

Autumn 2024

Designed in Australia



ALL4
ELLA

Our story, spanning three generations.

Allow us to introduce ourselves – we are All4Ella, a brand built from a mother's love and a desire to make parenting just a little bit easier.

As a mother of two, our founder Carla experienced firsthand the challenges of ensuring her daughter Ella's comfort and safety during pram rides. Determined to find a solution, Carla embarked on a journey to create products that not only met her own high standards but also brought peace of mind to parents everywhere.

In 2013, All4Ella was born with a simple yet ingenious invention: colourful and practical pram pegs. These innovative accessories not only kept swaddles securely in place to shield Ella from distractions but also sparked the beginning of something truly special.

With the support of our Sales Director, Debra, Carla's vision began to take shape. Together, they combined their passion for parenthood with industry expertise to transform All4Ella into the beloved brand it is today.

At All4Ella, we take immense pride in designing our own products, right here in Australia. Each item is carefully crafted with care and attention to detail, ensuring that it meets our high standards of quality and safety.

Our product range encompasses everything from adorable baby bibs to organic swaddles, stylish and practical pram liners to serene cot sheets, durable silicone feeding range and much more. Each product is a testament to our dedication to excellence and our commitment to providing the utmost comfort and safety for little ones.

We invite you to embark on this journey with us! All4Ella is your ultimate destination for premium baby essentials designed from newborns to toddlers.

From our family to yours, thank you for choosing All4Ella to be part of your story.



Bibs & silicone feeding





Curved
spoons &
forks for
easy grip

Comfy grip silicone spoons & forks

- Made from soft, durable food-grade silicone
- Dishwasher safe
- BPA and Phthalate free
- Gentle on teething gums



NEW



SS1 - Spoons Olive

NEW



SF1 - Forks Olive

NEW



SS2 - Spoons Dusty Pink

NEW



SF2 - Forks Dusty Pink

NEW



SS3 - Spoons Slate Blue

NEW



SF3 - Forks Slate Blue



Easy grip
with ribbed
sides

Silicone sippy cup with straw

- Spill-proof lid & anti-leak straw
- Promotes independent drinking
- BPA-free & non-toxic
- Easy to clean
- Multi-use training cup with two handles
- Holds up to 180ml



SC1 - Olive



SC2 - Dusty Pink



SC3 - Slate Blue



Silicone catch bibs & suction plates

- Made from soft, durable food-grade silicone
- BPA and Phthalate free
- Dishwasher safe
- NEW inbuilt hangsell in handy reusable pouch
- Catch bib has a handy deep spill pocket with adjustable built in neck fasteners. Includes spoon
- Suction plate includes spoon & straw



SBS14 - Rainbow Dusty Pink



SBS15 - Boats Slate Blue



SBS7 - Olive



SP1 - Dusty Pink



SP6 - Slate Blue



SP3 - Olive



SBS6 - Grey

New
reusable
updated
packaging

Inbuilt hangsell





SS2 - Spoons
Dusty Pink



SF2 - Forks
Dusty Pink



SC2 - Dusty Pink



SBS14 - Rainbow Dusty Pink



SP1 - Dusty Pink



SS1 - Spoons Olive



SF1 - Forks Olive



SC1 - Olive



SBS7 - Olive



SP3 - Olive



SS3 - Spoons
Slate Blue



SF3 - Forks
Slate Blue



SC3 - Slate Blue



SBS15 - Boats Slate Blue



SP6 - Slate Blue

Recycled long sleeve bibs

- Waterproof
- Extra coverage for mess-free mealtimes
- Elasticated sleeves
- Spill-catching pocket
- Easy wipe clean



RLB1 - Two-tone Sage



RLB2 - Two-tone Pink



RLB3 - Two-tone Blue



Recycled pocket bibs

- Waterproof
- Adjustable velcro neck
- Spill-catching pocket
- Easy wipe-clean



Frill bibs with pocket



RFB1 - Daisy



RFB2 - Leaves

Pocket bibs



RPB1 - Fawn



RPB2 - Crocodile



RPB3 - Trucks

Bandana bibs - 2 pack

- Made from 100% cotton
- Reversible: 4 design options in one pack
- 2 pack: double the style and value
- Triple layer absorbency
- Two snap fasteners to adjust size



BIB155 - Gingham Sage



BIB156 - Gingham Strawberry



BIB157 - Trucks



BIB158 - Planes



BIB160 - Lilac Rainbows



BIB161 - Bright Floral



BIB162 - Crocodile



BIB163 - Lightning



2 reversible
bandana
bibs in
each pack!



