



## **FOR IMMEDIATE RELEASE**

### **Bumkins Launches SuperBag for Super Parents**

*High-performance Fabric Adds Durability to High Style*

Scottsdale, Ariz. -- November 21, 2004 -- Bumkins Finer Baby Products is pleased to announce the newest addition to its product line. The SuperBag by Bumkins is the latest innovation to come from an industry leader of high-performance baby products. Based on Bumkins' proprietary waterproof fabric, the SuperBag is the ideal solution for the modern parent because of its sharp design, stain-resistant properties, sophisticated styling and most importantly, its sturdy wash-ability. Bumkins' signature high-tech fabric first appeared in the SuperBib, swiftly making it the leader in its product class and garnering awards year after year. The unique SuperBib won the hearts of parents everywhere with its goo-resistant, mess-fighting, stain-scorning, baby-friendly material. Similarly, the best feature of the SuperBag line is that it cleans up so easily with a simple wipe down or a machine washing.

The SuperBag intelligently combines the hardest working fabric with high-fashion prints to offer infant caretakers a supplies tote that has a sophisticated, adult look. Constructed in a smart, reversible shape, the SuperBag easily converts to a toned-down black with a fun peek of the chic print. Its multiple pockets make baby care on-the-run convenient – and transitions well into a multi-purpose tote.

The stylish cleverness of the SuperBag comes in two sizes: Grande and Demi. The Grande has a separate changing pad and is generously proportioned to hold all of the supplies needed for out-of-home childcare. The Demi is sized for just the essentials and is particularly suited for toddler needs. For extra convenience, the Poco pouch is a small carrier for important items such as keys, cell phones, PDAs and wallet contents. Its toggled wrist strap is easy to attach to a SuperBag.

### **About Bumkins® Finer Baby Products**

Now in its fifteenth year of business, Bumkins® manufactures a unique line of premium baby products, conveniently organized into four categories: Waterproof Bibs, Cotton Classics, Diapers & Naturals and Gifts Sets. Each category offers a distinct and



recognizable look with packaging to reflect each group. In 2003 Bumkins® launched an expansion of their waterproof products to include SuperBags – the perfect diaper bag or beach bag -- and multi-purpose aprons, ideal for kitchen, garden and art projects. Consumers can expect Bumkins® to provide easy care and thoughtfully designed products with an assortment of quality fabrics and fun prints. Bumkins® Finer Baby Products are sold exclusively through better baby stores and department stores including One Step Ahead, Amazon.com, Babies 'R Us (Web only) and Babycenter.com. Experience Bumkins® at [www.bumkins.com](http://www.bumkins.com) or call 1-866-Bumkins.

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