

VENDOR NEWS

• **Wry Baby** of San Francisco introduces a new line called "Mysterio Predicts," a selection of infant tees in size 0 to 6 months that are "blind bagged" so consumers do not know which of the twelve predictions they will receive. The collection comes with a POP display that makes the items look recently crated and shipped from an unknown locale (complete with real wood shavings). Possible fortunes include Big



introduces Potette's On the Go Potty, recommended for up to age 2 or 50 lbs. Small and compact for travel, the potty folds flat to fit into a diaper bag and includes a drawstring carrying bag. Call (800) 344-6699. • **Cool Car Magnets** of Whitestone, N.Y., introduces its baby line of birth announcement car magnets. Pretty pastel designs announce a boy or girl with illustrations ranging from teddy bears to trains. Call (516) 297-4321 or visit www.coolcarmagnets.com. • **Walking Wings** of Austin, Texas, introduces a support vest that snugly fastens around a baby's chest and has two adjustable straps with detachable padded handles that allows parents to easily support the baby while learning to walk. As a child learns to walk his hands are free to explore and touch. The product was inspired when the creators spent a lot of time bending over to assist their young sons as they began to walk. Visit www.walkingwings.com. • **Funhouse**, a division of New York-based The Beresh Group, introduces an all-in-one quilted mat, blanket and pillow perfect for naps. Styles include animals, dinosaurs, sports, princess bears, flowers and trucks; the mat can be carried with the sewn-in handle or in its clear PVC backpack. Call (212) 686-4666. • **Nursery Tap's** *Hip to Toe Volume Two* is an instructional dance DVD, featuring a collection of classic

nursery rhymes each set to its own vignette. The series is created and co-choreographed by producer, director and actress Juleen Murray Shaw and is designed to introduce the Mother Goose set to the performing arts. Dancers are featured from the waist down so little ones can focus on the rhythmic movements. Special features include instruction of basic tap and ballet steps. The first DVD in the series won awards in 2005 including the Peabody, Parent's Choice, Dr. Toy and iParenting. Call (888) 855-0545 or visit www.nurserytap.com. • **Me4Kidz** of Phoenix, Ariz., introduces the parent-developed **MediBag**, a doctor's kit with kids in mind. The kit contains essentials like bandages, gauze and thermometers, but also includes family necessities like a first aid flip chart, insect sting relief pads, cotton swabs and kid-friendly stickers. Call (480) 444-2332 or visit www.me4kidz.com. • Plainfield, Ill.-based mother of three Phyllis Pometta launched **Bandana Boutique**, a line of bandana-print bedding, burp clothes and bibs. Each item is hand sewn to customers' specifications. The new Posh Paisley line features paisley prints for infants, boys and girls. Call (888) 284-2170 or visit www.bandanaboutique.com. • **HappyBaby** of Brooklyn, NY, introduces a



Tipper, Dog Show Judge, Flamenco Dancer and Romance Novelist. For more information, visit www.mysteriopredicts.com. • **Baby Daze** of West Hartford, Conn., introduces a log book divided into eight sections to help new parents keep track of common concerns like feeding and diapering schedules, sleeping schedules and gifts. Features include Sitter Slips, which helps organize info for caretakers, and an exercise log for new moms. Co-authors Lynne Tapper and husband Leland Brandt developed the tool based on their experiences as new parents; Tapper is an organizational consultant for Cross It Off Your List, and Brandt is president of The Research Department, a company that offers customized research solutions. Call (800) 207-2776 or visit www.babydaze.net. • **Kalencom**



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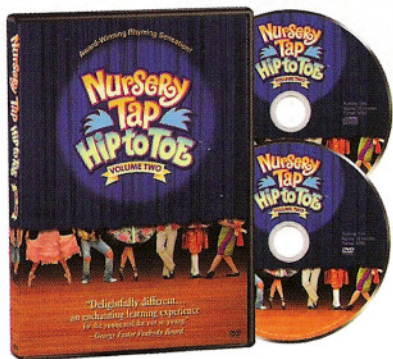
Walking Wings



