

PRODUCT LAUNCH

MUSLIN SWADDLE

PRODUCT

BIBS Muslin Swaddle is made of 100% organic GOTS-certified muslin cotton. GOTS is your guarantee that a product is made from the best and most environmentally friendly materials and under socially acceptable conditions in a safe and non-toxic environment.

Our Muslin Swaddle is both breathable and pre-washed which makes it ultra-soft, and perfect for wrapping up your little one and make them feel safe and settled. Swaddling helps to recreate that feeling of security that the baby had in the womb, which can help them relax and sleep easier.

KEY TAKE AWAY

- GOTS-certified cotton – this product is made from the highest quality GOTS-certified cotton, which does not contain any harmful chemicals, AZO paint, or genetically modified materials. When you choose GOTS, you protect the earth that your children will inherit.
- The unique enlarged hanger strap makes it easy to transform the swaddle into a soft cover to create a calm environment when feeding your baby on the go.
- 100% crinkled muslin – a soft and breathable fabric, which is very delicate on baby's skin but still durable.
- 100% organic cotton – grown completely without the use of artificial fertilizers and pesticides.
- Pre-shrunk fabric - making it 100% absorbable from first use and keeps on getting softer for each wash.
- The pre-shrunk technique makes it true to size.
- Measures 120×120cm.

ASSORTMENT & PACKAGING

The Muslin Swaddle will be sold in our bestselling colors, and it comes in a cute little bag.

Packaging dimensions / weight: H 230 mm, W 170 mm, D 5 mm / 242 g

TARGET CONSUMER

Parents wanting a must-have baby essential for helping relax their baby, in premium quality with the highest standards.

