



The Shopping Mama

the source for unique & fabulous things mamas want for little ones.

SOFT GEAR: AMERICAN MADE BABY & KID GEAR



Soft Gear is a new American-made company offering baby and kid gear. But, the company isn't your average start-up. Soft Gear comes from a company with over 50 years experience creating foam products. They've leveraged that knowledge to create a line of anti-microbial foam based baby and kid products. The unique material means Soft Gear is germ and mold-resistant,

provides a non-slip surface, is non-absorbent, non-allergenic, chip and fade-resistant, as well as easy to clean and dishwasher-safe. Phew. It's exhausting rattling off all those benefits.

About Soft Gear

Soft Gear is line of foam-based, anti-microbial, dishwasher-safe baby products. This 100% American-made line is introduced by Spongex, a leading household and pool product manufacturer for more than 50 years.

In the Kitchen with Soft Gear

The Soft Gear My Booster is a well-designed seat that is perfect for giving your tot a little extra height to get up to the table. The My Booster is made from the super cool Soft Gear foam material which means its very lightweight. The material is very easy to clean and with no nooks or crannies or hard to reach areas. It has some unique features like suction cups on the bottom to keep it in place, and hand holds on the sides. The seat is very cushy and comfortable and suitable for both of my kids. It's ideal for my 4.5 year old who doesn't sit still and isn't quite tall enough to make it to the table without a little boost.





Another great Soft Gear product for the kitchen is the My Place Mat. This clever little place mat actually stays pretty still on a table – a near miracle when dining with toddlers. The mat



is raised a bit so it's different from your typical flat place mat. The place mat has spots on each mat to help your tot keep their meal time essentials in place – a round spot for a cup, spot for plate, fork and spoon, etc. I love that the edges have the numbers 1 through 20 and the alphabet from A to Z. My daughter has fun counting and trying to identify the letters.

To Buy or Not to Buy

To Buy... The My Booster is definitely a winner for kids at that in between high chair and only chair stage. It's easy to clean, anti-microbial and soft to the bum. It's light enough to take it with you on the go, too.

Or Not to Buy... The raised profile of the Plate Mat makes it a little more difficult to use than standard place mats – and by that I mean my daughter's cup fell off the mat.

Shop! Soft Gear is available at Target online and in select stores. The My Booster is \$40. Make sure you keep up with Soft Gear on Facebook for the latest product information from this new brand.