

CATALOGUE 2025



play&go[®]
play anywhere



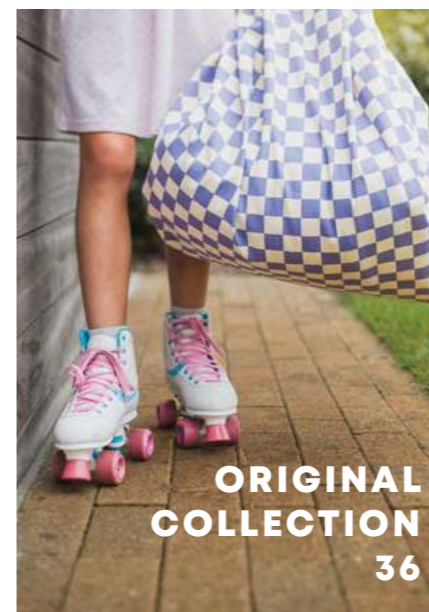
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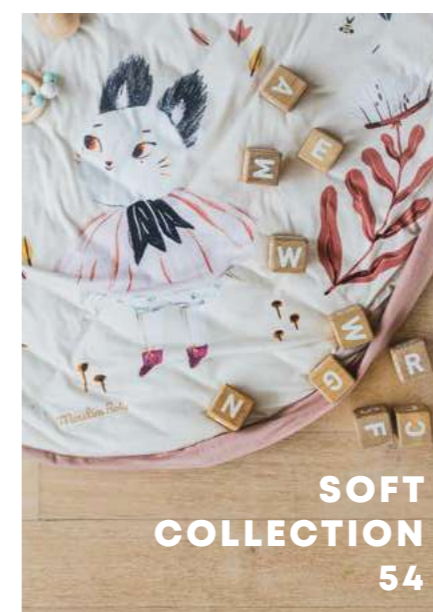
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CONCEPT

The Play&Go® bag is a simple and effective solution to toy storage. A 2-in-1 toy storage bag that doubles as a play mat. Lego®, dolls, cars, balls and blocks can all be swiftly cleared away with one swing. When kids use the Play&Go® it motivates them to clean up by putting the toys away into the bag!





ABOUT

We are a Belgian based creative company offering clever, colorful and inspiring products for you, your kids and your home. At Play&Go® we understand how important fun and creative play is for kids. We love designing and crafting quality products that will make kids happy, and put a smile on everyone's face! With Play&Go® you can be sure you are buying quality products that will last a long time and offer great value for money.

Enjoy!

CAMILLE & THOMAS
(OWNERS PLAY&GO)



EEVAA

3 IN 1 REVERSIBLE PUZZLE PLAYMAT - STORAGE BOX AND PLAYHOUSE.

Play your way with our Play&Go EEVAA:
A classic EVA foam puzzle reimagined.

Our comfy Play&Go EEVAA playmats are made from premium, non-toxic EVA foam, so it's safe for kids of all ages, even babies!

Double printed, double the fun: Our mats are printed on both sides and feature a design to encourage imaginary play. Flip the playmat over adorn your home with pretty patterns.

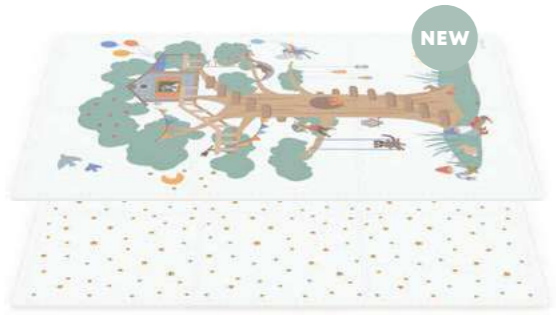
And when playtime is over, you can easily turn the playmat into a toy storage box and store all the toys inside. You can even make a playhouse, castle, or minimarket! Isn't that fun!

Our EEVAA comes with extra edge pieces to create a carpet-like look. But unlike any carpet, you can easily move our Play&Go EEVAA around your home have fun everywhere.

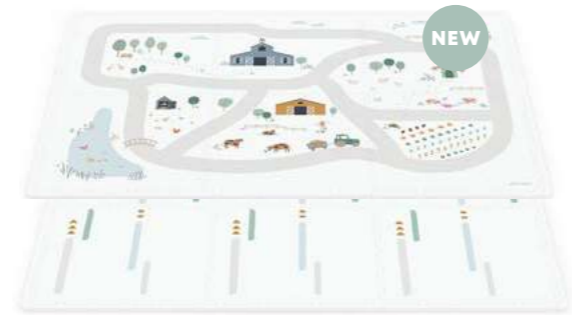


- **Playful:** Our Play&Go EEVAA features a fun side to encourage imaginary play.
- **Non-toxic:** Completely made of non-toxic materials, so it's even safe for babies.
- **Flexible:** Go from playmat to storage box and store toys for later.
- **Durable:** Easy to clean, no matter how messy it gets.
- **Stylish:** Double side printed, the patterned side makes your playmat stand out in the best of ways.
- **Safe:** Tested to both US and European toy standards

