



FOR IMMEDIATE RELEASE

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New designs brighten up Spring at the Baby Show Excel

Bibetta, inventors of the award-winning neoprene UltraBib™, is revealing a range of new and exciting designs and collaborations for Spring 2018 at the Baby Show Excel from 2nd – 4th March.

Every parent knows that mealtimes with a baby or young child can be messy. Luckily, innovative baby accessory company, Bibetta has designed a collection of easy-to-clean practical feeding bibs and weaning tools to make the job easier.

Machine or hand-washable, Bibetta neoprene products are easy to clean after all the mess, and convenient for use in and out of the home. This spring sees the launch of new designs for the award-winning **Placemat with Pocket, UltraBib™** and **UltraBib with Sleeves™**



The UltraBib™ and UltraBib with Sleeves™ are firm feeding-time favourites. Made from soft, stretchy neoprene with a strong fastening, the bibs take all of the stress out of messy mealtimes. These bibs feature a fold-out pocket to catch any dropped food or drink.

New for Spring, the UltraBib™ and UltraBib with Sleeves™ are available in exciting new colours and designs, including cars, elephants, and an on-trend Scandi-inspired fox print. RRP £6.99 for UltraBib and £11.99 for UltraBib with Sleeves.

MEALTIME MESS WITHOUT THE STRESS!



Bibetta's neoprene **Placemat with Pocket**, designed to catch any dropped food is perfect for little ones throughout their weaning journey. With a non-slip backing to stop it sliding and a handy pocket which doubles as a compact clutch-style pack for easy carrying, it is convenient to take when eating out too!

New for Spring 2018 are fun and engaging Cars, Safari Animals and dinosaurs prints. RRP £14.99.



Launching at the Baby Show will be an exciting collaboration between Bibetta and the UK'S No.1 children's cookery author and feeding expert, Annabel Karmel. The new collection of feeding bibs will see a range of colours (blue, green and pink) of the high quality UltraBib™ and UltraBib with Sleeves™, all featuring the iconic Annabel Karmel apple, introduced from May. ***RRP £6.99 for UltraBib and £11.99 for UltraBib with Sleeves.***



Bibetta designs all its own products and prints in Cambridge, England, mixing clever ideas with high performance fabrics to ensure parents and little ones get the most comfortable, easy to use and durable products. Many are made with neoprene, the same material used to make wet suits, making it soft and stretchy, 100% waterproof, hand and machine washable, and quick to dry. All Bibetta's products have passed UK safety requirements and are BPA free, PVC free, phthalate free and AZO dye free.

Bibetta will be at The Baby Show Excel from 2nd – 4th March on stand N60, where there will be a number of discounts between 20-50%, the opportunity to pre-order the Annabel Karmel range at a discount of 20%, and also the chance to win a weaning bundle from Stokke, Bibetta and Annabel Karmel worth over £400.

Visit www.bibetta.com or like us on www.facebook.com/BibettaUK

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For all media and press enquiries, please contact kerry@mediasnug.com or call 07715 329191.

Notes for journalists and editors

Bibetta offers a range of award-winning practical products solutions for babies and toddlers, including washable changing mats, bibs, bottle insulators, burp cloths, and placemats.