

Nightmare Nibbler® ☾



Playmate By Day...Protector By Night

Nightmare Nibbler

NORBERT – The Nightmare Nibbler

Norbert, the first (but not the last!) member of the Nightmare Nibbler Nation (N3) to arrive on Earth, is a cute and cuddly nighttime protector plush toy designed as a management tool for children suffering from nighttime fears or as a preventative measure for those who aren't.

Kids will love to read along to the delightful *Norbert the Nightmare Nibbler* picture book as they discover how he came to be the first Nightmare Nibbler sent to Earth in search of yummy bad dreams to fill his belly with!

The Birth Of A Nation

The Nightmare Nibbler and the Nightmare Nibbler Nation are the creations of Susan Smith - a mom who was looking for a way to help her young son, Sam, manage the nighttime fears he was struggling with.

Boogeymen in the closet, monsters under the bed...nighttime and the dark presented a whole host of possible 'threats'. Many nights of disturbed sleeps experienced by her son and both Susan and her husband, prompted this mom to take action!

Research into the topic of children and nightmares yielded a wealth of information. Upon learning that leading pediatric sleep experts urge parents never to dismiss a young child's fears but rather to use imagination and creativity to deal with this extremely common issue, Susan got to thinking...

One common recommendation, to provide the child with a comforting object at bedtime, prompted her to experience her 'aha' moment!

What better way to ease a child's worries than to provide him with a cute creature to cuddle with - one that only eats scary things!

Regardless of what it is, or how big it is, nightmares don't stand a chance while these protectors remain awake and on guard through the night - ready to gobble up any scary things that may threaten to give children a fright!

The Nightmare Nibbler and the accompanying rhyming poem proved to be such a hit with her son and raised so much interest and encouragement from others, that Susan soon found herself bringing the Nightmare Nibbler Nation to market for families everywhere to benefit from.

The Nightmare Nibbler Nation was born!



Plush Facts

Approx. 12" Top to Toe
100% Polyester Fibers
NO Removable Parts
Embroidered Features
Plastic Pellets
Double Fold Hang Tag
(featuring the NN Poem)
Made in China
CPSIA Compliant
Award-Winning

Book Facts

Downloadable PDF
28 Pages Plus Cover
Glossy, Vibrant Colours
8 1/2" x 11"
Award-Winning

Target Market

Children - 3+ years

Target Sales Market

Parents/Guardians
Grandparents
Families
General Public

Nightmare Nibbler

Proud Award Winner!

Kidlutions™ Preferred Product Award Winner



This award recognizes products that have the ability to contribute to the social-emotional development of children. These products are exemplary in their field, having passed inspection by a licensed child and family therapist, as well as by moms across the USA.

The Nightmare Nibbler is proud to be the **FIRST** international recipient of this award!

Creative Child Magazine 2012 Top Toy of the Year Award – Plush Category



Moms, educators and early education professionals review products on the criteria for nurturing creativity and education in this Creative Child Awards Program.

Nightmare Nibbler 'Out and About'



For more Reviews and N3 News, please visit the Press & Praise page at www.nightmarenibbler.com



Fan Feedback

'Hi Susan! Gave my son a #NitemareNibbler 4 days ago. HE LOVES HIM! We call him Nibs! He says he's had no bad dreams now! TY!!'

Actress Ming-Na
via Twitter

'Norbert arrived and my little boy Parker loves him! Thanks!'

Actress Erin Murphy
via Twitter

#NoMoreNightmares for MY little guys! #Thanks Susan

@NitemareNibbler for the #LOVE'
Actor Brian Ronalds
via Twitter

'...I just wanted to say thank you so much for the Nightmare Nibbler! We began using it that night, and we've used it ever since. I taped the poem to my son's bed and I read it to him every night. The Nightmare Nibbler stands guard at the end of his bed. I'm so impressed you came up with such a cute, yet needed kid item! Well done!'

Actress Nicole Sullivan

'My daughter has been doing a lot better since she received the Nibbler. She says she has to sleep with it every night. Thank you for inventing such a great Nibbler—we ALL sleep well now!'

Christine M.

'I'm pleased to report that my own children were soothed by the mere presence of Norbert in their rooms!'

Haley O.

'Thanks Susan, the kids both love their Nightmare Nibblers!'

Moira M.

Nightmare NiBbler

Where To Find Us

Norbert the Nightmare Nibbler plush toys are available for sale to Canadian and US customers through the Nightmare Nibbler online store and at select retailers.

Norbert the Nightmare Nibbler picture book is available for purchase as a downloadable PDF via the Nightmare Nibbler online store.

Giving Back



Motivated by the desire to provide some added comfort and smiles to child victims of trauma such as: critical illness, child abuse/neglect, exceptional grief & loss, the Nightmare Nibbler Project's goal is to get as many Nibblers as possible into the welcoming hands of these brave little fighters!

You are invited to learn more about this special project at www.nightmarenibbler.com



Fan Feedback

'As you know we LOVE Norbert. When we got him in the mail, the smile that came upon Jack's face was priceless. We have taken him with us to and from the hospital and he sleeps with it every night. Norbert was an instant hit at the hospital and everyone who walked in to Jack's room wanted to know the story behind Norbert.'

Laurie M.

'Time to gobble up your children's nightmares? How's this for a resource?'

Dr. Lynn Kenney
'The Family Coach'

'We have two children with Nibblers and they have religiously slept with them since they got them. They are in love with these little guys!...

This product is more than a stuffed animal...it's a "security" blanket and some confidence when they need it most!'

Christie D.

'The young recipient of my Nightmare Nibbler purchase just loved Norbert. I was informed that she had the best sleep in weeks! (BTW, so did her Mom!)

Thanks Nightmare Nibbler'
Karla W.

'The Nightmare Nibbler is so cute & clever! I wish it had been around when my son went through his nightmare phase - it would have saved me from having to perform the 'Anti-Monster Dance' and my dignity!'

Antoinette De Janasz
President - The Twooth Timer Co.