



Blooming Bath for babies





Welcome to the
Blossoming Bath Family.





Introduction

- Upanaway, LLC was founded in 2011 by 4 California based entrepreneurs looking for a way to make bath time fun for their kids!
- Corporate offices and warehouse in Vista, CA
- Full retail support team of marketing, sales and customer care
- Mission: Provide full line of differentiated baby care products which will encourage positive family relationships
- Positioned for growth within select retail, catalog and etail markets
- Manufacturing in Asia
- Patent and Patent Pending on all products





Why Blooming Bath?

- Bath time for infants has long been a chore
- Ergonomics and Safety are often challenged
- Positioning can be dangerous / “need two hands!”
- Reaching over the tub or into the sink causes strain
- Most surfaces are hard, uncomfortable for the baby
- Clean up and preparation is time consuming
- It “just isn’t fun” as baby bath time should be!





A few things...

- Product is designed to sit in a sink, tub or basin
- Soft, comfortable plush fabric makes baby feel great while sitting
- Naturally antimicrobial foam interior and fabrics – no chemicals
- Use drain plug to pool water, or let water flow through
- Covers hard surfaces for comfortable positioning
- Simple set up in any sink, no mess clean up
- Hanging tag for air drying or place into washer / dryer





Important Details...

- Parent Tested and Parent Approved (PTPA Media)
- SheKnows.com Parenting Award – “Best Baby Bath” – voted on by over 50k parents!
- Fabrics tested per ASTM F963 and CPSC (for lead and phthalates) ideal for children’s use. Produced and tested by Starbucks approved vendor.
- Patents and Patent Pending based on product design and engineering to ensure quality and branding identity for retailer partners
- Packaging language: English/Spanish
- Each Package includes 1 Blooming Baby Bath and bathing instructions





Parents love Blooming Bath

- “You no longer have to lean, bend, sit or squat to bathe your child!”
- “I have used it in our kitchen sink, which I love because I am standing up and it is easier on my back.”
- “It is the perfect solution for squirmy babies and sink baths.”
- “This is the perfect baby shower gift for the mom who has everything.”
- “Love this new way to bathe your babe!”





Trade loves Blooming Bath

- Innovation allows for incremental sales and GM dollars in category
- Ideal for either gift or baby care departments
- Cross merchandising with car seats, strollers, night time clothing
- Packaging is simple and eye catching – It will be noticed in POG's
- SEO, SEM & SMM (Pinterest & Facebook) has a strong parent following
- Favorable reviews from many media publications





Trade loves Blooming Bath

- Since the products initial launch in October of 2011, Blooming Bath has received thousands of positive reviews by consumers, trade and media publications
- More than 7 million people have been exposed to Blooming Bath via the web or media reviews
- Blooming Bath search analytics indicate 640 % growth in web search requests in the past 5 months
- Direct to consumer sales have experienced 20%+ sales growth each month since launch, with sales now reaching all 50 states in the USA and 20+ international countries.

ptpa media 
AWARDS of EXCELLENCE

UpanAway LLC
Blooming Bath

PTPA MEDIA AWARD WINNER

This certificate recognizes that the recipient
has been awarded the PTPA Seal of Approval



The *seal of approval* families trust.
The endorsement *companies seek.*



Product Details

4 skus available:

Blooming Bath Pink #004021

Item UPC: 8-51238-00402-1

Blooming Bath Blue #004038

Item UPC: 8-51238-00403-8

Blooming Bath Yellow #004014

Item UPC: 8-51238-00401-4

Blooming Bath Ivory #004076

Item UPC: 8-51238-00407-6

List Price: \$49.99 each

MAP Price: \$39.99 each

Wholesale Price: \$20.00 each

FOB Vista, CA / Payment by CC or Paypal

Case Pack: 4 per case

Packaging: Vinyl Zippered Storage Bag

Package Size: 18" Wide X 15" Tall X 4" Deep





Wholesale Terms

FOB Vista, CA / Or Fedex Ground on your account #

Packaging: Vinyl Zippered Storage Bag with convenient handle pegging in store and carrying!

Minimum Order:

1 Case or 4 Each Blooming Bath

Mixed Colors are not available

Dealer Requirements:

Must stock inventory, no drop-ships

Agree and sign terms and conditions document

Provide copy of Sales Tax ID

No sales via 3rd party internet sites (Amazon, Ebay, etc)





Packaging



Packaging is a vinyl zippered bag, ideal for storage and travel. Product will sit upright on shelving.

15" wide, 18" high, 4" deep



Please contact us with questions!

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