

WALK-O-Long Offers Simple Mobility Solution

Distributed by Caddy-O products, the Walk-O-Long was recently introduced as a tool to safely lift, hold, balance, and provide self confidence for young toddlers. It was developed by Jeff Zinger when back surgery limited his ability to physically interact with his 10 month old daughter as she learned to walk. The Walk-O-Long consists of a u-shape plush roll that fits around a toddler's chest, under the arms, fastens with a snap buckle at the back, and features handles at the ends just large enough for an adults hands.

The simple yet innovative invention, endorsed by orthopedic surgeons, chiropractors, physical therapists and delivery nurses, allows an adult to easily lift a child, help a child navigate stairs, take a first ride down a slide, and have the confidence to ice skate. It is also appropriate for use with special needs children. The Walk-O-Long — available in pink and blue Hawaiian print, solid pink and blue micro suede, and zebra and cheetah faux fur— is washable and carries a retail price of \$24.95. For information call 866/ 522-2452 or visit www.thewalkolong.com.



- FURNISHINGS
- DECOR & BEDDING
- ART & ACCESSORIES
- FOR BABY & MOM
- ON THE GO
- EDUCATION & ENTERTAINMENT
- APPAREL

Visit us online at www.babyandchildrensproductnews.com

BABY & CHILDREN'S

PRODUCT NEWS

OCTOBER/NOVEMBER 2005



About the Cover:

Cachach offers Twinkle Berry in its fall line. Pieces include jeans, dress, leggings, pants, purses and hats. Other fall collections from Cachach include Cranberry Sachet, Starry Nights, Sugar Plum Fairy, and Luxe Leopard. For information call e-mail aconka@cachach.com or visit www.cachach.com.

products for baby and children's stores

furnishings

Furnishings range from handsome hardwood cribs and sets to the funky and unusual.

8

decor & bedding

Decor ranges from custom bedding and ready-to-ship sets to embroidered panels for private brand creation.

10

art & accessories

Peelable wallpaper accents, a variety of bright art, and other accessories help complete a juvenile room.

14

for baby and mom

Infants and mothers have numerous products from which to choose.

16

on the go

Parents on the go are sure to appreciate the many products available to enhance their lifestyles.

20

annual directory—products

Find new sources in the product category listings in our annual suppliers directory.

22

annual directory—manufacturers

Manufacturers are listed alphabetically with contact information in this section of our annual suppliers directory.

34

education & entertainment

Toys of discovery, education, and pure entertainment join plush huggables and more.

50

apparel

There's no end to the apparel available for infants through 'tweens.

53

departments

calendar of events

6



A Publishing & Marketing Solutions, Inc. Publication

BABY & CHILDREN'S PRODUCT NEWS
1700 Witt Way Drive
Spring Hill, TN 37174
615/ 302-0464 • Fax 615/ 591-1035
www.babyandchildrensproductnews.com
e-mail: babyproductnews@aol.com

ADVERTISING SALES

UNITED STATES
Betsy Rhea 318-593-1428
Kim Smith 615-797-9200

EUROPE & SCANDINAVIA
Aldo & Murray Brett
34 96 640 4165 fax 34 96 640 4022
e-mail: abandm@city.es
GERMANY, BELGIUM, FRANCE, NETHERLANDS
Ria Van den Broekert
+32 2 569 8905 fax +32 2 569 8906
e-mail: r.vandenbroekert@skynet.be

Baby & Children's Product News (BCPN) is published bi-monthly by Publishing & Marketing Solutions, Inc., 1700 Witt Way Drive, Spring Hill, TN 37174. BCPN's subscribers include owners, managers, and purchasing agents for North American stores serving the baby, children's and young juvenile markets; manufacturers, importers, and distributors of merchandise targeting this market; independent sales representatives serving the market; and industry trade associations.

PUBLISHER Lori Fisk-Conners
MANAGING EDITOR Nancy P. Gregg
ASSOCIATE EDITOR Kathy Woodard
EDITORIAL ASSISTANT Craig Fisk
ART DIRECTOR Laura Carter
MIS DIRECTOR Bruce E. Licious
ACCOUNT EXECUTIVES Will Conners, Cheryll Ehrlich, John Gregg, Jennifer Magre, Betsy Rhea, John Rhea, Kim Smith
EXECUTIVE ASSISTANT Maggie Joyce
CIRCULATION MANAGER Ann Hancock
CIRCULATION ASSISTANT Kathleen Schlenk

Baby & Children's Product News (BCPN) is published by Publishing & Marketing Solutions, Inc. BCPN reserves the right to determine the suitability of all materials submitted for publication and to edit all submitted materials for clarity and space. BCPN is a newsmagazine with emphasis on products for owners and purchasing managers for baby and children's stores. BCPN does not knowingly accept false or misleading advertising or editorial content, nor does BCPN or its staff assume responsibility should such advertising or editorial content appear in any publication. Readers are encouraged to notify BCPN when they suspect false or misleading advertising is published. BCPN has not independently tested any services or products featured or advertised herein and has verified no claims made by its advertisers regarding those services or products. BCPN makes no warranties or representations and assumes no liability for claims regarding those services or products or claims made by advertisers regarding such products or services.