EEVAA



treehouse
120 x 180cm x 1,4cm thick
6 tiles



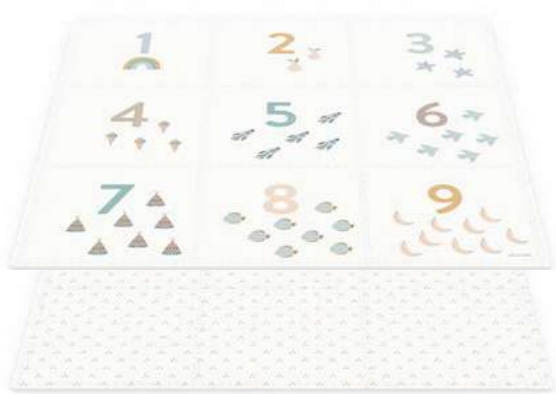
farm
120 x 180cm x 1,4cm thick
6 tiles



village
120 x 180cm x 1,4cm thick
6 tiles



road
120 x 180cm x 1,4cm thick
6 tiles

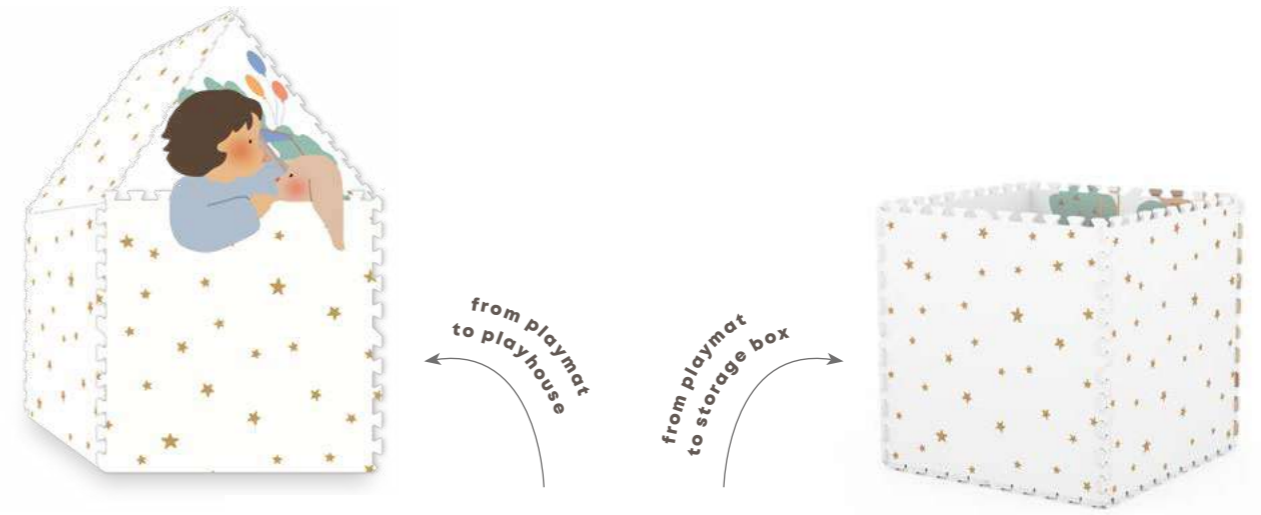


numbers
180 x 180cm x 1,4cm thick
9 tiles



alphabet
180 x 180cm x 1,4cm thick
9 tiles





treehouse



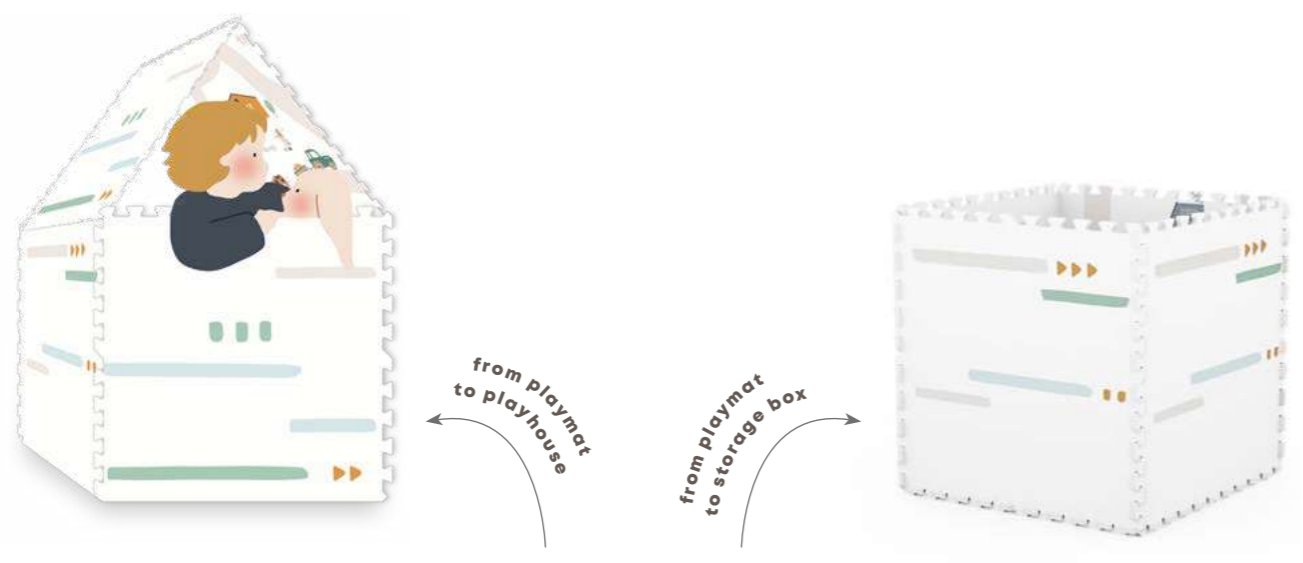
WIPES CLEAN
EVA IS SPLASHPROOF

NON TOXIC
BPA- & PHTHALATE FREE

