



FOR IMMEDIATE RELEASE

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The bibit-all™ by Kiddologic Redefines the Bib

The bibit-all™ is a must-have bib that finally gives parents an effective solution to a universal problem — mealtime messes at home and on the go.

Conventional bibs don’t provide effective coverage of baby’s clothes, and other ‘full coverage’ bibs on the market are lacking in true protection, comfort, quality, convenience, attractiveness, and affordability. “I created the bibit-all™ to fill those gaps and provide what is truly the perfect bib,” says Laurie.

The super-soft, stretch terry bibit-all™ features long sleeves with soft ribbed cuffs (no tight elastic at the wrists), a high ribbed collar to protect from drips, and full coverage that extends to the lap. An innovative waterproof lining backs the front panel to prevent foods and liquids from soaking through. “This means less clothing changes, less laundry, less stains and greater peace of mind at home and on the go,” said O’Nion.

The bibit-all™ is made from high quality, stretch terry and ribbing for plush softness, comfortable stretch, superior absorbency, and durability. The revolutionary lining is not only 100% waterproof, but is also a stretch knit that is soft, light and comfortable. The lightweight but durable PUL lining provides an effective barrier without adding bulk or restraint of movement.

The bibit-all™ is refreshingly convenient to use. Without snaps, ties or Velcro fasteners to fuss with, the super-stretchy pullover design and easy-in/easy-out sleeves make the bibit-all quick, easy, and comfortable to put on and take off. The bibit-all™ is also conveniently portable — it can be compactly folded or stuffed into a diaper bag pocket and still be wrinkle free when taken out for use. The bibit-all is conveniently machine washable and dryable. It retains its shape and quality, use after use and wash after wash.

The bibit-all™ is available in three colors: sky blue, wild orchid, and a gender neutral fresh lime. It is also available in two sizes: 6 months+ for infants and 12 months+ for toddlers and preschoolers. The fashionable colors and design make this bib an attractive accessory in any setting. In addition, the bibit-all™ is affordably priced with a suggested retail of \$19.99, allowing parents to keep multiple bibs in rotation and making it an ideal shower gift.

Finally, a bib that combines coverage, comfort, quality and convenience all in one attractive and affordable design!

Since its launch in January 2013, the bibit-all™ has already won five prestigious product awards. It is a Parent Tested Parent Approved winner, a Mom's Choice Award gold seal winner, a Mom's Best Award winner, a BabyMaternity Magazine Award winner (named 2013 Top Choice of the Year for the bibs category), and a 2014 Family Choice Award winner.

Kiddologic's mission is to offer "the best of basics" — products that are smart, practical, and fashionable solutions to the universal challenges of parenthood. The company's focus is on improving the most essential baby care items that parents use every day.

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