

14
15



Parent
& Child

Kit for Kids[®]
Care • Develop • Grow

Kit for Kids[®]

Care • Develop • Grow

Jan is the founding director and CEO of the Kit for Kids Group. Previously a designer for advanced jet aircraft (GEC Avionics) and a qualified chartered accountant (Price Waterhouse, London), Jan has spent the last twenty years pursuing his vision.

Jan says 'At Kit for Kids we help the parent fulfil their covenant with the Child; to care for it, to aid its development, and to nurture its growth. In all things that we do we apply a scientific and disciplined approach. We challenge the status quo; we believe change is perpetual, and excellence a manner of working, not a distant destination.

It's not what we do that's important but why we do it. We believe we have a part to play in the betterment of children's lives worldwide. This starts in the cot and with the cot mattress.

We have brought Science to cot mattress design. We understand the intrinsic requirements for safe sleep. Our proposition is safety in all its aspects and we align ourselves with those who can further our knowledge'.



Jan van der Velde
CEO - Kit for Kids



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Kit for Kids is a member
of the **Baby Products Association.**





Care Develop Grow

Three words that define us.
Three words which guide us.

Our philosophy is not so much about what we do but about why. We help the parent fulfil their covenant with the child, to care for it, to aid its development and to nurture its growth.

These words are woven into all that we do.

So whether it is cot mattresses, where safety in the sleeping environment is so important and where we can offer expertise to the retailer and peace of mind to the parent; or nursery accessories where convenience, quality, and child development are paramount; or in education where development of the child's mind in its early years is so essential, Kit for Kids leads the way.

Not because of what we do, but because of why.

Our Brand



Birth 16 years

There is a belief in each one of us that what we do is for the betterment of children, whether in baby care or education.

We are successful because we know what our market wants and we innovate to provide ever new offerings to meet these needs.



In all we have raised over £300,000 for charity. In doing so we have eased the suffering of children.



Our Ethics

We support the Lullaby Trust

We support Great Ormond Street Hospital

We support Rainbows hospice for Children and Young People



The Lullaby Trust is a registered charity (reg. charity no. 262191)





Cot Mattresses

Once thought of as a secondary sale, it is now an important first purchase for the parents.





Why choose Kit for Kids as a cot mattress supplier

At Kit for Kids, we make some of the most advanced cot mattresses in the world. These mattresses are highly technical products designed by some of the foremost experts in this field. As a multi-award winning manufacturer, the Kit for Kids brand has become synonymous with innovation, uncompromising quality and above all, safety.

Our designs, and the materials we use, reflect the latest clinical research to ensure that the baby's sleeping environment is as perfect as can be. Our QA is outstanding, with over £100K of investment in systems.

We know how to increase sales and increase margins. This upsell is good for both the retailer and the consumer.

- The **FIRST** mattress currently endorsed by the British Allergy Foundation
- The **FIRST** to use and market secondary covers
- We work in partnership with the Lullaby Trust
- We have raised **£300K** for Great Ormond Street Hospital

The Science of Safer Sleeping™ ...

A baby can spend up to 50% of their early life on a cot mattress. It is essential that this sleeping environment is as SAFE and COMFORTABLE as possible for the LIFETIME of the mattress.

After all, a cot is an **island of safety™**. The parent rightly feels that once the child is in the cot then the child is out of harm's way and that it can be left, safe in the knowledge that nothing can happen to it.

Understanding this helps us to recognise that cot mattress design is not an art form but a science.

The Science of Safer Sleeping™.

Safety comes in many forms and we embrace them all, whether it is hygiene, anti allergy, firmness, durability, and of course Ellergenics.



“our Island of safety™”

Construction of a Cot Mattress

A cot mattress is not just a mattress...

It is the interaction of the inner support core, a comfort layer, and the outer technical layers. Our comprehensive ranges have been designed to suit the different needs of a diverse range of customers.

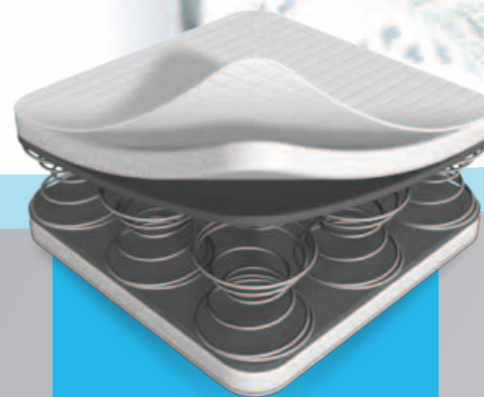


Kidtex Foam

Entry level foam mattress with a water repellent and machine washable cover.

Ventiflow Foam

Entry level foam mattress with a breathable and waterproof cover which is machine washable.



Kidtex Spring

Spring core for longevity, with a water repellent and machine washable cover.

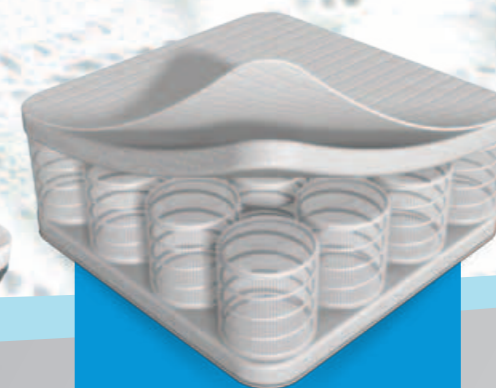
Ventiflow Spring

Spring core for longevity, with a breathable and waterproof cover which is machine washable.

Ellergenics® Spring

PATENT PENDING

Spring core for longevity, with a waterproof inner cover, a machine washable anti-allergy cover and anti-microbe wellbeing™ exterior.



Ventiflow Pocket Spring

Pocket spring core for longevity and postural support, with a breathable and waterproof cover which is machine washable.

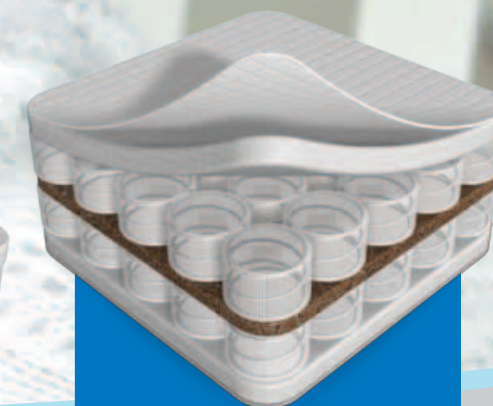
Ventiflow Plus Pocket Spring

Pocket spring core for longevity and postural support, with a machine washable cover that has both heat-regulating and anti-allergy properties.

Ellergenics® Pocket Spring

PATENT PENDING

Pocket spring core for longevity and postural support, with a waterproof inner cover, a machine washable anti-allergy cover and anti-microbe wellbeing™ exterior.



Ventiflow Dual Core™

PATENT PENDING

Dual core adapts to the needs of the growing child; with a breathable and waterproof cover which is machine washable.

Ellergenics® Dual Core™

PATENT PENDING

Dual core adapts to the needs of the growing child; with a waterproof inner cover, a machine washable anti-allergy cover and anti-microbe wellbeing™ exterior.