REVERSIBLE
2 DESIGNS

THICKNESS & BOUNCY
COMFORTABLE 14MM

FUNCTIONAL
MAKE YOUR STORAGE BOX



farm

WIPES CLEAN
EVA IS SPLASHPROOF

NON TOXIC
BPA- & PHTHALATE FREE

REVERSIBLE
2 DESIGNS

THICKNESS & BOUNCY
COMFORTABLE 14MM

FUNCTIONAL
MAKE YOUR STORAGE BOX





village

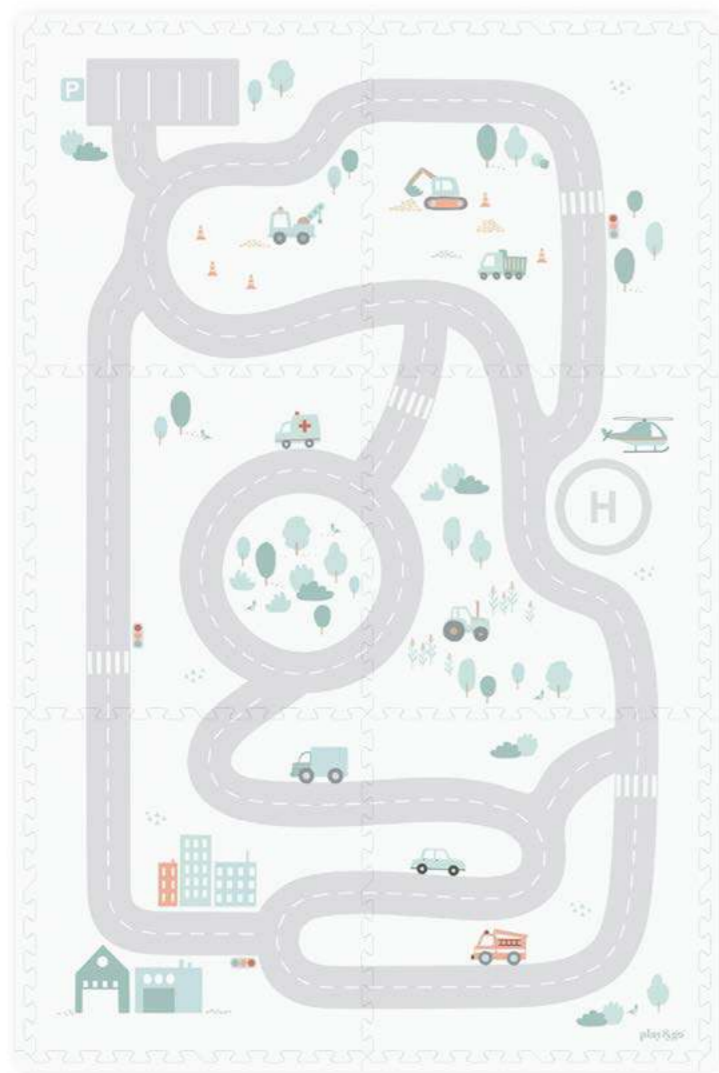
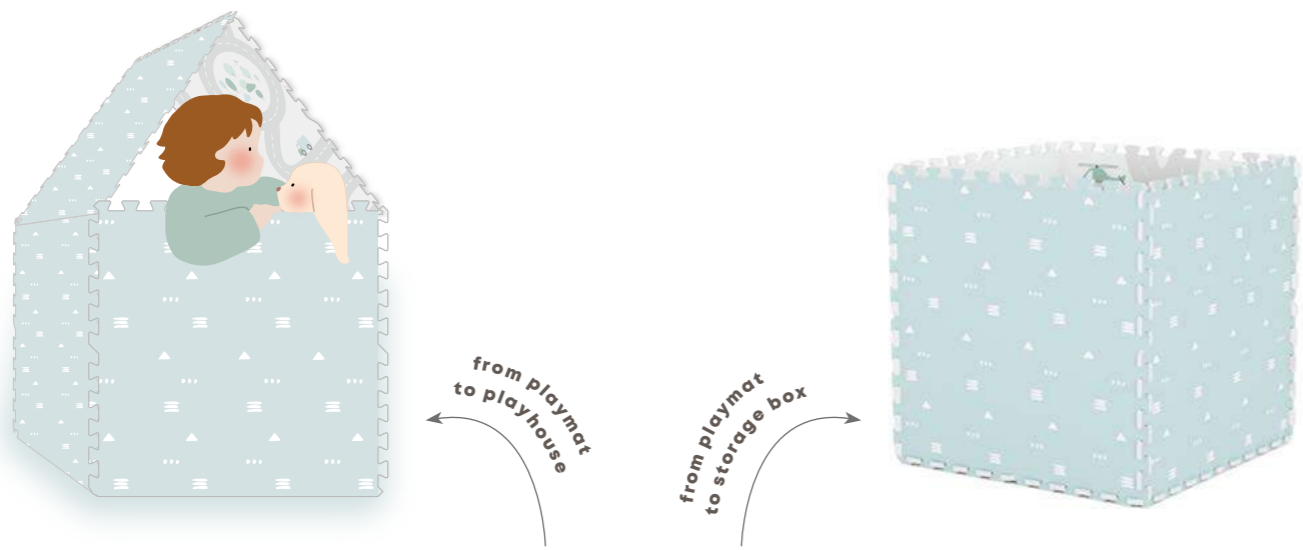
WIPES CLEAN
EVA IS
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NON TOXIC
BPA- &
PHTHALATE FREE

