

SMALL WORLD JOURNAL

The latest in juvenile products.



Itsi Bitsi Baby

NEWS



Mommy's Starlet

Itsi Bitsi Baby of Tucson, Ariz., has released a collection of breastfeeding shawls and bibs. The shawls are made from cotton, have Velcro straps for a secure fit and are washable. The bibs are soak-proof and come in patterns such as jungle, dots and sage. Wholesale prices are \$15 for the shawl and \$9 for a set of two bibs. Visit www.itsibitsibaby.com. • Pelham, N.H.-based **Babe Ease** has launched a collection of oversized burp cloths made from thick, absorbent cotton and are contoured to hang over the front and back of mom's upper body. The wholesale price is \$9.95 for a set of two. Call (800) 635-3899 ext. 201 or visit www.cleanshopper.com. • **Awakening Organics** of Phoenix has unveiled a collection of organic cotton clothing for infants and toddlers in sizes 0 to 4T. Pieces include bell-bottom jeans for boys and girls, kimono-inspired tunics and peasant shirts for girls, and jogging pants and polo shirts for boys. The wholesale price range is \$20 to \$65. Call (866) 458-8797 or visit www.awakeningorganics.com. • **Protect-a-**



Urban Crawl



VedaPure



Balboa Baby



Natural Mat

Bub of New York has updated its line with a new car seat sunshade, which fits all standard car seats for infants and toddlers and can be used in both rear- and front-facing positions.

They are made from a breathable fabric that also provides UPF 50+ sun protection. The wholesale price is \$14. Call (212) 570-1670 or visit www.protectabub.com. • **Mommy's Starlet** of

Burbank, Calif., has launched a tool that helps potty train boys. The Power Potty Program turns the potty training experience into a game by including a colorful contraption that rests over the toilet bowl. Kids are encouraged to go to the bathroom in the bowl to see the contraption change colors and receive a reward. The wholesale price is \$20. Call (818) 859-7403 or visit www.powerpottyprogram.com. • Miami-based **Off the Wall Designs** launches a line of T-shirts and mesh shorts for boys sizes 0 to 24 months. The clothing features screenprinted sports images, including hockey, baseball and football themes. The line will expand to include surfing and rock 'n' roll themes. The wholesale price range is \$9.50 to \$11.50. Call (908) 380-3783. • **Natural Mat** of Devonshire, United Kingdom, has unveiled a new line of mattresses, bed linens and mattress protectors made from natural fibers and raw organic material. The mattresses are 100-percent breathable, handmade and biodegradable. The bed linens include fitted and flat sheets, pillowcases, duvet covers and waterproof mattress protectors. The wholesale price range for bed linens and mattress protectors is \$22.50 to \$35; the mattresses wholesale for \$187.50 to \$312.50. Call (973) 691-5200. • **Infinitee** of New York has released a new collection of 100-percent cotton long- and short-sleeve T-shirts for boys in sizes 3 months to 12. The shirts feature appliques such as "C is for Charlie" and "D is for Dizzy" and wholesale for \$15. Visit www.infinitee.com. • **Baby Toes** of Livingston, N.J., has released new apparel for young girls. The updated collection features tank tops, shirts, two-piece pants sets and diaper sets (tank tops with matching terry diaper covers) in sizes 3 months to 24 months. Baby Toes also offers embellished socks in sizes 3/4 for



SCE Corp.



Babe Ease