



Fleurville[®]
essential designs for modern parenting[®]

www.fleurville.com
637 Lindaro St. #201
San Rafael, CA 94901




This FSC certified paper uses
30% post consumer recovered
fiber and renewable energy.

2009


Fleurville[®]



about us



Fleurville® is a company focused on creating compelling solutions for modern parents. Our team of talented designers, artists and business people is led by Catherine and Steve Granville. Through good design and rigorous testing, we are committed to continuing to solve problems that parents encounter every day.

As our company has grown we have been able to focus on more deeply integrating design and environmental qualities into the product line. We are recognized as one of the environmental leaders in parenting products by becoming one of the 1st PVC-free companies. We are a Teflon®-free company as well. Scientific studies have indicated that Teflon® may pose serious

health risks. Our recent launch of our fabric treatments Green-LAM™ and now Re-Run™ will further minimize our products impact on our shared resources.

We are also branching into furniture with our design partner Yves Béhar of fuseproject. The Calla highchair will be the 1st product from this collaboration. We will change the way you think and feel about high chairs. Look for it in stores Spring 2009.

Our guiding belief is that when people become parents they don't stop being hip or appreciating good things. We want our customers to benefit from our philosophy that a brand and its products, by design, should make users feel good. Intelligent functionality, durable construction and strong fashion appeal are what make our products a pleasure to use.



environment



Fleurville® has received certification as a "Bay Area Green Business" by the Marin County Development Agency in Marin County, California. Why do we think that environmentally responsible products are good business? It's pretty simple. If you learn that certain inputs (PVC, Teflon® or non-recycled nylon) are not healthy substances to living organisms or deplete dwindling resources, it is irresponsible to contribute to their distribution. Bad karma or bad business? Either way we are striving to do the right thing. We hope you agree. Fleurville's® business practices were just certified as a 'Bay Area Certified Green Business' by the Marin County, California. Are we perfect? No, but we are trying in our business, products and philanthropic outreach to do the right thing. Check out our support of the Eco-Mom Alliance™ on page 25.



Re-Run™ is a proprietary fabric made entirely of recycled plastic water bottles. Each product we make out of Re-Run™ keeps anywhere from 2.5 to 10 bottles out of landfill. Plastic bottles pose a significant problem worldwide but particularly in the US, the leading consumer of plastic bottles. The US consumes 50 billion (50,000,000,000) plastic bottles every year. 86% of plastic bottles used in the US end up in landfills. These bottles take 1000 years to break down. Why not reuse these bottles for other products?



What does this logo mean to you? It means that any of our products with this mark are guaranteed to be free of polyvinyl chloride, or PVC. PVC is the only major plastic that contains chlorine, so it is unique in the hazards it creates. PVC production fuses vinyl chloride molecules with toxic metals such as lead and cadmium, which are added as plasticizers and stabilizers. Because of the chemical properties of chlorine, the by-products of PVC production tend to be far more toxic, more persistent in the environment, and more likely to build up in the food supply and the bodies of people than otherwise similar chemicals that do not contain chlorine. Many other bag manufacturers use PVC because it is cheap. We don't. Oh yeah, no Teflon® either!



Green-LAM™ is created with Fleurville's® very environmentally friendly polyurethane laminate Green-LAM™. Green-LAM™ has superior attributes like moisture-repellency, UV-resistance, and overall durability. Most other bag companies use PVC for this application. We don't. We hope you share our commitment to teaching children responsible stewardship of our environment. Our launch of our fabric treatments Green-LAM™ and now Re-Run™ will further minimize our products' impact on our shared resources.



lexie tote green LAM

- PU faux "Green" leather trim
- Seam sealed, water-proof main compartment
- Non-skid tote handles
- Spacious end pockets
- Fleece lined pockets
- 5 feet on the bottom of bag
- Changing pad
- Fleurville® see-thru wipe case included
- Carabiner/Key-clip
- Green-LAM™ water-resistant exterior
- PVC-free
- Teflon®-free
- SlipNot™ universal stroller attachment (see page 31)
- L 11.75" x H 12.25" x D 6.5"