REVERSIBLE
2 DESIGNS

THICKNESS
&
BOUNCY
COMFORTABLE
14MM

FUNCTIONAL
MAKE YOUR
STORAGE BOX



road

WIPES CLEAN



EVA IS SPLASHPROOF

NON TOXIC



BPA- & PHTHALATE FREE

REVERSIBLE



2 DESIGNS

THICKNESS & BOUNCY



COMFORTABLE 14MM

FUNCTIONAL



MAKE YOUR STORAGE BOX





numbers

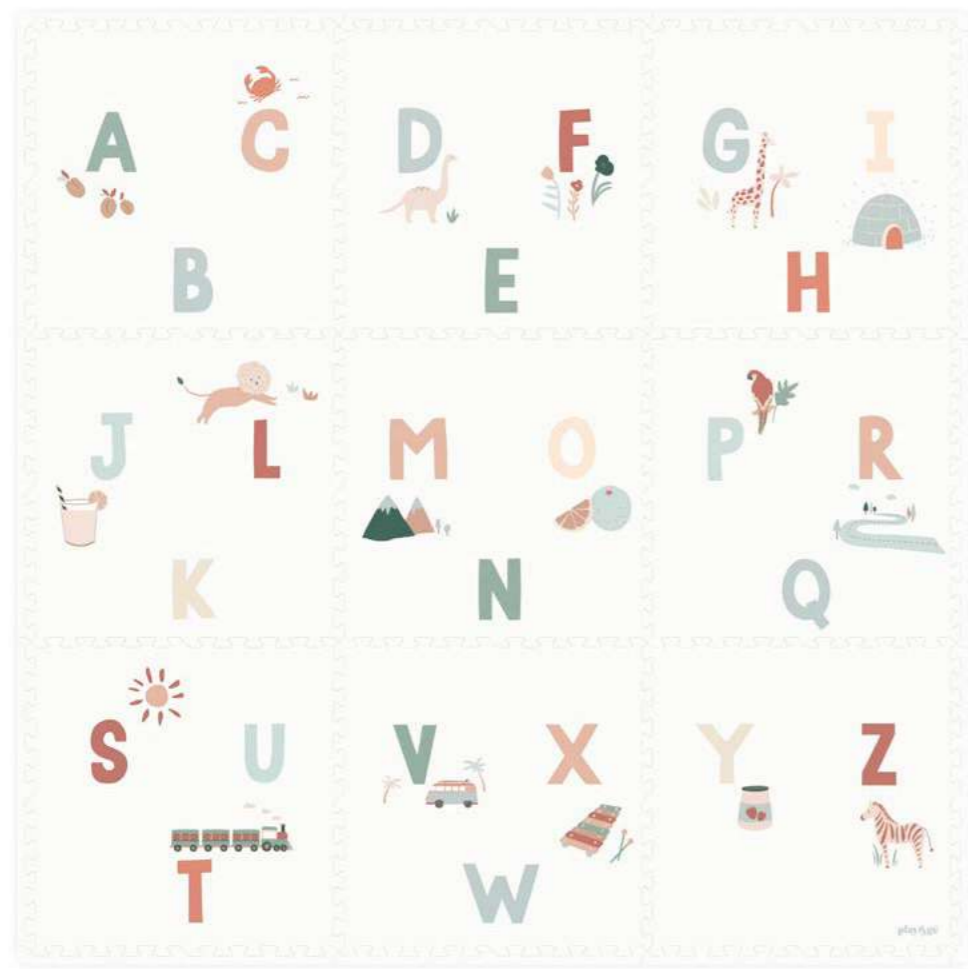
WIPES CLEAN
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BPA- & PHTHALATE FREE

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THICKNESS & BOUNCY
COMFORTABLE 14MM