BIB151 - Lined Vehicle



BIB72 - Rose



BIB132 - Hearts



BIB70 - Koala



BIB81 - Koala Grey



BIB73 - Bears



BIB74 - Dog Breed



BIB137 - Hot Air Balloons



BIB127 - Sage Dino



BIB129 - Whale Pod



Reversible teether bibs

- Soft and absorbent 100% cotton
- Food grade silicone teether corner
- Reversible
- Adjustable size
- Soothes sore gums



BIBS10 - Monkey Carnival



BIBS11 - Ice Creams & Teddy



BIBS7 - Puppies



BIBS9 - Sage Dino



BIBS6 - Jungle



BIBS8 - Watercolour Rainbow

Roll neck bibs - 2 pack

- Made from 100% cotton
- 2 pack
- Velcro adjustable neck
- Perfect for sensitive skin
- Unique padded neck band, prevents moisture build up and irritation



BIB26 - Australian



BIB28 - Monkey



BIB104 - Pink Flower



BIB105 - Whales



Pullover head bibs - 2 pack

- Made from 100% cotton
- 2 pack
- Stretched, ribbed neckline for comfort and easy removal



BIB29 - Forest



BIB31 - Floral



BIB32 - Panda/Koala



BIB33 - Unicorn/Bunny

Long sleeve bibs

- Made from 100% cotton
- Extra coverage for mess-free mealtimes
- Elasticated, waterproof sleeves
- Adjustable snap neck
- Machine washable
- Extra coverage



BIBL9 - Star Blue



BIBL11 - Grey



BIBL10 - Dusty Pink



BIBL8 - Star Pink

Bathtime & play





Squeezy silicone bath toys

- Made from soft, durable food-grade silicone
- BPA and Phthalate free Dishwasher safe
- Pull apart for easy cleaning
- Perfect for little hands
- Ideal for sensory play, engaging little ones with their soft textures and vibrant colours



BT1- Squeezy animal friends



BT2 - Squeezy sea friends





Premium
newborn
boxed gift

Hooded baby towels

- Made of premium terry towelling
- Full 100% cotton muslin back and hood
- Handy loop for easy drying
- Generous size: 80 x 80cm
- Premium newborn gift idea that will grow with baby



HT20 - Monkey Carnival



HT21 - Rainbow Dreams



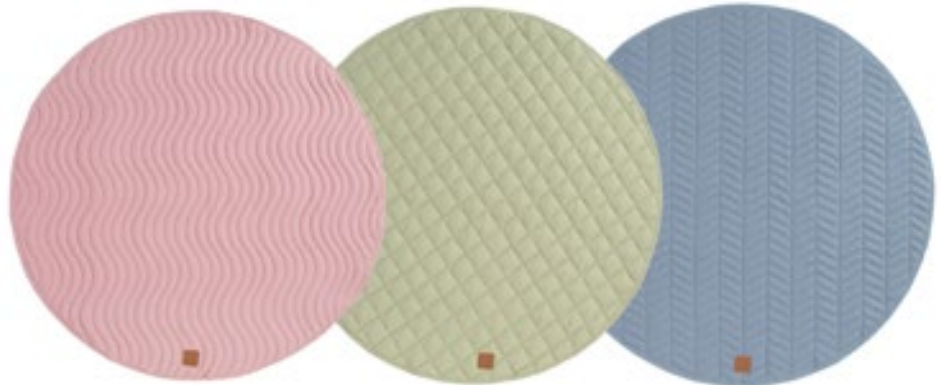
HT22 - Rocket

Quilted linen playmats

- Reversible
- Machine washable
- Premium quality linen blend
- Patterned quilting
- Matching drawstring bag
- Embossed branding
- Large 120cm diameter



Matching drawstring bag



QPM1 - Sage

QPM2 - Blush Pink

QPM3 - Slate Blue

Non-slip playmats

- Non-slip backing
- Machine washable
- Matching drawstring bag
- Large 120cm diameter



PM21 - Outer Space

PM20 - Rainbow Dreams

PM22 - Sweet Blush

Exploring our textiles range.

The benefits of organic cotton, bamboo & jersey fabrics.



Organic cotton muslin

Pure, breathable, and eco-friendly, organic cotton muslin is a natural choice for your baby's delicate skin. Grown without harmful chemicals or pesticides, it's not only safer for your little one but also for the environment. Our organic cotton muslin offers unmatched breathability and softness, ensuring your baby stays comfortable and cozy all day long.



Bamboo

Luxuriously soft and silky, bamboo fabric is a dream for sensitive skin. Naturally hypoallergenic and antibacterial, bamboo fabric keeps your baby feeling fresh and comfortable, making it ideal for those with skin sensitivities or allergies. Our bamboo products are not only gentle but also sustainable, as bamboo is one of the fastest-growing plants on earth.



Jersey

Versatile, stretchy, and oh-so-soft, jersey fabric provides the perfect balance of comfort and flexibility. With its gentle stretch, our jersey products create a snug and secure environment for your little one, promoting better sleep and relaxation. Whether it's naptime or playtime, our jersey products are designed to keep up with your baby's active lifestyle.

