

Media Statement – 31 July 2008

Lola & Ben® Sleeping Bag - '4 Seasons in 1 Bag'

What inspires an agriculturalist and a financial analyst to design a functional and versatile New Zealand made merino and cotton baby sleeping bag??

Together Trina Parker and Sigi Schmitt have designed a merino and cotton sleeping bag for their children and to meet the needs of busy mums who demand quality functional products for their children as well as filling a gap in the market.

Their Lola & Ben® Sleeping Bag is designed to adapt with the seasons featuring an interchangeable merino liner to change with the seasons. One sleeping bag will be well used and loved by babies for the first two years of their lives - eliminating the need to buy sleeping bags for each season as is sometimes the case with other bags on the market.

These enterprising Pukekohe mums are passionate about New Zealand made products. All Lola & Ben® products are made by skilled artisans an hour south of Auckland. The Lola & Ben® range of New Zealand made style for little ones is also proving popular with tourists who value quality and genuinely New Zealand made products made from the pure & natural fibres of cotton and New Zealand merino.

The Lola & Ben® Sleeping Bag is designed so the merino liner can be separated from the cotton outer for washing. Merino is naturally stain repellent so often an airing will suffice. Merino washing needs vary from cotton's therefore these can be catered for with the design of their sleeping bag. Lola & Ben® Sleeping Bags combine the durability of cotton with the versatility of the interchangeable merino liners.

Mums in the southern hemisphere are taking up on the baby sleeping bag trend. In Europe they are considered the norm. Some medical professionals are recommending natural fabric sleeping bags which may aid baby temperature regulation and prevent baby from being trapped under blankets, which may be a cause of SIDS. Trina & Sigi are vigilant on only using natural products such as cotton and merino with their newborns, never polyester which doesn't breathe and can become too hot.

Another feature of this great product is the double ended zip feature of the unique design enabling easy access for changing babies. With the diagonal zip, it opens up flat, so it is easy to put baby into. While a baby may wake in the night for many reasons, when using the Lola & Ben® sleeping bag a baby won't wake up through being cold as they can't kick it off.

Lola & Ben® Sleeping Bags are available on www.lolaben.co.nz with worldwide postage available.

Being an agriculturalist Trina can depict the virtues of New Zealand Merino and Sigi's financial skills certainly are well used especially in market analysis. So their skills are still being put to good use.

Media enquires please call 0274872524 or ++64 9 2384091 or ++64 9 2390053 or info@lolaben.co.nz more pictures and copy are available upon request.

Retail enquiries welcome info@lolaben.co.nz

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