FUNCTIONAL
MAKE YOUR STORAGE BOX



alphabet

WIPES CLEAN

 EVA IS SPLASHPROOF

NON TOXIC

 BPA- & PHTHALATE FREE

REVERSIBLE

 2 DESIGNS

THICKNESS & BOUNCY

 COMFORTABLE 14MM

FUNCTIONAL

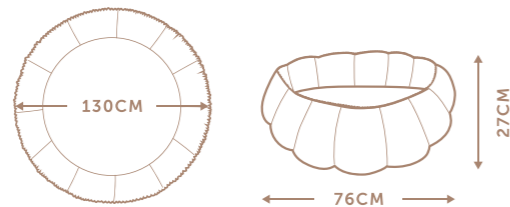
 MAKE YOUR STORAGE BOX





BLOOM

Ø 130CM



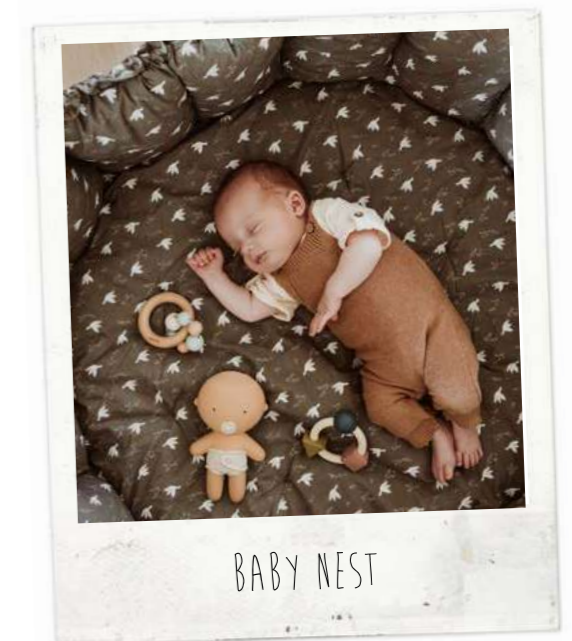
The Play&Go Bloom is a unique 3-in-1 playmat that grows with your child. When raised, the petals create a safe lounging crib for your baby, with soft bumpers to guard them. When in bloom, the playmat opens up and lowers the bumpers, creating a large, comfy play mat for babies. Perfect for tummy time, supervised play and exploration time. The Play&Go Bloom can also be put on display in a nursery or playroom, storing your child's favourite toys and keeping everything in one place.



STORAGE



PLAYMAT



BABY NEST

The Bloom is lightweight and easy to move thanks to its separate carry straps. It provides a familiar space for your little one, no matter where you are.

We believe that harmful chemicals do not belong in kids' rooms. The Bloom & its detachable straps are made from organic cotton and available in 4 calming colours, inspired by nature.

BLOOM

Ø 130CM



rabbit



bird



stripes brown



stripes blue



moon



fleuri



tawny brown



dusty blue



meadow green



chai tea mustard







ORIGINAL ORGANIC COLLECTION

Ø 140CM

Your favourite storage playmat just got an Organic upgrade!

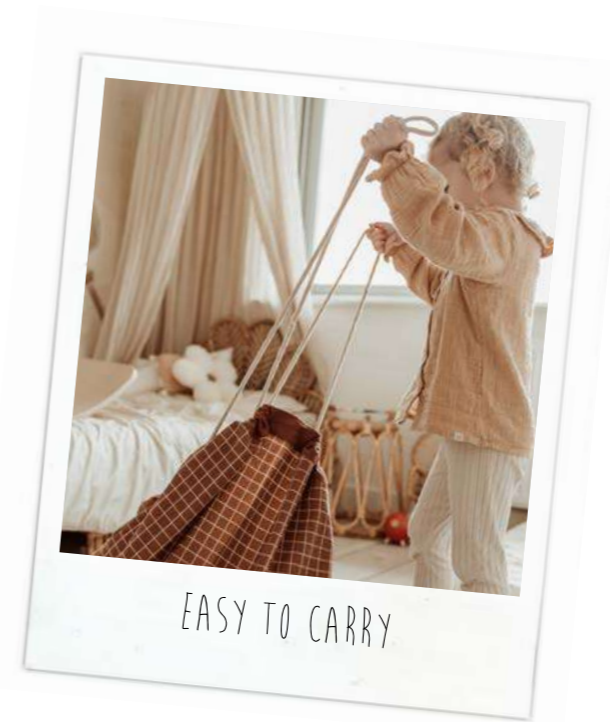
A timeless grid pattern that looks good anywhere... and now entirely made from organic cotton!

Toy storage isn't always practical. Toys get lost at the bottom of a basket or every single toy gets dumped out and never return... and are probably found under the bed, weeks later!

Our storage playmats are changing the game, quite literally.

Go from storage to play in seconds. Toys get spread out on your playmat but cleanup is still easy. Simply pull the strings and see your playmat transform into a storage bag again.

Our new Grid Print will add a beautiful touch to any space. Which is great, because our Play&Go bag is made to be carried from room to room. Toy storage that looks good, anywhere.