At All4Ella, we go the extra mile to ensure the highest quality for your baby's comfort. Our fabrics are pre-washed once made, guaranteeing they are as soft and gentle as can be from the very first use. Discover the difference with All4Ella, your ultimate destination for premium baby essentials crafted with love and care, from newborn to toddlers.

Swaddle collection

Choose from our range of gorgeous prints and fabrics.
Available as a double gift set (Organic Muslin Cotton), single gift set (Organic Muslin Cotton & Bamboo), single organic muslin swaddle and organic jersey swaddle with matching beanie set.

Our multipurpose swaddle collection can be used to swaddle baby, as a lightweight blanket for nursing and so much more.





WP72 - Gingham Grey

Organic cotton double swaddle gift sets

- Made from 100% cotton
- Machine washable
- Great newborn gift
- Size: 120 x 120cm
- Secure muslin swaddles to prams with matching pram pegs



WP73 - Bright Floral



WP74 - Trucks



WP71 - Rocket



MP51 - Watercolour Rainbow



MP52 - Bright Floral



MP53 - Trucks



MP50 - Puppies



Organic cotton single swaddle gift sets

- 100% cotton
- Machine washable
- Great newborn gift
- Size: 120 x 120cm
- Secure muslin swaddles to prams with matching pram pegs



MP49 - Gingham Grey



MP44 - Monkey Carnival



MP47 - Sweet Blush on White

In-built
hangsell



Organic cotton muslin swaddles

- Made from 100% cotton
- Machine washable
- Extra large size: 120 x 120cm



M21 - Watercolour Rainbow



M22 - Bright Floral



M23 - Trucks



M20 - Puppies



M19 - Gingham Grey



M16 - Monkey Carnival



M18 - Rocket



BP26 - Leaves



BP27 - Ice Creams & Teddy



BP28 - Planes

Bamboo single swaddle gift sets

- Made from 100% bamboo
- Silky and soft
- Breathable, lightweight and cool
- Generously sized: 120 x 120cm for multi-use
- Paired with matching pram pegs
- In-built hangsell for easy display

Organic reversible burp cloths

- 100% organic cotton muslin
- Reversible
- Shaped to fit over shoulder
- Generously sized for maximum coverage
- 3 layers for extra absorbency
- Perfect baby shower gift
- Pair with matching swaddle



BC27 - Gingham Grey



BC28 - Bright Floral



BC29 - Trucks

Narrow
fold for
easier
display

Includes
matching
jersey
beanie

Organic jersey swaddle & beanie sets

- Soft and stretchy organic cotton jersey
- Lightweight and breathable
- Gorgeous newborn gift idea
- Swaddle size: 100 x 100cm
- Matching beanie



JWS6 - Gingham Sage



JWS7 - Gingham Strawberry



JWS4 - Leaves



JWS2 - Rainbow Dreams



JWS5 - Soft Florals



JWS3 - Outer Space



Baby bedding

Organic fitted jersey cot sheets



JCS6 - Gingham Sage



JCS7 - Gingham Strawberry

- Soft and stretchy organic cotton jersey for the perfect fit
- Machine washable
- Generously sized: 132 x 77 x 12cm
- Fits all standard cot mattresses
- A perfect baby essential for any baby's nursery



JCS3 - Outer Space



JCS1 - Monkey Carnival



JCS2 - Rainbow Dreams



JCS5 - Soft Florals

Organic fitted jersey co-sleeper sheets

- Soft and stretchy organic cotton jersey for the perfect fit
- Machine washable
- Fits snug and securely
- Size: 92 x 53 x 10cm



COS1 - Monkey Carnival



COS2 - Rainbow Dreams



COS3 - Outer Space



RB1 - Beige Dots



RB2 - Antique Blush

Knitted blankets

- 100% cotton
- Suitable for babies and toddlers
- Premium boxed gift line
- Machine washable
- Blanket measures: 75 x 100cm



KB4 - Light Grey



KB5 - Dusty Pink



KB6 - Navy

Pram accessories





Reversible & water resistant pram liners

- 100% cotton with waterproof coating
- Reversible with solid colour on back
- Easy to fit and easy to clean
- Machine Washable
- Universal design
- Generously padded
- Handy loop to attach toys or dummies
- Size: 85 x 33cm



PL20 - Watercolour Rainbow



PL21 - Bright Floral



PL5 - Beige Dots



PL18 - Trucks



PL19 - Planes



PL17 - Gingham Sage



PL16 - Leaves



PL23 - Puppies



PL22 - Lightning

Reversible harness cover & pram pegs

- 100% cotton with waterproof coating
- Reversible with solid colour on back
- Pair up with our pram liners
- Easy to fit and easy to clean
- Machine Washable
- Use in the pram or car seat
- Size: 16.5 x 19.5cm