LEXIE TOTE COCOA STRIPE
STYLE CODE LT-CS



LEXIE TOTE BLACK BOUQUET
STYLE CODE LT-BKB
Arrives August



LEXIE TOTE LOVEKNOTS BLUE
STYLE CODE LT-LBL



LEXIE TOTE LOVEKNOTS PINK
STYLE CODE LT-LPK



LEXIE TOTE BOTANICAL AZURE
STYLE CODE LT-BAZ



LEXIE TOTE BOTANICAL CORAL
STYLE CODE LT-BCO



LEXIE TOTE DANDELION
STYLE CODE LT-DAN



LEXIE TOTE KHAKI BERRY OGO
STYLE CODE LT-KBO



LEXIE TOTE GEOBOT BLACK/WHITE
STYLE CODE LT-GBWB

slingtote

- Stowable tote handles
- O-ring stroller attachments
- Tri-mode bag: tote, messenger, stroller bag
- Removable, adjustable padded messenger strap
- 2 Fleece lined "scratch guard" cell phone/Sunglass/iPod pockets
- Zippered pocket for valuables
- 4 Elastic topped pockets
- 5 feet on the bottom of bag
- Changing pad
- Carabiner/Key-clip
- Fleurville® see-thru wipe case included
- Green-LAM™ water-resistant exterior
- PVC-free/Teflon®-free
- L 12" (bottom) - 16" (top) x H 13.5" x D 5"
- Matching wrist bag

Fleurville
green
LAM



SLING TOTE COCOA STRIPE
STYLE CODE ST-CS



SLING TOTE FIESTA FLOWER
STYLE CODE ST-FF



SLING TOTE BLACK BOUQUET
STYLE CODE ST-BKB -Arrives August



SLING TOTE BOTANICAL AZURE
STYLE CODE ST-BAZ



SLING TOTE SPRIG
STYLE CODE ST-SPG



SLING TOTE LOVEKNOTS BLUE
STYLE CODE ST-LBL



SLING TOTE LOVEKNOTS PINK
STYLE CODE ST-LPK



SLING TOTE GEOBOT BK/WH
STYLE CODE ST-GBWB

mothership 3.0[®]

check out our redesigned MotherShip!

- Ergonomically shaped shoulder strap with padded non-skid rubber
- Fully waterproof/seam-taped lining
- Changing pad stored in its own sleeve
- Matching wrist bag
- Zippered storage sack
- Carabiner/Key-clip
- Multiple elastic topped interior pockets
- Two spacious end pockets
- 5 feet on the bottom of bag
- Fleurville[®] see-thru wipe case included
- Green-LAM[™] water-resistant exterior
- PVC-free
- Teflon[®]-free
- L 14.5" x H 12" x D 5"



MOTHERSHIP[®] 3.0 BLACK BOUQUET
STYLE CODE MS3-BKB - Arrives June



MOTHERSHIP[®] TANGERINE OGO
STYLE CODE MS-TO



MOTHERSHIP[®] BOTANICAL AZURE
STYLE CODE MS-BAZ



MOTHERSHIP[®] LOVEKNOTS BLUE
STYLE CODE MS-LBL



MOTHERSHIP[®] LOVEKNOTS PINK
STYLE CODE MS-LPK



DJ BAG KHAKI CAMO
STYLE CODE DJ-KC



DJ BAG CHOCOLATE
STYLE CODE DJ-CH



DJ BAG OLIVE
STYLE CODE DJ-OLV



DJ BAG KHAKI
STYLE CODE DJ-KH



DJ BAG BLACK
STYLE CODE DJ-BK

djbag

- Padded, breathable, adjustable mono strap
- 2 fleece lined pockets
- Adjustable outside flap
- Offset zipper pocket for diapers
- Accessible wipe case pocket
- 2 pockets, 1 with a key clip
- Business card/photo organizer sleeve
- 2 elastic organizer pockets
- Removable insulated beverage holder
- Expansion zipper adds 25% more room
- Fleurville® see-thru wipe case included
- Changing pad
- PVC-free
- Teflon®-free
- L 13.5" x H 11.25" x D 4.5"



getaway

- Perfect for your weekend getaway!!!
- High quality roller handle and wheels
- Meets airline carry-on size requirement
- Coordinating luggage tag included
- Roomy exterior pocket
- Wide zipper topped opening
- Green-LAM™ fabric treatment keeps printed fabric looking great
- Extra large zippered compartment inside
- 2 mesh topped pockets inside
- PVC-free
- Teflon®-free
- 21" wide x 13" high x 10.5" deep

1.866.510.8967 / fleurville.com



GETAWAY GEOBOT BLACK/WHITE
STYLE CODE GT-GB/W



GETAWAY BOTANICAL AZURE
STYLE CODE GT-BAZ

1.866.510.8967 / fleurville.com

beachbag

PERFECT FOR A DAY AT THE BEACH OR POOL

- Green-LAM™ water resistant fabric
- 2 mesh pockets inside
- Caribiner clip for your keys
- 5 feet on the bottom
- PVC-free
- Teflon®-free
- L 14" x H 16" x D 5"