ORIGINAL ORGANIC COLLECTION

Ø 140CM



grid blue



grid brown



grid mustard



grid green



ORIGINAL COLLECTION

Ø 140CM



vichy yellow



vichy green



vichy purple



stripes new pink



stripes black



stripes mustard



cherry cherry

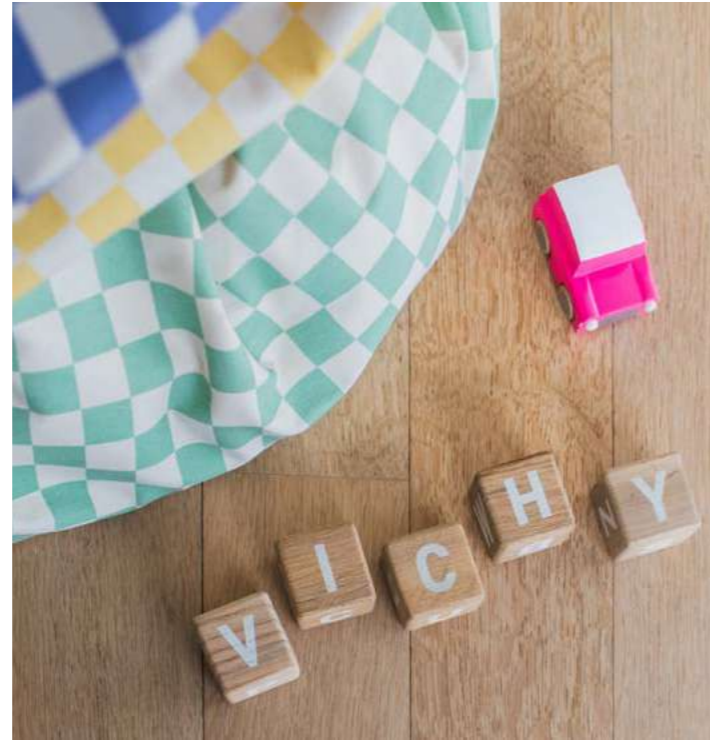


stripes brown



big cars







DOUBLE PRINT COLLECTION

Ø 140CM



playville



toupities



farm



jungle



Paris map



veggie numbers



OMY Paris



worldmap / stars

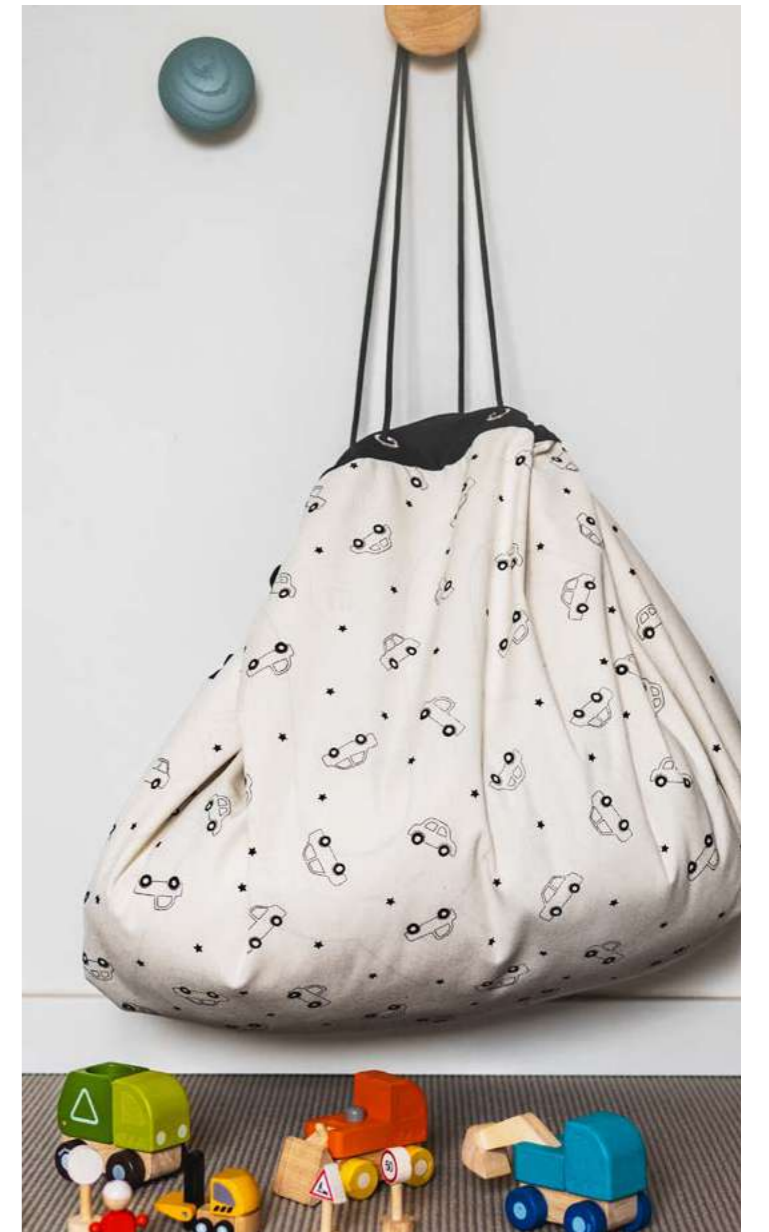


a walk in the park



roadmap / thunderbolt

DOUBLE PRINT COLLECTION



MINI COLLECTION

Ø 40CM



car



space



supergirl



rainbow



cherry gold



thunderbolt

Play&Go® mini is an amazing portable bag to storage your favourite toys, snacks, textile pens, beachwear and much more! Made of high quality polycotton and measures 40 cm.







OUTDOOR COLLECTION

Ø 140CM

The unique outdoor solution for adults and kids. The Play&Go® Outdoor is the unique waterproof solution to take all your needs with you for a day at the beach or in the park, having a great picnic. Lay it out to sit or play on it. If the ground is wet you definitely stay dry. Time to go? Simply pull on the rope and everything is gathered neatly into it. The adjustable shoulder strap makes it more easily to carry. The Play&Go® toy storage bag measures 140 cm in diameter and is made from quality soft PU laminated polyester.



