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AUSTLEN™ BABY CO.

Get Your Parenting in Gear™

When you bring a baby into the world, a whole lot more comes with it — more noise, more laughter, more love and more stuff! That's why Austlen Baby Co. was created, to build intuitive, purpose-driven products that make family life easier and more fun — giving parents more freedom to live in the moment without being overwhelmed by more and more.

As a new parent, Austlen CEO and co-founder Leslie Stiba could not find the perfect stroller to accommodate her family's active lifestyle. Stiba wanted a stroller that could assist with everyday tasks, such as carrying a load of groceries at the supermarket, allowing arm's-reach access to baby items and transporting large gear on family outings or vacations.

As an executive well-known for driving overall vision and strategy, recruiting top-notch talent and successfully managing product development, Stiba also possesses an entrepreneurial spirit. So, she designed her own stroller concept, secured a patent and started a company to make it a reality. Stiba then recruited co-founder and industry veteran Patrick Laffan to the business as chief technology officer. Laffan, a parent of three, was a previous director of engineering for Newell Rubbermaid's baby product divisions (Graco, Aprica and Teutonia). Laffan had a proven track record at Newell, having brought many award-winning and successful strollers to market in the U.S. and Europe.

Stiba, Laffan and the Austlen team have worked tirelessly to perfect their concept and debuted their first product, the award-winning Entourage™ stroller, to rave reviews at the 2015 ABC Kids Expo, the leading juvenile products industry trade show. The Entourage received the prestigious 2015 JPMA Innovation Award for "Best in Show" by the Juvenile Products Manufacturers Association (JPMA). "Best in Show" is the highest award given by the JPMA at the ABC Kids Expo.

Designed for growing families who enjoy a life full of activity, the Entourage stroller has more versatility and storage capacity than any stroller currently on the market. The Entourage stroller's patented design has an expandable frame with three linear positions that allow for more than 30 easy configurations to provide ample space for large items, such as coolers, shade canopies and even luggage, as well as multi-child options.

Looking to the future, Austlen's mission is to continue creating purpose-driven products that make being a parent a little easier, giving parents more freedom to go and do.

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