

**For immediate release**



Bibetta Limited.

Find us at stand F2

## **NEW, PASHMINA STYLE, CLOTHING PROTECTORS**

### *Design with Dignity*

Bibetta is showcasing its innovative, new, **pashmina style, clothes protector** at Naidex 2011 (stand F2), a chic and fashionable scarf combined with the durable reliability of a bib. The dignified looking Pashmina is made from a soft, draping, luxurious, top layer of silk-like fabric and has a discreet, waterproof backing, offering the wearer style and comfort without compromising on clothing protection. It has a quick fastening at the back of the neck and is ideal for prolonged use in care homes, out-and-about or even in a restaurant.

Showcasing at Naidex, the attractive design of the new, dignity Pashmina, retailing at around £27.99, gives the wearer a smart look that can be worn throughout the day, without the stigma sometimes attached to the image of a traditional bib. The beautiful, dress-like design gives an elegant look as never seen before in bib design. With an absorbent middle layer and waterproof back, the Bibetta Pashmina offers total protection to clothes from spills yet is understated and sophisticated.

Bibetta strives to create the most elegant, dignified, quality clothes protectors and are delighted to include the Pashmina in the healthcare product range for 2011. Highly respected for the award winning range of UltraBib™ children's bibs, Bibetta is known for utilising the superior performance of hi-tech materials to create its range for the healthcare industry. Bibetta's neoprene bibs showcased at Naidex 2010 have proved a strong leader, offering a wipe-clean, durable and machine washable solution to homecare and, with the new Pashminas, Bibetta are now able to offer a whole new aspect to the industry with that dignified touch.

Bibetta's products have won five major awards for quality of design and practicality, making the dignity Pashmina an exciting addition to the growing Bibetta healthcare range.

**ENDS**

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**NEW, HIGH PERFORMANCE, CLOTHING PROTECTOR**

*Effortless and functional design*

**Notes to Editors:**

Bibetta's innovative Pashmina is a stylish and dignified clothes protector RRP £27.99.