Adequate

Adequate + Support

Adequate + Support + Tailored

Adequate + Support + Tailored + Investment

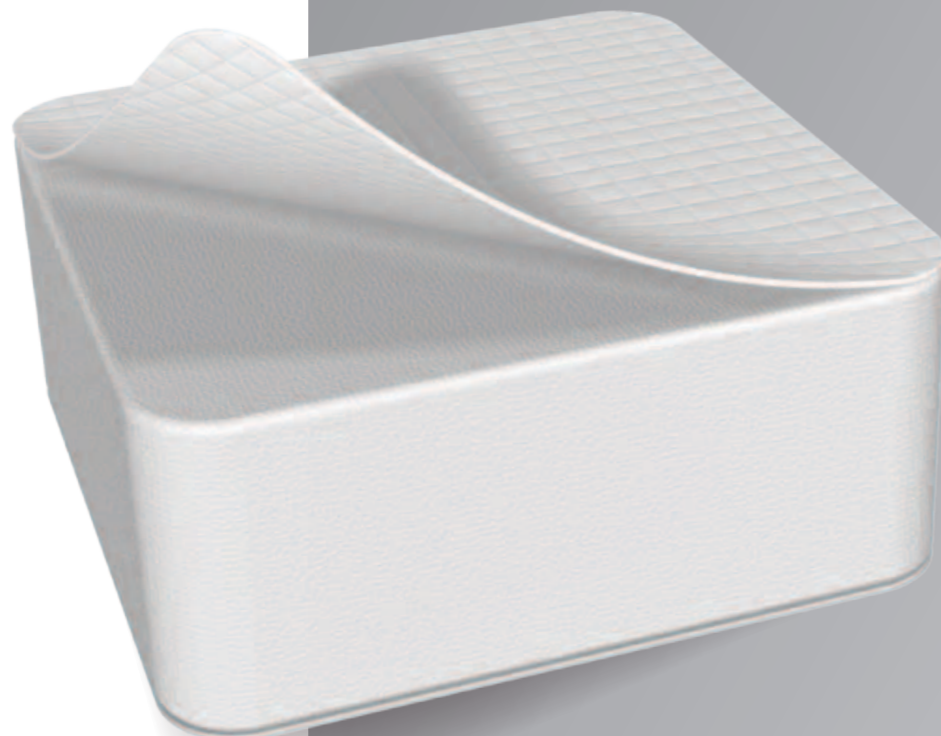
Foam Mattresses

Although often considered the economic choice, a foam core is a comfortable option and provides an adequate level of support. 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 sized cotbeds to a wider range of smaller mattresses for use in Moses baskets, cribs, travel cots and for on-the-go in prams.



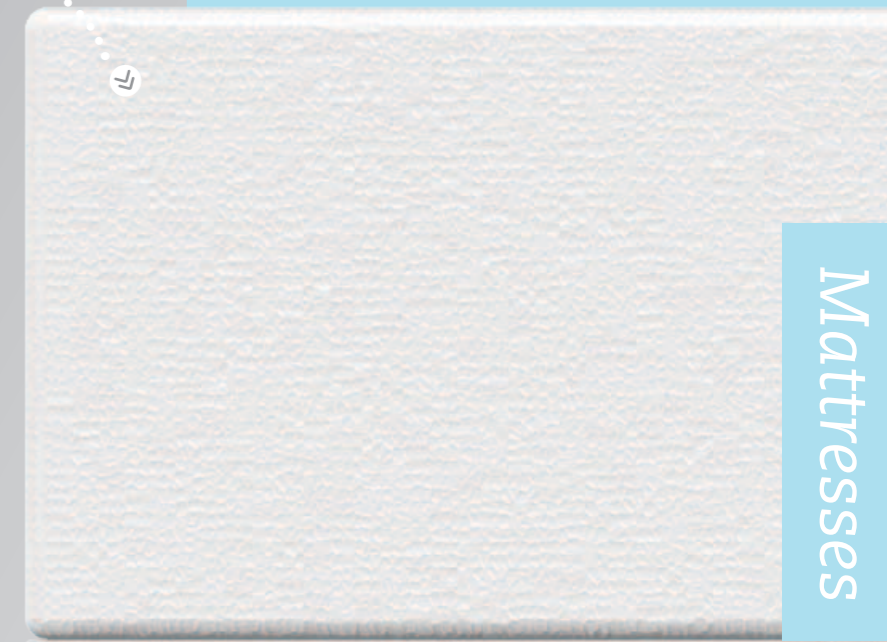
Adequate

The general market trend towards more advanced mattress cores means that foam mattresses are 'entry level'. Their covers, and their price, reflect this.



the science >>

Foam - Foam will degrade in time especially if it is regularly exposed to fluids. Therefore we tend to use water repellent covers to increase the longevity of the mattress and to keep the core as clean as possible.



Mattresses

Spring Mattresses

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.

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. The Mini Bonnel Springs used within the Kit for Kids Baby mattresses offer excellent spinal support and comfort.

Each spring core is encased within a high grade, dent resistant foam as well as an additional thick felt layer for

added comfort and longevity. Why we use felt - Cot mattress design is limited by the maximum allowed height which is 10cm at the edge of a mattress and 12.5cm elsewhere. This helps prevent the child climbing out of the cot.

However this limits the thickness of the comfort layer. In time the foam in the comfort layer will reduce in loft and the springs are more noticeable (and more uncomfortable) for the child.

Many manufacturers are using a thin corovin barrier layer since this is cheap and out of sight. However a thick felt layer, such as we use, is more comfortable for longer and extends the life of the mattress.

Adequate Support

We offer spring mattresses in our Kidtex, Ventiflow and Ellegenic mattress ranges. Refer to pages 28, 30 and 36.

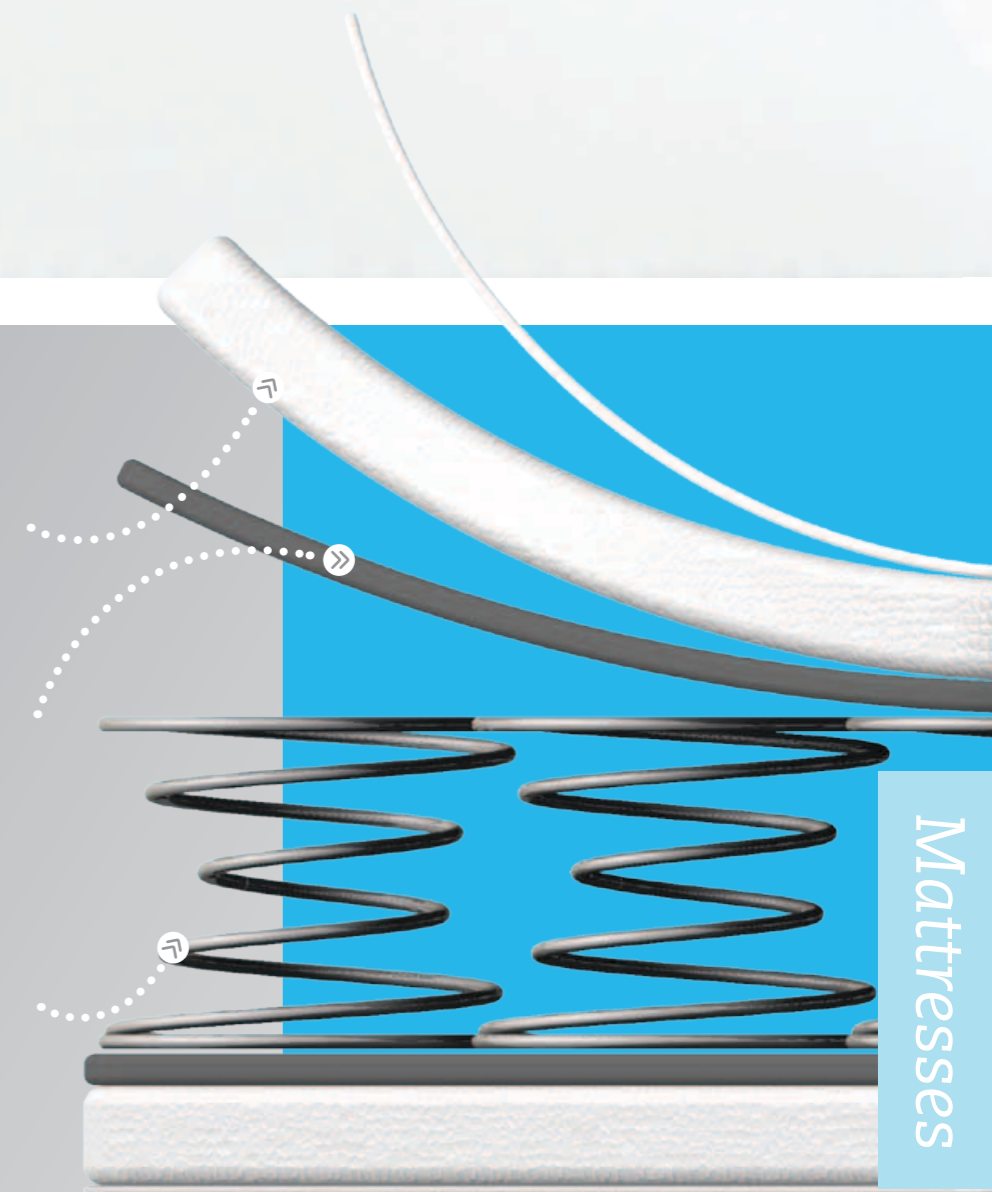


the science >>

Foam - A higher than standard density to provide improved comfort for the child.

