



Disney Partners with Halo

Minnetonka, Minn.-based Halo introduces its first licensed collection in partnership with Disney for 2010. Winnie the Pooh will appear on the brand's SleepSack swaddle and wearable blankets for 0 to 12 months. The Early Walker SleepSack and Big Kid's SleepSack for kids up to size 5T will feature Mickey Mouse, Pooh and Princess characters. The cotton and fleece line, which wholesales for \$14, is embellished with appliques and prints. Halo also adds two- and three-piece hanging sets for babies up to 9 months. Each comes with a SleepSack swaddle or wearable blanket and is packaged with a long-sleeve coverall, bodysuit or both. Colorations include sage, pink and blue. Sets wholesale between \$18 and \$25. Call (888) 999-4256 or visit www.halosleep.com.

Crown Crafts to Produce Pampers Infant Line

Juvenile products manufacturer Crown Crafts of Gonzales, La., has secured a license from The Procter & Gamble Company of Cincinnati to develop an assortment of infant products under the Pampers brand name. The vendor plans to introduce Pampers infant bedding, blankets, bibs, bath goods and slings via its Crown Crafts Infant Products and Hamco subsidiaries for an expected release date in Spring '10.

"This partnership is a continuation of our efforts to offer differentiated products and to further access the infant products market," said E. Randall Chestnut, CEO of Crown Crafts. According to Patrick Kraus, marketing director for Pampers North America, the brand is quickly evolving from its roots in diapers to "a true parenting company with products, resources and services to help parents care for the happy, healthy development of their children." Visit www.crowncrafts.com.

New Lines



Made by Angie



Lifefactory



Mayron's Good Baby



Hello World

• Chicago-based **Made by Angie** delivers fun baby wipe case covers that fit standard travel-size cases with padded fabric and coordinating trim. Choose from 75 fabric options, including cowboy, baseball and fruit prints; an array of florals; stripes and polka dots (\$15 wholesale). Visit www.madebyangie.com. • **Lifefactory** of Sausalito, Calif., adds multisensory teethers to its line of health-conscious juvenile accessories. Made from medical grade silicone, each teether (\$4 wholesale) features nubs and ribs to help motor skills and tongue movement and ready baby for food textures. The teether's shape also promotes one- or two-handed use and can be worn on parents' wrists. Visit www.lifefactory.com.

• **Mayron's Good Baby** of Los Angeles introduces a line of natural and organic body products for babies, which includes tangerine massage and body oil, chapped cheek and lip protector, and diaper cream infused with essential oils, vitamins and antioxidants. Items are sold individually or as gift sets and travel packs in retro packaging. The line wholesales for \$6 to \$7. Visit www.mayronsgoodbaby.com. • The SmartZip sleeper from Indianapolis-based **Hello World** features a two-way zipper designed for quick diaper changes. The footed one-piece can unzip from the top or bottom and includes a fabric cover over the zipper for comfort and safety. The sleeper is available in four sizes for 0 to 12 months and wholesales for \$14. Visit www.helloworldclothing.com.