



## Vendor Updates

### Crown Crafts Acquires Infant and Toddler Line

Gonzales, La.-based Crown Crafts recently acquired the infant and toddler product line of Springs Global, a home furnishings supplier based in Fort Mill, S.C. "The addition of Springs' infant and toddler product line is expected to expand the company's toddler business from \$1.3 million to \$17.5 million," said E. Randall Chestnut, chairman, president and CEO of Crown Crafts.

Thomas O'Connor, executive vice president of Springs Global, said the decision reflects his company's continued focus on three core businesses: bed, bath and basic bedding.

### RC2 Develops Consumer-Friendly Branding

RC2 Corporation of Oak Brook, Ill., which offers a stable of toy and juvenile product brands including The First Years, Lamaze and Compass, will brand all products under the Learning Curve banner. "The new name will better reflect

the commitment to the consumer," stated Greg Miller, senior vice president of consumer teams at

RC2. "It's more consumer-oriented than 'RC2.'"

The company's goal is to build consumer awareness of the Learning Curve moniker through new product introductions, relationships with moms through its deal with WhatToExpect.com, consumer feedback on LearningCurve.com and advertising. The new Learning Curve logo will also be added to all packaging.



Personalized Pacifiers



Baby Kaed



Budding Family Publishing



Sakura Bloom



Bibi & Mimi

## NEW LINES

• **Goober Baby Designs** of Vancouver has released a line of "in the bag" products to help moms stay organized. The collection includes a change purse, changing mat and tote bag, allowing moms to carry baby necessities while looking fashionable. Wholesale prices range from \$9 to \$15. Call (604) 880-5433 or visit [www.gooberbaby.com](http://www.gooberbaby.com).

• **Personalized Pacifiers** of Henderson, Nev., allows shoppers to give pacifiers an individual touch. The pacifiers, made of toxin-free latex or silicone, come in a variety of colors and are personalized with a baby's nickname or short phrase. Wholesale for \$3.50. Call (866) 578-9651 or visit [www.personalizedpacifier.com](http://www.personalizedpacifier.com).

• **Personalized Pacifiers** of Angeles-based Tees & More has released a new "Journey" book, with an artisan aesthetic. The album features Swarovski crystal accents. Made with the album photo documents. The price ranges from \$12 to \$15. Call (800) 99-TERRA or visit [www.terraditions.com](http://www.terraditions.com).

• **Budding Family Publishing** of Oceanside, Calif., has released a new diaper bag, designed with sleek leather in either Night Black or Espresso Brown, is equipped with side bottle pockets and a pacifier pouch so dad can carry everything he needs. The wholesale price is \$98. Call (888) 488-8081 or visit [www.babykaed.com](http://www.babykaed.com).

• **Baby Candy** of Aurora, Colo., has launched a new line of baby and toddler one-pieces and tees. All items are made to order and available in a variety of colors and styles, including candy-themed designs and sayings such as "100% Sugar," as well as a Customized Collection that can be personalized with a child's name. Each item comes wrapped like candy with its own "nutrition" label. The wholesale price range

for the collection is \$9 to \$12. Call (800) 491-7908 or visit [www.baby-candystore.com](http://www.baby-candystore.com). • **Manhattan Beach, Calif.-based Budding Family Publishing** has debuted a line of greeting cards for siblings-to-be. The four styles are geared for kids ages 1 to 5 and feature a spot for their photo with wording, such as "Look who's going to be an older sister!" Opening orders are \$100 and include 54 cards and an acrylic display; cards wholesale for \$1.63 each. The company plans to add other children's milestone cards later this year. Call (800) 702-4466 or visit [www.buddingfamily.com](http://www.buddingfamily.com).

• **Sakura Bloom** of New York City has released a new line of baby and toddler one-pieces and tees. All items are made to order and available in a variety of colors and styles, including candy-themed designs and sayings such as "100% Sugar," as well as a Customized Collection that can be personalized with a child's name. Each item comes wrapped like candy with its own "nutrition" label. The wholesale price range

for around \$60. Call (617) 905-3868 or visit [www.sakurabloom.com](http://www.sakurabloom.com). • **New York-based Bibi & Mimi** has added sock sets to its line, which launched in January '07 with one-pieces. Each set consists of six pairs packaged in a gift box with a ribbon handle. Nine sets are available, including the already popular "Mood Socks" featuring the words Happy, Cranky, Giggly, Moody, Sleepy and Stinky. The socks fit babies 0 to 12 months and sets wholesale for \$9.50. Call (212) 665-1652 or visit [www.bibi-andmimi.com](http://www.bibi-andmimi.com).

