



Zo&Co Press Kit

Press Contact Information

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What is Zo&Co?

Zo&Co is the maker of the TravelTote, an in-flight accessory for today's gear-laden travelers that keeps belongings accessible and organized in-flight without infringing on what little leg room is left on airplanes today.

How did you get started?

Zo&Co is a mother-daughter business founded when we came up with a simple solution for a stressful situation. Stacy Baas (the daughter in the mother-daughter duo), was flying alone with her newborn when she realized everything she needed in-flight was out of reach in her carry-on beneath the seat. She wished for something to keep her travel essentials close at hand without cutting into what little legroom is left on airplanes today. Brainstorming with Diane Stanley (the mother in the mother-daughter equation), the TravelTote was born. An instant hit on every flight we took, we soon saw that their TravelTote wasn't just for parents and babies, but for everyone who has ever clumsily rummaged through their carry-on mid-flight. We began selling our products in September 2011, and currently sell exclusively through our website, zoandco.com and on amazon.com.

What's the story behind the name?

Zo&Co is named after our founder, Stacy's, daughter Zoe. Stacy's first solo flight with Zoe (at only 8 weeks old) provided the impetus and inspiration for the product. Now almost 3, Zoe acts as product tester and company muse.

Where is Zo&Co based?

Zo&Co is headquartered in St. Joseph, Missouri, and all products are manufactured in the U.S.

When was Zo&Co founded?

Zo&Co was founded in June of 2010. We began selling our first products in September 2011.

What are Zo&Co's products?

The Zo&Co TravelTote is a patented, soft-sided travel accessory that hangs on an airplane seat-back pocket (or the back of a car seat, bus seat, train seat, etc.), and is designed to hold the essentials one needs close at hand while in transit.

All products retail for \$29.50 and are available at zoandco.com and amazon.com. There are currently three styles:

Original TravelTote

The Original TravelTote is our most versatile product – it holds a paperback or e-reader, a water bottle, and has additional handy pockets and hooks for anything else you might want during your travels. The Original TravelTote is made of ultra-durable, water-resistant Nylon for a long life of travel adventures. Available in black, navy and red.



Kids' TravelTote

The Kids' TravelTote is designed to grow with your child, holding diapers, bottles and pacifiers when they're babies, and books, games and snacks as they grow. Made of machine-washable, quilted fabric, the Kids' TravelTote is made to handle the inevitable drops, spills and messes that go hand in hand with kids and travel. Available in red/orange, blue/green, and purple/pink.



Tech TravelTote

Our Tech TravelTote is a response to all the "what about my iPad?" requests. Designed to hold a netbook or iPad, and made from the same durable material as our Original product, our Tech TravelTote keeps your essential technology secure and out of the seatback pocket. Available in black, navy and red.





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