



FOR IMMEDIATE RELEASE

Breathablebaby® EcoCore™ Crib Mattresses Give New Life to Plastic Bottles

ST. LOUIS PARK, Minn, March 1, 2020 – BreathableBaby® announced the launch of their new EcoCore™ Crib Mattresses, constructed from an eco-friendly, poly fiber core made from 100% recycled plastic bottles. Simple. Smart. Safe Sleep.™ and better for the planet.

In addition to giving new life to plastic bottles, the cores contain no latex, glue, foam or springs for a more comfortable and safer night's sleep. The carefully crafted cores provide pressure relief and posture support, while remaining ultra-lightweight, making sheet changes easy. And surrounding the core, the soft touch covers are spun from fibers that are naturally flame-retardant, with no VOCs, phthalates or chemicals. They are also naturally resistant to dust mites, mold, mildew and other allergens.

“We are committed to be an industry leader in safe sleep by providing parents with products and knowledge that make life easier. That’s why we take a research-driven approach to designing high-quality sleep products and ensuring little loved ones are surrounded by only the most carefully selected, safe materials. And we strive to keep things simple. We do the research so parents don’t have to. That’s why we are proud to launch our EcoCore™ Mattresses to support parents, and their little loved ones, while helping to minimize the impact on their planet.” said BreathableBaby CEO, Jen Loesch.

BreathableBaby® offers three distinct products for families to choose their sleep preferences. The EcoCore™ 200 Crib Mattress (MSRP \$119.99) uses over 200 recycled bottles and provides a fully reversible firm sleep surface to support infants up to 12 months of age. The EcoCore™ 250 Crib Mattress (MSRP \$159.99) uses over 250 recycled bottles and is a versatile, dual-sided crib mattress that transitions from infant-to-toddler with a quick flip. The EcoCore™ Organic 300 Crib Mattress (\$199.99) uses over 300 recycled bottles and is also dual-sided for infants and toddlers. The 300 also has a high-density core for enhanced support and an organic cotton cover for an extra touch of goodness.

BreathableBaby® EcoCore™ Mattresses 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 on 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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