

BRANDS TO STOCK IN 2012



Amēda
MUM INSPIRED. HOSPITAL TRUSTED.
www.ameda.co.uk



Angelcare
www.angelcare-uk.co.uk



Bravado
DESIGN FOR TREATMENT
www.bravadodesigns.com



Dr Brown's
Natural Flow
www.drbrowns.co.uk



ERGO baby
www.ergobaby.eu



Gabe and Grace
www.gabeandgrace.co.uk



hauck
FUN FOR KIDS
www.hauckuk.com



i'coo
www.hauckuk.com



medela
www.medela.co.uk



the miracle box
www.themiraclebox.co.uk



tidy books
Perfect homes for children's books
www.tidy-books.com



vital baby
www.vitalbaby.com



Pourty
www.pourty.com

Pourty – the potty that pours



Pourty Easy-to-Pour Potty is fast becoming one of the bestselling potties in UK. Parents like it because it is easier to empty and clean and more ergonomic. Children like it because it has a wide flat seating area and is made of soft plastic for greater comfort for the child. The Pourty has a unique patent pending pouring duct and anti-drip lip that allows you to empty the contents out of the back away from where the child or touches with no mess or dribbles. The Pourty has won several awards including Best New Product to Market 2010/11 from Practical Parenting. The Pourty's retail price is £9.99. The Pourty is available in blue, pink, white and purple direct from Pourty International Limited and also from Baby Base Wholesale.

Tel: +44(0)1453549755
Web: www.pourty.com
Email: jrathbone@pourty.com



My Carry Potty - full steam ahead for 2012

After a hugely successful 2011, My Carry Potty is not resting on its laurels. 2012 looks to be even better with the launch of the new potty training book, a large consumer PR campaign planned and more genuine help for troubled potty-training parents.

2011 has seen a flurry of awards, a brand new video, a very successful facebook/social media campaign, the world's most expensive potty, TV appearances and national newspaper coverage of the inventor Amanda Jenner and the launch of the beautifully illustrated potty training book. With a young, driven and already successful entrepreneur behind the brand, 2012 is sure to be even more exciting!

"George and Hollie and the Magic Carry Potties" training book is written so the whole potty training experience is fun and successful for parents and children. It includes a reward chart and stickers to inspire children to use their potty every time, RRP £6.99.

My Carry Potty is available in yellow, pink or blue and retails at £24.99. Unlike a regular potty it has been designed to use anywhere. Fitted with an ingenious rubber seal and clip shut lid, it's completely leak and odour-proof with no messy bags.

Tel: 01730 895761
Web: www.cheekyrascals.co.uk



Potties with Character at www.babybrandsdirect.co.uk

Price thinks potty training should be fun for so they developed the Potty Friend and Cheerful Step Stool to help encourage children to make the transition from potty to toilet easier. The potty looks like a real toilet and has toilet flush, toilet paper and fully functioning toilet. Toddlers are rewarded with phrases and 2 sing-a-long training songs for their 'contributions' to help with return trips! With a removable bowl it makes it easy for parents to clean the bowl.



Fisher Price
play. laugh. grow.
www.babybrandsdirect.co.uk
great brands, great products at great prices

The matching character step stool features a cheery character with hands and feet so they know how long to wash hands and when to brush teeth. Based on widely recommended standards, 30 second and a 2 minute brush your teeth, these tunes helps toddlers know when to stop. All products are available from leading on-line wholesaler Baby Brands and held in stock for immediate delivery alongside other character products from Fisher Price in addition to other potty training products from other brand names like Beaba and Munchkin.

0845 370 8370
www.babybrandsdirect.co.uk
sales@babybrandsdirect.co.uk

The New and Improved BecoPotty, now complete with a BecoSeed pack



New for January 2012, the award winning BecoPotty is back with an improved design. Larger and more ergonomic, the BecoPotty is just as eco-friendly but now far more comfortable. Made from bamboo and rice husks, the BecoPotty is completely sustainable to produce, durable in the home and also biodegradable once in landfill. What's more, it costs the same as a non eco potty and does just as good a job.

After potty training, BecoThings encourages parents to help their children take the BecoPotty into the garden and bury the potty in the flower bed – the end of potty training! To celebrate the new BecoPotty, BecoThings will be adding a free pack of sunflower seeds to every potty, so the child can bury the potty and then plant the sunflowers...Now that's a potty incentive! The new BecoPotty retails at £9.99.

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