Felt - High density soft material that provides an effective boundary layer between the springs and foam comfort layer.

Spring - Offer good support and durability within a cot mattress. Longer lasting than foam alone.

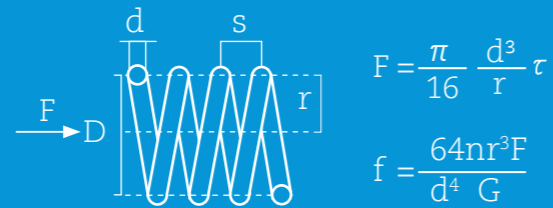


Pocket Spring Mattresses

Pocketed springs are considered to be superior to the Mini Bonnel springs. Each spring within a Kit for Kids Baby pocketed spring mattress is enclosed in its own individual, self contained micro-pocket. 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 a pocketed spring mattress the postural support provided is constantly changing and adapting to the child's new shape and weight distribution. The pocketed spring inner core is encased in a high grade foam for added comfort. A pocketed spring mattress is

the optimum choice for a cotbed, providing long lasting and adaptive support.

Did you know - The resistance of a spring in compressive mode is proportional to the diameter of the wire to the power of four. i.e



$$F = \frac{\pi}{16} \frac{d^3}{r} \tau$$

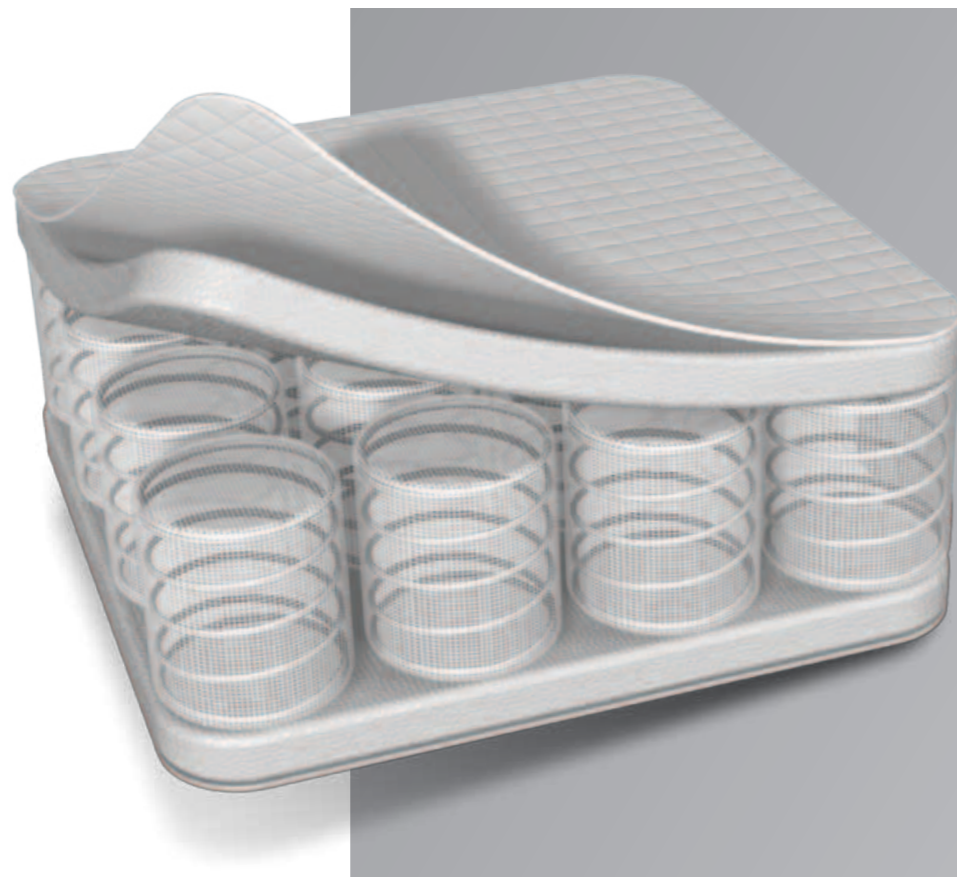
$$f = \frac{64nr^3F}{d^4 G}$$

Therefore 0.1 mm increase in wire diameter will support 22.5% more weight. You don't need to understand this, but the important thing is that we do.

Adequate
Support
Tailored



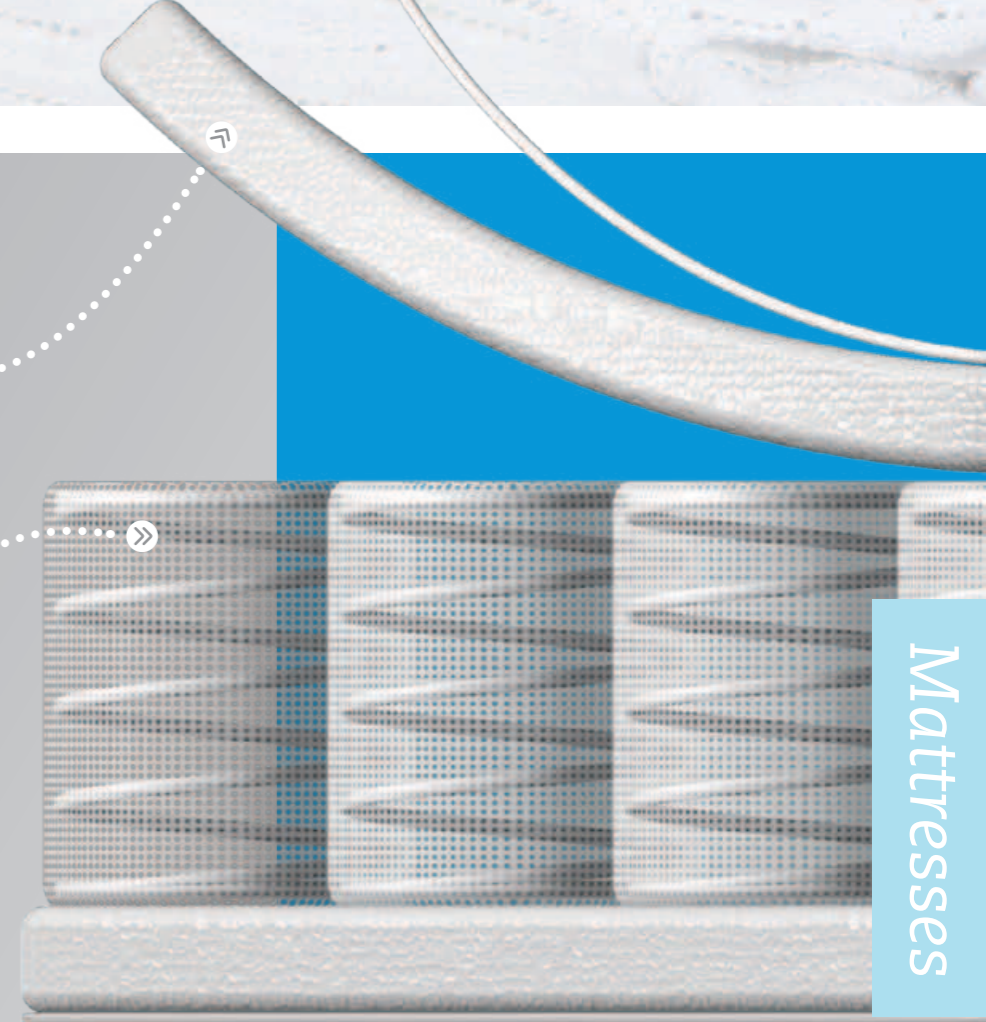
We offer pocket spring mattresses in our Ventiflow and Ellergenic mattress ranges. Refer to pages 30, 32 and 36.



the science >>

Foam - A higher than standard density to provide improved comfort for the child.

