



For Immediate Release: June 2, 2017

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## **Baby Tula Continues European Expansion Through Alliance with Ergobaby**

Summary: Baby Tula is pleased to announce its expansion in European markets, including new European market-specific websites and customer offerings, with the support of Ergobaby.

Full Release:

**San Diego, CA.** Baby Tula continues its expansion in European markets with support from its alliance with Ergobaby. In May 2016, Ergobaby acquired Baby Tula and has since shared a singular passion with Baby Tula of increasing babywearing around the globe. The Ergobaby and Baby Tula mission “Wear all the babies!” remains front and center as Baby Tula supports the growing demand of the European markets with Ergobaby by its side.

“As Baby Tula already has established roots in Poland, we really wanted to shift focus to the rest of Europe,” said Ula Tuszewicka, Founder and President of Baby Tula. “Together with our colleagues at Ergobaby, we’ve been working hard on expanding our European footprint and are positive this alliance will help raise awareness for Baby Tula in Europe. We know potential Tula parents are out there; we just have to be readily available to them, so we can help them to keep doing what they love.”

With the expansion & alliance, Baby Tula can now offer free shipping throughout Europe, multi-lingual customer service support and dedicated market representatives for European retailers. Baby Tula also launched three new websites in April to support key European markets: [Baby Tula UK](#), [Baby Tula France](#) & [Baby Tula Deutschland](#). These websites support local languages and currencies to make the customer experience as seamless as possible. European product offerings include the new Free-to-Grow Carrier, Standard Baby Carrier, Toddler Carrier, Wrap Conversion Carrier & Blankets, all in a wide variety of prints and with new print releases monthly. Products are available for purchase online on any of the Baby Tula European websites: [EU](#), [UK](#), [France](#) & [Deutschland](#), or at Baby Tula retailers throughout Europe.

Baby Tula is excited about this new venture and spreading the message of babywearing to a broader audience with Ergobaby. Through this partnership, Baby Tula and Ergobaby will be able to enhance the overall Tula customer experience and establish Baby Tula as a leading brand in Europe.

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**About Baby Tula**

An award-winning industry leader, Baby Tula is proud to offer beautiful, easy-to use, versatile, and long-lasting baby carriers which provide a comfortable, ergonomic method of supporting the bond between caregiver and child from birth through 4 years old and beyond. Tula Baby Carriers are available in a variety of prints, making them both useful and stylish! Baby Tula is proud to meet and exceed safety standards and norms, and is a business member of the Baby Carrier Industry Alliance (BCIA).

Information about Tula Baby Carriers and where to purchase them, can be found at [tulababy.co.uk](http://tulababy.co.uk).