My Stuff Gives Back

My Stuff Bags, a non-profit organization based in Westlake Village, Calif., that gives duffel gift bags (filled with essentials like school supplies, toothbrushes, toys and books) to abused, neglected and displaced children as they enter crisis and foster care, is calling on manufacturers to donate plush, toys and games. "It is the foundation's way of wrapping its arms around these unfortunate children," said Janeen Holmes, president and executive director. My Stuff Bags was launched in 1998; the organization has donated almost 300,000 bags to children in 950 organizations in 49 states. Overruns, misprints and discontinued items are gladly accepted. All items must be new and fit into a mid-sized duffel. For more information, call (866) 3MY-STUFF or visit www.mystuffbags.org.

line of fresh frozen, USDA certified organic baby meals. Founders Shazi Visram and Jessica Roth worked with wellness leaders to provide the latest on health and nutrition. An alternative to jarred baby foods, Happy Baby launched with five combinations that include six cubes of each variety (including Wiser Apples and Purer Pears) that can be mixed and matched. Visit www.happybaby-food.com. • **Keptin-Jr**, a manufacturer of



natural baby toys based in The Netherlands, introduces Knottiez blankies. Specially designed for easy machine washing and drying, the 100-percent cotton blankets are cute, cozy and come in a range of styles, including a friendly bunny shape. Visit www.keptin-jr.com.

LICENSING NEWS

• **Boppy** of Golden, Colo., expands its product line with a licensing agreement

ICFF a Success

The 2006 International Contemporary Furniture Fair (ICFF) at New York's Javits Center in May reported an 8-percent increase in attendance to almost 24,000 visitors from 31 countries. Children's furniture and textile exhibitors included Ducduc, Nurseryworks and Fleurville. "We launched the Calla chair at ICFF because we wanted to first introduce this product through the design-focused channel. We also knew that there would be lots of great press opportunities, as it is an influential show with international attention," said Steve Granville, CEO and founder of Fleurville. For more information, visit www.icff.com.



No Sleep Till Brooklyn

In June, Carroll Gardens resident Carla Barbosa opened Ola Baby, a boutique for everything baby to six years. The one-stop specialty shop

features must-haves like Mustela and California Baby skincare, gear from Peg Perego and Phil & Teds, furniture from Ducduc, Nurseryworks, Oeuf and Argington and gifty goodies like diaper bags, shoes, books and toys. To service its Brooklyn, NY, community, Ola Baby will offer childbirth preparation, nursing and newborn care classes from Realbirth.

with Kids II. The Boppy-branded developmental play products include the Tummy Play play pad and EntertainMe Play Gym, both featuring soft, comfortable play mats and a mini Boppy pillow. Visit www.boppy.com. • **Doe Ray Me** announces licenses including Tignanello diaper bags, vintage bedding and décor from Edelen Wille and MaMa Goose by Edelen Wille and layette and gift sets from Buttercup Collection for Baby. Doe Rae Me, a manufacturer of a range of children's products including diaper bags, infant bedding, nursery décor, gift sets, car seat accessories and layette, also produces under its house brand. Based in Columbus, Ohio, the company is based on 50 years of experience as parents, designers and product development specialists. Call (614) 478-7862. • **Small World Toys** of Culver City, Calif. entered a licensing agreement with Dr. Seuss Enterprises for toys, gifts and books including puzzles, blocks, melamine dinnerware and plush based on Seuss favorites like *One Fish, Two Fish, Red Fish, Blue Fish*, *The Cat in the Hat*, *Green Eggs and Ham* and *Horton Hears a Hoo*. The product line is planned for multiple retail channels and will debut in 2007. Visit www.smallworldtoys.com. •



Me4Kidz MediBag

American Dreams

Medial engineer Janusz Liberkowski recently won the million-dollar grand prize for his Spherical Safety Seat infant car seat on the ABC series *American Inventor*. A reality show from the creators of *American Idol*, the series searched for the next great invention with wide consumer appeal. After his daughter passed away in a car accident, Liberkowski was inspired to create a car seat in which a baby sits inside nested spheres instead of a typical car seat. In a collision, the spheres spin and automatically position the child's neck and back to be perpendicular to the impact force, shielding the baby from the destructive force of the impact. Other finalists with children's products in the top 12 included Darla Davenport-Powell's trilingual doll, Here Comes Niya, and Ed Hall's electronic word game, Word Ace. Liberkowski was declared the winner based on viewers' votes.



Boppy's
EntertainMe
Play Gym