



FOR IMMEDIATE RELEASE

BreathableBaby® Finalist for IHA Global Innovation Award

ST. LOUIS PARK, Minn, March 1, 2020 – BreathableBaby® was announced as a finalist for the IHA Global Innovations Awards for product design in the new Sustainability category. The Breathable™ Mesh Mini Crib was one of more than 400 entries judged by a panel consisting of industry experts and news media that included housewares merchants, consumer editors, bloggers and many distinguished industry designers.

The Breathable™ Mesh Mini Crib sets a new standard for cribs. It combines the strength of traditional wood construction—with the peace of mind that’s possible only with BreathableBaby’s 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.

“Congratulations to all of the finalists for an IHA Global Innovation Award for product design,” said Derek Miller, IHA president. “Our world-renowned IHA program is the ultimate awards event in the industry, honoring excellence in housewares retail, product design, student design and booth presentation.”

The Breathable™ Mesh Mini Crib will be on display along with fellow global honorees in a new exhibit in the Hall of Global Product Design in the Grand Concourse Lobby of the North Building. It will also be in the New Product Showcases located in the Buyers Club and in the BreathableBaby® exhibitor booth in the South Building Level 3 - Hall A, Booth S2878. The Inspired Home Show, formerly the International Home + Housewares Show, opens at 10 a.m. on March 14 and runs through 3 p.m. March 17.

The 70 finalists in each of 14 categories, will be announced in during the invitation-only Global Innovations Award dinner Saturday, March 14 during The Inspired Home Show 2020, IHA’s Global Home + Housewares Market. The Inspired Home Show will feature more than 2,000 exhibitors and 51,000 total attendees.

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.

About International Housewares Association

The International Housewares Association is the 82-year-old voice of the housewares industry, which accounted for (US)\$394.3 billion at retail worldwide in 2018. The not-for-profit, full-service association sponsors the world's premier exposition of products for the home, The Inspired Home Show, IHA's Global Home + Housewares Market (TheInspiredHomeShow.com), and offers its 1,400 member companies a wide range of services, including industry and government advocacy, export assistance, industry and consumer trends through the IHA Market Watch, executive management peer groups, a B2B community at Housewares.org group buying discounts on business solutions services and direct-to-consumer engagement through TheInspiredHome.com.

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