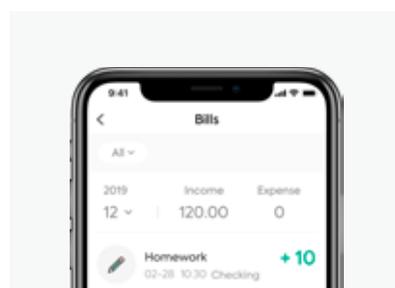


Account Book

Where does the money come from?

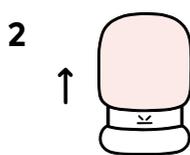
How many rewards did I get?

Recorded clearly in account book

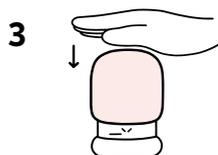




1 Rotate to check tasks



2 Task completed/
money comes in,
button pops up



3 Press button
to confirm receipt



4 Shake to check
the balance

ta da Growth Chart

"Tear-resistant, keep track of kids's growth at any time, and take it with you in a roll when you move away."



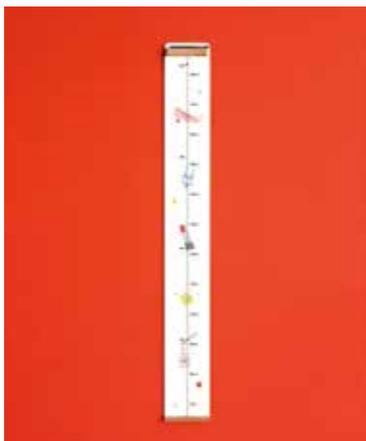
Home is like your kids, always changing

When I was growing up, my family measured my height by marking it on a door frame. It's lucky that I didn't move around much in my teenage years, yet when I had my own kids, I moved five times in several years. Those old door frame growth charts created a dilemma: to remove them damaged both the wall and the growth chart; to leave it behind would be losing a treasure of sentimental value.

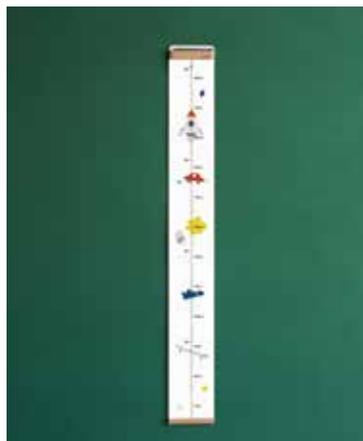
I had often wished for an easily portable growth chart that could move with us and be stored after the children had grown up, and cherished for years to come. My hope is that this will be something meaningful for every family.

Sic, PUPUPULA CEO





Pepper



Swag



Overnice



Wild



Wave



PUPUPULA x Lens

*Wholesale customized design on request.

*"Measures up to 185 cm (almost 6'1").
It's for your kids, you, and your family."*



Growth chart for every step along the way

Maple wood top

Handy pencil holder on the top

Waterproof and tear-resistant

Made of PP synthetic paper
Easy to clean

A lasting record

- Can be neatly rolled up and stored
- It will stay with your family for years to come



any-way Series

2019 reddot award winner



reddot award 2019
winner



reddot award 2019
winner furniture design

The reddot award is recognized as a mark of international creativity and design.

Winning this award means that the product's appearance and texture have obtained the most authoritative "quality assurance".



Coffee time. Play time. Chill together.

We believe that when designing products, the target market is an element but not the full picture. We anticipate the actual interactions and "togetherness" a family can have to create more happiness. It should be both harmonious and independent.

"For better living, together" is the inspiration for designing the any-way series. Whether you live alone or with pets, have a significant other or have a family with kids, you can always put any-way series in your living room and watch it reveal new possibilities.



Like its name, the any-way coffee table offers endless possibilities of how you can use it and where you can put it. Whether you live by yourself or with a significant other, have kids or are an empty-nester, any-way will be there along every step of the way.

Office for Product Design Co-Founders
Any-way Series Designers Nicol Boyd & Tomas Rosén
PUPUPULA Creative Directors

"Family comes together. Kid-friendly table."





