



BreathableBaby®

2020 Press Kit





BreathableBaby®

Thank You for Your Interest in Us!

Please take a moment to review our brand guidelines. If you have press inquiries or if you'd like to write about us, email us at sales@breathablebaby.com. We'd love to chat with you!

- ① The BreathableBaby® logo is precisely proportioned. The size and position relationship between the symbol and logotype must remain intact.
- ② The logo's shape, proportion, color and orientation must not be altered in any way.
- ③ Clear space must surround the logo on all sides in such a way that no type, design, or photographic elements encroach on the logo.
- ④ Please write our name as BreathableBaby® or BreathableBaby, LLC, spelled in title case with a capital B for Breathable and also a capital B for Baby. There is no space between the words. It is not spelled Breathable Baby®, breathablebaby® or breathable baby®. The words can only be written in lower case when referring to the domain, breathablebaby.com. After the first reference using BreathableBaby® or BreathableBaby, LLC, you may choose to use BreathableBaby.
- ⑤ When using the trademark Breathable, use ® when referring to mesh crib liners and ™ when referring to mesh cribs.



We'd love to chat with you!



@breathablebaby

#breathablebaby

Link to Digital Artwork:

www.dropbox.com/sh/i3x7ths4d623pi2/AADshpzAShow6fa-WO2G10owa?dl=0



BreathableBaby®

Give your baby
a safer night's sleep



Breathable



Safety
tested



Parent-loved

Founded in 2002, BreathableBaby® designs, manufactures and sells simple, smart, safe sleep products that help caregivers feel confident and in control. Safety has always been first, which sparked the invention of the Breathable® Mesh Crib Liner, an alternative to conventional crib bumpers. Safety is the starting point for design, and BreathableBaby takes extra steps, like consulting with doctors, funding sleep research, and applying rigorous testing protocols, to make sure all products are safer for families.

With nearly 5.0 million Breathable® Mesh Crib Liners sold, BreathableBaby is committed to be an industry leader in safe sleep by providing parents with products and knowledge that make life easier. Building on years of research and committed to do their part to help reduce the incidents of SIDS and accidental suffocation, BreathableBaby expanded its line-up to include Swaddle Trios with a unique arms up, arms down, arms out feature to grow with baby, Active Swaddle Blankets constructed from premium activewear fabric for parents on the go, Bedding Gift Sets for giving the gift of safe sleep, and the most innovative products yet, Breathable™ Mesh Cribs. These stylish cribs combine the strength and integrity of traditional wood cribs – with the peace of mind that's possible only with BreathableBaby's patented Breathable™ mesh. Cool, unrestricted ventilation and zero risk of arms or legs getting stuck between slats. Say hello to the new standard in cribs.

BreathableBaby products can be found online at Amazon, Target, Walmart and BuyBuyBaby and in over 7,500 retail stores in the US, Canada, and select countries worldwide. For more information, go to breathablebaby.com.

BreathableBaby is privately held and headquartered in St. Louis Park, MN.





The BreathableBaby® Family

Jen Loesch

Jen joined BreathableBaby as Chief Executive Officer in January 2019. Prior to BreathableBaby, Jen was general manager of Sojos, a pioneer in raw, rehydratable dog food and gourmet treats. Before Sojos, Jen worked for Petco, where she was vice president of merchandising for six years. During her tenure, she led hardlines, softlines, and services and built a number of successful private label brands. Jen was recognized as a 2018 Pet Age Women of Influence winner for her dedication and positive impact in the pet industry.

Earlier in her career, Jen gained experience across product development, procurement, operations, supply chain, marketing and e-commerce with 3M, Imation, Eastman Kodak, Honeywell, Best Buy, and Target.

Robb Van Dell

Robb joined BreathableBaby as Chief Financial Officer in January 2018. Prior to BreathableBaby, Robb was a group controller at Wells Fargo, responsible for the management and financial reporting of their \$32 billion Real Estate Investment Trust, including navigating the REIT through an initial public offering in 2014. Before that, Robb served as the technical accounting policy resource for Wells Fargo's Treasury department, focusing on projects involving structured finance, fair value, and hedging relationships in support of Wells Fargo's liquidity and funding operations.

Prior to Wells Fargo, Robb was an audit manager within Ernst & Young's external auditing practice, gaining broad experience in the auditing, financial reporting, and technical accounting functions.



The management team is a diverse collaborative group who bring their own in-depth knowledge, expertise and experience to the BreathableBaby® family.

Darrell Vincent

Darrell joined in January 2018 as Vice President, Product Design and Development for BreathableBaby. Prior to BreathableBaby, Darrell was vice president of product development and general manager of the baby products business unit for 11 years at Summer Infant Inc. During this tenure, he developed a multitude of market leading products in both soft lines and hard goods. Prior to Summer Infant, Darrell was director of product development for the baby division at Springs Global.

Darrell brings 20 years experience in product development with additional responsibilities for supply chain management, merchandising, marketing, and sales.

Melissa Niebes

Melissa joined in February 2019 as Vice President, Sales & Marketing for BreathableBaby. Prior to BreathableBaby, Melissa was vice president of sales for Reckitt Benckiser Group plc (RB), a producer of health, hygiene and home products. Prior to RB, Melissa worked for L'Oreal for six years and most recently led customer marketing for Maybelline, Garnier and Essie brands.

Melissa brings an extensive background in merchandising, supply chain, marketing, and e-commerce within the beauty and healthcare industries. Her prior experience includes Dollar General, Target, Honeywell and Best Buy.