

PRODUCT LAUNCH

PACI BRAID

PRODUCT

BIBS Paci Braid is made of 100% organic GOTS-certified 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.

Designed in a classic look braided in beautiful nordic colors, for parents who want to combine usage and function with a beautiful design that matches their BIBS pacifier. The nickel-free metal clip makes it easy to attach on your baby's clothes or bib.

KEY TAKE AWAY

- Premium quality pacifier string made of environmentally friendly materials.
- 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.
- 100% organic cotton – grown completely without the use of artificial fertilizers and pesticides.
- The wood is FSC-certified. The FSC mark is your guarantee that no more wood is felled than the forest itself can reproduce. Likewise, FSC ensures good conditions for the workers and for the animals of the forest.
- Nickel-free metal clip that easily attach to your baby's clothes or bib.
- 100% recyclable and environmentally friendly material.
- Measures approximately 20 cm to meet specific rules and standards
- Suitable for all kind of pacifiers.
- Tested according to applicable safety requirements in Europe and the EN 12586+A1:2011 standard.
- Comes in a range of shades designed to match BIBS pacifiers.

ASSORTMENT & PACKAGING

BIBS Paci Braid will launch in the most popular BIBS colors.

Sold on single card with eurohole in poly bag.

Packaging dimensions: H 191 mm, W 77 mm, D 10 mm

TARGET CONSUMER

Parents wanting a must-have baby essential in a premium quality made of environmentally friendly materials, in a stylish design.