Cloud



Charcoal



Chili



Olive

any-way table

- Irresistible linoleum, silky smooth
- 10mm table lip, keeps things from rolling off
- Superellipse shape; safe for family use







Cloud



Charcoal



Chili



Olive

any-way stool

- Comes with anti-slip stickers; easy on the floor
- Organic linoleum on the top





"Steady and comfortable legs."





"Safe and light felt basket; adapts to your organization needs."



Black (large)



Grey (large)



Black (small)



Grey (small)

any-way basket

- Safe and light felt basket; adapts to your organizing needs
- Basket comes with 2 different sizes, perfectly match with Any-Way Table





any-way doodle pad

More space to create. Less mess to clean up.

Assorted Color Kid Backpack

"Light and practical companion for travel."

*For kids aged 2.5-7

Backpack for kids

When preparing for the first day of kindergarten, parents will receive a list of necessities—toothbrush, changing clothes, indoor shoes, and they put them in a big bag and take them to the kindergarten. For the kids being first time “to socialize”, giving them a bag means making them a little independent- to decide what to pack, put it in an orderly manner, and then use it by themselves when they need.

To make this symbol of independence a little longer, we have designed kid’s backpacks with a simple and elegant appearance, practical functions and easy-to-care fabrics. It’s a good companion for kids to be out from home.



Great match with mom's
Assorted Color Tote Bag



Pink



Bule



Yellow



Weight equals to
1.3 lemons
260g light weighted

Kid-friendly Design

Lightly separated storage Keep capacity

- Indoor shoes and snacks stored separately
- Toys and bottle stored in side pockets



Easy to identify

- Name tag and 120cm harness included
- External ring for hanging toys
- Reflective tapes on the front and back, clear at night



Water-resistant, dust-resistant Easy-to-care

- Oxford imitation memory fabric
- CNAS safety test
- Soft and wear-resistant, machine washable on gentle mode



Easy on little shoulders

- 4.5W(cm) X 4H(mm) cotton padded shoulder straps balance the presser

Skin-friendly Velcro

- Velcro instead of zipper, easy to open and close
- Chamfered edges, soft and won't hurt little hands



Assorted Color Tote Bag



"Take all the essentials; good helper for mom to work and travel!"

Being a parent means giving up style?

When going out with kids, a mom needs to take diapers, baby bottles, tissues..., she needs a clearly separated, large-capacity bag. To keep both function and style, Assorted Color Tote Bag is the answer.

The appearance is simple and functional, suitable for work and light travel. Even if it is temporarily handed over to the father, it will not be out of place.



Lightweight and practical, easy to carry when taking the kids out

Catch your thing at a glance

- No zipper, large opening
- Lightly separated, easy storage



Inner drawstring pouch, can be carried separately

- Pack kid's clothes and small blanket for travel
- Temporary backpack for kids



Keep stylish even with a mom bag

- Inner pocket for bottle storage and key ring
- Removable bottom hard board



Water-resistant, dust-resistant, easy-to-care

- Oxford imitation memory fabric
- CNAS safety test, soft and wear-resistant
- Machine washable on gentle mode



Great match with kid's
Assorted Color Kid Backpack

"Lightweight, outstanding capacity."



Yellow



Pink



Bule

Organic Tote bag & Shoulder Bag

*"A bag that is more friendly
to the environment and you"*



We assume that fabric bags are more environmentally friendly than plastic bags. However, the truth is that the production process of ordinary fabric bags also consumes a lot of energy and water. Is there a better way to help our planet?

Organic cotton has strict standards and requirements from seeds to production. It can effectively save 91% of irrigation water and reduce 62% of energy use without chemical pesticides. A bag that is friendly to both the environment and us will be used longer and accompany you to love the earth a bit more.

More simple and environmentally friendly



Double sized inner pocket

Big enough for an iPad mini

6 oz. lightweight organic cotton

Practical and soft



Happy Mom

logo

Let kids be kids

Let me be me



Adjustable shoulder strap



Logo Tote Bag



"Larger than average canvas bag, take all the essentials with you."

All the essentials for kids and their family

Double sized inner pocket

Big enough for an iPad mini

12 oz thick cotton canvas

Reinforced shoulder straps to support load

Naturally grown cotton

No bleach



clean up is fun Sticker Set

Hand Washing Sticker/ Tooth Brushing Sticker



"Illustrations that kids can easily understand."



