

# Kit for Kids<sup>®</sup>

Care • Develop • Grow

*The cot mattress experts*



2015 / 16



# Care Develop Grow

We create products to improve the lives of children worldwide. We focus on the aspects of a child's journey that really matter; Care, Development and Growth.

**Kit for Kids**<sup>®</sup>  
Care • Develop • Grow



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# The Kit for Kids<sup>®</sup> Philosophy

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## We are the cot mattress experts.

*From our cot mattresses where safety in the sleeping environment is so important through to our nursery accessories where convenience, quality and child development are a necessity, we continuously support the child throughout their early years.*

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## We follow a scientific and disciplined approach towards development, ensuring we meet global standards for all our products.

*The result is a range of award winning high quality products developed with safety in mind. Our purpose built manufacturing facilities and distribution centres can meet your corporate requirements across the globe.*

What

How

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## We believe in the Science of Safer Sleeping.

*Our culture is based on the values of being honest, ethical and a visionary market leader. We align ourselves with those who share our vision and beliefs.*

Why



# Sales & Marketing Support

We help the retailer to create an emotional connection with the consumer whilst giving them the knowledge they need for an informed decision. We assist the retailer in upselling this category to make it a major contributor to growth.



Always at the forefront of innovation, with Dual core and Easycare patents pending.

ec  
Easycare

dual  
core



Sharing technical support and consumer insights through social media.



FSDU and Point of Sale displays, including tick charts to help create in store theatre.

In store staff training programme and personalised training guides.



A range of sample cubes with informative printed cases.



Online web support, including tailored landing pages and videos.



*The Kit for Kids experience,  
working together to build  
long-term strategic partnerships.*

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**Join our journey,  
let's grow together**

**Kit for Kids**<sup>®</sup>  
Care • Develop • Grow





# Cot Mattresses

A cot mattress is not just a cot mattress, it is the interaction of the inner support core, a comfort layer, and the outer technical layers. Our comprehensive range of mattresses has been designed to suit the different needs of a diverse range of customers.

Kit for Kids has pioneered the use of the Upsell Chart to provide a clear and logical comparison for the consumer. It also provides the retailer with a natural upsell and price architecture.

