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## **Baby Accessories Company Debuts New, More Contemporary Prints**

New waterproof line will supplement existing organic collection

(Scottsdale, Ariz.) – Bumkins Finer Baby Products, a home-grown baby accessories company, debuted its new Elements prints collection which showcases Bumkins’ signature waterproof fabric along with new a new, softer color pallet designed to partner with the colors in the Bumkins’ organic collection.

“Our new Elements collection is perfect for moms who prefer a softer, more modern look,” said Jakki Liberman, President of Bumkins Finer Baby Products. “Combined with the soft, yet durable waterproof fabric, I don’t think there’s another collection that compares to it.”

The Elements collection is available in waterproof bibs, aprons, smocks and diaper bags. The one-of-a-kind material is completely PVC, lead and phthalate free.

Bumkins waterproof fabric has always been free of harmful chemicals, while some companies are still making the switch. Lead, PVC and phthalates have been a hot topic in the baby products industry lately because their potentially harmful side-effects. PVC (Polyvinyl chloride) contains phthalates, a plasticizer that makes kids’ toys and other accessories, more soft and flexible. Studies have shown that PVC can leak from a product when pressure is applied to it and possibly be ingested and lead to health problems. Lead can also be present in children’s toys and can be hazardous to the health and safety of children.

*Bumkins Finer Baby Products is based in Scottsdale, Arizona and was founded over fifteen years ago by Jakki Liberman, who through necessity, developed the All-In-One Cloth Diaper to assist her in caring for her four children. Bumkins has grown to offer an ever-expanding line of premium baby apparel and accessory products with a strong focus on function and design.*

*For more information visit [www.bumkins.com](http://www.bumkins.com)*

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