

Advertisement



## 9th Annual ABC Kids Expo

Sept. 23-26, 2011  
Louisville, KY  
REGISTER TODAY!

Advertisements

Reach more members  
of the Juvenile Industry.  
Advertise your products  
where it counts!



Baby & Children's Product News

The most cost-effective  
trade publication  
targeting juvenile  
products buyers—  
everything they need  
for their store  
all in one magazine!

**BABY & CHILDREN'S**  
PRODUCT NEWS

615-302-0464

[www.babyandchildrensproductnews.com](http://www.babyandchildrensproductnews.com)

follow us  
on  
twitter

### PARENTS GEAR UP FOR BABY WITH AMERICAN-MADE PRODUCTS

#### Hot Products



#### Parents Gear Up for Baby with American-Made Products

Spongex, the market leader in thermoplastic products, recently launched its American-made baby gear collection, Soft Gear™ at the company's new website [www.softgearbaby.com](http://www.softgearbaby.com). Designed for the parent on-the-go, this specialty line of foam-based products is available nationwide for infants and toddlers. The range of products are dishwasher-safe, antimicrobial, and lightweight, designed for dinnertime, naptime, changing time, and bath time.

The 100 percent American-made products pass the highest international safety standards and inspections, including CPSIA and ASTM-compliance.

"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," says Richard Henry, Soft Gear national sales manager.

Soft Gear products are latex-free as well as mold and mildew-resistant. The products are comfortable, durable, and contain an antimicrobial agent that prevents microorganisms from degrading the product. When germs accumulate on competing products, they grow overnight; in contrast, many germs decrease or actually disappear on Soft Gear products, according to the company.

Soft Gear products, including booster seats, kneeling mats, changing pads, nap mats, and placemats, are available in a variety of attractive colors. Suggested retail pricing includes Soft Gear Booster (\$39.99), Soft Gear Placemat (\$9.99), Soft Gear Kneeler Pad (\$9.99), Soft Gear Changing Pad (\$24.99), Soft Gear Nap Mat (\$29.99), and Soft Gear Deluxe Nap Mat (\$39.99).

**About Soft Gear™:** Soft Gear is headquartered and manufactured in North Carolina. Spongex, Soft Gear's parent company was established over 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 the world's best quality closed-cell foam. Soft Gear is practical for everyday use and enables infants and toddlers alike to eat, learn, bathe, and sleep in comfort and style. Soft Gear products are also antimicrobial and nonslip which ensure children's safety. For more information visit us at [www.soft-gear.com](http://www.soft-gear.com).

Advertisement



Don't miss more of the newest products  
personally selected by our editors!  
Subscribe Today!