When I saw illustrated hand washing instructions designed specifically for kids in public restrooms in the United States, I realized that these are rare in China- especially those with cute illustrations. I've only seen these types of instructions in Montessori schools and some hospitals. It inspired me to develop one so that families can have more choices

Sic PUPUPULA CEO

Kids and parents learn together

Illustrated visual instruction

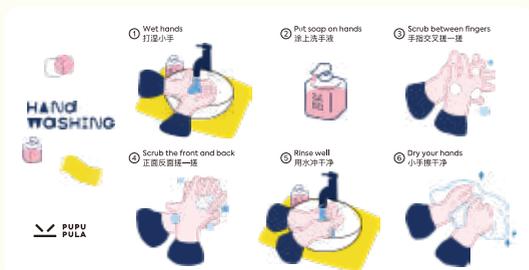
Bass brushing technique

Japan YUPO® synthetic paper

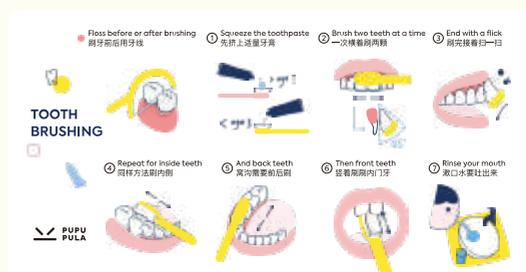
Reusable, no-adhesive, easily stick and remove

Waterproof, non-deforming

Easy to clean



Hand Washing Sticker



Tooth Brushing Sticker



i love organizing Storage Label Set



"It's so magical! It teaches kids to organize visually."

Check the label and know where to store

Three categories

Toys, arts & crafts, clothing, or customize

Japan YUPO® synthetic paper

Leaves no residue, environmentally friendly material

Easy to understand illustrations

Chinese-English label



Kids Wall Decals

"Decorating 1.5m² of imagination."



Decorate the wall or your favorite things

Can be stuck to any common material

Stick to laptop, cup, desktop, or anywhere

Japan YUPO® synthetic paper

Leaves no residue, environmentally friendly material



Little crocodile and
friends



Curiosity



Over the rainbow



Little one's home



little tail Hanger



*Recommended for ages 3 and up

Kid's clothes hanger, a little more playfulness

Forescolor E0 fiberboard from Korea

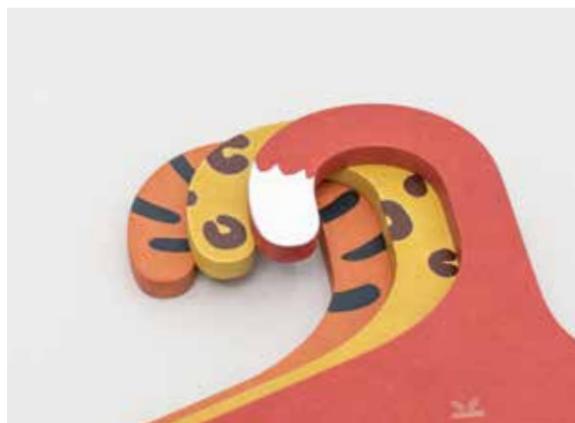
Safe to use

Notch detail

Easy to hang dresses and bags

Great choice as a gift

Bright and cute colors, suitable for gifts



Felt Wall Lamp



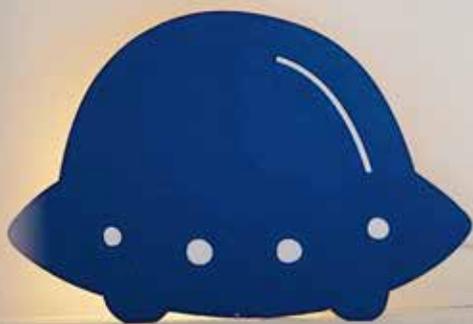
Bedtime preparations

Compared to common ambient lighting makes it easier to create a good sleeping environment.

The soft and comfortable light of the Felt Wall Lamp is more suitable to accompany children to sleep; the cute illustration pattern decorate the kid's room even with light turned off, expressing a world full of love and imagination.



"The texture of felt adds a little warmth to the white wall."



