In Malaysia, ***babyhood*** established itself in the year 2009 with a goal of becoming one of the prominent brands in the country. The ***babyhood*** brand was established in 1988 in Australia and the entrepreneurs behind the ***babyhood*** brand have over 20 years experience in the nursery products industry. ***Babyhood*** prides itself in the fact that it is manufactured under Australian standards, claimed to be more strict than both European and US standards. It is governed by INPAA (Infant & Nursery Products Association of Australia), a privately owned and operated organisation, the key representative body in the Australian nursery industry. Its primary objective is to lead the development of safer nursery products and to promote the safe consumer use of products. Although the products are not manufactured in Australia, the factories around Asia are quality controlled to produce only the high quality products patented by ***babyhood*** Australia.