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PVC, Vinyl and Phthalates, Oh My!

Bumkins is Committed to Fighting the War on Vinyl

SCOTTSDALE, AZ – February 20, 2008 – Nowadays, parents' fears expand far beyond the perils of sharp corners and bee stings. In recent years, screening children for high levels of chemicals such as lead and phthalates has become as common as a yearly flu shot. Such concerns are causing parents to make more informed purchasing decisions for their families. In the wake of lead recalls of last year, many leading brands were pulled from store shelves as Bumkins Finer Baby Products® was put in their place, proving to have the edge on product safety.

"Parents trust retailers," said Jakki Liberman, founder and President. "Companies need to take the extra care to act responsibly and realize providing a safe product comes before low price." Simply put, the Bumkins' difference is in its material, making for safer products while maintaining high performance. Bumkins' award-winning waterproof material is 100% polyester, making it vinyl-free and therefore safer for consumers. Vinyl, which is a common material found in children's products, is often a source of lead, PVC and the hormonal-disrupting chemical phthalates.

Phthalates (pronounced THA-lates), are a family of chemicals that are commonly used in children's products for their ability to soften many types of plastics. They are often recognized as giving vehicles their distinctive new-car smell. Bumkins feels that babies should smell of lavender fields and lemongrass, not new cars. Studies show that high levels of phthalates have proven to cause challenges with reproductive development in children. Other studies, reported by CNN, have lead researchers to believe childhood exposure to lead can cause learning problems, reduced intelligence, hyperactivity and attention deficit disorder. The good news is researchers agree high levels of lead are directly related to an individual's environment. Therefore parents can greatly decrease their child's exposure by choosing products with low levels of chemicals.

Bumkins' waterproof SuperBib® can be found nation-wide at Babies R' Us and other known retailers in a wide range of prints for baby.

Based in Scottsdale, Arizona, Bumkins Finer Baby Products was founded by Jakki Liberman, who through necessity, developed the original Bumkins products 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.

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