Kitty



Spaceship



Sheep



Pine



Elephant



Kid-friendly safety design

High-quality felt, does not contain harmful substances

- Internationally recognized SGS test
- Meet certified standards



Fully enclosed lampshade design, safer to use

- Avoid direct contact with bulbs and power
- More kid friendly



E0 grade New Zealand Daiken OSB

- High-grade materials
- Meet highest environmental standards



Energy-saving and environmentally friendly LED bulbs

- Energy-saving and environmentally friendly LED bulbs
- 3W mild brightness, soft light without glare
- * close to 25W incandescent brightness



Throw Pillow



Chompy (duck)



Quacky (tooth)



Wonderfully Soft Throw Pillow

Passed EN71 certification standards

Kid-friendly fabric and filling material

Soft and Comfortable

Safe to cuddle

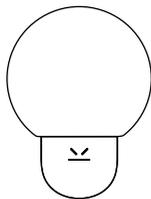
Squeaky duckbill chats with little ones



Reminds kids to brush their teeth

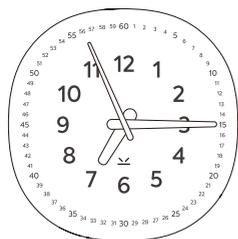


Product Details



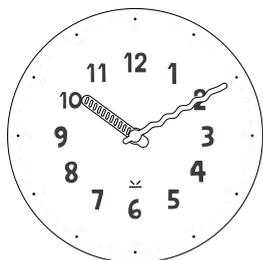
Little Bulb Pro Wireless Portable Lamp

Material	Silicone, PC + ABS
Dimensions/mm	76.2L x 76.2W x 110H
Weight	137g
SKU	Grey



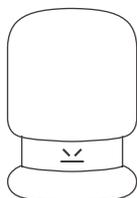
Little Ben Wall Clock

Material	ABS, acrylic
Dimensions/cm	24.7L x 25.9W x 7.15D
Movement	Rhythm® silent sweep movement
Weight	800g



Paper Pulp Clock

Material	70% recycled sugar cane pulp + 30% wood pulp (clock face) Aluminum (clock hands)
Dimensions/cm	34L x 34W x 7.5D
Movement	Yong Town sweep quartz clock movement
Weight	260g



Little Can Habit Helper

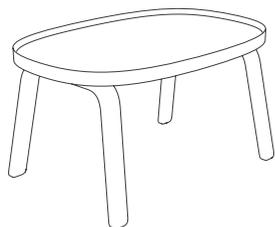
Material	TPU, ABS, polycarbonate
Dimensions/mm	65L x 65W x 79H
Weight	192g
SKU	Yellow / Blue / Pink



Ta Da Growth Chart

Material	PP synthetic paper, maple wood
Dimensions/cm	120L x 15W
Weight	260g
SKU	Pepper / Swag / Overnice Wild / Wave

Product Details



Any-Way Table



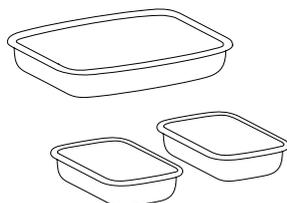
Material	Linoleum, Russian birch wood
Dimensions/cm	93L x 62W x 46H
Weight	9.6kg
SKU	Charcoal / Chili / Cloud / Olive



Any-Way Stool



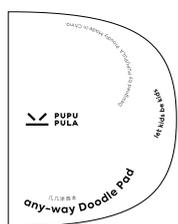
Material	Linoleum, Russian birch wood
Dimensions/cm	36L x 24W x 25.6H
Weight	1.83kg
SKU	Charcoal / Chili / Cloud / Olive



Any-Way Basket

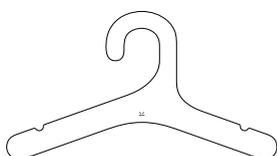


Material	100% PET
Dimensions/cm	Large: 65.2L x 54W x 11.2H Small: 50.2L x 31.5W x 11.2H
Weight	Large: 830g Small: 450g (Set of 2)
SKU	Black / Grey



Any-Way Doodle Pad

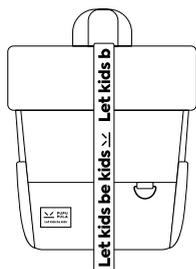
Material	Woodfree paper
Dimensions/cm	59.4L x 45.2W x 0.3H
Pages	30
Weight	500g



