



**FOR IMMEDIATE RELEASE**

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## **Bibetta Ultrabibs sell in Finland's K-Citymarket stores**

Bibetta, the innovative baby products company, has expanded their international growth with launch into Finland. Bibetta's premium quality neoprene Ultrabibs are to be sold in all 81 K-Citymarkets across Finland. K-Citymarkets are a grocery division of Kesko Corporation, the leading Finnish trading company, and are modern hypermarkets offering customers diverse, extensive selections of food, as well as home and speciality goods in 58 towns and cities.

Lapsekas Oy, Bibetta's Finnish distributor, will be supplying Kesko in 2018 with a selection of six of Bibetta's modern print designs; Dinosaurs, Safari, Owls, Birds, Butterflies and Fish patterns.

Paul Brown, Bibetta's Founder and Creative Director, states, *"Scandinavian customers love the durable, high quality nature of our neoprene bibs combined with the cool, contemporary print designs so we are particularly excited that parents in all Finnish towns will be now able to buy our Ultrabibs for their babies during their daily shopping."*

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