BEACH BAG WHITE PINK OGO
STYLE CODE BB-WPO



FOB WRIST BAG DENIM GROM.
STYLE CODE FB-GROMT

FOB WRIST BAG KHAKI BERRY
OGO | STYLE CODE FB-KBO

FOB WRIST BAG BOTANICAL
AZURE | STYLE CODE FB-BAZ

FOB WRIST BAG BOTANICAL
CORAL | STYLE CODE FB-BCO

FOB WRIST BAG GEOBOT B/W
STYLE CODE FB-GB/W

fobwristbags

- Great as a change purse or for essentials like driver's license, sunglasses, and lipstick
- Also fits most small digital cameras
- Wear it on your wrist or tuck it in your bag
- PVC-free
- Teflon®-free
- L 8" x H 5"
- Green-LAM™ water resistant fabric



FOB WRIST BAG LEOPARD
STYLE CODE FB-LE

FOB WRIST BAG BLUE CHOC.
STYLE CODE FB-BL

FOB WRIST BAG PINK CHOC.
STYLE CODE FB-PK

FOB WRIST BAG WHITE
STYLE CODE FB-WH

FOB WRIST BAG COCOA
STRIPE | STYLE CODE FB-CS

zipwallet

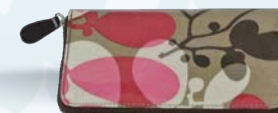
- Compact design
- Space for 12 credit cards
- Zippered compartment for change

- Open slots for cash
- Green-Lam™
- PVC-free
- Teflon®-free
- 7.5" x 4.25"

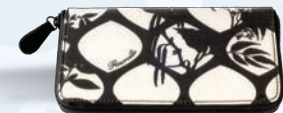
Zip Wallet
Open View



ZIP WALLET BOTANICAL AZURE
STYLE CODE ZW-BAZ



ZIP WALLET KHAKI BERRY OGO
STYLE CODE ZW-KBO



ZIP WALLET GEOBOTANICAL
STYLE CODE ZW-GBWB





For Kids

lunchpak

- Can be worn as a backpack or carried with padded handle
- Whole bag is insulated
- Project pocket outside
- Hidden name tag
- Easy to clean lining
- Reflective accents
- Large, soft easy to use zipper pulls
- Adjustable padded back straps
- Lead-free
- PVC-free
- Teflon®-free
- L 8" x H 11" x D 4"

New and Improved Materials and Design!!



LUNCH PAK SILVER/COCOA STRIPE
STYLE CODE LP-SCS



LUNCH PAK SILVER DIGITAL CAMO
STYLE CODE LP-SCM



LUNCH PAK SILVER/WORLD FLAG
STYLE CODE LP-SWF - Arrives July



LUNCH PAK SILVER FIESTA FLOWER
STYLE CODE LP-SFF - Arrives July



cooler tote included

KIDS MESSENGER GREEN COCOA STRIPE
STYLE CODE KM-GCS



cooler tote included

KIDS MESSENGER BLACK PIRATE CAMO
SKELETON | STYLE CODE KM-BCS



cooler tote included

KIDS MESSENGER BLACK/WORLD FLAG
STYLE CODE KM-BFG



cooler tote included

KIDS MESSENGER CHOCOLATE TANGERINE OGO
STYLE CODE KM-CTO



cooler tote included

KIDS MESSENGER PINK PINK OGO
STYLE CODE KM-PPO

kids messenger

- Dual-mode bag: backpack or messenger
- Removable insulated lunch bag (Lead-Free lining)
- Organizer for pens and valuables
- Stowable padded backpack straps
- Removable/adjustable messenger strap
- Carrying handle
- Reflective accents
- PVC-free
- Teflon®-free
- L 12" x H 10" x D 4",
(Lunch tote) L 6.5" x H 10" x D 3.5"



For Kids
(grown-ups too!)

