

**For immediate release**

Bibetta Limited

Find us at stand B31



### **Refreshing new collection from Bibetta**

Bibetta is showcasing its vibrant, updated range of baby products at The Baby Trade Show 2010 (stand B31). The new collection will be headlined by Bibetta's award winning range of UltraBibs™. With bright and funky colours front and back, additional unisex options and the introduction of soft, pliable Lycra edging, the eye-catching range has a gorgeous look and feel whilst delivering the same fantastic quality as previous collections. Uniquely created from the high performance material, *neoprene*, Bibetta's products are 100% waterproof, tactile and durable. UltraBibs™, also available with sleeves, have a flexible, reversible pocket, great for catching crumbs as well as the perfect place for babies to store raisins or biscuits.

### **Neoprene theme**

Banish those baby changing blues with Bibetta's Roll 'n' Go changing mat. Use at home or 'on-the-go' your baby will love changing time on this warm and soft mat. The curvy and stylish mat is made of thick, padded neoprene, making this flexible and warm, and easy to roll up for travelling convenience.

Bibetta's ReversaBag™, has a revolutionary design. It is reversible and machine washable, tough, durable and perfect for zipping away messy spoons and pots. The ReversaBag™ is more hygienic than other bags as it has no seams or corners in which to trap moisture and 'goo'. In addition it is quick and easy to clean, making the ReversaBag™ it an excellent bag for lunch, toiletries or baby changing items.

### **Stable on the table**

Bibetta's Ultra Stable Cup™ is designed to reduce the chance of spills whilst encouraging children to drink from open top cups at an early age. Made in two vibrant colours, the cup has a unique base to increase stability and prevent it being knocked

over. Its large chunky handle help children grip and control its movement. Bibetta's Ultra Stable Cup™ is made from safe and recyclable Polypropylene.

### **Christmas is coming**

With Christmas right around the corner Bibetta created the ideal gift pack for those conscious of style as well as performance, combining a co-ordinated set of an Ultrabib™ with a Roll 'n' Go changing mat and ReversaBag™. These gift sets will certainly get the tills ringing. For older children, a Stable Cup™ and ReversaBag™ make a beautiful duo available as a pink or blue pack.

**ENDS**

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Editors Notes:

- Bibetta Ultrabib™ is about to be launched in selected Sainsbury's stores in October 2010
- The bibs are available in Tesco's, Sainsbury's Mothercare, Toys 'R' Us, Kiddicare and Waitrose.com
- New patterns will be available in spring 2011
- Utilizing the superior performance of neoprene, traditionally used in the making of wet suits, The Bibetta's products are 100% waterproof, wipe-clean, durable and machine washable.
- Bibetta products are designed in the UK
- Further products are also available from Bibetta including lap trays, sports changing mats and healthcare bibs for older children and adults.