Pocket Springs - Contours to the baby's precise body shape offering optimum comfort and support. Considered superior to Mini Bonnel Springs.



Mattresses

Dual Core™ Mattresses

Another innovative design by the development engineers at Kit for Kids.

Unlike an adult mattress, a cot mattress must be gentle enough for the newborn and firm enough for the child. The weight change can be a factor of three in the first year alone.

Therefore cot mattress design is a compromise. However with the market preference for cotbeds this compromise is stretched which is increasingly unsatisfactory.

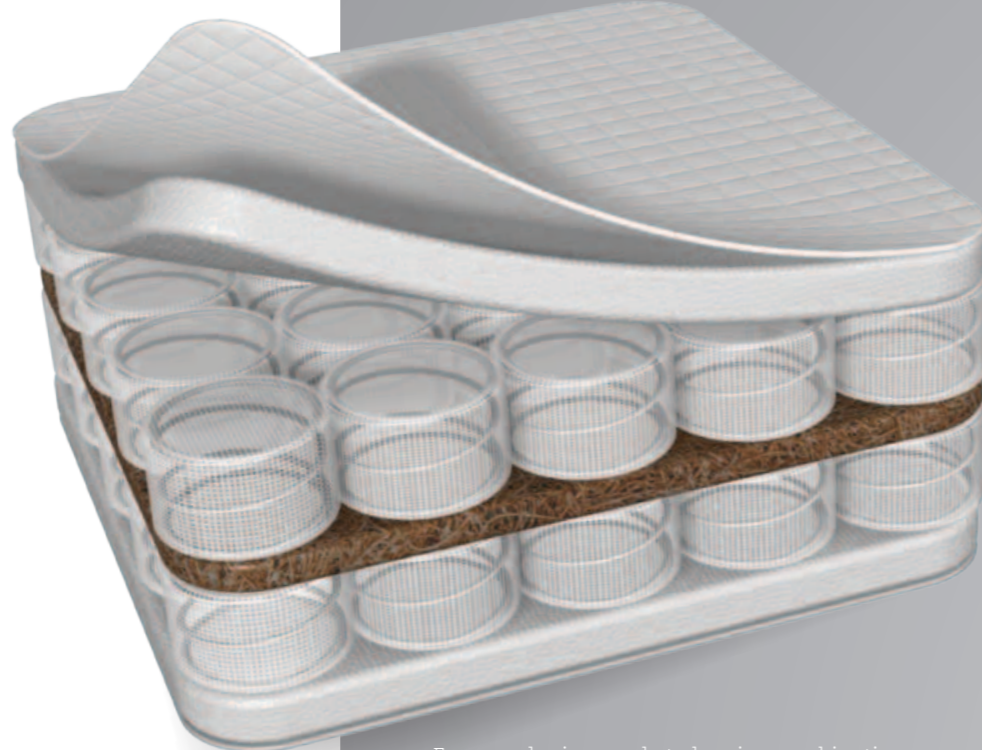
The Dual Core™ overcomes this problem by using a heterogeneous core. This comes either as a foam/coir/pocket spring combination, or a foam and micro pocketed spring combination.

We offer dual core in the Ventiflow and Ellergenics mattress ranges. Refer to page 30 and 36.



Adequate
Support
Tailored

Investment

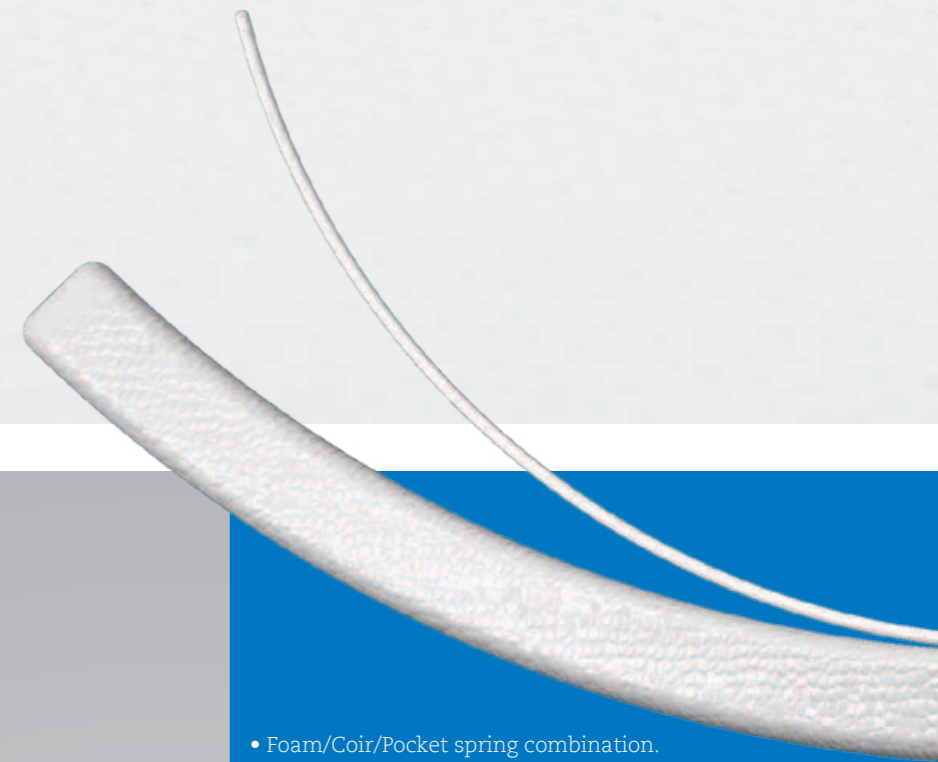


• Foam and micro pocketed spring combination

the science >>

For the newborn a combination of foam and coir, or foam and gentle micro pocketed springs

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



• Foam/Coir/Pocket spring combination.



Mattresses

Easycare™ Cover

The Easycare Cover is another unique invention of Kit for Kids and addresses the issue of washing the outer cover.

The more we understand about cot death the more we realise that pathogens which can propagate in the cot mattress may be a significant causal factor.

A good hygiene regime is an essential part of the fight against such pathogens, as well as dust mites, for the better protection of the child.

However, for anyone who has tried to remove and replace a cot mattress cover, the experience is not generally a good one. Additionally the mattress core is usually covered with netting which renders the mattress dangerous to the child when the outer cover is removed. If the cover has to be washed during the night because, say, the child has been sick, the parent cannot put the child back on the mattress until the cover is dried and replaced.

There is also a risk that bodily fluids can leak through the outer cover and into the core. Cleaning the core is impossible and contaminants create an ideal food source for microbes and mites.

Kit for Kids Baby have therefore introduced the Easycare cover. It is included on many of our higher end mattresses (see Upsell Chart). It addresses the issues which arise with washing the outer cover and allows the mattress to be used safely, even when the outer cover is in the wash. It also prevents contamination of the core.

Another great idea by Kit for Kids.



Kidtex™ Mattress Range

A comfortable and supportive mattress, offering the customer a water repellent cover keeping the mattress interior fresh and clean.

