

AW2020  
Collection

purflo

Experts in Baby Sleep

## Range Additions & NPD

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- Based on the success of our SS 2020 new product launch, The Sleep Tight Bed and the Swaddle to Sleep Bag, we will be adding in a new print for AW, '**Scandi Spot**'
- Purflo will launch our new **Baby Sleep Bags**, which have been designed as the next step in our sleep system, following on from the Swaddle to Sleep Bags. Loaded with new features and removable arms, the new collection is set to redefine the sleep bag category
- Perfect for winter, our brand new **Cosy Wrap Travel Blanket** provides a safe sleeping environment on the go. With a unique breathable panel and super snuggly fabrics, it's set to become a travel essential for the season!
- Purflo have had pregnancy products within our range for several years but for AW20, we will launch our brand new pregnancy innovation, **The Breathe Pregnancy Pillow**. Ergonomically shaped and designed with a breathable panel, the product provides support and comfort during pregnancy and makes an excellent feeding pillow and a baby support cushion for new-borns

## Availability

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- Imagery of new products will be made available over the summer ahead of the launch.
- Awaiting availability dates ( based on extended lead-times) ETA Ex-works China September  
ETA UK End October/November.

Please note all imagery is for retailer/internal use as it is has not be processed or edited.

## Range Additions – Swaddle To Sleep Bags & Sleep Tight Baby Beds – ‘Scandi Spot’



Botanical



Minimal Grey



Soft White



Shell Pink



Scandi Spot





## Range Additions – Swaddle To Sleep Bags & Sleep Tight Baby Beds – NEW – SCANDI SPOT



- From September, as part of our continuous improvement we are updating the filling of our swaddle to sleep bags. We will be using Dupont Sorona® which we already use in our Sleep Tight Bed.
- Dupont Sorona® is **Sustainable** (made from 37% plant extract) breathable AND hypo allergenic.



## Baby Sleep Bags

- There will be 4 designs available in our brand new Baby Sleep Bag range

### The products F&B include:

- Removable zip off sleeves for cooler nights
- Breathable panels for added ventilation
- Hypoallergenic Du Pont Sorona™ filling made with sustainable materials
- Two-way zipper for easy changing
- Travel functionality for use in car seats and pushchairs
- Super soft interlock 100% cotton
- 2.5 tog
- Available in 3-9M and 9-18M sizes.
- Tested to BS EN16781;2018 safety standard



Garden Zoo



Minimal Grey



Shell Pink



Scandi Spot



Sleeves removed



Sleeves zipped on



- Keeping baby cosy and safe whilst travelling can be tricky, so trust Purflo to develop the perfect solution to keep your baby snuggled and safe during car journeys and in the pushchair. Styled to keep baby cosy without affecting the performance of the car seat or pushchair harness. A safe alternative to bulky snowsuits and clothing with our signature breathable detailing.
- There will be 2 designs available (Scandi Spot & Minimal Grey)

### The products F&B include:

- Ergonomically shaped breathable panels for added ventilation
- Does not interfere with harness performance
- Cosy jersey cotton and fleece materials
- 0-9 Months with 4 size adjustments
- Hood (designed for outdoor use)





For use in a pram



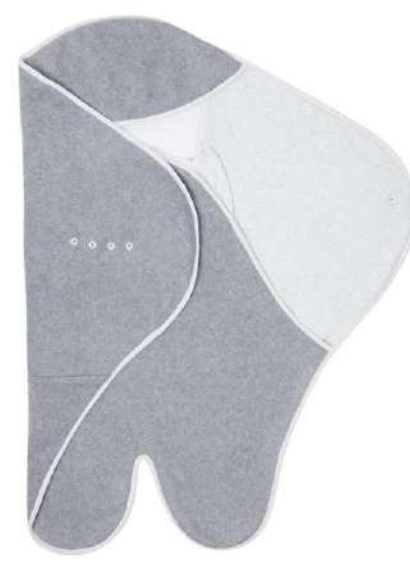
For use in a car seat



For use in a pushchair



# Cosy Wrap Travel Blanket – How it works!



## Breathe Pregnancy Pillow

- The Purflo Breathe Pregnancy Pillow is a revolutionary new design combining ergonomic shaping and luxurious breathable materials. Developed using in depth consumer research, the product features our signature 3D spacer mesh and super soft interlock jersey cotton providing the ultimate breathable pregnancy pillow. This versatile design can be used as a back support, feeding cushion and as a baby support cushion
- There will be 2 designs available (Scandi Spot & Minimal Grey)
- Reusable carry bag packaging







Back Support



Feeding Cushion



Tummy Time Cushion



## 2 Pack Bamboo Cotton Muslin Squares

- The Purflo Bamboo Cotton muslin is beautifully soft, extra large and fully breathable
  - There will be 2 designs available (Woodland Stories & Jungle Leaves)
- The products F&B include:
- Keeps baby cool in the summer and can prevent overheating
  - Offers warmth in cooler temperatures
  - Luxuriously large
  - Versatile use: Feeding, burping cloth, swaddle and much more
  - Presented in gift style packaging



**Jungle Leaves**



**Woodland Stories**