All advertisements for Baby & Children's Product News are accepted and published by Publishing & Marketing Solutions, Inc. with the understanding that the advertiser and/or advertising agency are authorized to publish the entire content and subject matter thereof. The advertiser and/or advertising agency will defend, indemnify and hold any claims or lawsuits for libel, violation or right of privacy or publicity, plagiarism, copyright or trademark infringement and any other claims or lawsuits that may arise out of publication of such advertisement. Publishing & Marketing Solutions, Inc. neither assumes any representation or guarantee, endorses nor makes any services advertised in Baby & Children's Product News. Copyright © 2005. All rights reserved. Reproduction in whole or part without written permission is prohibited.

Subscriptions available for \$20 per year—U.S., \$30 per year—Canada/Mexico, in U.S. funds; \$100 per year—foreign air mail subscriptions, in U.S. funds.

On the Go



Inflatable Seat Offers Pediatric Safety

Emergency Products + Research recently introduced the Air Traveler Inflatable Pediatric Car Seat, which surrounds a child in a cushion of air, securing them in a soft, comfortable, and safe environment, according to the company. Extended side panels help support the child and absorb shocks of side impacts.

Compatible with virtually every mode of transportation, the seat inflates and deflates in 60 seconds, comes with a standard 12-volt DC pump, is puncture resistant, features a stainless steel frame, utilizes today's automotive airbag technology, features a five-point adjustable restraint system, weighs less than 10 lbs., with storage bag and pump, and stores in a 17-in. x 14-in. x 4-in. padded carrying case. The inflatable seat is designed for children weighing 20 lbs. to 40 lbs. and less than 40-in. tall. It meets U.S. Federal motor vehicle standards and aircraft standards.

For more information call 813/ 948-4077.



Walk-O-Long Offers Simple Mobility Solution

Distributed by Caddy-O Products, the Walk-O-Long was recently introduced as a tool to safely lift, hold, balance, and provide self confidence for young toddlers. It was developed by Jeff Zinger when back surgery limited his ability to physically interact with his 10-month old daughter as she learned to walk. The Walk-O-Long consists of a u-shaped plush roll that fits around a toddler's chest, under the arms, fastens with a snap buckle at the back, and features handles at the ends just large enough for an adult hand.

The simple yet innovative invention, endorsed by orthopedic surgeons, chiropractors, physical therapists and delivery nurses, allows an adult to easily lift a child, help a child navigate stairs, take a first ride down a slide, and have the confidence to ice skate. It is also

appropriate for use with special needs children. The Walk-O-Long—available in pink and blue Hawaiian print, solid pink and solid blue polyester micro suede, and zebra and cheetah faux fur— is washable and carries a retail price of \$24.95. For information call 866/ 522-2452 or visit www.thewalkolong.com.



Outside Baby Offers Cooler Backpack

Outside Baby recently introduced its windproof baby blanket line and the Outside Baby Cooler Backpack.

Measuring 38 in. x 30 in., the blanket is made from Malden Mills Wind-Pro+ and features a soft "butter fleece" feel that still stops 90 percent of the wind and provides a high level of water repellency.

Long time outdoor enthusiasts, Outside founders Lisa Vinciguerra and Rob LaVigne enjoy hiking, biking, snowboarding, and skateboarding. After

EUROPEAN 3-ZIPPER

BABY FOOTMUFF

ARE YOU READY FOR WINTER?

- * TODDLER FOOTMUFFS FITS ALL STROLLERS & JOGGERS
- * WATER PROOF, WIND RESISTANT
- * SLIP RESISTANT BACKING
- * CONVENIENT OUTSIDE POCKETS
- * ALSO AVAIL. EUROPEAN STROLLER DIAPER BAGS, NET BAGS AND STROLLER PARASOLS
- * TAYLOR'S TOOTH FAIRY PILLOWS

MANUFACTURED FOOTMUFF FOR OVER 30 YEARS

www.babyfootmuff.com 1-877-366-8683