

Media Statement – 15 September 2008

## **Necessity leads to invention**

Back in 2005, new mums and friends Trina and Sigi soon discovered how important a comfortable sleeping baby is to their households.

They soon found their newborn babies could either wriggle under their blankets, which scared them and when their babies grew they started to kick their blankets off, and would wake up cold.

They purchased sleeping bags for Trina's Ben and Sigi's Lola. Desperate to improve the functionality of what was currently available they got their sewing machines out. What they came up with was the Lola & Ben® Sleeping Bag – 4 Seasons in 1 Bag – the world's only Merino and Cotton sleeping bag with an interchangeable merino liner. These sleeping bags are made in Pukekohe and their quality is exceptional.

New Zealand has the typical four seasons, and it can change on a daily basis. Their sleeping bag is designed so baby can always be at the perfect temperature. The Lola & Ben® Sleeping Bag removes the need to buy separate bags for each season. Sometimes merino is too hot, so they recommend using the cotton outer only, then in spring, autumn and cooler summer days and nights the 150gm New Zealand Merino liner is ideal. For those in cooler climates they provide the 300gm New Zealand Merino liner.

Their report and feedback received has backed this up, that the Lola & Ben® Sleeping Bag is a dream to use and care for. Another important feature enables the merino to be separated from the cotton for washing. Merino is naturally stain repellent so may not need washing as often, whilst the cotton outer can be soaked and washed with no fuss at all.

The Lola & Ben Sleeping Bag is available at [www.lolaben.co.nz](http://www.lolaben.co.nz) and at selected retailers.

More information is available, please contact [info@lolaben.co.nz](mailto:info@lolaben.co.nz) or 0274872524

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