

SUNDAY, SEPTEMBER 25, 2011

KidsTodayOnline.com

ABC KIDS EXPO

kids today

The Newsmagazine of the Infant and Juvenile Industries



ADVERTISEMENT

Kids Today asks: "What's the most exciting or innovative thing you've seen at the show?"



Jason Hartland, CEO, Fisher-Price

"The new Franklin & Ben line (from MDE). They've got a multi-step finish process, so the finish is more interesting and unique. It gives you a restoration Hardware look for less money. Also, Fisher-Price has a car-side simulator for infants that seemed pretty innovative. It even has little bumps in the road and windshield wiper sounds with rain."



Dave Fleming, CEO, Baby's First Years

"The Lighthouse Beds — that was neat. You put different pictures in the headboard and it lights behind it, and you can change the way you bed looks."

(cont. on p. 4)



Maxine Guzmara, CEO, Bontelle & Rhymes

"There's a new Art Bonavilla. In wood, there is a clear trend in finishes: gray, which we've never seen; natural, hand-rubbed, peized cribs, and a driftwood brown that's almost a taupe. It's not your usual stain and paint. MDE's Franklin & Ben looks good. The Go Anywhere folding high chair from Ciao Baby. I loved Boon's Naked tub, and Droll Monkey Organics was really cool."

The ABC All Industry party got under way last night after the show with a performance by K.C. and the Sunshine Band and networking opportunities for all K.I.D.S. hosted a private NLP reception at the event.



Bob Walker, JPMa; Ken Goore, Goore's; Janice Weinman, K.I.D.S.; Renee Pepps Lowe, K.I.D.S.; Tom Koltz, Koltzart; Risk Services, LaJolla



Kara Pedersen, Kids Stuff Superstore; Judy Francis, Kids Stuff Superstore; Yvette Mulier, Baby and Kids 1st Furniture; April Goore, Goore's



Bob Walker, JPMa; Janice Weinman, K.I.D.S.; Nite Dealer, JPMa; Rich Schneider, PEM America

CPSC Small Business Ombudsman Cohen addresses industry on upcoming regulatory changes



BY JANE KITCHEN

LOUISVILLE — About 70 industry members gathered in a meeting room yesterday to hear an open talk from the Consumer Product Safety Commission's Small Business Ombudsman Neal Cohen, who outlined the recent and upcoming regulatory changes to our industry as a result of the recently passed law H.R. 2715.

H.R. 2715 is designed to address some of the original content in the Consumer Product Safety Information Act of 2008, including details on lead limits, phthalates, third-party testing and small batch manufacturers.

"It was a very compromised bill — I don't think anyone was thrilled with it on either side," said Cohen.

Cohen explained that the cooperation is very much in process about how to realize third party testing costs for manufacturers, and the CPSC is seeking public comment on the issue.

"Reach out to the commission — reach out to us," urged Cohen. "It really is sort of democracy in action."

But he continued, "Have your facts in order if you can make a case, you're going to get an audience."

(cont. on p. 4)

ABC Preview



The Safe Sippy 2TM from Little Tikes is a two-in-one, sippy-to-straw cup made from non-leaching, dishwasher-safe, stainless steel. Featuring a straw-shaped spout, removable handles, and an easy-grip TPR sleeve to protect the cup and provide insulation between cold liquids and little hands, the Safe Sippy 2TM holds 11oz and retails for \$14.99. www.little-tikes.com



Little Tikes' new Funny Friends collection includes bedding, pillows, wall art and rugs. The wild animals are meant to emphasize that friends come in all shapes, sizes and colors. www.little-tikes.com



Mutzys is debuting two fashionable new colors in the company's signature Rider stroller range collection, Team Caribbean and Team Green. The Mutzys Rider range features Mutzys' unique modular construction, which offers parents flexibility for baby transport and care. Recommended retail \$569 \$599 (seat and frame); optional bassinet \$230. www.kastelinternational.com



JoJo is debuting its new Bundles Weather Resistant, featuring a plush inner shearing and weather resistant outer for use with carseats, strollers and joggers, and now available in prints. With removable top for easy temperature control, the Bundles Weather Resistant is machine washable. Retail price is \$42.05 for an infant model; \$52.95 for a toddler. www.jojotoys.com



Delta Children's Products is debuting a new line of wood character beds, including this fun Cars model. www.deltachildren.com