Foam

Spring

Code	Mattresses	Pack Qty	Size L x W x D (cm)
KIDTEX01	Kidtex Foam Small Moses Basket Mattress	6	65 x 27 x 2
KIDTEX02	Kidtex Foam Moses Basket Mattress	6	75 x 28 x 3
KIDTEX04	Kidtex Foam Square End Pram Mattress	6	73 x 35 x 3
KIDTEX05	Kidtex Foam Round End Pram Mattress	6	73 x 35 x 3
KIDTEX18	Kidtex Foam Crib Mattress, size 1	6	84 x 36 x 3
KIDTEX20	Kidtex Foam Crib Mattress, size 2	6	84 x 43 x 3
KIDTEX03	Kidtex Foam Crib Mattress, size 3	6	88.5 x 39.5 x 3
KIDTEX09	Kidtex Folding Travel Cot	5	96 x 64 x 2.5
KIDTEX10	Kidtex Thick Travel Cot	4	93 x 64 x 6
KIDTEX21	Kidtex Thick Travel Cot	4	98 x 69 x 6
KIDTEX17	Kidtex Foam Standard Cot Mattress	2	117 x 55 x 7.5
KIDTEX06	Kidtex Foam Continental Cot Mattress	2	120 x 60 x 7.5
KIDTEX07	Kidtex Foam Extra Large Cot Mattress	2	127 x 63 x 7.5
KIDTEX08	Kidtex Foam Cotbed Mattress	2	140 x 70 x 10
KIDTEX11	Kidtex Spring Continental Cot Mattress	2	120 x 60 x 10
KIDTEX12	Kidtex Spring Extra Large Cotbed Mattress	2	127 x 63 x 10
KIDTEX13	Kidtex Spring Cotbed Mattress	2	140 x 70 x 10

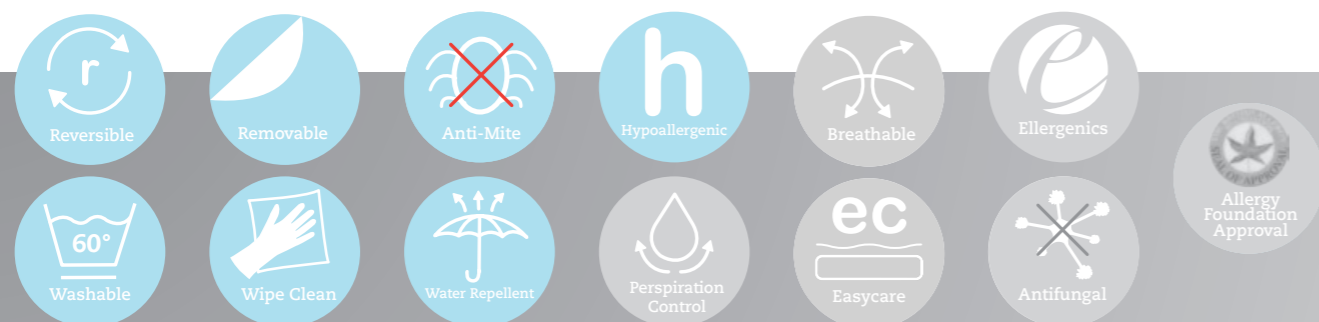
Covers >>

Kidtex Plus™ is breathable and water-repellent keeping the mattress interior fresh and clean.

Kidtex™ is a vapour permeable yet water repellent fabric.



Features >



Mattresses

Ventiflow™ Mattress Range

A durable, comfortable, and supportive mattress range with a highly breathable top cover and a wipe clean training surface on the reverse.

Foam

Spring

Pocket Spring

Dual Core™

Code	Mattresses	Pack Qty	Size L x W x D (cm)
VENTI01	Ventiflow Small Moses Basket Foam Mattress	6	65 x 27 x 2
VENTI02	Ventiflow Moses Basket Foam Mattress	6	75 x 28 x 3
VENTI03	Ventiflow Crib Foam Mattress	6	88.5 x 39.5 x 3
VENTI11	Ventiflow Folding Travel Cot	5	96 x 64 x 2.5
VENTI10	Ventiflow Thick Travel Cot	4	93 x 64 x 6
VENTI14	Ventiflow Spring Continental Cot Mattress	2	120 x 60 x 10
VENTI16	Ventiflow Spring Cotbed Mattress	2	140 x 70 x 10
VENTI04	Ventiflow Pocket Spring Continental Cot Mattress with Easy Care Cover	2	120 x 60 x 10
VENTI05	Ventiflow Pocket Spring Cotbed Mattress with Easy Care Cover	2	140 x 70 x 10
VENTI31	Ventiflow Dual Core Continental Cot Pocket Spring Mattress, with Easy Care Cover	2	120 x 60 x 10
VENTI32	Ventiflow Dual Core Cotbed Pocket Spring Mattress, with Easy Care Cover	2	140 x 70 x 10

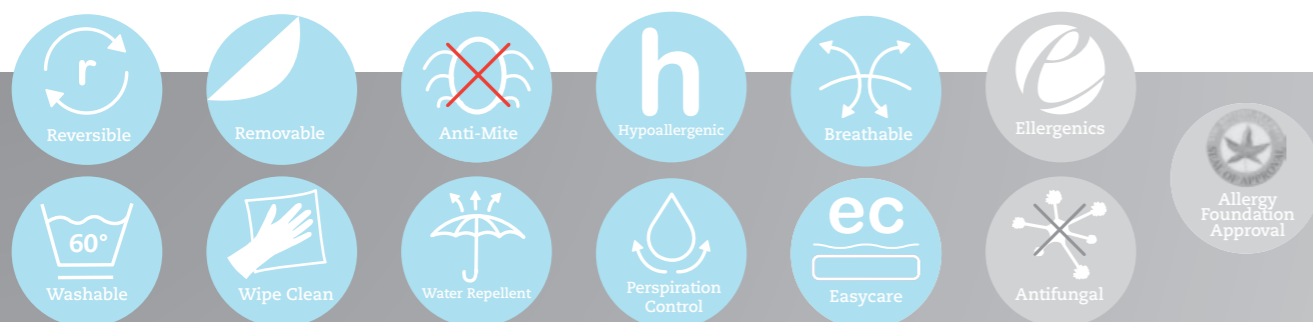
Covers >>

Ventiflow™ top cover promotes air circulation to help prevent overheating and maximize breathability for the sleeping child. This 3D fabric draws fluid away from the baby's body, forming a barrier between baby and fluids and helping to aid a more comfortable night's sleep.

Kidtex™ is a vapour permeable yet water repellent fabric. This is found as a lining to ventiflow on a foam and spring mattress and as an easy care cover on the pocket spring and dual core.

Permex Plus™ is a PVC-free, wipe clean fabric, which is soft to touch. It is waterproof, yet vapour permeable which prevents sweating. An ideal surface for potty training, and it is also hypoallergenic.

Features >



•Ventiflow Dual Core Cotbed Pocket Spring Mattress

Ventiflow Plus™ Mattress Range

Introducing our new Ventiflow Plus™ Mattress with the anti allergy properties of Purotex and the heat regulating properties of Adaptive.

Pocket Spring

Code	Mattresses	Pack Qty	Size L x W x D (cm)
VENTI74	Ventiflow Plus Pocket Spring Continental Cot Mattress, with Easy Care Cover, Temperature Control and Anti Allergy Properties	2	120 x 60 x 10
VENTI75	Ventiflow Plus Pocket Spring Continental Cotbed Mattress, with Easy Care Cover, Temperature Control and Anti Allergy Properties	2	140 x 70 x 10

Purotex®

is based on microcapsules containing probiotics. When these are activated by friction they interrupt the bio-cycle of house dustmites thus reducing the enzyme allergens which can lead to allergic reactions and asthma later in life.

Adaptive

is a treatment that increases the dynamic response to environmental changes like temperature and humidity. Adaptive re-uses energy (heat) to boost moisture wicking, moisture evaporation and cooling, keeping the baby and mattress cool and dry all night.