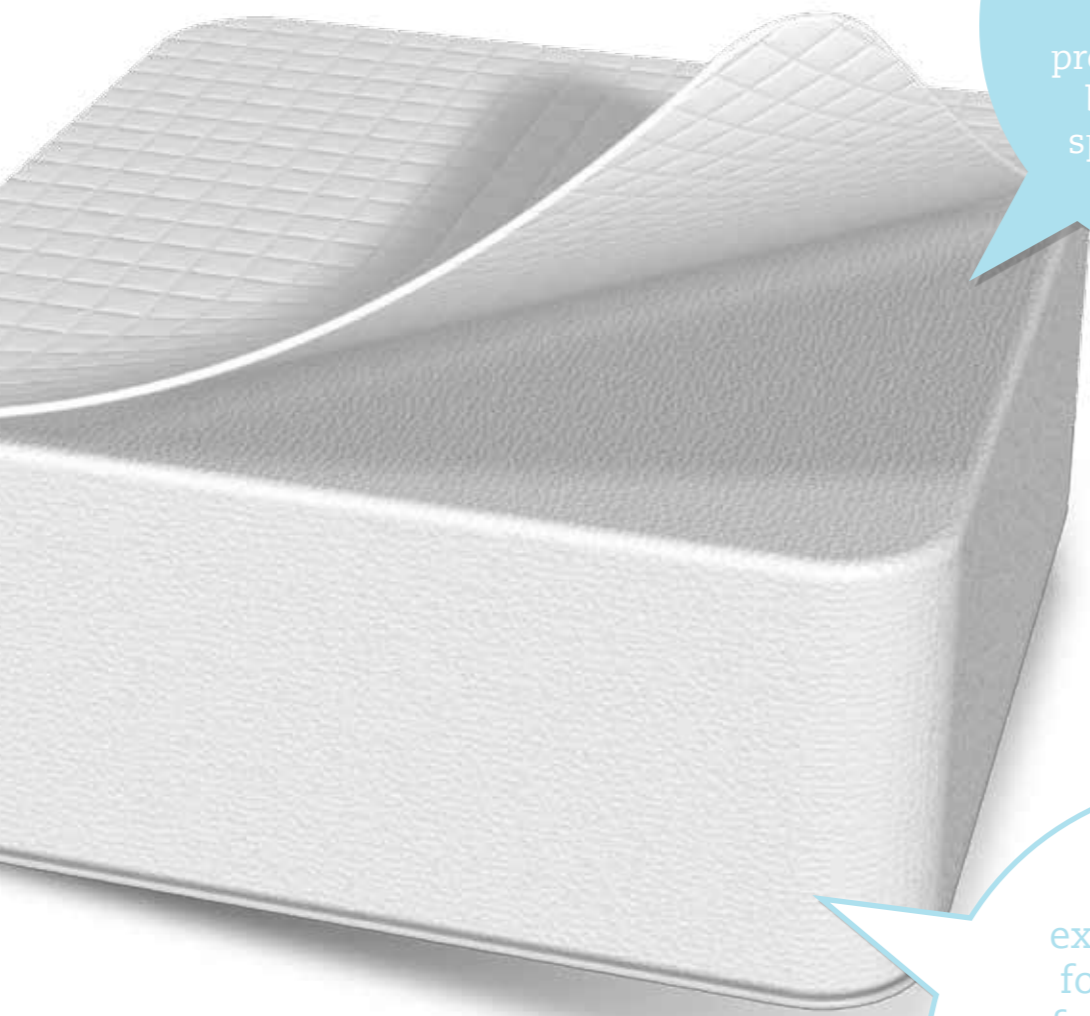
# Upsell Chart

Below is an **Upsell Chart** for a suggested Kit for Kids mattress range. The consumer can see at a glance what they are buying, the benefits of each mattress and the justification of each price point. We, and our clients, have found great success with this technique.



Anti-Allergy					✓
Ellergenic Shield					✓
Antifungal				✓	✓
Easycare			✓	✓	✓
Perspiration Control			✓	✓	✓
Breathable			✓	✓	✓
Hypoallergenic		✓	✓	✓	✓
Anti-Mite		✓	✓	✓	✓
Water Repellent		✓	✓	✓	✓
Removable		✓	✓	✓	✓
Wipe Clean		✓	✓	✓	✓
Reversible		✓	✓	✓	✓
Washable		✓	✓	✓	✓
		<b>Kidtex</b>	<b>Ventiflow</b>	<b>Ventiflow Plus</b>	<b>ellergenic<sup>®</sup></b>