peoplepak



PEOPLE PAK BLACK CAMO
STYLE CODE PP-BCS



PEOPLE PAK PINK OGO
STYLE CODE PP-PO

lunchbuddy



LUNCH BUDDY OLIVE DIGITAL CAMO
STYLE CODE LB-OCM

new



LUNCH BUDDY PINK COCOA STRIPE
STYLE CODE LB-PCS

new

peoplepak

- Padded, adjustable shoulder straps
- 3 zippered compartments
- 2 water bottle pockets outside
- Attachments points for Lunch Buddy (sold separately)
- iPod pocket and ear-bud pass-through
- Key clip
- Multiple interior pockets
- PVC-free
- Teflon®-free
- 12.5 wide x 16 high x 6.5 deep

lunchbuddy

- Fully insulated with water-proof lining
- Adjustable, detachable shoulder strap
- Hooks for attaching to People Pak (sold separately)
- Name tag pocket and elastic drink holder inside
- Outside Velcro pocket
- Padded carrying handle
- PVC-free
- Teflon®-free
- 10 wide x 7.5 high x 4 deep

For Kids
(grown-ups too!)



what does this symbol mean?



Re-Run™ is the name of Fleurville®'s proprietary fabric made by processing post-consumer plastic bottles into fabric. Plastic bottles, nylon and polyester are all made from oil. While the nylon and polyester made from oil are used extensively throughout the bag industry and cost less money than the fabrics made from recycled materials, we feel that the non-monetary costs of oil (both environmental and geo-political) need to be considered as well. Oil is a precious resource that we would like to help conserve wherever possible.

By purchasing products with Re-Run™ logo, you are reducing your carbon footprint and supporting a more sustainable form of manufacturing. Each Re-Run™ product has a hangtag shaped like a plastic bottle that tells you how many plastic bottles you saved from landfill! It can be fun to show this to your family and friends and talk to them about how recycling is good for our planet. We hope you share our commitment to teaching children responsible stewardship of our shared environment.

- the US consumes 50,000,000,000 (50 Billion) plastic bottles a year
- 86% of US plastic bottles end-up in landfill
- plastic bottles are made from oil and take 1000 years to breakdown
- Re-Run™ fabric is made from recycled plastic bottles

3% of proceeds from our RE-Run™ collection benefit Eco-Mom Alliance

ECOMOM™ ALLIANCE

SUSTAIN YOUR SELF.
SUSTAIN YOUR HOME.
SUSTAIN YOUR PLANET.

A new cause we are very excited to support is the Eco-Mom Alliance™. Since the beginning of 2008, 3% of the proceeds from every Re-Run™ product has been and will continue to be donated to this organization. The mission of the Eco-Mom Alliance is to inspire and empower moms to take steps for a sustainable future by providing entertaining and accessible information and education on how to be 'green'. Started by a single mother who recognized the power a network of mothers could enact toward positive change, the Eco-Mom Challenge offers concrete steps individuals can take to reduce their impact on the environment. Please visit their website to get tips on talking care of yourself, your family, and your planet at www.ecomomalliance.org.

Re-Run™ hana

- Re-Run™ fabric keeps 6 plastic bottles out of landfill
- Easy access zippered bottle pocket on outside
- 2 side turnlock pockets
- 2 spacious front pockets
- Multiple inside elastic topped and zippered pockets
- Adjustable shoulder strap
- 5 feet on the bottom
- D-rings for use with universal stroller attachment (not included)
- See-thru wipe case
- Changing cloth
- PVC-free
- Teflon®-free
- 15 wide x 10 high x 6 deep



EACH RE-RUN™ HANNA WE PRODUCE KEEPS **6 PLASTIC BOTTLES** OUT OF LANDFILL ▶



RE-RUN™ HANNA ORANGE/
CHOCOLATE
STYLE CODE RHA-CO
Arrives August



RE-RUN™ HANNA OGO PRINT
WITH GREEN LINING |
STYLE CODE RHA-OGO



RE-RUN™ HANNA CHOCOLATE
STYLE CODE RHA-CH



RE-RUN™ HANNA LIME/BLACK
STYLE CODE RHA-LB - Arrives August

Our new Orange and Lime bags for Fall are made from Re-Run™ fabric blended with linen. This special Re-Run™ fabric is treated with a non-toxic stain guard and feels soft to the touch.



Re-Run™ messenger bag

- Re-Run™ exterior
- Adjustable shoulder strap
- 2 external side pockets with magnetic closure
- Earbud pass-thru badge
- Internal fleece lined iPod/Sunglass pocket
- 5 feet on the bottom
- 3 elastic topped interior pockets
- Re-Run™ Changing pad
- Fleurville® see-thru wipe case
- Carabiner/Key-clip
- PVC-free
- Teflon®-free
- L 13.5" x H 11.25" x D 4.5"

EACH MESSENGER BAG WE PRODUCE KEEPS **10 PLASTIC BOTTLES** OUT OF LANDFILL



MESSENGER ORANGE/CHOCOLATE
STYLE CODE RMS-CO

Our new Orange bag for Fall is made from Re-Run™ fabric blended with linen. This special Re-Run™ fabric is treated with a non-toxic stain guard and feels soft to the touch..



