



# Blooming Baby - Plush Pillow Bag

## Introducing the Blooming Baby Bag

This ultra-plush pillow bag will be used as the packaging for each Blooming Baby Carrier.

Blooming Baby believes that a carrier packaging should be as soft and innovative as the carrier itself and should have usefulness after the purchase of the carrier.

We recommend that the customers keep this bag for storage of the carrier when not in use or use it as a utility or diaper bag. The soft plush pillow will come in handy for all kinds of things (propping your child's head up while napping in a car seat or while changing a diaper). We just love this bag and think our customers will too.

# Overview - Exterior of Pillow Bag

1. **Plush Front** – The front of the carrier is sewn with the desired design with 0.50" foam sandwiched between the plush exterior and the black nylon back material.
2. **Nylon Back** – A single layer thin, black nylon is used for the remaining exterior sides of the bag. This fabric is uniform and smooth and is not too shiny.
3. **Design dimensions**– Please see the attached .ai file that contains the patterns for components and for the front plush flower design.



Front



Back

# Overview - Back and Inside of Pillow Bag

- 1. Shoulder Strap  
2" Nylon webbing.
- 2. Bag Fabric. Back and side panels are constructed with thin Black nylon fabric
- 4. Panel Joining. Factory to determine optimum method for joining the panels. The sample show uses surged seams, but we are open to other methods as long as they are of high quality.



Strap Attach  
Detail Bag Exterior



Inside Construction



# Logo Design and Placement

## 1. Woven Logo Tag Design

The final artwork shall be provided in a separate artwork file.

## 2. Logo Construction

Logo shall be a woven flag style that is folded over.

## 3. Logo Attachment

The label shall be folded and sewn into the seam between the black and plush fabric so that it hangs out like a flag. See mock-up image at right for approximate look and attachment position.



# Baby Bag BOM and Cost Est.

	Quantity	Cost	Total
Plush Fabric		2.5/yrd	
Thin Black Nylon		2.5/yrd	
2" Webbing		\$0.10/ft.	
Woven Tag		0.20	