Little Tail Hanger

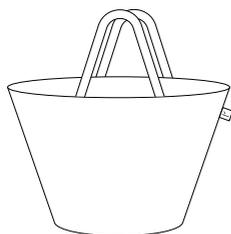
Material	Forescolor E0 fiberboard
Dimensions/cm	32L x 17.6W x 0.9H
Weight	308g (set of 3)

Product Details



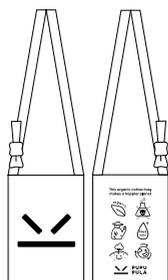
Assorted Color Kid Backpack

Material	Oxford imitation memory fabric
Dimensions/cm	32H x 21W x 15D
Weight	260g
SKU	Yellow / Blue/ Pink



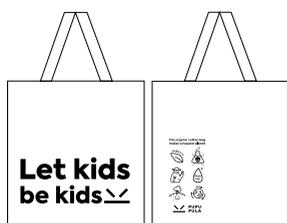
Assorted Color Tote Bag

Material	Oxford imitation memory fabric
Dimensions/cm	38H x 50W x 16D
Weight	550g
SKU	Yellow / Blue/ Pink



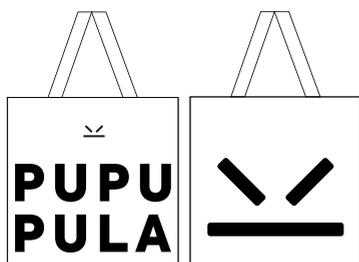
Organic Cotton Shoulder Bag

Material	100% organic cotton
Dimensions/cm	26L x 18W
SKU	Let kid be kid / Happy mom Let me be me / Logo



Organic Cotton Tote Bag

Material	100% organic cotton
Dimensions/cm	41L x 38W
SKU	Let kid be kid / Happy mom Let me be me / Logo



Logo Tote Bag

Material	Natural cotton canvas
Dimensions/cm	45L x 45W

Product Details



Hand Washing Sticker

Material	YUPO® octopus paper
Dimensions/cm	21.3L x 11W
SKU	English / Chinese-English



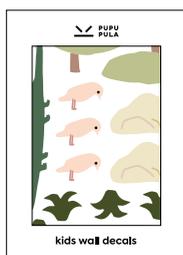
Tooth Brushing Sticker

Material	YUPO® octopus paper
Dimensions/cm	21.3L x 11W
SKU	English / Chinese-English



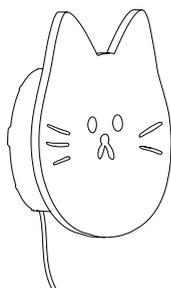
I Love Organizing Storage Label Set

Material	YUPO® synthetic paper
Dimensions/cm	28.7L x 15.3W(set of 2)
Single	2.4 L x 4.6 W



Kids Wall Decals

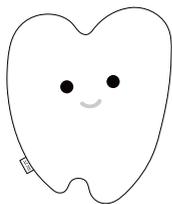
Material	YUPO® synthetic paper
Dimensions/cm	28L x 21W (set of 2)
SKU	Little one's home / Over the rainbow Little crocodile and friends / Curiosity



Felt Wall Lamp

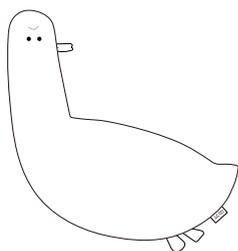
Material	Felt; OSB; PP
Dimensions/cm	15H x 15W x 3D
Weight	260g
Light source	12V G4 3W LED Bulb
SKU	Kitty / Spaceship / Sheep Pine/ Elephant

Product Details



Throw Pillow - Chompy

Material	92% Polyester, 8%Spandex Stuffing: Polyester
Dimensions/cm	30H x 25W x 14D
Weight	237g



Throw Pillow - Quacky

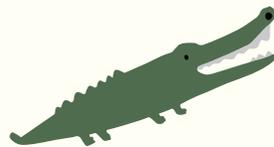
Material	92% Polyester, 8%Spandex Stuffing: Polyester
Dimensions/cm	43H x 45W x 10D
Weight	248g

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