



Baby Jack & Company designs educational sensory toys and blankets for kids of all ages. Kids love to play, chew and rub the ribbons of Baby Jack loveys. Sensory play is instrumental in children’s development and playing with our blankets helps them develop cognitively, socially and emotionally. Baby Jack & Company aims to bring comfort to kids of all ages with an educational appeal that can grow with a child.

A Brand is Born

After seeing the love of ribbons that her son Jack had, Kelley developed an alternative tag blanket by sewing ribbons closed into tabs to prevent fingers from getting stuck in loops. She personally designs all the prints and runs the business with the help of her family. It’s a true family business as her children, Jack and Bailey, not only help with ideas for designs but also with sketching using basic shapes, letters, numbers and keystrokes.

Cause Awareness

As a small business, Baby Jack & Company firmly believes in giving back to the community. Baby Jack partners with many organizations to bring awareness to causes near and dear to them. NICU Babies, children with special needs, rainbow babies, and law enforcement families are just a few of the specialty loveys we have designed to support these children with unique abilities. Some of our products have a charitable give back where a % of sales are donated directly.



One of my favorites
Amanda on Mar 29, 2016

Recently got this lovey for my son who is nothing short of being a miracle for our family. I love this lovey from the beautiful scripture to the colors and how soft it is. My son loves to grab for it when he is tired and that's how we find him sleeping peacefully with his first lovey.

Why Baby Jack

- Educationally designed prints for early learning of basic shapes, colors, letters, numbers
- Vibrant colors alluring to all ages
- Soft, appealing textures with a focus on sensory needs
- Ribbons sewn shut for additional safety
- Focus on product quality and longevity



Kelley (Mom)
Jack (8) & Bailey (6)

As a family, we sketch, design, and develop every print and product.

“ I love how safe and secure the ribbons are on the Baby Jack lovey. The fabrics are soft and textured; my son plays with it and is his comfort object when away from mom and dad.” - Renee G.

Company History

Baby Jack & Company was founded in 2009 in Milwaukee Wisconsin. The company sells various sizes of loveys to children of all ages. The company sells direct and wholesale. To find out more please contact the company.

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