WATERPROOF



ESCAPE HOLE
FOR SAND OR WATER



ADJUSTABLE HANDLE



new



OUTDOOR COLLECTION

Ø 140CM



swim fun



magical days



stripes



mokka stripes



blue/green stripes



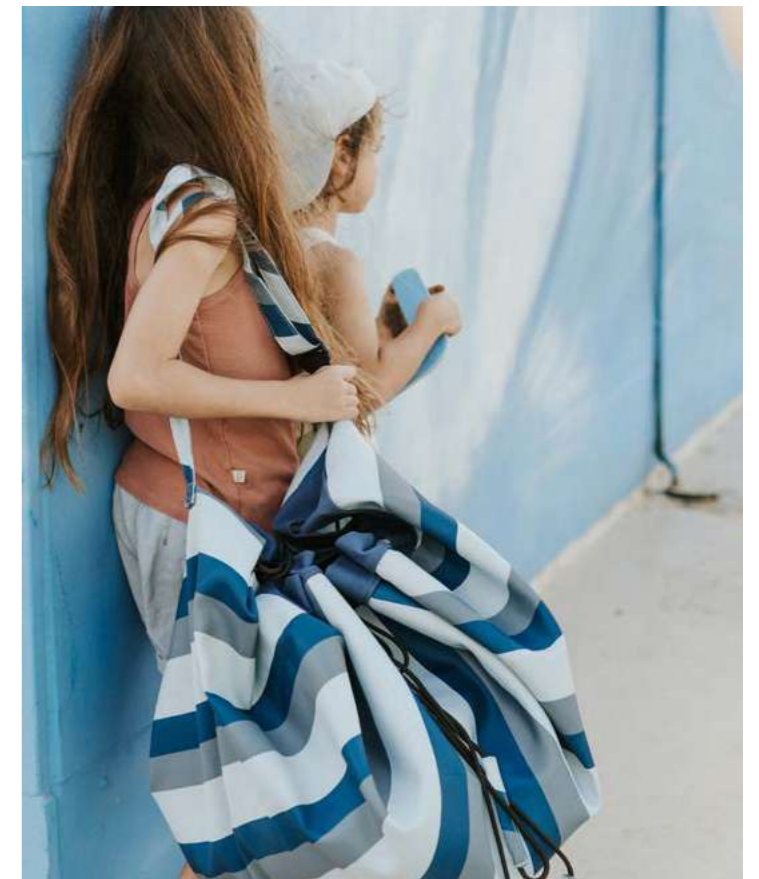
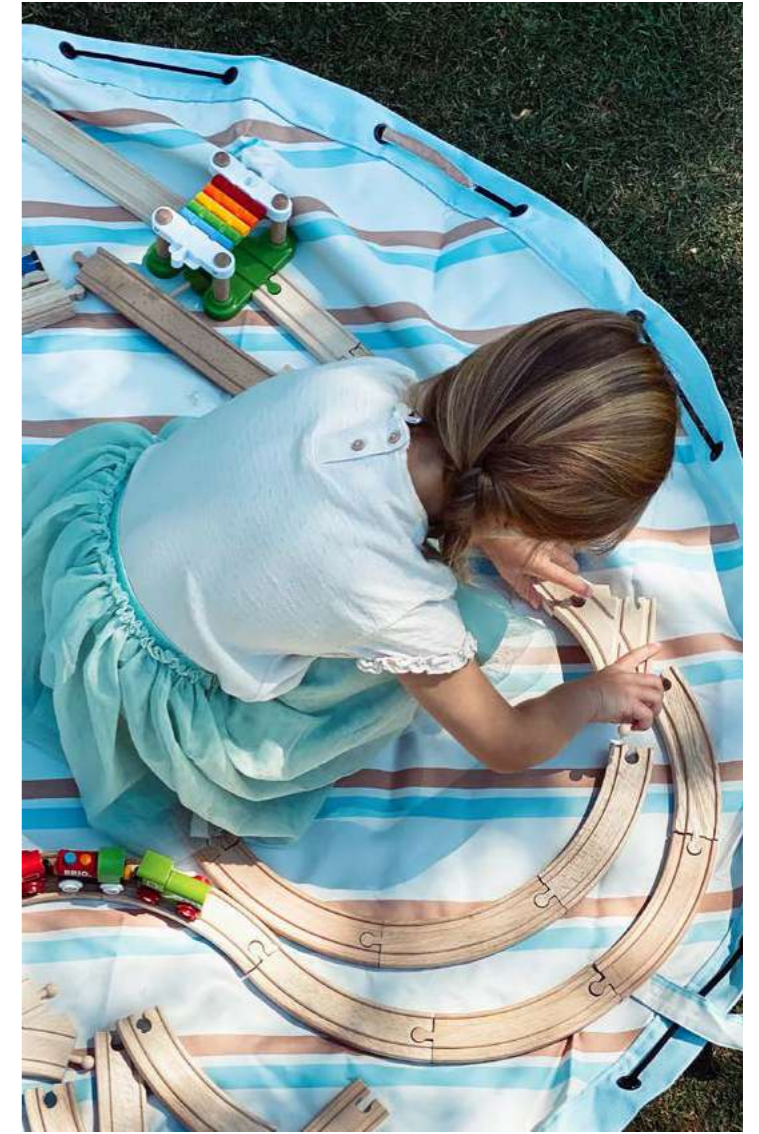
play



ballon



OUTDOOR COLLECTION



SOFT COLLECTION

Ø 120CM

Discover this stylish 3-in-1 playmat! This is the unique baby play mat which is at the same time storage toy bag, diaper bag as well. The inside features baby-fun animals and illustrations while the outside displays four mom friendly, attractive, choices. Overall a win-win for both ends of the family.



120 cm in diameter and made from high-quality soft jersey cotton to give the baby maximum enjoyment and comfort. This 2cm thick playmat and diaper bag is so practical and functional for your every day use. The adjustable and removable shoulderstrap guarantees a great comfort or just hang it on the stroller and off you go! Play&Go® has been sure to make the product baby-safe, with a cotton flap cover that makes sure a baby is not able to access its rope. Try and fall in love with this one-of-a-kind play mat.



