



## **Spongex launches new American-made baby products sector**

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Tarboro, N.C. - Thermoplastic products manufacturer Spongex, maker of pool noodles and wine corks, is branching out into the baby gear sector with a new line of American-made baby products called Soft Gear.

Soft Gear is a line of foam-based products that are dishwasher-safe, latex-free, mold and mildew resistant, antimicrobial and lightweight, and includes boosters, placemats, kneeler pads, changing pads, and nap mats. Retail price points range from \$9.99 to \$39.99.

The company plans to market the Soft Gear line, which is initially being sold at Target and select retailers, as American made.

"By some estimates, if each American spent just one percent - 18 cents - more per day on American-made goods, it could create 200,000 new jobs," said Richard Henry, Soft Gear national sales manager.

Soft Gear is headquartered and manufactured in North Carolina and its parent company, Spongex, was established more than 50 years ago. Soft Gear utilizes Spongex's exclusive Aqua Cell foam technology. Made only in the U.S.A., this exclusive formulation and custom molding process produces closed-cell foam.