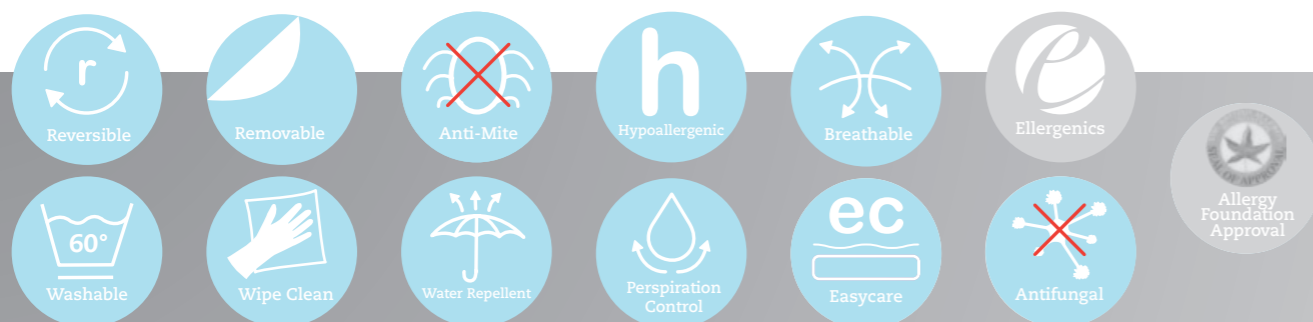
Covers >>

Ventiflow Plus™ top cover is a 3D fabric which draws fluid away from the baby's body, forming a barrier between the baby and its bodily fluids. This gives a more comfortable night's sleep. Purotex reduces allergens and provides a clean and healthy sleep environment. Adaptive increases evaporation keeping the baby comfortably cool and dry and improve the quality of sleep.

Kidtex™ is a vapour permeable yet water repellent fabric.

Permex Plus™ is a PVC-free, wipe clean fabric, which is soft to touch. It is waterproof yet vapour permeable which prevents sweating. An ideal surface for potty training, and it is also hypoallergenic.

Features >



Mattresses





What do we ultimately want from a cot mattress?

- To know that it is as safe as can be?
- To know that it adds to the child's protection, not detracts from it.
- To know that the parents have invested in a mattress that actively protects the child around the clock; even while they are asleep?

A large proportion of a child's early months will be spent in a cot; and the more we learn about the sleeping environment of a new baby, the more we realise how critical to good health this is.

A cot mattress is an environment that is kept warm and humid by the child. This, along with the inevitable little night time accidents, creates a breeding

ground for fungi which, in turn, feed bed mites. Fungal spores and the excreta from bed mites create sensitivity in the child's airways, which can lead to asthma in later life.

More importantly however, Staphylococcus aureus and Escherichia coli, two bacteria that can normally be contained by an adult, are now cited as possible causes of Sudden Infant Cot Death.

The link between bacteria in the cot mattress and cot death is not a new one and we at Kit for Kids strive, therefore, to create the most hygienic mattress environment possible for the child.

With Ellergenics we go one step further . . .

Ellergenics : (noun)

- The scientific study of the elimination of microbes and allergens.



The Ellergenic Shield

We have created the Ellergenic Shield. It protects night and day against the allergens and microbes that might cause harm to the child.

Using our unique design (patent pending) we have created a sealed spring mattress, that uses the latest in anti-microbial and anti-fungal materials, to combine the comfort and longevity of a spring mattress with the ultimate in hygiene and protection.

As one would expect from Kit for Kids, these materials comply with the highest safety standards and meet Oeko-Tex Standard 100, Class 1.

Our revolutionary mattress all but eliminates Staphylococcus aureus (along with its most virulent anti-biotic resistant form, MRSA) as well as Escherichia coli and Salmonella choleraesuis. It also prevents the growth of fungi, thus depriving bed mites of a vital food source. It has a vapour-permeable, waterproof,

fabric which reduces sweating and assists in temperature control. The sealed mattress core eliminates the transmission of fluids in to the core or microbes out, and because it is sealed, the mattress can be washed in the bath or hosed down for ultimate hygiene.

Yet for all this it is still extremely comfortable.

Clearly the Ellergenic mattress is the very best of cot mattress design.

This is why we ask the question, is it the safest cot mattress in the world?

We believe so...



Ellergenic[®] Mattress Range

“Together we stride, for noble reasons and for a noble cause. To seek an end to a scourge that has no place in an enlightened world; to deny fate its sovereignty over existence, and to give back to the Child the dominion of life which is rightfully and most justly theirs.”

Jan van der Velde - CEO Kit For Kids



Foam

Spring

Pocket Spring

Dual Core™

Code	Mattresses	Pack Qty	Sizes L x W x D (cm)
ELLER10	Ellergenic Foam Moses	6	75 x 28 x 3
ELLER11	Ellergenic Foam Crib	6	88.5 x 39.5 x 3
ELLER12	Ellergenic Foam Travel Thick	4	93 x 64 x 6
ELLER02	Ellergenic Spring Cotbed Mattress	2	140 x 70 x 10
ELLER04	Ellergenic Pocket Spring Cotbed Mattress	2	140 x 70 x 10
ELLER06	Ellergenic Dual Core Cotbed Mattress	2	140 x 70 x 10

The Lullaby Trust is a registered charity (reg. charity no. 262191)



Features



Covers

Outer Wellbeing Exterior - A soft touch fabric which is vapour-permeable and machine washable.

Ellergenic Inner - Vapour-permeable, waterproof, fabric which reduces sweating and assists in temperature control. The sealed mattress core eliminates the transmission of fluids in to the core or microbes out.

Orthopaedic High Resilient Foam



Ellergenic : (noun)

- The scientific study of the elimination of microbes and allergens.



Kit for Kids actively supports the Lullaby Trust. For every **ellergenic** cot mattress sold we contribute £2 to their invaluable work.



Through their work the number of Sudden Infant Death Syndrome (SIDS) cases in the UK has fallen by 70% in the last 20 years. However this traumatic event still affects some three hundred families a year.

The Lullaby Trust provides specialist support for bereaved

families and promotes expert advice on safer baby sleep.

Working with the NHS they run a national health-visitor led service for bereaved parents, Care of Next Infant (CONI) programme, which supports families before and after the birth of their new baby.

Kit for Kids will donate £2 from the sale of this product to The Lullaby Trust (Sales) Ltd which is wholly owned by The Lullaby Trust and trades only to raise funds for its parent charity's objectives.



ellergenic[®]
The Science of Safer Sleeping



The Lullaby Trust

Upsell Chart

Features and benefits.

Kit for Kids has pioneered the use of the Upsell Chart to provide a clear and logical comparison for the consumer.

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.



Washable:
The cover can be machine washed at 60°C, the temperature at which dust mites are killed.

Wipe Clean:
Non PVC, Non sweat surface can be wiped clean with a wet sponge.

Water Repellent:
The water repellent outer layer will protect the core from bacterial and fungal contamination.

Hypoallergenic:
Components specially chosen to lessen the chance of an allergic reaction.

Perspiration Control:
Non PVC, Non sweat surface is vapour permeable, keeping the baby cool and dry.

Anti-fungal:
Pro-biotic treatment actively helps to prevent the presence of fungi and mould, helping to avoid allergies and keeping the mattress fresh.

The British Allergy Foundation:
The Allergy UK Seal of Approval is awarded to products that have been scientifically tested to prove that they are efficient at reducing/removing allergens from the environment.

Reversible:
Both sides of the mattress can be slept on. A fully reversible mattress can prolong its lifespan, and the different surfaces may be tailored to the changing needs of the growing child.

Removable:
The outer cover can be easily removed for washing.

Anti-Mite:
Dust mites are killed at 60°C, the cover can be washed at this temperature helping to prevent asthma.

Breathable:
3D surface promotes air circulation for enhanced breathability helping to prevent overheating.

Easy Care:
A water repellent inner core cover allowing continual use of the mattress, while the outer cover is being cleaned. Facilitating quick removal and replacement of the outer cover.

Ellergenic Shield:
The Science of Safer Sleeping at its best. Anti-microbial and anti-allergy with a sealed core.

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Kidtex

Ventiflow

Ventiflow Plus

ellergenic®

Icon terms...

Mattresses



Bathtime & Changing

Practical and fashionable,
making life easier for the
parent and more comfortable
for the child.



Changing Mats

Changing mats are in many ways considered commodity items. Here at Kit for Kids however we work with the retailer to help them distinguish their offering from other vendors.

We do this through bespoke and coordinated designs, and through packaging.

We are also competitive on price and can deliver at short notice.