# Foam Mattress



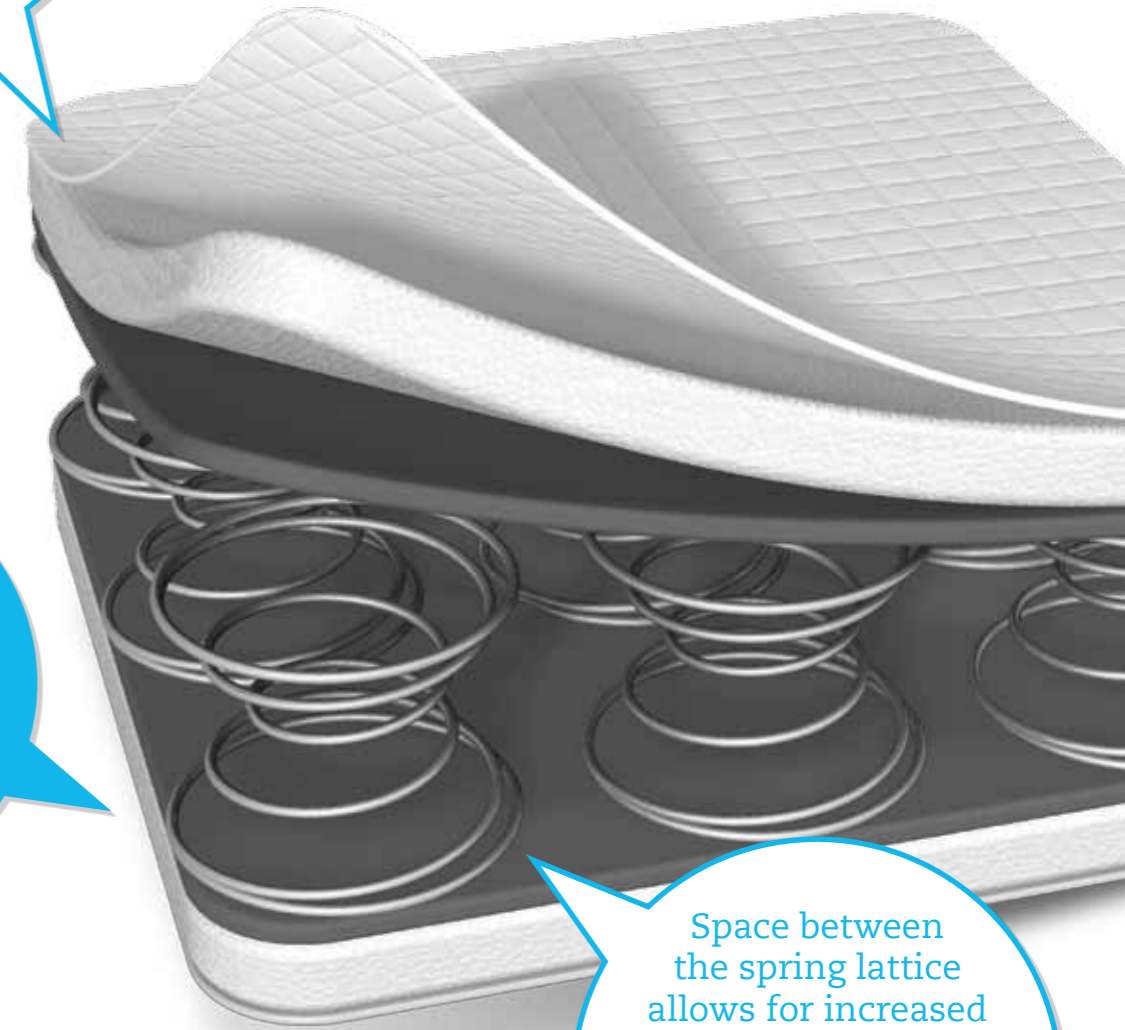
All foam used in Kit for Kids mattresses is orthopaedic, dent resistant foam, providing the correct balance between spinal support and comfort.

We supply an extensive range of foam mattresses, from those for full size cotbeds to a wider range of smaller mattresses for use in Moses baskets, cribs, travel cots and prams.

**Adequate**

*Although often considered the economic choice, a foam core is a comfortable option and provides an adequate level of support.*

# Spring Mattress



All our spring mattresses include a thick felt layer as an effective boundary layer between the spring and foam comfort layer, for added comfort and longevity.

