

Baby Jack & Co. Creates Tag Toys For Babies and Pets with Fabrics Designed by Mom and Her Kids

The Learning Lovey is a collection of educational products that teach and promote sensory play and meet developmental milestones

The Learning Lovey Collection by Baby Jack (<http://babyjackco.com/>) features tag toys and security blankets that teach self regulation and basic learning concepts. The fabrics are made to be educational with images made of shapes, letters and numbers - creating a look and find design appealing to kids. These fabrics are created by mom inventor Kelley Legler and her two kids Jack and Bailey, by turning their crayon drawings into fabric textiles.

Baby Jack is known for being the only children's brand with tag toys having ribbons sewn shut for added safety, after seeing her son get his finger intertwined in a looped ribbon tag blanket. This is an added safety feature keeping kids' fingers, toes and even tongue ties safe from getting caught. These Baby Jack sewn shut ribbon tags still provide sensory play and stimulation which helps the development of kids' sense of touch, taste, smell, sight and sound. Sensory play is essential for growth, meeting milestones and children grow cognitively, socially and emotionally with developmental toys that Baby Jack & Co. sells.

Baby Jack's medical expert Dawn Winkelmann (<https://msdawnspl.com/>) is a Speech-Language Pathologist and Pediatric Feeding Therapist who uses The Learning Lovey as a therapy tool with her clients. She provides teaching techniques using the Baby Jack crinkle tag squares to help engage babies for tummy time and keep kids having fun during feeding therapy pointing out objects on the bright, educational fabrics.

Baby Jack products have been loved by kids, parents, professional medical experts, pet trainers, teachers, and rescue workers. The emotional comfort these toys bring kids as well as the learning appeal makes for a special baby / child gift and keepsake for baby showers, corporate gifts, birthdays and holiday celebrations. Products can be found at local toy / baby / gift shops, online via Amazon and via their website <http://babyjackco.com>.

Recently, owner Kelley Legler debuted The Learning Lovey Travel Collection featuring top city landscapes and state fabric designs that educate kids about state capitals, birds, trees, etc. and encourage a love for travel.

Kelley Legler is the founder and small business owner of Baby Jack & Co. from Milwaukee, Wisconsin (babyjackco.com) who built a children's brand inspired by her kids. She continues to design fabrics with her kids to be educational and creates products raising awareness for CHD, pediatric cancer, infant loss and giving back to children in need at hospitals, fire and police stations and military bases.

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