Small Changing Mats

∨ CHMAT105
Grey Stars Changing Mat
L70 x W38 x D4cm
PVC
Wipe Clean

∨ CHMAT125
Blue Buttons Changing Mat
L70 x W38 x D4cm
PVC
Wipe Clean

∨ CHMAT34
Blue Gingham Changing Mat
L70 x W38 x D4cm
PVC
Wipe Clean



∨ CHMAT104
Pink Buttons Changing Mat
L70 x W38 x D4cm
PVC
Wipe Clean

∨ CHMAT35
Pink Gingham Changing Mat
L70 x W38 x D4cm
PVC
Wipe Clean

∨ CHMAT42
White Polka Dot on Beige
Changing Mat
L70 x W38 x D4cm
PVC
Wipe Clean

Large Changing Mats

∨ CHMAT62
Raspberry Bloom
Basic Changing Mat
L71 x W50 x D4.8cm
PVC
Wipe clean

∨ CHMAT101
Little Birdie
Basic Changing Mat
L71 x W50 x D4.8cm
PVC
Wipe clean



∨ CHMAT77
Play Time
Basic Changing Mat
L71 x W50 x D4.8cm
PVC
Wipe clean

∨ CHMAT99
Little Stars
Basic Changing Mat
L71 x W50 x D4.8cm
PVC
Wipe clean

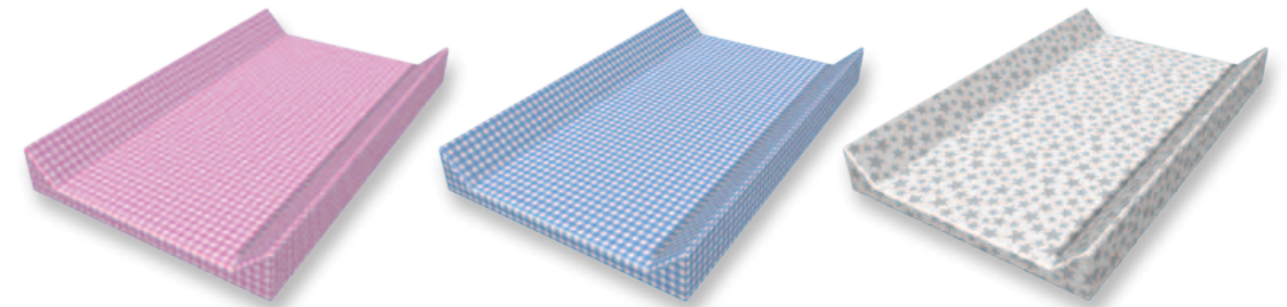
∨ CHMAT60
Lazy Days
Basic Changing Mat
L71 x W50 x D4.8cm
PVC
Wipe clean

Wedge Changing Mat

As an upsell to the essential changing mat we offer a wedge changing mat which has raised sides and offers the parent and child more security when changing at height.

It is also deeper in the base and offers a higher degree of comfort.

Again, as examples of off the shelf designs we offer:



CHMAT116
Pink Gingham Wedge Changing Mat
L70 x W44 x D9.5cm
PVC
Wipe clean

CHMAT117
Blue Gingham Wedge Changing Mat
L70 x W44 x D9.5cm
PVC
Wipe clean

CHMAT124
Grey Stars Wedge Changing Mat
L70 x W44 x D9.5cm
PVC
Wipe clean



CHMAT123
Pink Buttons Wedge Changing Mat
L70 x W44 x D9.5cm
PVC
Wipe clean

CHMAT126
Blue Buttons Wedge Changing Mat
L70 x W44 x D9.5cm
PVC
Wipe clean

CHMAT118
Beige Polka Dot Wedge Changing Mat
L70 x W44 x D9.5cm
PVC
Wipe clean



BATH02
3 Colourways



Baby Bath Sponge

Again, an essential item at bath time, the baby bath sponge provides a comfortable support while bathing.

Designed to fit most baby baths.



Nursery

From sleeping bags to sleeping support wedges, everything is designed to give both baby and parent the support and comfort they deserve.

But more than this, our proposition is safety in all its aspects and the nursery range reflects and endorses 'The Science of Safer Sleeping'.



Sleeping Bags

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



Raspberry Bloom

⤴ **Raspberry Bloom Long Sleeve Sleeping Bag - Max 2.5 tog**

Long sleeve 2.5 tog rated sleeping bag with detachable sleeves allowing for use all year round. The 0-6 month sleeping bag comes with built in turn back scratch mitts.

BCSBAG05-68
0-6mths

BCSBAG05-86
6-18mths

100% Cotton outer and lining
100% Polyester filling
Machine washable



Lazy Days

⤴ **Lazy Days Long Sleeve Sleeping Bag - Max 2.5 tog**

Long sleeve 2.5 tog rated sleeping bag with detachable sleeves allowing for use all year round. The 0-6 month sleeping bag comes with built in turn back scratch mitts.

BCSBAG07-68
0-6mths

BCSBAG07-86
6-18mths

100% Cotton outer and lining
100% Polyester filling
Machine washable



Little Stars

⤴ **Little Stars Long Sleeve Sleeping Bag**

Long sleeve 2.5 tog rated sleeping bag with detachable sleeves allowing for use all year round. The 0-6 month sleeping bag comes with built in turn back scratch mitts.

BCSBAG09-68
0-6mths

BCSBAG09-86
6-18mths

100% Cotton outer and lining
100% Polyester filling
Machine washable



Little Birdie

⤴ **Little Birdie Long Sleeve Sleeping Bag.**

Long sleeve 2.5 tog rated sleeping bag with detachable sleeves allowing for use all year round. The 0-6 month sleeping bag comes with built in turn back scratch mitts.

BCSBAG10-68
0-6mths

BCSBAG10-86
6-18mths

100% Cotton outer and lining
100% Polyester filling
Machine washable

Baby Sleep Positioner

The Kit for Kids baby positioners are designed to help keep the baby safe in the cot by preventing it turning over from the supine to the prone position.

It is constructed using highly air permeable fabric which aids breathing even if the child wriggles down the positioner.



The adjustable base creates a tailored fit to your baby's body.

The removable cover can be washed at 60°.



SUPPORT02

The detachable positions allow the product to fit the baby's body more securely. >>



SUPPORT01

Easy Breathe Positioner

The Easy Breathe Positioner is designed to help the baby breathe more easily.

The tapered wedge design helps to aid digestion and reduce reflux.

As with the Sleep positioner the Easy Breathe positioner uses a fabric with high air permeability aiding airflow around the child.



Prenatal

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



Cuddle Me Pregnancy Support Pillows

The award winning Cuddle Me Support Pillows are designed to give the ultimate support whilst sleeping. The pillow offers head, bump and knee support at the same time. This pillow can also be used to support the baby while feeding.

Select from either fashionable cotton prints or temperature control technical fabric.



Cool Mum Heat Regulating Cuddle Me Pregnancy Pillow

This cozy cuddle pillow provides versatile full body support whilst helping to maintain the ideal body temperature and can be used in various positions to provide support for your bump, back and knees.

NPILLOW25
L52 x W32 x D16cm
100% Polyester cover
Machine washable



Little Stars

Little Stars Cuddle Me Pillow

This cozy cuddle pillow provides versatile full body support and can be used in various positions to provide support for bump, back and knees.

NPILLOW39
L52 x W32 x D10cm
100% Cotton cover
Machine washable



Little Birdie

Little Birdie Cuddle Me Pillow

This cozy cuddle pillow provides versatile full body support and can be used in various positions to provide support for bump, back and knees.

NPILLOW38
L52 x W32 x D10cm
100% Cotton cover
Machine washable





Essential Pregnancy Support Pack

The combination of versatile support pillow and comfortable foam wedge allows for support while at home or on the go. The two products can be used either on their own, or together in a combination of ways to offer the best in back, bump and knee support.

Select from a range of fashionable prints.



NPILLOW36

100% polyester machine washable cover

Feeding & Supportive Baby Pillow

The feeding pillow is designed to support the baby's back and neck while feeding. The pillow can also be used to support the baby while they learn to sit independently.

Lazy Days

Lazy Days My Essential Pregnancy Support Pack (with additional cover) >>

Combination support pack provides stylish comfort and support for your back, bump and knees. Ideal for use for mum-to-be and with the addition of alternative cream cover the pillow can be used after your baby arrives.