EXTREMELY SOFT COTTON



ADJUSTABLE HANDLE

SOFT COLLECTION



BABYPROOF ROPE SYSTEM

SOFT COLLECTION

Ø 120 CM



Moulin Roty

NEW

après la pluie





ORGANIC SOFT COLLECTION

Ø 120CM



We kept things down to earth. We selected a toned-down yet trendy colour palette inspired by nature, using fabric entirely made of GOTS Certified Cotton. That means: no toxic dyes. No bleach treatments. And no unethical sourcing. For the filling, we chose GRS grade recycled PET (rPET). Because 1kg of rPET saves 63 bottles from ending up in the sea or on a landfill. Making our Organic Soft Collection not just a beautiful play mat to have, but a sensible, sustainable option for those who want the best for their babies and the world they live in.

Whenever you purchase an Organic Soft play mat, you help us recycle and reuse, while providing babies a soft place to play, anywhere in the world.



ORGANIC SOFT COLLECTION

Ø 120CM



rabbit



bird



stripes brown



stripes blue



moon



flouri

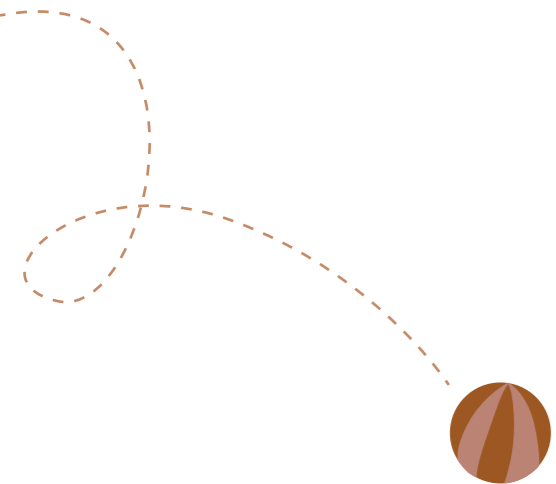


tawny brown



meadow green





EEVAA

100% eva foam



NEW

treehouse
120 x 180cm x 1,4cm thick



NEW

farm
120 x 180cm x 1,4cm thick



village
120 x 180cm x 1,4cm thick



road
120 x 180cm x 1,4cm thick



numbers
180 x 180cm x 1,4cm thick



alphabet
180 x 180cm x 1,4cm thick

ORIGINAL ORGANIC COLLECTION

Ø 140CM / 100% organic cotton



grid blue



grid brown



grid green



grid mustard

BLOOM

Ø 130CM / 100% organic cotton



NEW

rabbit



NEW

bird



NEW

stripes brown



NEW

stripes blue



moon



fleuri



tawny brown



meadow green



chai tea mustard



dusty blue

ORGANIC SOFT COLLECTION

Ø 120CM / 100% organic cotton



NEW

rabbit



NEW

bird



NEW

stripes brown



NEW

stripes blue



moon



fleuri



meadow green



tawny brown

ORIGINAL COLLECTION

Ø 140CM / 70% cotton + 30% polyester

DOUBLE PRINT COLLECTION

Ø 140CM / 80% polyester + 20% cotton



vichy yellow



vichy green



vichy purple



stripes brown



big cars



stripes new pink



stripes mustard



cherry cherry



stripes black



playville



toupities



farm



Paris map



veggie numbers



OMY Paris



jungle



roadmap /thunderbolt



worldmap / stars



a walk in the park

MINI COLLECTION

Ø 40CM / 70% cotton + 30% polyester



space



supergirl



cars



rainbow



cherry gold



thunderbolt

SOFT COLLECTION

Ø 120CM / 100% cotton



après la pluie

OUTDOOR COLLECTION

Ø 140CM / 90% polyester + 10% TPU



swim fun



magical days



stripes



mokka stripes



blue / green stripes



play



ballon



PACKAGINGS



package original + outdoor
26 x 23 x 5,5 cm
850 gr



package mini
21 x 13 x 4 cm
250 gr



package organic original
26 x 23 x 5,5 cm
850 gr



package soft
30 x 27 x 13 cm
1000 gr



package organic soft
30 x 22 x 20 cm
1000 gr



package bloom
44 x 31 x 29 cm
2500 gr



package eeava
62,5 x 63 x 15,2 cm
4000 gr

REAL LIFE PHOTOS
thanks to our instafollowers...



@brifor_pobla



@bassettoimbi_store



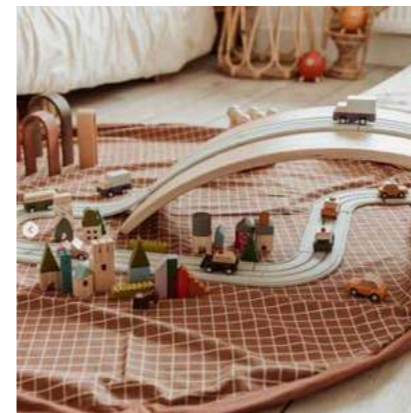
@__s.u.s.a.n.n.e__



@helloworldbaby.ba



@blanc_cocoon



@linterprete.conceptstore



@allorilaspezia



@bassettoimbi



@mahfelle



@igrackeplus



@the_warriows

SHARE YOUR PIC!

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play&go[®]
play anywhere

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