



FOR IMMEDIATE RELEASE

The Breathable® Mesh Mini Crib, A New Standard for Cribs Helps Families Rest Easier

Not just a new concept, a new standard.

ST. LOUIS PARK, Minn, March 1, 2020 – BreathableBaby® announced the launch of their new Breathable® Mesh Mini Crib that sets a new standard for cribs. It combines the strength of traditional wood construction—with the peace of mind that’s possible only with their patented Breathable™ mesh.

Inspired by the patented and proven Breathable™ Mesh Crib Liner, the new Breathable™ Mesh Mini Crib helps welcome babies home with an extra measure of confidence and control. The strong but gentle mesh sides ensure unrestricted ventilation—and at the same time, eliminate any risk of arms and legs becoming trapped between slats.

“Babies sleep 14–17 hours a day, so we know how important a crib is as the cornerstone to a safer night’s sleep,” said BreathableBaby CEO, Jen Loesch. “After nearly 20 years of selling our Breathable® Mesh Crib Liners and hearing moms and dads want a better solution to limb entrapment, we took matters into our own hands. We are proud to launch the first crib of its kind combining the strength and integrity of traditional wood cribs—with the peace of mind that’s possible only with our patented Breathable™ mesh. Cool, unrestricted ventilation. Zero risk of arms or legs getting stuck between slats. And we launched in a mini size for smaller spaces and to support room sharing, recommended by the AAP to reduce the risk of SIDS by up to 50%. And at only \$299.99 MSRP, it helps provide a safer night’s sleep.”

The Breathable™ Mesh Mini Crib is made from sustainable New Zealand pine and California Air Resources Board (CARB) compliant composite, leaving our planet a little bit cleaner. Classic, clean and safe. Free from all the bad stuff (non-toxic paint, no lead, phthalates, or formaldehyde). And designed to grow with baby from newborn to 24 months or 35" in height, with a two-position adjustable mattress support.

The Breathable™ Mesh Mini Crib can be found online at Amazon, Target, Walmart and BuyBuyBaby.

About BreathableBaby, LLC

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 www.breathablebaby.com.

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

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