MATERNITY13
L52 x W32 x D16cm
100% Cotton Cover
Machine washable



Raspberry Bloom

<< Raspberry Bloom My Essential Pregnancy Support Pack (with additional cover)

Combination support pack provides stylish comfort and support for your back, bump and knees. Ideal for use for mum-to-be and with the addition of alternative cream cover the pillow can be used after your baby arrives.

MATERNITY12
L52 x W32 x D16cm
100% Cotton cover
Machine washable

Nougat

Nougat My Essential Pregnancy Support Pack (with additional cover) >>

Combination support pack provides stylish comfort and support for your back, bump and knees. Ideal for use for mum-to-be and with the addition of alternative play time cover the pillow can be used after your baby arrives.

MATERNITY11
L52 x W32 x D16cm
100% Cotton cover
Machine washable





Travel

Being a parent doesn't mean you have to stay at home. In fact the new arrival will soon be wanting to discover the new world.

We, at Kit for Kids, recognise the Little One's travel ambitions can exceed its size. It is still vulnerable. It still needs protection.

The parent likewise has a baggage train of equipment every time a journey is planned. They need equipment that is both convenient and practical.

Our travel range offers our adventurer the protection it needs while in far away places, and the support team, the parent, ease of use and convenience.

So whether the young pioneer needs shelter for an afternoon nap, or a safe place to play, 'base camp' is available within seconds. We offer security for the child and peace of mind for the parent.



Travel Mattresses >>

Whether going away on holiday or staying overnight with friends or family, a specifically designed travel cot mattress is an essential addition to the often basic and uncomfortable base of a travel cot. The handy tri-fold design of Kit for Kids Baby Folding travel cot mattress is perfect when travelling, carrying or storing.



Eucalyss™ top cover protects against mosquitoes and biting flies and is soft to the touch.

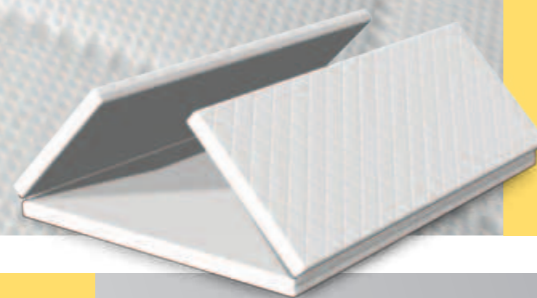
Eucalyss Travel Mattress

An easily transported, comfortable travel cot mattress that naturally repels biting flies. Eucalyss™ is a 100% natural treatment that repels these parasites. Eucalyss™ creates a “no fly” zone around the mattress, protecting the sleeping baby. The treatment continues to work even when used under a sheet or blanket. The thick travel cot mattress has a machine washable cover.



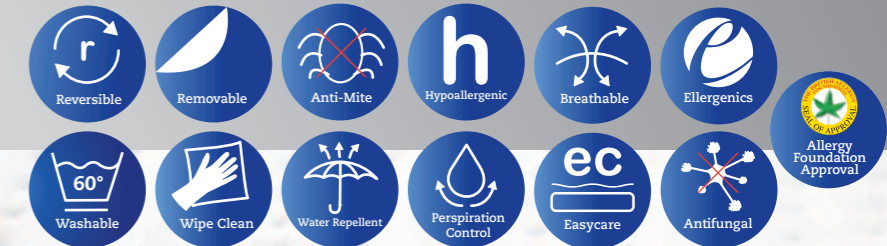
Kidtex Travel Mattress

Whether going away on holiday or staying overnight with friends or family, a specifically designed travel cot mattress is an essential addition to the often basic and uncomfortable base of a travel cot. The handy tri-fold design of Kit for Kids Baby Folding travel cot mattress is perfect when travelling, carrying or storing.



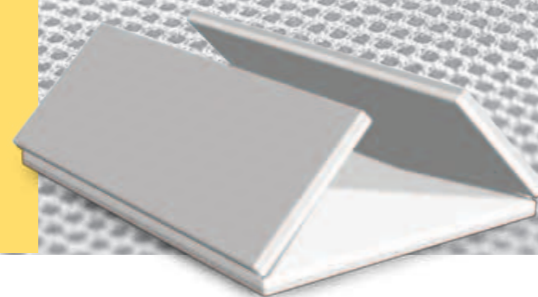
Ellergenic Travel Mattress

The Ellergenic travel mattress has the distinct advantage that it keeps harmful bacteria at bay using the Ellergenic Shield and Ellergenic Wellbeing exterior. The advanced fabrics inherent in its construction improves air and vapour permeability making for a much more comfortable night's sleep, especially when it's hot.



Ventiflow Travel Mattress

Whether going away on holiday or staying overnight with friends or family, a specifically designed travel cot mattress is an essential addition to the often basic and uncomfortable base of a travel cot. The handy tri-fold design of Kit for Kids Baby Folding travel cot mattress is perfect when travelling, carrying or storing.



Code	Mattresses	Pack Qty	Mattresses L x W x D (cm)
KIDTEX09	Kidtex Folding Travel Cot	5	96 x 64 x 2.5
KIDTEX10	Kidtex Thick Travel Cot	4	93 x 64 x 6
KIDTEX21	Kidtex Thick Travel Cot	4	98 x 69 x 6
VENTI11	Ventiflow Folding Travel Cot	5	96 x 64 x 2.5
VENTI10	Ventiflow Thick Travel Cot	4	93 x 64 x 6
EUCAL01	Eucalyss Folding Travel Cot	5	96 x 64 x 2.5
EUCAL02	Eucalyss Thick Travel Cot	4	93 x 64 x 6
ELLER12	Ellergenic Foam Thick Travel Cot	4	93 x 64 x 6

Eucalyss Travel Blanket

The award winning and very popular travel blanket is designed with the technical fabric that naturally repels biting flies. Soft and warm, it is perfect when out and about as well as in the cot at home.



Size 80 x 70mm

BCBLANKET05



CHMAT98
Burgandy



Folding Travel Changing Mat

The Kit for Kids travel change mat provides a comfortable and clean changing surface while out and about.

Product features:

- Three separate pockets
- Wipe clean
- Fits in a handbag
- Comfortable and clean changing surface
- Stylish and light



Travel

The Napperoo Pod with mattress

For the younger explorer who, even at a tender age is proving to be a more discerning individual, the Napperoo Pod provides chic comfort with convenience. It has 100% Popability. It has all the attributes of the Napperoo Snug, such as a padded mattress, integrated insect and sun covers, and packs down very small for the away days.

When the intrepid explorer is exhausted it's nice to have somewhere to call home.



Product features:

- 100% Popability
- Very light weight.
- Packs away into a small carry bag.
- Includes mattress.
- Comes with an insect net and sun protection cover.
- Made from 50+UPF fabric.
- Makes Space in the Case



For extra comfort, upgrade to a standard travel cot mattress from the Kit for Kids Baby range (see pages 62 and 63).

Assembled size:
75 x 65 x 65cm



Funshade Frog



Funshade Flower



Funshade Shark

Choose between the Outback, Flower, Hippo, Frog or Shark (not White Tip as these are now a protected species).

Assembled size: 90 x 90 x 90cm
(Flower is 118 x 90 x 90cm)



Funshade Hippo

Fun Shades™

The Little Explorer Fun Shades are great for indoors or as an outdoor sun shelter. By providing a little den they blend security with protection. The little one can go on playing while the Fun Shade soaks up the brilliance of the sun. It can be assembled or folded away in seconds with 100% Popability.

It has UV coated fabric providing 50+UPF sun protection. Curtain screen sides provide cool ventilation and can be rolled down. For extra stability five ground pegs are provided. Additionally, pockets on the base can be filled with sand or stones if our intrepid explorer is facing adverse winds on the beach.

Product features:

- 100% Popability
- Very light weight.
- Packs away into a small carry bag.
- Comes with an insect net and sun protection cover.
- Made from 50+UPF fabric.
- Includes five ground pegs and carry case
- Features sand pockets for additional stability
- Makes Space in the Case



Travel

Kit for Kids[®]

Care • Develop • Grow



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