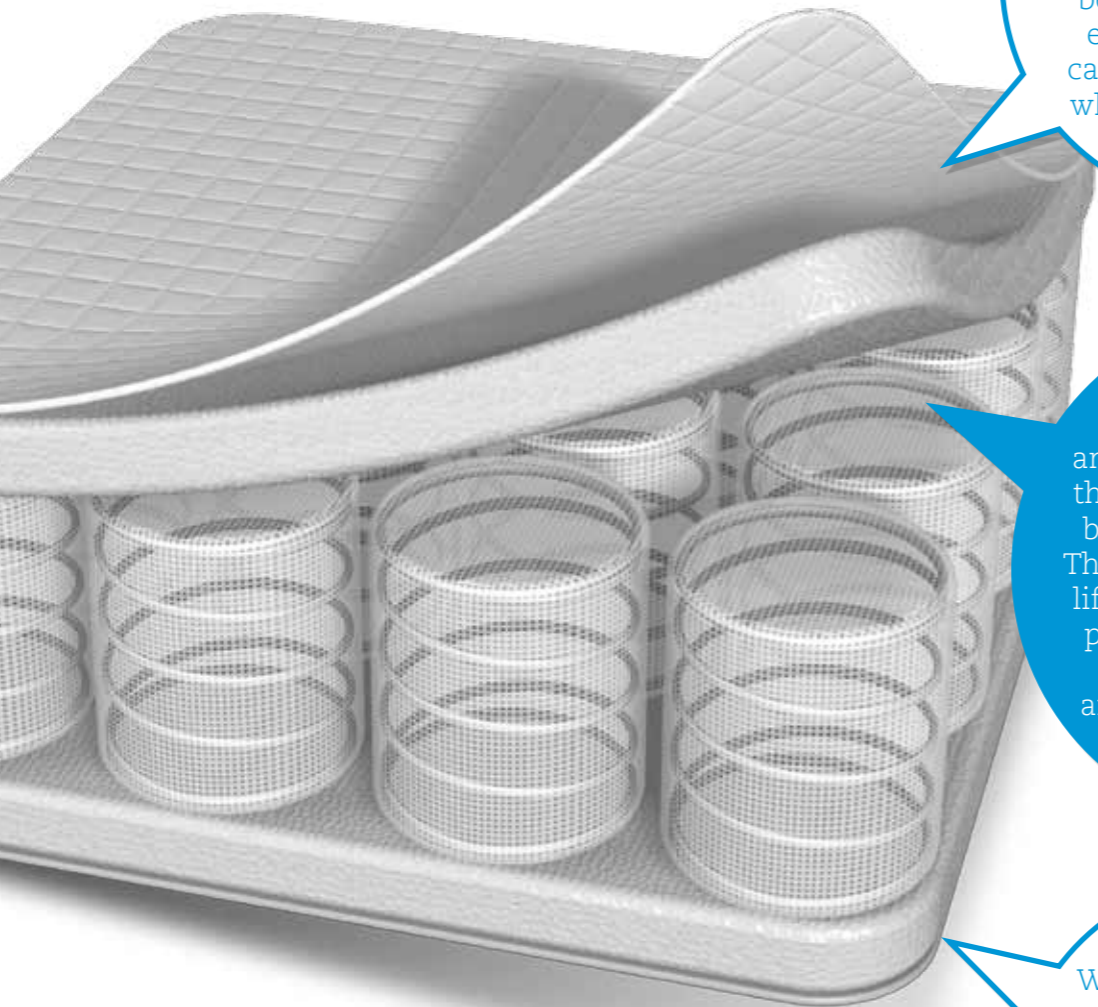
We offer spring mattresses in our Kidtex, Ventiflow and Ellergenic ranges.

Space between the spring lattice allows for increased airflow within the mattress helping to regulate a child's body temperature and to keep the mattress fresh.

**Adequate + Support**

*A spring inner core offers excellent support and durability within a cot mattress. Springs are often the preferred choice for a cotbed mattress because they are longer lasting than foam and provide better postural support for the full lifespan of the mattress.*

# Pocket Spring Mattress



All of our pocket spring mattresses include an Easycare cover. This allows the outer cover to be removed easily and ensures the mattress can be used safely, even when the outer cover is in the wash.

The springs move independently of one another giving the mattress the ability to contour to the baby's precise body shape. This means that over the full lifespan of the mattress the postural support provided is constantly changing and adapting to the child's new shape and weight distribution.

We offer pocket spring mattresses in our Ventiflow, Ventiflow Plus and Ellergenic ranges with outer covers that offer a variety of heat regulating and anti-allergy properties.

Adequate + Support + Tailored

*Pocketed springs are considered to be superior to the Mini Bonnel springs found in our standard spring mattresses. Each spring in a Kit for Kids pocketed spring mattress is enclosed in its own individual, self-contained micro-pocket.*

# Dual Core Mattress



All of our Dual Core mattresses include an Easycare cover. This allows the outer cover to be removed easily and ensures the mattress can be used safely, even when the outer cover is in the wash.

For the newborn, the combination of foam and coir provides excellent yet gentle support.

As the child develops, the second core incorporates firmer micro pocketed springs. This gives better support for the growing child and extends the life of the mattress.

We offer Dual Core in our Ventiflow and Ellergenic ranges with outer covers that offer a variety of heat regulating and anti-allergy properties.