MESSENGER GEOBOT CHOCOLATE
TEAL | STYLE CODE RMS-GCT



MESSENGER OGO
STYLE CODE RMS-OGO





RE-RUN™ LARK BLACK
STYLE CODE RLK-BK



RE-RUN™ LARK GEOBOT CHOCOLATE TEAL
STYLE CODE RLK-GCT

EACH RE-RUN™ LARK WE PRODUCE KEEPS 5 PLASTIC BOTTLES OUT OF LANDFILL



Re-Run™ lark

- Made out of Re-Run™ fabric keeps 5 bottles out of landfill
- 2 fleece lined, magnetic closure side pockets
- Large zippered top opening
- Multiple zippered pockets and organizer inside
- Ear-bud pass thru on Re-Run™ badge
- D-rings for use with stroller attachment
- PVC-free
- Teflon®-free
- Optional accessory pack sold separately (Includes see-thru wipe case, O-ring stroller attachment system & changing cloth)
- 16 wide x 14 high x 4.5 deep





EACH MICRO POD WE PRODUCE KEEPS 3 PLASTIC BOTTLES OUT OF LANDFILL

Re-Run™ micropod

- Re-Run™ fabric
- Zip-out Sippy cup mesh pocket
- Removable/adjustable shoulder strap
- Fleece lined/scratch proof front pocket
- Ear-bud pass thru on Re-Run™ badge
- Changing cloth included
- Fleurville® see-thru wipe case included
- PVC-free
- Teflon®-free
- L 11" x H 7.5" x D 2.5"



MICROPOD RED
STYLE CODE MC-RD



MICROPOD SPRING OGO
STYLE CODE MC-OGO



MICROPOD PINK
STYLE CODE MC-PK



MICROPOD CHOCOLATE
STYLE CODE MC-CH



MICROPOD OLIVE
STYLE CODE MC-OL



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EACH YOGA BAG WE PRODUCE KEEPS 3 PLASTIC BOTTLES OUT OF LANDFILL ▶



Re-Run™ yogabag

CARRY YOUR YOGA MAT
IN STYLE!

- Re-Run™ fabric keeps 3 plastic bottles out of landfill
- Adjustable strap
- Zippered compartment for valuables
- Green-Lam accent fabric
- Teflon®-free
- PVC-free



YOGABAG BOT. CORAL
STYLE CODE YB-BCO



**YOGABAG GEOBOT
CHOCOLATE TEAL**
STYLE CODE YB-GCT

EACH ZAFU PILLOW WE PRODUCE KEEPS 3 PLASTIC BOTTLES OUT OF LANDFILL ▶



Re-Run™ zafu pillow

MEDITATE IN PEACE ON RECYCLED FABRIC ZAFU!

- Re-Run™ fabric keeps 3 plastic bottles out of landfill
- Comfortable buckwheat filling
- Velcro guarded zipper keeps filling from spilling
- Teflon®-free
- PVC-Free



ZAFU OGO
STYLE CODE ZF-OGO



ZAFU GEOBOT CHOC TEAL
STYLE CODE ZF-GCT





Photo: Mark Serr

calla

a highchair for modern life™

DESIGNED BY YVES BÉHAR FOR FLEURVILLE
COMING 2010

FEATURES Choice of colors • Choice of 2 seat sizes for infants/toddlers • No scratch Teflon® pads • Top of tray removable for dishwasher cleaning • Adjustable, neoprene covered security straps • Overhang shape reduces stress and strain on care provider • Engineered and built to highest global safety and stability standards



accessories



Wrap Slip-Not around chosen bar.



Tighten and hang bag.

UNIVERSAL STROLLER ATTACHMENT
STYLE CODE SN BK



Removable Insulated Beverage Holder
Silver



Wipe Case
Orange



O-Ring Set
Available in Black

SALES REPRESENTATIVES:

LOWER MIDWEST
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214.746.3157 fax
sales@nikiandcompany.com

UPPER MIDWEST:
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Christy Howard
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775-766-4251 fax
Christy.howard@onecoast.com

PACIFIC NORTHWEST
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877-462-6195 fax
nmsales@msn.com

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