



FOR IMMEDIATE RELEASE

March 2nd 2018

**BIBETTA PARTNERS WITH ANNABEL KARMEL TO LAUNCH NEW RANGE OF ULTRABIBS™**



**Bibetta, inventors of the award-winning UltraBib™, has teamed up with The UK'S No.1 children's cookery author and feeding expert, Annabel Karmel to launch a new range of feeding bibs for Spring 2018.**

Weaning can be a stressful time for parents, not to mention messy! For over 13 years, Bibetta has been using its innovative materials and designs to create an award-winning range of smart and practical products to help make everyday mealtimes fun and more relaxing.

The new Annabel Karmel collaboration will see a range of colours of the high quality UltraBib™ and UltraBib with Sleeves™, all featuring the iconic Annabel Karmel apple, introduced from May.

Naturally waterproof, soft and stretchy, machine and hand washable, the neoprene UltraBibs™ are perfect for messy mealtimes. The unique soft and springy fold-out pocket is a firm favourite with children who love to catch those valuable bits of food that all too often miss little mouths.



**The new Annabel Karmel Ultrabib™ range designed and manufactured by Bibetta Limited**

Having been a fan of Annabel Karmel's books as parents themselves, founders of Bibetta, Fiona and Paul Brown are excited to announce this latest partnership.

**Paul Brown, Director, comments** *"We are very excited to have this opportunity to work with Annabel Karmel and create this beautiful new range of bibs for the AK brand. The apples print in the three classic colourways looks fresh and cheerful and people have been bowled over by the smart look and amazingly soft feel of the materials. They are the perfect accompaniment for children learning to wean and fit well with Annabel Karmel's healthy food ranges and popular cookbooks."*

**Annabel Karmel, Founder & CEO comments,** *"I'm delighted to have partnered with Bibetta on the launch of a new Annabel Karmel range. Bibetta is known for its award-winning and innovative bib design and, when coupled with my 26 years of weaning expertise, it felt like the perfect tie-up. Fiona and Paul share my passion for helping to support busy families with practical advice (and products) to make everyday family life as smooth sailing as possible and as fun as it can (and should) be. The soft, colorful neoprene range of bibs are ideal for those entering the wonderful world of weaning and I'm thrilled to be in a position to finally reveal our exciting new collaboration together."*

**The new Annabel Karmel UltraBib™ and UltraBib with Sleeves™ will be available in pink, blue and green, from [www.bibetta.com](http://www.bibetta.com) and [www.amazon.co.uk](http://www.amazon.co.uk) from May 2018. RRP £6.99 for the UltraBib™ and £11.99 for the UltraBib with Sleeves™.**

**Visit [www.bibetta.com](http://www.bibetta.com) or like us on [www.facebook.com/BibettaUK](https://www.facebook.com/BibettaUK)**

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**For all media and press enquiries, please contact [kerry@mediasnug.com](mailto: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. Bibetta designs all its own products and prints in Cambridge, England, and mixes 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, which is soft, stretchy, 100% waterproof 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.