Adequate + Support + Tailored + Investment

*Another innovative design from Kit for Kids that is the ultimate investment for the growing child, a heterogeneous core.*



## Ellergenics is a step change in cot mattress design.

The Ellergenic anti-allergy cot mattress range protects day and night against allergens and microbes that might cause harm to the baby and the growing child.

### Outer Wellbeing Exterior

The Ellergenic Wellbeing Exterior cover is removable and washable at 60°C with the latest in anti-allergy treatments to create an unfavourable environment for dust mites and bacteria to grow.

### Ellergenic Encasement

The waterproof yet vapour permeable Ellergenic Encasement has welded seams that seal and protect the core from external elements.



# NEW

Ellergenic Single Bed Mattress

## Introducing the new Ellergenic single bed mattress.

Using our existing Ellergenic technology, we continue to support the growing child, protecting against harmful allergens and ensuring a comfortable and safe night's sleep for longer. **The Ellergenic single bed mattress will protect the child against the allergy march at a crucial stage in their development.**

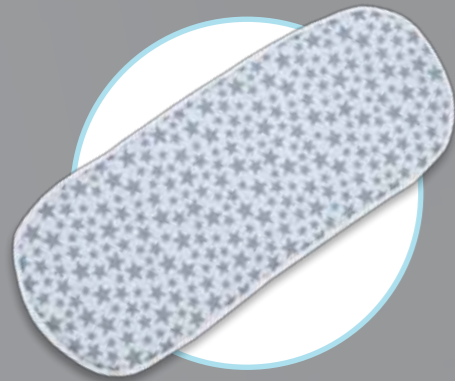


## VentiDry Washable Moses and Crib Mattresses

A comfortable and supportive mattress that is completely machine washable.

- Comfortable and supportive mattress that is breathable and reversible.
- For ease, the entire mattress can be machine washed at 60°C, keeping the mattress interior fresh and clean.

**NEW**



Machine Washable 

## Travel Mattresses

Whether going away on holiday or staying overnight with friends or family, a specially designed travel cot mattress is an essential addition to the often basic and uncomfortable base of a travel cot.



Ventiflow™ Folding Travel Mattress



Kidtex™ Thick Travel Mattress



Ventiflow™ Folding Travel Mattress

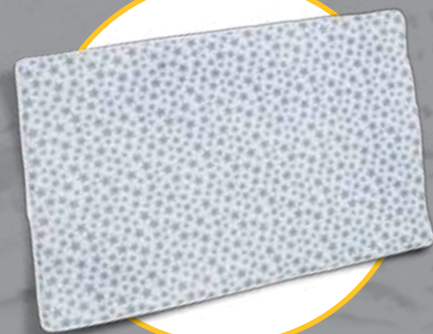
Kidtex™ Thick Travel Mattress

## VentiDry Washable Travel Cot Mattress

A comfortable and supportive travel cot mattress that is completely machine washable.

- Comfortable and supportive mattress that is breathable and reversible.
- For ease, the entire mattress can be machine washed at 60°C, keeping the mattress interior fresh and clean.

**NEW**



Machine Washable 

## EUCALYSS

NATURAL COCOON

Eucalyss is a 100% natural treatment from a sustainable source.

A Eucalyss mattress naturally repels mosquitoes and biting flies. Ideal for when out and about.

No fly zone



Eucalyss™ Folding Travel Mattress



Eucalyss™ Thick Travel Mattress



Heat Regulating Technology



★  
Outer cover can be removed and washed at 30°C

★★★★★  
Brilliant product  
“Wife loves her pillow still even now. Excellent quality Smart price”



# Prenatal Pillows

At Kit for Kids we not only believe in the comfort and support of the baby, but also the parent. Our pre and post natal support pillows are designed to give the ultimate support during pregnancy, as well as after the birth of the baby with a feeding support pillow.

# Heat Regulating Pillows

Our heat regulating range features a soft and luxurious fabric that helps to maintain the ideal body temperature.

Available as a cuddle me and support pillow.



# Cuddle Me Pillows

Our cosy cuddle me pillows are also available in a range of fashionable cotton prints. The entire pillow is machine washable at 40°C to keep the pillow fresh and clean.