HCP4 - Bright Floral



HCP1 - Beige Dots



HCP2 - Gingham Sage



HCP3 - Trucks



HCP5 - Puppies

Pair with our matching pram liners



PL21 - Bright Floral



PL5 - Beige Dots



PL17 - Gingham Sage



PL18 - Trucks



PL23 - Puppies



Pram pegs

- Sturdy and strong
- Easily clips onto pram
- Keep muslin cover securely attached
- Available in 2 or 4 pack
- Wide range of colours

Pram pegs - 2 pack



P2333 - Steel Blue



P2344 - Sage



P2211 - Pastel Pink



P2266 - Sand



P2277 - Peach



P2077 - Black



P2099 - Navy



P2233 - Pastel Blue



P2166 - Silver Glitter



P2177 - Grey



P2066 - White



P2288 - Coral



P2244 - Pastel Mint



P2299 - Forest Green



P2300 - Charcoal



P2311 - Burgundy



P2322 - Mustard



Pram pegs - 4 pack



P4344 - Sage/Forest Green



P4288 - Steel Blue/Charcoal



P4166 - Green/Blue Pastel



P4133 - Blue/Navy



P4266 - Cream/Peach



P4177 - Pink/Purple Pastel



P4233 - White/Grey



P4055 - White/Black



P4188 - Grey/Black



P4444 - Black

Handy hooks

Easy to use ▪ Lightweight and versatile ▪ Attach bags to your pram



HH1 - Silver



HH4 - Pink



HH7 - Blue



HH3 - Black



HH8 - Navy



HH9 - Burgundy

Gingham sage



BIB155 - Bandana Bib 2 Pack



HCP2 - Harness Cover & Pegs



PL17 - Reversible Pram Liner



JCS6 - Organic Fitted
Jersey Cot Sheet



JWS6 - Organic Jersey Swaddle
& Beanie Set

Gingham strawberry



BIB156 - Bandana Bib 2 Pack



JCS7 - Organic Fitted
Jersey Cot Sheet



JWS7 - Organic Jersey Swaddle
& Beanie Set

Gingham grey



WP72 - Organic Cotton Double
Swaddle Gift Set



MP49 - Organic Cotton Single
Swaddle Gift Set



M19 - Organic Cotton
Muslin Swaddle



BC27 - Organic Reversible
Burp Cloth

Bright floral



BIB161 - Bandana Bib 2 Pack



HCP4 - Harness Cover & Pegs



PL21 - Reversible Pram Liner



WP73 - Organic Cotton Double Swaddle Gift Set



MP52 - Organic Cotton Single Swaddle Gift Set



M22 - Organic Cotton Muslin Swaddle



BC28 - Organic Reversible Burp Cloth

Watercolour rainbow



BIBS8 - Reversible Teether Bib



PL20 - Reversible Pram Liner



MP51 - Organic Cotton Single Swaddle Gift Set



M21 - Organic Cotton Muslin Swaddle

Leaves



B26 - Bamboo Swaddle
& Pram Pegs



PL16 - Reversible Pram Liner



JCS4 - Organic Fitted
Jersey Cot Sheet



JWS4 - Organic Jersey Swaddle
& Beanie Set



PM23 - Playmat

Puppies



BIBS7 - Reversible Teether Bib



HCP5 - Harness Cover & Pegs



PL23 - Reversible Pram Liner



MP50 - Organic Cotton Single
Swaddle Gift Set



M20 - Organic Cotton
Muslin Swaddle

Trucks



BIB157 - Bandana Bib 2 Pack



WP74 - Organic Cotton Double
Swaddle Gift Set



MP53 - Organic Cotton Single
Swaddle Gift Set



M23 - Organic Cotton
Muslin Swaddle



BC29 - Organic Reversible
Burp Cloth



All4Ella Agents

NSW + ACT

KS Services
Kim Simpson - 0428 404 410
kim@ksservices.com.au

SA

Windfall
Shelly Webb - 0409 044 942
shelly@windfall.com.au

QLD

Acorn Agencies
Julie Boardman - 0422 448 448
julie@acornagencies.com

INTERNATIONAL

All4Ella
Carla Carroll - +61 412 813 123
carla@all4ella.com.au

NT, WA + NZ

All4Ella
Debra Dascal - 0412 566 355
debra@all4ella.com.au

VIC & TAS

McGuire Style
Lisa Mavraganis - 0418 595 801
lisa@mcguirestyle.com.au

GENERAL ENQUIRIES

Contact: Debra Dascal
0412 566 355
info@all4ella.com.au

HEAD OFFICE

28 Walter St,
Moorabbin 3189
Victoria, Australia

Please note: Wholesale prices listed are ex GST
Online ordering available via our wholesale portal.

all4ella.com.au

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