★  
Entire pillow machine washable at 40°C



★★★★★  
Lovely pillow set, excellent quality  
“I bought this set for my daughter, she was absolutely delighted with the colour and has already started to use the set. I was really impressed with flexibility of the two pillow system”



# Maternity Packs

The combination of versatile support pillow and comfortable foam wedge allows for support while at home or on the go.

Available in a range of cotton prints.



# Nursery Sleeping Bags

Regarded as an essential part of any nursery range, the sleeping bag reduces the need for bedding and is considered a preferable and safer sleeping environment for the younger child.



★  
Removable sleeves. Also built in scratch mitts on the 0-6mths size.



★★★★★  
So good I bought another  
“Baby sleep bags with arms are really hard to find, so when I found this I snapped it up. It's lovely and soft, and keeps baby warm in our cold old house. So pleased with it I bought a second one and will look again as baby outgrows them.”

★★★★★  
Gorgeous, Cozy and Lovely  
“I am so impressed with this sleeping bag that I have bought another for my son and another as a gift for a friend. Lovely quality and keeps my baby warm and comfortable as well as being super cute!”



# Nursery Rugs

Our rugs are the perfect addition to any nursery or toddler bedroom. Tightly woven nylon fabrics make our rugs both robust and ideal for daily use.



★  
Made with hardwearing Heavy Duty Tuf-Pile™. Non slip backing, so suitable for use on any indoor surface.



# Changing Mats

In many ways considered a commodity item, at Kit for Kids we work with the retailer to distinguish their offering from other vendors. We can offer bespoke, coordinated designs that are both practical and fashionable.

Available in sizes:  
70 x 38 x 4cm and 71 x 50 x 4.8cm.



★  
Small and large change mats

# Travel Changing Mats

A folding travel changing mat providing a comfortable and clean changing surface while out and about.

Available in a range of fashionable cotton prints.

★  
Compact folding design ideal for when on the move.

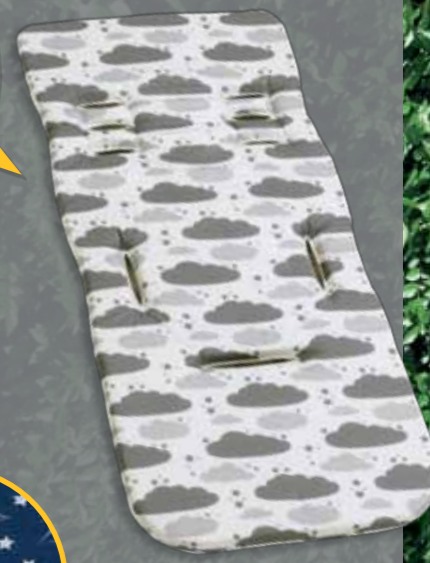


# Pram Liners

Pram liners provide additional comfort and support in a universal design which is compatible with most pushchairs.

Available in a range of fashionable cotton prints.

★  
3 shoulder harness height options so your child remains comfortable as they grow



# Napperoo Travel Bassinette

A travel bassinette, providing a snug environment for baby to rest or play.

Available in 2 designs.



★ Comes with insect net and sun protection cover as well as 4 pegs for securing when in use outdoors. Also has comfortable padded base.



★ Two-way opening offers a wider walkthrough and flexibility. Auto-close double locking mechanism provides extra security. No drilling required.

# Safety Stairgate

Metal safety gate with extra extension units, so that it can be used at the top or foot of the stairs, as well as in door frames, for maximum versatility.



# Baby Carrier

Lightweight and easy to use baby carrier, with easily adjustable straps ensuring the right fit on the parent.

3 carry positions: front facing towards parent, front facing outwards from parent, and on the parent's back.



★ Comes with 2 detachable, machine washable dribble bibs and a convenient travel bag.



★ Safety hinges with no pinching hazard. Comes with a travel bag, so is easily transportable.

# Safety Bedrail

Child's bedrail providing a safe night's sleep in their own bed.

Available in 2 colours: pink and blue.



# Kit for Kids<sup>®</sup>

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